

Chuck's Notes

We had a great time at the Annual Meeting and Induction in Dallas – we elected three new Trustees, inducted 20 new Fellows (The Class of 2001 was featured in the Fall 2001 edition of the newsletter. See the Class of 2002 elsewhere in this edition.), learned about anticipating the future through scenario planning, and enjoyed the fellowship of the best minds in law practice management.



Welcome to our new Trustees – John Cummins, Dave Hambourger, and Sally Schmidt – and a hearty thanks to those going off the Board of Trustees – Bill Bachman, Bob Greene, Donna Greenfield, and Michael Simmons – for all their dedication and contributions to the College. We remembered three of our most respected members who we lost this past year: Luther Avery, Ron Haydanek and Warren Tomlinson. A future issue of the newsletter will include remembrances of them.

Futurist Stuart Forsyth led us through scenario-planning exercises as a means to anticipate the future of the practice of law. In very simplified terms, scenario planning involves projecting various possible scenarios that could become reality in the future based on current events, trends, cycles, causes, and uncertainties. Once the scenarios are described, the planners can choose the *preferred scenario* and then identify action steps that will help to make the preferred scenario the reality in the future. (Stuart's presentation is featured on the COLPM Web site or at http://www.legalfuturist.com/pages/334294/index.htm?gen_time=1032804723120)

These exercises were particularly timely and appropriate for the College as the

Trustees address the question of what role the College should play beyond recognizing outstanding achievements in law practice management. The Trustees chose the preferred scenario for the College, identified the action steps required, and shared the strategic plan with those in attendance for feedback and new ideas. A summary of the "Plan for the Future" appears elsewhere in this newsletter.

The preferred scenario is that the College will draw on the vast knowledge and experience of its 200 Fellows to act as a catalyst for positive change within the profession. The College can act as a catalyst, can "be all that it can be," **only** with the ideas, contributions, and participation of the Fellows. As we begin to implement the tactics listed in the Plan for the Future, we will be asking for help from you – please join us in these efforts.

Better yet, don't wait to be asked. If you see something in the tactics – or something we missed – *carpe diem* – contact us and offer to help. Working together, we can make the College a catalyst for positive change within the profession.

Chuck Coulter
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A Fond Farewell and Best Wishes to Alice Tully Atkins

Many of the Fellows have known Alice Tully Atkins for many years. Alice became a Fellow of the College in 1996 and our administrator in 1997. Current president Chuck Coulter worked very closely with her for five years as he went through the ABA's Law Practice Management Section chairs. Many of us have developed a strong friendship with Alice that has grown from a working relationship. During his tribute to Alice at this year's induction ceremony in Dallas, Chuck commented on Alice's skill at understanding and anticipating what needed to be done, from planning for meetings to communicating with Fellows and everything in between. Alice is leaving to join her husband, Tom, in their software business. They have developed Vox Proxy™, software that adds animations to PowerPoint presentations. To quote Chuck, "Since she became the administrator, she has been the 'glue' of the College and its primary communicator, historian, and most of all, an inspiration to all of us. We will miss you, Alice, and wish you and Tom only the best in your endeavors."



New COLPM Administrator

A BIG welcome to our new administrator, Sandra Geist! Even though she didn't officially begin in this capacity until November 1, she attended the Annual Meeting and Induction in Dallas so she could observe us in action, put some faces with names, and try to "figure out how to follow Alice's amazing act!"

If anyone is up to it, it's Sandra. One of the first accounting firm marketing directors in the country, Sandra spent 13 years with the Denver, CO, office of Peat

Marwick (now KPMG.) As an independent consultant, she's spent the last ten years working with law firms as well as not-for-profits. (Many would say they are one and the same!) She handled marketing, communications, media relations, Web site development, graphics, event planning, and numerous other tasks for Holme Roberts & Owen, Holland & Hart, the Denver Foundation, the Children's Museum, national Medicare programs, and a handful of other organizations.

