

# LAWYER + MOM + OWNER CONFERENCE SCHEDULE

Lawyer + Mom + Owner: One Thousand Strong, One Virtual Summit to UNITE Them All  
(September 30 – October 1, 2020)

Wednesday, September 30, 2020		
Time	Speaker	Topic
10:00 am	Carolyn Elefant	<b>Keynote: Welcome to the First LawyerMomOwner Summit: Time to Change the Conversation</b>
10:30 am	Jeena Belil	<b>Keynote: Welcome, How a Former In House Counsel Starts a Law Firm From Scratch...With A Three Year Old In Tow</b>
11:00am -12:30pm	Dineen Wasylik Catherine Tang Mary Grace Guzman Moderator TBA	<p><b>Panel: Law of Pandemic Practice</b></p> <p>Running a successful law firm has always been a challenge...but with the pandemic, those problems are multiplied as firms have been forced to operate remotely. This panel will cover all the myriad of ethical legal issues that firms must consider more than ever before such as:</p> <p>Digital Asset Succession - from cloud-based law practice management accounts to lucrative Facebook real estate, how do firms keep control of those assets when the owner or key staff are incapacitated or pass away?</p> <p>Remote Practice: What ethics rules govern virtual practice, from obligations to clients when your firm can't meet face to face, to cyber-security protection and confidentiality?</p> <p>What's the best way to manage remote staff and what policies are appropriate?</p> <p>We'll discuss these questions and more that we'll crowdsource from attendees.</p>

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Time	Speaker	Topic
2:00pm	Ticora Davis	<p><b>Keynote: Motherhood and Entrepreneurship</b></p> <p>Ticora Davis founded her firm after her former employer told her not to come back after giving birth to her son. Learn how Ms. Davis built a thriving national firm, <a href="#">Creators' Law Firm</a> that supports small business and IP needs of creative entrepreneurs.</p>
2:30pm	Ally Lozano	<p><b>Keynote: Be the CEO of Your Law Firm</b></p> <p>A few years back, Ally Lozano was a struggling law firm owner trying to make ends meet. Today, she's CEO of a thriving immigration practice that relies on flat fees and systems to serve clients efficiently. Ally will talk about how taking ownership by becoming CEO of your firm can provide financial and personal rewards.</p>
3:30pm -5:00pm	Regina Edwards Sonia Lakhany Autumn Witt Kim Bennett Melanie Leonard (moderator)	<p><b>Panel: New Business Models for a New World</b></p> <p>Let's face it, the billable hour business model wasn't exactly designed for working parents since every minute you leave early or miss converts to less revenue earned. But it doesn't have to be that way. These four speakers have pioneered new business models that won't penalize you for time off or that can create an added stream of passive revenue to keep cash flowing if you decide to cut back.</p>

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Time	Speaker	Topic
Happy Hour  5:30pm	Melanie Leonard	<b>Keynote: How the Pandemic Changed Practices for the Better</b>  No doubt, the pandemic has been a dark cloud, bringing tragedy to many. Yet the pandemic also forced us to think about what matters and to rethink how we do business. Based on a question to dozens of other lawyers, Ms. Leonard will share what she learned about steps they've taken to improve their practices and what you can do too.
6:30pm	Amy Howe	<b>Keynote: A Supreme Career</b>  Amy Howe has done it all: she's a lawyer and mom, but also a former biglaw attorney, partner with her husband of their niche law firm litigating Supreme Court cases, and now a renowned blogger and commentator on the High Court. She'll share her story.

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Time	Speaker	Topic
7:00pm -8:30pm	Nicole Black Bunmi Emenanjo Sheronda Blackburn Erin Albanese Jen Lupo Debra Vey Voda Hamilton Susan Cartier Liebel (Moderator)	<b>Panel: Transitions</b>  The pandemic has forced many of us to rethink priorities, and whether the work we do matters. But for those who feel dissatisfied, where to turn? This panel will give you ideas. Each speaker has been successful in one aspect of their legal career, but for whatever reason, felt that more career satisfaction or opportunity to make a difference lay elsewhere. They'll share the stories of what they do and the steps you can take if you feel it's time to make a change.
9:00pm- 10:30pm	Tanya Lewis Nina Ries Angela Barker Lisa Kelly (moderator)	<b>Panel: Money Talks</b>  Personal finance can impact professional health. After all, if you're worried about paying your student loan bill or mortgage, you may take on a crazy client or a case out of your league and commit malpractice. Though our moderator is an expert, our panelists are lawyers who have some professional background in finance or real estate but have become experts through their own education. We anticipate a lively Q&A event to answer everything you ever wanted to know.

Thursday, October 1, 2020

Time	Speaker	Topic
10:00am	Christy Collins	<b>Keynote: How I Ran for Judge and Won</b> Many of us have dreamed of running for elected office. Christy Collins actually did it, going from law firm owner to <a href="#">winning a seat on the Florida Ninth Circuit</a> court in a hotly contested race.
10:30am	Shabnam Malek	<b>Keynote: Lawyer, Mom &amp; Owner of Cannabis Law Practice</b> Shabnam Malek will speak about trends that she's gleaned from data from her years of practice in the cannabis space and at big firms before that.
11:00am	Crystal McDonough	<b>Keynote: Energy Practice from Scratch</b> Crystal McDonough is known as a lawyer who built a practice while traveling across country by RV. But she's also carved out a niche in one of the most traditional industry spaces - energy - where she's built a large regional firm that continues to expand.
12:30pm – 2:00pm	Latrice Latin Pam Grady Dameka Davis Carmen Rosas Moderator TBA	<b>Panel: Women Breaking Barriers</b> Believe it or not, many women are still the first - breaking barriers in unconventional or uncomfortable practice areas. Our panelists will talk about facing those barriers, and beating them into submission whether through clever use of tech, taking risk or building new markets through education. They'll also share some of the uncomfortable conversations that sometimes revolve around being the first.

Thursday, October 1, 2020

Time	Speaker	Topic
3:00pm	Rebecca Geller	<b>Keynote: Building a Woman Owned Law Firm Where Partners Can Be Parents</b> It's been said that big law firms were built and designed for and by men. So what would a law firm look like if designed with women and moms in mind? Rebecca Geller shares the amazing example of her law firm, <a href="#">Geller Law Firm</a> , featured in the <a href="#">New York Times</a> for family friendly practices.
4:00pm	Chelsie Lamie	<b>Keynote: Woman to Woman Referrals &amp; Family Friendly Firm</b> Who says that a PI firm has to spend hundreds of thousands of dollars in advertising to succeed? Chelsie Lamie will share how she built a hugely successful firm by leveraging the power of woman to woman networking.
4:30pm – 6:00pm	Catherine Tang Melanie Lippman Nalini Prasad Annette Choti	<b>Panel: Til We Meet Again...Or Not? Marketing When You Can't Meet Clients in Person</b> With no more networking events or in-person consults, how can you market your practice effectively? And how does how you dress affect your brand or matter when we're all doing business online.  This is a practical panel. Our three speakers will share actionable tips on DIY SEO, leveraging social media like Facebook and Instagram and style and branding. Get ready to put these ideas into action!

Thursday, October 1, 2020

Time	Speaker	Topic
8:00pm -9:30pm	Crystal McDonough Goz Odediran Carla Miller Kristin Tyler Elise Buie (moderator)	<b>Panel: Personal Challenges and Doing It All</b>  As if parenting and practice wasn't challenging enough, the pandemic has thrown everyone for a curve ball, trying to balance home schooling and special needs. Our panelists will share both what you need to know as a parent to a special needs child what has kept them sane in balancing illness, children and other personal challenges.
Closing		