



PRESS RELEASE

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LAW FIRM LEADERS HEAD TO ST. LOUIS FOR THE MANAGING PARTNER FORUM FOR MIDWESTERN LAW FIRMS

Conference to Focus on Building Effective Leadership and Developing Growth Strategies in a Recovering Economy

ST. LOUIS - February 15, 2011 - TheRemsenGroup, one of the country's leading authorities on law firm marketing, is pleased to announce that The Managing Partner Forum (MPF) for Midwestern Law Firms will be held on May 5, 2011, at the Saint Louis Club, 7701 Forsyth Boulevard in St. Louis, Missouri. (<http://www.stlclub.com/>)

This one-day conference offers practical skills training and high-level peer interaction to help managing partners throughout the region become more effective leaders and create growth strategies in a recovering economy. Over 700 firm leaders have participated in 17 previous leadership conferences presented by TheRemsenGroup.

"We presented the inaugural Midwestern Forum in October 2007, with more than 75 managing partners in attendance, and received such great feedback that we decided to bring it back - new and improved," said John Remsen, Jr., President and CEO of The Managing Partner Forum and President of TheRemsenGroup.

In recent years, the cornerstone of The MPF is the Managing Partner Idea Exchanges (MPIE) that have been consistently rated as the most valuable component of the conference. The private sessions offer a highly interactive format allowing managing partners to freely share ideas and practical solutions to the challenges of leading a successful law firm. In this rich, collaborative environment among peers, law firm leaders learn about best practices, acquire critical benchmark information and establish relationships with other firm leaders.

Each MPIE consists of 15-18 managing partners grouped by firm size. A professionally trained discussion leader facilitates the three sessions focusing on:

- Strategic Planning (including Succession Planning)
- Leading Change and the Role of the Managing Partner
- Compensation Systems
- Staffing and Administration
- Associate Recruiting and Retention (including Gen X, Y and Diversity Issues)
- Firm Governance and Partnership Structures

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- Growth Strategies (including Mergers, Lateral Hires and Branch Offices)
- Strategies to Improve Profitability
- Marketing and Business Development

Click here to see the preliminary agenda:

(<http://www.managingpartnerforum.org/index.cfm/conferences/agenda/>).

To learn more about The Managing Partner Forum, review its resources, or to register for The Managing Partner Forum for Midwestern Law Firms, please visit www.managingpartnerforum.org or call TheRemsenGroup at 404.885.9100.

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