Sandra now works out of her home office in Lakewood, CO, which she shares with husband, Jim (a retired Air Force fighter



pilot and former Air Force Academy football coach); Jim's 90-year-old Mom, Phyllis; their dog, Charlie; and their cat, Mickey. Give her a call at

303.232.3355 or send an e-mail to s.geist@attbi.com and get to know her.

Welcome to the Class of 2002

Meet the Class of 2002. Its members are:

Lee Ann Bellon
Bellon & Associates, Inc.
Atlanta, GA

Silvia L. Coulter
Hale and Dorr, LLP
Boston, MA

Ron Friedmann
Prism Legal Consulting
Arlington, VA

Class of 2002 (continued)

Elizabeth W. Kalb

Sonnenschein Nath & Rosenthal
New York, NY

Robert S. Mucklestone

Perkins Coie LLP
Seattle, WA

Kenneth R. O'Brien

The Profile Group LLC
Westport, CT

Dixie Laswell Peterson

Illinois Dept. of Children
& Family Services/Juvenile Court
Chicago, IL

Richard Potter QC

i-lawmarketing.ca
Milford, ON CANADA

Robert L. Rubenstein

Sidley Austin Brown & Wood LLP
Washington, DC

Ron L. Seigneur

Seigneur & Company PC CPAs
Lakewood, CO

Jan Waugh

Association of Legal Administrators
Vernon Hills, IL

Strategic Planning Team Outlines College "Plan for the Future"

The Strategic Planning Team developed a simple strategic plan, which was approved by the Board of Trustees at the Dallas meeting on September 20, 2002. We will commence implementation of the primary elements of the plan now. Here is a summary:

Mission

To recognize, inspire, and promote

excellence in the law practice management profession.

Strategies

- Identify and honor extraordinary achievement.
- Support activities that enhance the development of new knowledge.
- Facilitate information exchange among Fellows.
- Act as a catalyst for positive change within the profession.

Tactics

Identify and honor extraordinary achievement by:

- Nominating and accepting new Fellows each year.
- Refining and clarifying the nomination criteria and process.
- Inducting and honoring new Fellows at the Annual Meeting.
- Having short presentations by some new Fellows at each year's meeting.
- Providing media relations for new Fellows.
- Featuring each year's class of Fellows on the Web site with biographical information. (Cumulative result: Hall of Fame)
- Creating an "In Memoriam" page for the Web site.

Support activities that enhance the development of new knowledge by creating a single project focused on the development of new knowledge:

- Invite broad Fellow involvement.
- Partner with other organizations.
- Disseminate information to leverage College position.

Facilitate lively information exchange among Fellows by:

- Maintaining a timely, active, and accurate Web site.
- Implementing an electronic-only



Plan for the Future (continued)

- quarterly newsletter.
- Creating a COLPM listserv.

Annual Meeting Program "Template" will always include:

- Opportunity for interaction, debate, socializing.
- A speaker from outside the Law Practice Management universe.
- Presentations from incoming Fellows.
- Induction dinner.

If you have thoughts on any items included in the plan, or you just want to volunteer to help pull some portion of it together, please call Merrilyn Tarlton at 303.216.2990 or e-mail her at mat@astintarlton.com.

Annual Meeting 2003

Charlie Robinson is heading the Program Team for the meeting in Washington, DC, on September 19 and 20, 2003. He's very interested in ideas for the program. Whether you are a new Fellow or a long-time Fellow, what would you like to have happen at the meeting? What would you like to learn and share with others? Whom would you like to hear speak? What are you willing to do to help organize and plan the meeting? Please contact Charlie with your ideas and to volunteer at: Law Offices of Charles F. Robinson; 410 S. Lincoln Avenue; Clearwater, FL 33756; e-mail: CharlieR@charlie-robinson.com; phone: 727.441.4516; fax: 727.447.7578.

Fellow Items

Del Sesto Receives Pro Bono Publico Award

Providence attorney Ronald W. Del Sesto has been awarded the Pro Bono Publico Award by the Washington-based National

Italian American Bar Association. Del Sesto was selected for his long-term volunteering of his legal services to advance the cause of Americans of Italian descent. NIABA, in its 20 years, has only selected three individuals for such an award.

