



**2022 AILA BUSINESS SCHOOL FOR IMMIGRATION ATTORNEYS
CONFERENCE AND WEBCAST
GROWING WITH INTENTION: BUSINESS ESSENTIALS FOR SUCCESSFUL LAWYERS**

**DECEMBER 5–6, 2022
THE VENETIAN RESORT
LAS VEGAS, NV**

Whether they set out initially to do so or not, many attorneys eventually become business owners. Unfortunately, many of these new business owners soon discover that they are unprepared to run a business. Too often, in fact, they find themselves making decisions that are reactionary, rather than intentional, and they quickly realize that they need expert guidance to become the successful entrepreneurs they want to be. This program was designed with exactly this scenario in mind. Join your colleagues in Las Vegas to hear seasoned law practice owners provide guidance on how to make intentional decisions about the management, technology, financial, and marketing issues that face every law firm.

MONDAY, DECEMBER 5, 2022

- 7:15 am–5:30 pm **REGISTRATION AND EXHIBITS**
- 7:40 am–7:45 am **WELCOME AND REMARKS**
- 7:45 am–9:15 am **INTENTIONALLY THINKING ABOUT YOUR PRACTICE: THE IMPORTANCE OF DEVELOPING A VISION**
- What type of law firm do you want?
 - What type of clients do you want? Conversely, who do you turn down?
 - How to select your ideal client and how to reel them in
 - What type of customer service will you provide to your clients?
 - Strategizing about the future of your firm: Drafting a vision statement
- Faculty:***
Amanda Brill (DL), Conference Planning Committee Vice Chair, London, UK
Bridgette M. Bennett, Groveland, FL
Nicholas Jesus Mireles, Los Angeles, CA
- 9:15 am–9:45 am **NETWORKING BREAK**
- 9:45 am–11:15 am **THE MODERN WORKPLACE: WHERE, WHEN, AND HOW WILL YOUR STAFF WORK BEST?**

(DL) = Discussion Leader

** = Invited Speakers, Not Confirmed*

- All events, sessions, and conference materials are subject to change -

- Virtual vs. hybrid
- Pros and cons of virtual vs. in-person work
- How to find, onboard, and ethically manage and supervise a virtual workforce
- How to balance the needs of both a virtual and hybrid office staff
- Are your systems and processes in sync?
- How to create the culture you envision

Faculty:

Ruby Lichte Powers (DL), AILA Author, Build and Manage Your Successful Immigration Law Practice (Without Losing Your Mind), Houston, TX

Bryan Y. Funai, Schaumburg, IL

Laura Kelley, Doral, FL

11:15 am–12:00 pm **LUNCH (INCLUDED WITH IN-PERSON REGISTRATION)**

12:00 pm–1:30 pm **INTENTIONAL MARKETING: OBTAINING YOUR IDEAL CLIENTS AND GROWING YOUR PRACTICE**

- Understanding the value of different marketing vehicles
- Determining the type of marketing best suited to your ideal client
- Making your marketing efforts intentional
- Tracking performance of marketing efforts to determine what is working and what isn't
- How to budget and plan with focus on the future

Faculty:

John Q. Khosravi (DL), Los Angeles, CA

Jared Jaskot, Baltimore, MD

Kathia Quiros, Las Vegas, NV

**Narciso Delgado-Cruz, San Diego, CA*

1:30 pm–2:00 pm **NETWORKING BREAK**

2:00 pm–3:30 pm **THE STAFFING MAKEUP OF A GROWING IMMIGRATION PRACTICE**

- Are you spending too much time *in* the business, rather than *on* the business?
- What are the different staff roles within a law firm?
- What is your role as the owner/manager: Delegation and leadership
- How to structure the assignment of cases between staff members
- Knowing when to hire
- Does it make sense to fire someone when you are already understaffed?

Faculty:

Charina P. Garcia (DL), Oakland, CA

Kelli Jo Stump, AILA First Vice President, Oklahoma City, OK

Ellen Freeman, Pittsburgh, PA

3:30 pm–4:00 pm **NETWORKING BREAK**

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4:00 pm–5:30 pm

TECHNOLOGY AND THE HUMAN ELEMENT

- Why and how do you reevaluate technology and future proof your practice?
- Employing robots to relieve your people and match your practice precisely
- Technology that is essential to your practice and easy to use
- Change management and training your team on tech
- How to maintain your tech competence
- No-code or low-code building, automating, and customizing: What these are and how to get started

Faculty:

Gregory Siskind (DL), AILA Author, AILA's Immigration Law Practice and Procedure Manual: A "Cookbook" of Essential Practice Materials, 2nd ed., Memphis, TN

Ron Matten, West Hollywood, CA

Danielle Huntley Webb, AILA Technology & Innovation Committee Member, Atkinson, NH

