



#PBAdv17

# Pennsylvania Bar Association MINORITY AND WOMEN LAWYERS' BUSINESS DEVELOPMENT FORUM

Thursday, September 28, 2017

Omni William Penn Hotel • 530 William Penn Place, Pittsburgh, PA



## Government & Corporate Entity Representatives

### Participating:

- Allegheny County
- Allegheny County Bar Association
- Arconic Inc.
- bit-x-bit
- Carnegie Mellon University
- City of Pittsburgh
- Commonwealth of Pennsylvania
- Covestro LLC
- Duquesne University School of Law
- FedEx Ground
- Headwaters Incorporated
- MSA
- National Association of Minority and Women Owned Law Firms
- Oxford Development Company
- PNC
- RAND Corporation
- Robert Morris University
- University of Pittsburgh
- University of Pittsburgh School of Law
- UPMC
- Urban Redevelopment Authority of Pittsburgh
- U.S. Small Business Administration
- Wabtec Corporation
- ... and more

\* Participants and speakers are current at time of printing but subject to change.

The Pennsylvania Bar Association will convene a Business Development Forum in Pittsburgh to provide information and opportunities for attorneys to learn more about growing their practice and contracting with government and corporate entities. The day-long program includes an impressive list of speakers on business development and inclusive practices to enhance the diversity of legal teams. High-profile attorneys and representatives of local corporations will use a unique platform to focus on strategies to overcome challenges faced by minority and women attorneys while providing marketing tools beneficial for all attorneys.

Key components of the forum include a [lunch panel](#) of community leaders and afternoon [workshops](#) and [takeaway sessions](#) where attendees will gain tips and advice from attorneys, rainmakers and business leaders and learn from decision-makers at corporations and government entities about the processes private and public entities use in hiring in-house and outside counsel. The forum ends with a reception where attendees can continue making business connections.

The workshops and get-acquainted sessions will provide the opportunity for organizations with a proven commitment to inclusive hiring practices or looking to increase the diversity of their legal teams to make connections with women and minority attorneys and to exchange diverse hiring ideas.

A total of 4 hours of continuing legal education credits are available, 3 substantive and 1 ethics. To receive the 1 hour of ethics credit, you must attend the entire course.

If you have questions or would like to learn more, please contact:  
Trent Hargrove, Esq., Diversity Officer, Pennsylvania Bar Association  
800-932-0311, ext. 2281, or [trent.hargrove@pabar.org](mailto:trent.hargrove@pabar.org)



**Register Early!**  
Limited seating is available.  
Program is expected to sell out.  
Don't miss out!  
[Register online.](#)



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Sept. 28, 2017 • Omni William Penn Hotel, Pittsburgh

## AGENDA

**8:00 a.m. – 9:00 a.m. Registration**

**9:00 a.m. – 9:15 a.m. Welcome and Opening Remarks**

*Speakers:*

- Carl Cooper, Esq. and Kenneth J. Horoho, Esq., Forum Co-chairs
- Sharon R. López, Esq., President, Pennsylvania Bar Association
- Trent Hargrove, Esq., Diversity Officer, Pennsylvania Bar Association

**9:15 a.m. – 10:15 a.m. “Effective Diversity and Inclusion Practices to Enhance Business Development of and Contracting with Minority and Women Lawyers”**

*Moderator:* Andrea Clark Smith, Esq., Vice President, Employee Relations, UPMC

*Panelists:*

- Gabriella C. Gonzalez, Ph.D., Senior Social Scientist, RAND Corporation
- Gregory B. Jordan, Esq., General Counsel & Chief Administrative Officer, PNC
- Jennifer Sun Park, Esq., Cohen & Grigsby PC
- J. Nicholas Ranjan, Esq., K&L Gates LLP
- Geovette E. Washington, Esq., Senior Vice Chancellor and Chief Legal Officer, University of Pittsburgh

**10:15 a.m. – 10:30 a.m. Break**

**10:30 a.m. – 11:30 a.m. “Contracting with Public Entities and Benefits of Being Certified as a Minority- or Women-Owned Business”**

*Moderator:* Rodney R. Akers, Esq., Deputy General Counsel, Commonwealth of Pennsylvania

*Panelists:*

- Ruth Byrd-Smith, Director, Minority, Women and Disadvantaged Business Enterprise Department, Allegheny County
- William D. Clifford, Esq., Dickie McCamey & Chilcote PC
- Kerry L. Kirkland, Deputy Secretary, Diversity, Inclusion and Small Business Opportunities, Commonwealth of Pennsylvania
- DeShawn A. Lewis, Director, Bureau of Diversity, Inclusion and Small Business Opportunities, Commonwealth of Pennsylvania

**11:30 a.m. – 11:35 a.m. Break**

**11:35 a.m. – 12:35 p.m. “Pathways to Success: How to Enhance Your Status in Your Firm Through Increasing Business Relationships and How to Transition to Leadership Opportunities Both Within and Outside the Legal Profession”**

