



PRESS RELEASE

FOR IMMEDIATE RELEASE

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LAW FIRM LEADERS IDENTIFY STRATEGIC PLANNING AS THE KEY FOR SUCCESS AT THE MANAGING PARTNER FORUM 2010 ANNUAL CONFERENCE IN ATLANTA

Conference Survey Reveals Most Managing Partners Are Cautiously Optimistic About the Future

ATLANTA - April 29, 2010 - A majority of the more than 65 law firm managing partners from 23 states surveyed at The Managing Partner Forum (MPF) 2010 Annual Conference in Atlanta agreed that developing and implementing a firm-wide strategic plan is the best way to improve a firm's financial performance during the current economic climate. The April 29 conference focused on developing more profitable, cohesive and sustainable law firms attracted high-level decision makers representing large to boutique law firms.

"We are pleased that we were able to provide a venue that gave managing partners a forum honest about critical issues affecting their leadership and seek real solutions from experts and their peers," said John Remsen, Jr., President and CEO of The Managing Partner Forum and President of TheRemsenGroup. "Most participants said their firms fared well during the recession, but they are cautiously optimistic about the future. Many need help finding solutions for issues that are preventing growth and interfering with client relationships."

Managing partners who participated in the MPF survey said in addition to strategic planning, they planned to pursue key lateral hires and lucrative mergers; improve practice group management; address underperforming equity partners; and solicit and respond to client feedback.

"Reducing non-legal staff while cutting overhead expenses across the board was also an option still being explored by a few firms," said Remsen. "Others plan to implement alternative client fee arrangements, revise associate pay structure, and reduce the number of associates and paralegals."

Titled "The Need to Lead," the high-level, interactive 2010 Annual Conference was based on input and suggestions from past participants and the Forum Advisory Board ensuring that the presentations, panel discussions and idea exchanges would provide education, networking and leadership development skills to managing partners and leaders from large, midsize and small firms.

Keynote speakers Susan Hackett, Senior Vice President & General Counsel for the Association of Corporate Counsel (ACC) gave an update on the ACC's Value Challenge; Darryl Cross, Vice President-Client Profitability for LexisNexis spoke on "Revolution or Evolution;" and Bruce Hawthorne, Cofounder of Consigliere Group discussed "Playing to Win in a Changing Market."

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Managing Partner Forum

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The sponsors of the Conference were TheRemsenGroup, LexisNexis, C.Jones & Associates Public Relations, The Consigliere Group, Law Practice Consultants, Inherent, Max20, ContactEase, IKON Office Solutions, ClientQuest Consulting, LawFirmRereats.net, and Moss Cairns.

The Managing Partner Forum also offers a content-rich website featuring the latest articles, white papers and other resources on topics most important to managing partners. In addition, the organization has launched a monthly electronic newsletter featuring timely, relevant leadership tips, articles and white papers. Remsen has also introduced a web seminar series featuring nationally recognized faculty and law firm leaders.

To learn more about the Managing Partner Forum and review its resources, please visit www.managingpartnerforum.org.

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