Nadine Heitz, Lake Worth, FL

TUESDAY, DECEMBER 6, 2022

7:15 am–5:45 pm

REGISTRATION AND EXHIBITS

7:40 am–8:40 am

INTENTIONALLY SELECTING AND LEVERAGING TECHNOLOGY TO MOVE YOUR PRACTICE FORWARD

- How to properly and robustly utilize your case management system
- Technology that enhances your case management system and firm management
- Best technology for digital files, document assembly, and e-filing
- Shoring up your cybersecurity and presenting systems to clients

Faculty:

Charity Anastasio (DL), Practice and Ethics Counsel, Washington, DC

Jeffrey O'Brien, AILA Innovation & Technology Committee Vice Chair, Berkeley, CA

Catherine Haight, Los Angeles, CA

**James Betzold, Holland, MI*

8:40 am–9:10 am

NETWORKING BREAK

9:10 am–10:40 am

THINKING SMARTLY ABOUT MONEY MATTERS

- Creating a budget: Where to start
- Setting fees based on ideal client and practice areas
- Keeping track of time: How to do it and why
- Keeping up the flow of income: Down payments, payment plans, and financing
- Are you paying yourself enough? How do you know?
- Is your firm's growth financially beneficial? How will you know?

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- Aligning your compensation plan with your billing and collection processes

Faculty:

Matthew H. Green (DL), Tuscon, AZ

Ruth Lozano McChesney, San Antonio, TX

Becki L. Young, AILA Client Resources Committee Chair, Silver Spring, MD

10:40 am–11:10 am **NETWORKING BREAK**

11:10 am–12:10 pm **THE PARTNERSHIP TRACK BUILD: HOW TO GROW ASSOCIATES INTO PARTNERS**

- Benefits of future partnership opportunities for associates
- Who wants to be my partner? Identifying the best candidates
- Timeline of associate development
- Mentoring and fostering your potential future partners
- Equity and nonequity partnerships
- Strategically allocating roles and responsibilities of potential partners
- How to get your development plan rolling

Faculty:

Kirby Gamblin Joseph, Conference Committee Chair, Aurora, CO

Reid Trautz, AILA Senior Director, Practice & Professionalism Center, Washington, DC

**Julie Pearl, Palo Alto, CA*

12:10 pm–12:50 pm **LUNCH (INCLUDED WITH IN-PERSON REGISTRATION)**

12:50 pm–2:20 pm **HOW DO I MAKE SOMEONE A PARTNER IN MY FIRM?**

- What type of professionals can assist you in the partnering process? What services will they provide?
- Creating culture while increasing value for additional partners
- Establishing firm value
- Financial options for “buying” into a firm
- Insurance and best practices needed to protect the firm
- Partnership agreements: Common provisions to protect all parties

Faculty:

Sandra A. Grossman (DL), Bethesda, MD

**David A.M. Ware, Metairie, LA*

**TBD*

2:20 pm–2:50 pm **NETWORKING BREAK**

2:50 pm–4:20 pm **COMPENSATION STRUCTURES THAT WORK FOR MODERN IMMIGRATION FIRMS**

- Expectations and compensation of paralegal and administrative support staff
- Expectations of lawyers and creative compensation

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- Compensation expectations vs. economic realities
- Attracting and retaining the staff you want: Benefits and bonus structures
- Paying staff and yourself according to how you bill and collect
- Measuring productivity: Efficiency and Key Performance Indicators
- Can a true work life/balance exist? How do you foster it?

Faculty:

Rita Sostrin (DL), Woodland Hills, CA

Elizabeth Chatham, PERM Conference Planning Committee/USCIS Case Assistance Committee. Phoenix, AZ

Patrick M. Kolasinski, Modesto, CA

**Jerome Grzeca, AILA PERM Conference Program Chair, Milwaukee, WI*

4:20 pm–4:40 pm

NETWORKING BREAK

4:40 pm–5:40 pm

AILA’S MARKETPLACE STUDY BREAKDOWN: CURRENT INSIGHTS, FUTURE TRENDS, AND HOW TO USE THE INFORMATION INTENTIONALLY

- Hot off the press insights into the most comprehensive study on immigration practice
- Management trends, including salaries for associates, paralegals, and administrative assistants, benefits, and common stressors
- The latest technology use statistics and virtual practice
- Finance trends in fees and income
- Marketing trends for immigration lawyers
- How to use this data for a better career and practice

Faculty:

Reid Trantz (DL), AILA Senior Director, Practice & Professionalism Center, Washington, DC

Farshad Onji, AILA President-Elect, San Francisco, CA

Charity Anastasio, Practice and Ethics Counsel, Washington, DC

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CONFERENCE PROGRAM COMMITTEE

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Amanda Brill, Conference Program Committee Vice Chair, London, UK

William A. Stock, AILA Past President, Philadelphia, PA

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Charity Anastasio, Practice and Ethics Counsel, Washington, DC

Emmie R. Smith, Director of Professional Development, Washington, DC

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