



# Masters in Persuasion:

How to get  and How to get  
**Business** **Business Done**

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Friday, November 5, 2021 | Sheraton Detroit Novi Hotel, Novi, MI

2021 Winter Meeting    Sheraton Detroit Novi Hotel  
21111 Haggerty Rd, Novi, MI 48375  
Friday, November 5, 2021

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# Program Schedule

**8:00 a.m. to 11:00 a.m.**

8:00 a.m. to 9:00 p.m.

## **Why Should I Hire you? *How Building a Personal Brand Drives Business Development***

Every time you interact with a colleague, a client, a prospect, a referral source, opposing counsel, or a judge, you are building or diminishing your personal brand. Why is that important? And if it is important, how can I make changes to my brand? This 45-minute presentation will show you how managing your personal brand is a critical element to your success as you move through the legal world and develop your practice, and it will help you see how your personal brand can become the “umbrella” under which successful business development occurs.

### **Presentation Outline:**

- What is a brand? (It’s more than just one of those weird marketing terms)
- The What, The How, and The Why
- The ever-elusive concept of Value
- The Value Migration
- Managing Perceptions
- Business Development vs Marketing
- Skills: Listening and Good Questions
- The Relationship Ladder
- Cross-selling, Selling, Closing, and other scary words
- S.M.A.R.T. goals, Fridays, and a simple plan

Jim Staples, *Jim Staples Consulting LLC*  
Devon, PA

9:15 a.m. to 9:45 a.m.

## **Commercial-Law Update**

This informative session will address the latest developments and trends in commercial law. An expert in the field, Carina Kraatz, was hand-picked to guide you through emerging issues, the latest strategies, changes in the law, and where the law may be headed.

Carina Kraatz, *Kitch Attorneys & Counselors*  
Okemos, MI

9:00 a.m. to 9:15 a.m.

## **Refreshment Break**

9:45 a.m. to 10:15 a.m.

## **No-Fault Update**

This informative session will address the latest developments and trends in no-fault law. An expert in the field, Kyle Smith, was hand-picked to guide you through emerging issues, the latest strategies, changes in the law, and where the law may be headed.

Kyle Smith, *Collins Einhorn Farrell PC*  
Southfield, MI

10:15 a.m. to 10:30 a.m.

## **Refreshment Break**

10:30 a.m. to 11:00 a.m.

## **Employment Law Update**

This informative session will address the latest developments and trends in employment law. An expert in the field, Nick Huguelet, was hand-picked to guide you through emerging issues, the latest strategies, changes in the law, and where the law may be headed.

Nick Huguelet, *Nemeth Law PC*  
Detroit, MI

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# Program Schedule

11:00 a.m. to 3:30 p.m.

11:00 a.m. to 12:00 p.m.

## **The Art and Value of Persuasion in ADR: Trials and Tribulations for Litigators, Mediators, and Judiciary**

As Michigan explores its ADR options and scheme, and while litigants, attorneys, and courts rely more and more on alternatives to achieve resolution of differences efficiently and economically, it is important to not only be up to date on the changing environment of ADR, but also on the differing skills of persuasion in this venue in comparison to trials. Through this program, we bring you a highly respected panel with varying backgrounds, perspectives, and experience, to help you understand and achieve winning strategies to be a persuasive counselor for your clients in this all important and ever growing process.

Stephen Foucrier, *Willingham Cotè*

Patricia Nemeth, *Nemeth Law PC*

Hon. James S. Jamo, *Ingham County Circuit Ct.*

Irene Hathaway, *Bruce Hathaway PLLC*

Robert Riley, Moderator, *Riley & Hurley, PC*

12:00 p.m. to 1:00 p.m.

## **Lunch/Luncheon Presentation - MDTC/MAJ Respected Advocate Award**

Every year, MDTC and MAJ each present a “Respected Advocate Award.” The MDTC annually gives the award to a member of the plaintiff’s bar for the purpose of recognizing and honoring the individual’s history of successful representation of clients and adherence to the highest standards of ethics. The MAJ does the same annually for a defense practitioner. In doing so, we promote mutual respect and civility.