*Moderator:* Tony J. Thompson, Esq., Meyer, Unkovic & Scott LLP

*Panelists:*

- Marie Milie Jones, Esq., JonesPassodelis PLLC
- Sharon R. López, Esq., President, Pennsylvania Bar Association
- Glenn R. Mahone, Esq., Reed Smith LLP
- Dotun O. Obadina, Esq., Jones Day
- Joel Stern, CEO, National Association of Minority and Women Owned Law Firms

**12:40 p.m. – 1:45 p.m. Lunch Panel  
“Diversity in Western Pennsylvania? Working Together to Do Better”**

*Moderator:* Laura E. Ellsworth, Esq., Jones Day

*Panelists:*

- Kevin Acklin, Chief of Staff, Office of Mayor William Peduto
- Dina L. Clark, Head of Diversity and Inclusion, Covestro LLC
- Rich Fitzgerald, County Executive, Allegheny County
- James K. Hayes, DM, Vice President, Freight Segment Marketing, Wabtec Corporation
- Christopher Howard, Ph.D., President, Robert Morris University
- Marsha Jones, Chief Diversity Officer, The PNC Financial Services Group
- David Motley, Senior Managing Director, Life Sciences Practice, Headwaters Corporation

**1:45 p.m. – 2:00 p.m. Break**

**2:00 p.m. – 3:00 p.m. Workshops for Successful Business Development (Breakout Sessions)**

### Workshop # 1

Enhancing Your Business Development Opportunities Within the Private Sector, Including Corporations and Nonprofits

*Workshop Leaders:*

- Nina M. Faber, Esq., Senior Counsel, MSA
- Jason E. Hazlewood, Esq., Reed Smith LLP
- Clifford B. Levine, Esq., Cohen & Grigsby PC
- W. Thomas McGough Jr., Esq., Executive Vice President and Chief Legal Officer, UPMC
- Sandra Volpe, Senior Vice President of Strategic Planning, Communications & Contractor Relations, FedEx Ground



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### Workshop # 2

Making Connections Through Meaningful Participation in Bar and Other Lawyer Associations and in the Business Networking Community: Business Development Through Association Leadership, Law Schools, Publishing and Community Involvement

*Workshop Leaders:*

- Hon. Maureen Lally-Green, Dean, Duquesne University School of Law
- Hal D. Coffey, Esq., President, Allegheny County Bar Association
- Anne N. John, Esq., Vice President, Pennsylvania Bar Association
- Alysia M. Keating, Esq., Director of Diversity and Gender Equality, Allegheny County Bar Association
- Lori E. McMaster, Esq., Executive Director, Office of Professional and Career Development, University of Pittsburgh School of Law
- Henry M. Sneath, Esq., Picadio, Sneath, Miller & Norton PC

### Workshop # 3

Increasing Opportunities for Small and Specialty Firms

*Workshop Leaders:*

- Carol A. Behers, Esq., Raphael Ramsden & Behers PC
- Marsha H. Grayson, Esq., Grayson Law Firm LLC
- Nicola Henry-Taylor, Esq., Myers Law Group LLC
- Jacqueline B. Martinez, Esq., JBM Legal LLC
- Joel Stern, CEO, National Association of Minority and Women Owned Law Firms
- Richard T. Ting, Esq., Beck & Thomas PC

**3:00 p.m. – 3:15 p.m. Break**

**3:15 p.m. – 4:15 p.m. Get Acquainted and Takeaway Sessions: Learn About Contract and Business Opportunities and How to Increase Your Chances at Success Through Short Meetings with Decision-makers and Rainmakers (Breakout Sessions)**

### Session #1

How to Get Better Acquainted with the Public Contracting Process and the Opportunities for Minority and Women Lawyers at the Local, State and Federal Level

*Discussion Leaders:*

- Regina Abel, Deputy District Director, U.S. Small Business Administration, Pittsburgh District Office
- Brian M. Albert, Esq., Vice President, General Counsel & Corporate Secretary, Oxford Development Company
- Rodney R. Akers, Esq., Deputy General Counsel, Commonwealth of Pennsylvania
- Glenn R. Mahone, Esq., Reed Smith LLP
- Robert Rubinstein, Executive Director, Urban Redevelopment Authority of Pittsburgh
- Andrew F. Szefi, Esq., Solicitor, Allegheny County

### Session #2

Get Acquainted with the Process of Becoming Certified as a Minority- or Women-Owned Business and the Next Steps After Being Certified

*Discussion Leaders:*

- Ruth Byrd-Smith, Director, Minority, Women and Disadvantaged Business Enterprise Department, Allegheny County
- Marsha H. Grayson, Esq., Grayson Law Firm LLC
- Judith Kirby, Business Opportunity Specialist, U.S. Small Business Administration, Pittsburgh District Office
- Kerry L. Kirkland, Deputy Secretary, Diversity, Inclusion and Small Business Opportunities, Commonwealth of Pennsylvania
- DeShawn A. Lewis, Director, Bureau of Diversity, Inclusion and Small Business Opportunities, Commonwealth of Pennsylvania

