

**November 6, 2015**

**BASF Conference Center**

**301 Battery Street, Third Floor**

**San Francisco**

**Barristers Club**  
**2015**  
**Annual Meeting**

#BAM15



# Taking Control of Your Career

Keynote Speaker

**KRISTIN SVERCEK**

General Counsel, Lyft



THE BAR ASSOCIATION OF  
SAN FRANCISCO

[www.sfbar.org/AnnualMeeting](http://www.sfbar.org/AnnualMeeting)

8:30 – 9:00 a.m. | Registration and Continental Breakfast sponsored by JAMS

9:00 – 10:30 a.m. | Keynote | MCLE : 1 Hour

Speaker:  
**KRISTIN SVERCHEK**  
General Counsel, Lyft

## Taking Control of Your Career

- Learn how to take control of your career and design a career path that fits your strengths and interests
- Insight on best practices for young attorneys who are looking to stand out among their peers
- Advice on how to make the transition to an in-house legal position, and the skills that are most valuable for young attorneys looking to make a change

10:45 – 11:45 a.m. | Morning Session | MCLE : 1 Hour each (choose one)

### TRACK 1: LITIGATION

Speaker:  
**Jessica Sisco**  
MSOD, Senior Manager of  
Legal Recruiting, Reed Smith

## How to Leverage EQ to Successfully Maneuver from the Middle

- WHAT? A run-down of how emotional intelligence (EQ) is key in successfully maneuvering the mid-point of your legal career
- WHY? Highlighting today's need to move beyond the technically skilled practitioner to the masterful manager and business generator
- HOW? Utilizing EQ to deliver top-notch legal services while developing meaningful relationships with subordinates, supervisors AND clients
- Interactive exercises and scenarios designed to help participants increase self-awareness, leverage emotions smartly and visualize the professional benefits of boosting their EQ

### TRACK 2: TRANSACTIONAL

Speakers:  
**Shirish Gupta**  
Mediator, JAMS

**Krista Mitzel**  
Managing Partner, The Mitzel  
Group

**Heather Wong**  
Senior Litigation Specialist &  
Asst. VP of Claims & Litigation,  
The Risk Authority – Stanford

## Effective Negotiation and Settlement Strategies

- Identifying your client's goals and the best approach to achieve them
- Educating your client on the process and setting realistic expectations up front
- Selecting the right mediator for your case
- Drafting a winning set of documents

### TRACK 3: ALTERNATIVE CAREERS

Speakers:  
**Bakari Brock**  
Director, Lyft  
(past Youtube/Google/Twitter)

**Tennille Christensen**  
GC, Tech Law Garden

**Laura Slezinger**  
Partner, Venture Gained Legal

## Steering the Technology Startup: Issues for In-House and Outside Counsel Advising Technology Startups

- Overview of needs of in-house counsel in servicing tech companies
- Overview of how outside firms can work with tech companies
- What are some of the issues that high growth tech companies face legally?

12:00 – 1:30 p.m. | Lunch/ Judges Panel | MCLE : 1 Hour | Lunch sponsored by Reed Smith



**Hon. William Fletcher**  
Ninth Circuit Court of Appeals



**Hon. Haywood Gilliam**  
U.S. District Court,  
Northern District



**Hon. Jim Humes**  
U.S. District Court of Appeal,  
First District



**Hon. Mary Wiss**  
San Francisco Superior Court

TRACK 1:  
LITIGATION

Speakers:

**Kirin Gill**

Senior Associate, Reed Smith

**Jonathan Lieberman**

Associate, Locke Lord

**Ben Fisher**

Corporate Counsel, UserTesting

Moderator:

**Valerie Uribe**

Contracts & Grants Officer, UCSF

## Tips All Associates Should Know

- Practical tips and solutions from associates at various stages in their career
- Real-world advice regarding how to manage up and delegate down, dealing with deadlines, professional and business development, raising your profile in the legal community, dealing with difficult counsel, and how to protect the elusive work-life balance
- Issues facing attorneys living the day-to-day realities of the modern associate

TRACK 2:  
TRANSACTIONAL

Speakers:

**Eric Toscano**

Partner, Toscano, Kellogg & Van Aken

**Krista Kim**

Partner, Valence Law Group

**Fidel Nwamu**

Managing Attorney, Nwamu, P.C.

## Developing Your Own Book of Business

- Finding clients for a new law practice
- Leveraging professional contacts for referrals
- Getting repeat business from existing clients
- Sharing fees with other lawyers in compliance with the Rules of Professional Conduct

TRACK 3:  
ALTERNATIVE CAREERS

Speakers:

**Michael W. Kelly**

Squire Patton Boggs

**Warrington Parker**

Orrick, Herrington & Sutcliffe

Moderator:

**Blair Walsh**

Abramson Smith Waldsmith

## Developing a Niche Practice Within a Law Firm

- How do you identify the area you should specialize in?
- How do you build your reputation/brand within your firm?
- What are pitfalls to developing a niche within your practice?

## From Identifying to Taking Action: How to Take Charge of Your Own Career

- This panel will address how attorneys can take charge of their professional development and change the course of their career
- Hear tips and advice on how to design your own career and build a practice that's focused on issues that are important to you
- The panel will discuss how building a personal brand, cultivating a network, and identifying mentors, among other things, can empower you to meet your professional goals

**Chris Grewe**

Associate General Counsel,  
The Climate Corporation

**Julia Campins**

Founding Partner, Campins  
Benham-Baker

**Adam Forest**

Corporate Counsel, LendingHome

**Drew Amoroso**

Senior Associate, Reed Smith  
Moderator

**Cost:** \$45 BASF Student Member • \$125 BASF Member, Government and Nonprofit Attorneys • \$165 Others

**Location:** BASF Conference Center, 301 Battery Street, Third Floor, San Francisco

**MCLE:** 5 Hours

### 2015 Barristers Annual Meeting Committee:

Drew Amoroso, Reed Smith • Jennifer Foldvary, The Mitzel Group • Sebastian Kaplan, Fenwick & West • Nnena Ukuku, Venture Gained Legal

REGISTER ONLINE AT [WWW.SFBAR.ORG/ANNUALMEETING](http://WWW.SFBAR.ORG/ANNUALMEETING)

## REGISTRATION

MAKE CHECKS PAYABLE TO **BASF.**

Event Code: **B157320**

Event Date: **Friday, November 6, 2015**

NAME: \_\_\_\_\_ BASF ID: \_\_\_\_\_

STATE BAR ID: \_\_\_\_\_ PHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

FIRM: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY/STATE/ZIP: \_\_\_\_\_

Select one seminar from each breakout session below

First Breakout Session: ☐ 1 ☐ 2 ☐ 3

Second Breakout Session: ☐ 1 ☐ 2 ☐ 3

MAIL or FAX this form to:

**Continuing Legal Education**

The Bar Association of San Francisco

301 Battery Street, Third Floor

San Francisco, CA 94111

Fax: 415.477.2388

☐ Check

If paying by Credit Card, please check one:

☐ Visa ☐ Mastercard ☐ American Express

# \_\_\_\_\_

Exp. \_\_\_\_\_ Security Code \_\_\_\_\_

Online registration is available at  
[www.sfbac.org/calendar](http://www.sfbac.org/calendar)

### SPECIAL INFORMATION

- To receive MCLE credit, you must sign in during the designated period.
- Refunds will be given up to 48 hours in advance, less a \$5 handling fee.
- All prices increase \$20 on the day of the program.

- This activity is approved for Minimum Continuing Legal Education credit by the State Bar of California. BASF is a certified provider.
- People with disabilities should contact BASF regarding reasonable accommodations.