**MAJ Recipient:** Michelle Crockett, *Miller Canfield Paddock & Stone PLC*

**MDTC Recipient:** Jabran G. Yasso, *Sommers Schwartz PC*

1:00 p.m. to 2:00 p.m.

## **Ethical Issues in the Business of Law**

The State Bar of Michigan Attorney Grievance Administrator will share with us the ethical implications on the business side of practicing law, and will explain the grievance process and disciplinary risk, through the rules of ethics and specific examples of past events.

Michael Goetz, *Michigan Attorney Grievance Administration*

2:00 p.m. to 2:15 p.m.

## **Refreshment Break**

2:15 p.m. to 3:30 p.m.

## **The Business Side of the Law: Building Success Beyond the Courtroom**

Law school prepares attorneys to practice law, not run a law practice. This A-list panel has excelled in navigating the rough waters of building a successful business in law. Their experience ranges from starting a firm to managing one of Michigan’s largest firms. Drawing on that experience, the presenters will provide insight on a vast array of business issues that arise while running a law practice. From developing and managing client relationships to managing co-worker relationships, this panel is sure to educate both the newest and most experienced attorneys.

Richard Joppich, *The Kitch Firm*

Michael Sullivan, *Collins Einhorn Farrell PC*

Fred Fresard, *Klein Thomas & Lee LLC*

Randy Juip, Moderator, *Foley Baron Metzger & Juip PLLC*

# REGISTRATION FORM

**Friday, November 5, 2021**

Sheraton Detroit Novi, 21111 Haggerty Road Novi, Michigan  
8:00 A.M. – 3:30 P.M.

Full Name: \_\_\_\_\_ Preferred First Name: \_\_\_\_\_

First time attending Winter meeting: \_\_\_\_\_ Yes \_\_\_\_\_ No

Company or Firm Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Fax: \_\_\_\_\_ E-mail Address: \_\_\_\_\_

Emergency Contact/Phone Number: \_\_\_\_\_

Special Dietary Requirements: \_\_\_\_\_

CLE: If licensed in other state(s), please indicate what state(s): \_\_\_\_\_

Each lawyer will be responsible for completing required forms with the states they need CLE from.

**OHIO CLE:** MDTC will not know how many credit hours will be awarded until after the program is submitted to Ohio Supreme Court. Ohio lawyers will need to complete forms on site and submit to Ohio Supreme Court individually.

## Registration Fees

<input type="checkbox"/> MDTC Member - \$235.00	<input type="checkbox"/> Non-Member - \$335.00
<input type="checkbox"/> Yes, sign me up for membership in MDTC	<input type="checkbox"/> No, sorry, not interested in membership at this time
<input type="checkbox"/> Group (up to three Members from your firm) - \$360.00 (each additional person over 3, \$85 each. Includes individual's one year membership)	<input type="checkbox"/> Lunch Only - \$75.00 <input type="checkbox"/> Handout Only - \$235.00
<input type="checkbox"/> New Member Special - \$285.00 (Cost of meeting and one year of membership)	
<input type="checkbox"/> Special Offer - A lawyer in practice 5 years or less brings another lawyer in practice 5 years or less to the Winter Conference, both attendance fees will be waived and both will receive a free MDTC membership for the remainder of the fiscal year.	
<input type="checkbox"/> Check (Payable to MDTC)	

*Registration fee includes program, lunch, and breaks. If you have any questions, please contact Madelyne Lawry at (517) 627-3745. Payment MUST be received on or before the date of the event. **Cancellations must be received in writing 72 hours in advance of the event for a refund – less \$50.00 administrative fee.***

Please complete this form and return to:

**MDTC • PO Box 66 • Grand Ledge, MI 48837 • Phone: 517-627-3745 • Fax: 517-627-3950**

updated 9-15-2021:mcl