

Client Development for Women Lawyers: How to get the clients you want and build your book of business

Date: May 24, 2007

Time: 12:00 PM - 1:30 PM

Location:

Pepper Hamilton, LLP

600 Fourteenth Street, N.W.
Washington, D.C. 20005-2004
Penthouse Suite
(Metro Center)



This event is generously
sponsored by Pepper Hamilton
LLP. *Lunch will be provided*

Price: WBA Members, Students &
Government Lawyers \$20,
Non-Members \$30

To Register: Please visit the WBA website at
www.wbadc.org

Please direct all inquiries to Kerri Castellini, Co-
Chair for the Tax and Business Forum at
kmcastellini@gmail.com

Please Join the Tax and Business Forum and the Solo and Small Firms Forum for a panel discussion on client development.

Traditionally, law firms were reluctant to market their services. Business Development was an unusual concept to them and they grew their business by word of mouth or referrals. The reality of business development for law firms is changing. To remain competitive, law firms are embracing business development strategies that have historically been practiced by consulting firms and "Big Four" accounting firms. This panel will help you rethink your business development strategy (or develop a new one) and our panelists will share their perspective and their success stories.

Panelists include:

- **Kerri Castellini** - Attorney At Law (Moderator)
- **Homeira Ghorbani** - Pepper Hamilton LLP, Director of Business Development
- **Annette Ahlers** - Pepper Hamilton LLP, Tax Partner
- **Jessica Adler** - Attorney At Law
- **Eldora Ellison-Sterne, Kessler, Goldstein, Fox, PLLC**, Director