Del Sesto is the Honorary Vice Consul of Italy-Providence, a director of the Washington-based National Italian American Foundation, a commissioner of the American and Italian Cultural Exchange Commission created by the state of Rhode Island, and a founding director and past president of the Justinian Law Society of Rhode Island.

Del Sesto and his wife, Deborah, frequent visitors to Italy, created the Umbria Relief Fund in 1997 to help the victims of that year's earthquake in the vicinity of Assisi, founded Cinema e Cucina Italiana, which promotes Italian cinema and Italian food, and founded and serve as webmasters of www.web-italia.com. Del Sesto, a graduate of Georgetown University and Boston College Law School, is a Uniform Law Commissioner.

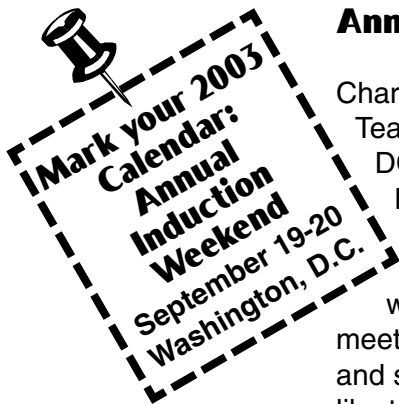


(Please help us recognize YOUR significant accomplishments. Send information about honors and awards to Sandra Geist, COLPM Administrator.)

2002 Annual Meeting Program – Future Scenario Planning

On a going-forward basis, we hope to add information to the College Web site about the programs and speakers at each Annual Meeting. Here is a summary of this year's program; check the website for additional details.

As described in Chuck's Notes at the beginning of this newsletter, after a



presentation about scenario planning by Futurist Stuart Forsyth (www.legalfuturist.com), the Fellows worked in small groups to develop several scenarios describing what the legal profession might look like in 2015. Stuart emphasized that future planning should be plausible, that we were not to make “predictions” but to examine possibilities. The groups were asked to develop scenarios based on the following questions:

- Who will deliver legal services in 2015?
- What will be the demand for services in 2015?
- Where will legal services be delivered?
- How will legal services be delivered?

Each table worked with different assumptions: legal services would/would not continue to be delivered by lawyers; services would continue to look like traditional legal practice; services would be very different and be delivered in different settings; and the like. We learned that we can think about the future in meaningful ways, we can take actions to foster the future we prefer, we need to include younger people in the planning (many of us won't be active in the profession in 2015!), and we must not steer the boat by the wake. Precedent may not have much power when we factor in the wildcards and uncertainties of today's world.

We are attempting to collect a summary of each table's discussion and hope to have it available on the COLPM website in the future. (As a reminder...if you were the scribe for your table, and have not yet sent in your summary...you know who you are..., please e-mail it to Sandra (s.geist@attbi.com) as soon as possible. Two tables have submitted them ...thanks!)

Editor's Note

One of COLPM's goals is to “facilitate lively interaction and information exchanges among our Fellows.” We hope this newsletter helps fulfill this goal. We want to publish point/counter point pieces, provocative articles about the future of the legal profession, profiles of members, and updates on COLPM's strategic plan.

We invite you to help us meet this goal. Let us know what YOU want to read about. Consider submitting articles or ideas for “debates;” volunteer to write a profile of another member (pick someone you would like to get to know better and interview him or her); write a book review; and tell us about whom you would like to read. We also will consider using excerpts from longer articles with web links to the full article or to more information about the topic.

The Fellows I've talked with left this year's Annual Meeting with new ideas, new friends and enthusiasm for our organization. The newsletter's challenge is to help foster our connections between meetings. Please reach out to each other through the newsletter. To offer your help, please contact Sandra, our “publisher.”

If we collect enough material on a subject, we might consider publishing a white paper or collection of articles. So...give us your best, most provocative, most interesting material. If you send us something that you've published elsewhere, please be sure to give us the citation. We may want to publish an excerpt and link to the original.

With your help, we can make the newsletter a valuable resource for all of us.

Mary Beth Pratt, Editor

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