### Session #3

Tips and Conversations with Representatives of Corporate, Nonprofit and Private Sector Entities About Contracting Opportunities for Minority and Women Lawyers

*Discussion Leaders:*

- Susan Ardisson, Esq., CEO, bit-x-bit
- Scott N. Dietrich, Esq., Corporate Privacy Counsel, Arconic Inc.
- Alka A. Patel, Esq., Deputy Director of Risk and Regulatory Services, Carnegie Mellon University
- J. Nicholas Ranjan, Esq., K&L Gates
- Andrea Clark Smith, Esq., Vice President, Employee Relations, UPMC
- Marsha Jones, Chief Diversity Officer, PNC Financial Services Group

**4:15 p.m. – 5:15 p.m. Reception — Continue Making Connections**

**Thanks to our sponsors:**



ATTORNEYS AT LAW



**PENNSYLVANIA BAR ASSOCIATION MINORITY AND WOMEN LAWYERS' BUSINESS DEVELOPMENT FORUM**

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**REGISTRATION FORM**

[Register online.](#)

Name \_\_\_\_\_ Nickname or first name for badge \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

PA Attorney ID \_\_\_\_\_ Phone \_\_\_\_\_ E-mail Address \_\_\_\_\_

Please check if you have a disability which requires special services and provide a written description of your needs.

**Please indicate the sessions you will attend:**

- 9:15 a.m. - 10:15 a.m. **“Effective Diversity and Inclusion Practices to Enhance Business Development of and Contracting with Minority and Women Lawyers”**
- 10:30 a.m. - 11:30 a.m. **“Contracting with Public Entities and Benefits of Being Certified as a Minority- or Women-Owned Business”**
- 11:35 a.m. - 12:35 p.m. **“Pathways to Success: How to Enhance Your Status in Your Firm Through Increasing Business Relationships and How to Transition to Leadership Opportunities Both Within and Outside the Legal Profession”**
- 12:40 p.m. – 1:45 p.m. **Lunch Panel “Diversity in Western Pennsylvania? Working Together to Do Better”**
- 2:00 p.m. - 3:00 p.m. **Workshops for Successful Business Development** (*Choose one.* Choice is used for planning purposes and is nonbinding.)
  - Workshop # 1** Enhancing Your Business Development Opportunities Within the Private Sector, Including Corporations and Nonprofits
  - Workshop # 2** Making Connections Through Meaningful Participation in Bar and Other Lawyer Associations and in the Business Networking Community: Business Development Through Association Leadership, Law Schools, Publishing and Community Involvement
  - Workshop # 3** Increasing Opportunities for Small and Specialty Firms
- 3:15 p.m. – 4:15 p.m. **Get Acquainted and Takeaway Sessions** (*Choose one.* Choice is used for planning purposes and is nonbinding.)
  - Session #1** How to Get Better Acquainted with the Public Contracting Process and the Opportunities for Minority and Women Lawyers at the Local, State and Federal Level
  - Session #2** Get Acquainted with the Process of Becoming Certified as a Minority- or Women-Owned Business and the Next Steps After Being Certified
  - Session #3** Tips and Conversations with Representatives of Corporate, Nonprofit and Private Sector Entities About Contracting Opportunities for Minority and Women Lawyers
- 4:15 p.m. – 5:15 p.m. **Reception — Continue Making Connections**

Registration Fee:  \$95 for PBA Members  \$125 for Non-PBA Members  Lunch Only \$50

A check, made payable to PBA, is enclosed.

Charge my:  Master Card  Visa  AMEX  Discover

Account # \_\_\_\_\_ Exp. Date \_\_\_\_\_ Authorized amount \$ \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

**Registration deadline for the PBA Business Development Forum is Sept. 8, 2017 or until sold out.**

After that, all registrations will be accepted on a space available or waitlist basis.

**Cancellation Policy:**

Written cancellations must be received by close of business on Sept. 8, 2017. Upon receipt, a refund will be issued, minus a \$25 administrative fee. No refunds will be issued after Sept. 8, 2017.

Please complete the attached registration form and return by Sept. 8, 2017 to:  
Meetings Department, PBA, P.O. Box 186, Harrisburg, PA 17108-0186.  
Credit card registrations can be faxed to PBA's secure fax line at 717-213-2507.  
Registrations will not be processed without payment.

For more information, contact Trent Hargrove, Esq., PBA Diversity Officer at 800-932-0311, ext. 2281 or [trent.hargrove@pabar.org](mailto:trent.hargrove@pabar.org).



Continuing Legal Education Arm  
of the Pennsylvania Bar Association

The MCLE programs for the PBA Business Development Forum are presented in cooperation with the Pennsylvania Bar Institute (PBI). The PBI is approved by the Pennsylvania Supreme Court CLE Board as an accredited CLE provider. A total of 4 hours of continuing legal education credits are available, 3 substantive and 1 ethics. To receive the 1 hour of ethics credit, you must attend the entire course.

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