

**Managing Partner**

**Development Institute** LLC

*What You Didn't Learn in Law School*™

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## ***What You Didn't Learn in Law School*™ Comes to Pittsburgh**

### **Featured Speakers Announced for April Conference**

**Ambler, PA, January 7, 2008** – The Managing Partner Development Institute® has announced featured speakers at *What You Didn't Learn in Law School*™, a conference for managing partners of small and mid-size law firms, to be held at the Pittsburgh Marriott City Center, Pittsburgh, PA, on **April 11 and 12, 2008**.

**Ann Begler**, principal, **The Begler Group**, and well-known Pittsburgh-area lawyer, mediator and organizational consultant, will speak on “**Conflict Resolution**,” offering law firm managing partners practical strategies to resolve conflicts, manage difficult personalities, and create consensus and accountability.

**Robert W. Denney**, president, **Robert Denney Associates**, one of the first law firm management consulting firms in the United States, will present “**Marketing Metrics**,” covering how law firms can track results, develop accountability, communicate expectations and develop appropriate reward systems.

– More –

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**Martha Hess**, business development manager, **Buchanan Ingersoll & Rooney, PC**, and **Corinne Cook**, market research manager at **PNC**, will present “**Strategic Intelligence**,” defining what it is and what it does for marketing efforts, and explaining how to do it.

The two-day April conference will be attended by current and future managing partners, practice and office leaders, marketing partners and executive directors from Pennsylvania, Ohio, West Virginia, Maryland, Delaware and New Jersey.

Other speakers include the Institute's founders – **Ellen Freedman**, CLM, Law Practice Management Coordinator of the Pennsylvania Bar Association and president of Freedman Consulting; **Mary Beth Pratt**, principal of MBPrattConsulting and adjunct professor at Temple University Law School teaching law practice management; **Daniel J. Siegel**, an attorney who is vice chair of the Philadelphia Bar Association's Law Practice Management Division and founder of Integrated Technology Services, LLC, a consulting firm that assists law firms with all aspects of legal technology and practice management; and **David Sorin**, an attorney, author and president of Management Mpowerment Associates, a strategic planning, entrepreneurial and leadership development firm.

The Managing Partner Development Institute®, LLC, was created to provide a broad range of strategic and tactical guidance to current and prospective managing partners of small and mid-size law firms.

Registration details and form may be obtained at the Institute's Web site:

[www.managingpartnerinstitute.org](http://www.managingpartnerinstitute.org)

or by calling Mary Beth Pratt at 610.525.8502

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