

## Miraval Business Development Retreat

**SPONSOR** Professional Business Development Institute

**SPEAKERS:** **Stephanie Quincy, Esq.**, Steptoe & Johnson; **Lisa Landy, Esq.**, Akerman Senterfitt; **Darryl Cross**, LexisNexis; **Larry Bodine, Esq.**, Business Development Advisor and **Michael Cummings**, Sage Law Marketing

**DATE:** **March 6 to March 8, 2008**

**LOCATION:** Miraval Life in Balance Resort and Spa, Tucson, Arizona 85739

**MORE INFO:** Laura Kresich, Program Director; Tel: 773-966-9273 or Lkresich@LawMarketing.com



***Make 2008 your best year financially.*** You'll learn how to get more clients and generate more revenue at this intimate and intensive workshop. **You will learn practical how-to methods** to develop the marketing and selling skills you need to excel at business development. Plus you can have a private **one-on-one coaching session** by leading business



development coaches and networking with other like-minded and ambitious attorneys. **You and your firm will see a return on investment** based on the best practices, new skills and productivity you will develop. Attendance limited to 35 people.

### Why this program is unique, and why you will want to come.

- **Increase your income:** Your business development capabilities will flourish by attending this retreat. You will learn to identify your ideal clients and how to pursue them. You will gain control over your success in the profession by building a practice around what you enjoy.
- **Get a personal marketing plan.** By applying the best practice of proven rainmakers, you'll get a clear program of action to cultivate client relationships, achieve business advisor status in the eyes of your clients, build the business relationships you need to thrive, and establish a compelling professional reputation in the minds of your ideal clients, targets and professional allies.
- **It's a hands-on retreat,** not a conference held in a dim hotel ballroom surrounded by a gauntlet of exhibitors. You'll work directly with proven rainmakers and can schedule one-on-one coaching sessions with professional business developers Larry Bodine and Michael Cummings. You'll also get a conference handbook full of forms, checklists and articles.
- **You'll get personal attention.** The maximum enrollment will be limited to 35 attendees. (Other marketing conferences have hundreds of attendees; the Marketing Partner Forum had 400 attendees; the Legal Marketing Association conference had 1,000.) In contrast, we will give personal training to a small number of lawyers, and you will have time to network, learn from others' success and get to know each other.
- **Miraval is a world-class workshop setting.** It is home to similar retreats offered by industry-leading professional firms such as McKinsey and Accenture. All meals are included in the room fee, round trip Tucson Airport transfers and one spa treatment or round of golf per night of stay.
- **Conducive climate.** The average high temperature will be 68 degrees at that time of year. Tucson gets more days of sunlight than any other US city. Meanwhile it's dark and freezing in Chicago, New York, Boston, Seattle, Philadelphia, Detroit, Indianapolis and Ohio cities.
- **It's unique.** You can't find a business development retreat like this anywhere else.

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**Register today by visiting: [www.PBDI.org](http://www.PBDI.org)**  
**Or call Laura at 773-966-9273**

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**Register today, because attendance is limited to 35 people. Registration fee for the 2-day conference, individual coaching and training materials: \$1,295**

### The schedule and curriculum:

- **Thursday, March 6:** Attendees are picked up at the airport, and gather for an evening welcome reception in the Raindance Courtyard.
- **Friday, March 7:** Morning class 8 to Noon in the Hopi Room. Speakers include Stephanie Quincy, Larry Bodine and Michael Cummings (see faculty listing below). Scheduled classes conclude with lunch, and attendees can make appointments with speakers Cummings and Bodine for one-hour, personal consultations. You can also participate in the many scheduled Miraval activities. A healthful and flavorful dinner is on your own, and at dusk we reconvene at a fire pit to hear from a Native American spiritual speaker.
- **Saturday, March 8:** Morning class 8 to Noon in the Hopi Room. Speakers include Lisa Landy, Darryl Cross, Larry Bodine and Michael Cummings (see faculty listing below). Class concludes with a closing presentation at the Amphitheater followed by lunch. Attendees can make appointments with speakers Cummings and Bodine for one-hour, personal consultations. You can also participate in the many scheduled Miraval activities.

### The faculty:



**Lisa A. Landy, Esq.**, Shareholder, Akerman Senterfitt, Miami, FL. A rainmaker *par excellence*, she has spoken widely about business development. She is the 2006 Interlawyer of the Year, winner of the World Trade Center Miami International Women's Day Award, winner of the Organization of Women in International Trade Leadership Award, and was named among the 101 Women to Watch by Miami Metro Magazine.

**Stephanie J. Quincy, Esq.**, Partner, Steptoe & Johnson, Phoenix, AZ. Stephanie is a career business-getter with a magnetic personality, who is a popular speaker with evolved client relationship skills. In practice for 16 years, she started at a boutique labor firm, moved to Snell & Wilmer and joined Steptoe & Johnson with a regular case load of employment litigation.



**Larry Bodine, Esq.**, a Business Development Advisor for law firms with 16 years' experience. He has helped law firms generate millions of dollars in new revenue with training retreats, personal coaching and firmwide strategies. He is the former marketing director of Sidley Austin, Editor of the *ABA Journal*, a litigator in Wisconsin, and award-winning journalist. He has advised firms as large as a 3,000-lawyer global law firm and as small as a 5-lawyer trial boutique in Chicago.

**Michael G. Cummings** is the managing principal of SAGE PDI, Inc. He has been a marketing strategy and business development consultant for more than 20 years. Over time, Michael built the sales, marketing and relationship management skills of hundreds of professionals. Earlier in his career, he helped create the marketing function at Andersen Worldwide (Arthur Andersen & Accenture) and was a partner at Mercer Management Consulting.



### Who should attend:

This retreat is for you, if you are a lawyer who wants to:

- Build on your current success and grow your practice and revenue to new heights
- Include greater prosperity as part of a balanced life.
- Break out of a rut or change direction to a more financially-rewarding, enjoyable law practice.

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