



Legal Netlink
Alliance



SPEAKERS

GLOBAL MEETING
Chicago, IL
19 – 20 JUNE 2025



CELEBRATING 130 YEARS

Thursday June 18, 2025

9:15 AM

ROSS FISHMAN, ESQ.

*25 Hot Marketing Tips for Law Firms and
International Legal Networks*

10:45 AM

ROSS FISHMAN, ESQ. (Moderator)

JAYNE REARDON, ESQ.

TRISHA RICH, ESQ.

GONCALO AREIA, ESQ.

Practical Use of A. I. for Attorneys



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2:00 PM

LORI LIGHTFOOT, ESQ. (Former Chicago Mayor)
Keynote Address

3:30 PM

G. T. "TOBY" STANSELL (Moderator)T
Talent Tightrope: Balancing Performance & Experiences to Build Tomorrow's Law Firm Today

Friday June 20, 2025

9:00 AM

LAWRENCE FRIEDMAN, ESQ.
MARCO PADOVAN, ESQ.
Global Trade in 2025: Navigating the Uncertainties

10:45 AM

PERRI L. IRMER, ESQ.
Juneteenth: Legal Lessons from America's Second Independence Day



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SPEAKERS



1:00 PM

MAREIN SMITS, ESQ. (Moderator)

LISSETTE OOSTERVEEN, ESQ.

KANDIS KOVALSKY, ESQ.

Panel – The Next Generation of LNA

2:00 PM

JAY FRANK, ESQ.

The Roots of LNA

ALBRECHT PRESTEL, ESQ. (Moderator)

TIM NELSON, ESQ. (Moderator)

Member Forum – How Can LNA Serve You?

**Ross Fishman, Esq.**

STRATEGY, BRANDING, AND WEBSITES: As CEO of Fishman Marketing, Ross helps law firms dominate their markets and generate significant new revenue. He is known internationally for strategic marketing and branding and developing the profession's most powerful websites. **FM's best clients are savvy firms that want to swiftly leapfrog the competition.**

Does your home page show a city skyline, colorful abstract, or grinning lawyers? Watch "250 of the Best and Worst Law Firm Brands in Two Minutes" (see bit.ly/359Zfjt) and you'll likely rethink your entire marketing strategy.

KEYNOTES AND RETREATS: Ross is hailed as an "energetic, educational, and entertaining" keynoter; and honored as a "Preferred Speaker" by ALA and a "Distinguished Speaker" by both LCA and CLSA. He's given 500+ CLE, ethics, and marketing presentations on six continents, earning 5-star reviews from tough-grading lawyers like "That was the best program ever!!!" "Family Guy" Exec. Producer Danny Smith emailed: "**Holy sh*t, Ross. Our writers think you're hilarious!**" Demo video: bit.ly/3izVMxI

FRACTIONAL CMO: Ross helps firms that want to upgrade or outsource their marketing department or strategic leadership on a cost-effective monthly rate.

HONORS AND AWARDS: Called "one of the country's leading experts on legal marketing" by *Lawyers Weekly USA*, Ross has received countless international awards for innovative and revenue-producing marketing, including national first-place honors from the Legal Marketing Association 17 consecutive years. Once, a grateful Louisville client's soaring profits led the governor to commission Ross as a Kentucky Colonel. Recipient of LMA's only Lifetime Achievement award, "Col. Fishman" was also the first legal marketer inducted into LMA's international Hall of Fame.

THOUGHT LEADERSHIP: Anointed as a "Go-To Thought Leader" by the *National Law Review*, Ross is a prolific writer who has published 500+ articles and 10 books, including the best-selling "The Ultimate Law Firm Associate's Marketing Checklist" (t.ly/Efhvw) and "We're Smart. We're Old. And We're the Best at Everything." at t.ly/0mc1 (email Ross for a FREE e-book). Subscribe to his pithy blog at fishmanmarketing.com/blog.

BIO: Ross was a litigator before becoming a big-firm marketing director and marketing partner. A member of the federal Trial Bar (N.D. Ill), he received a B.A. in Speech Communications, *cum laude*, from the University of Illinois, and his J.D. from Emory Law School. He's been an effective, **Daubert-approved expert witness** in five challenging branding- and social media-related lawsuits.

WEIRD ICEBREAKERS: Ross **negotiated the safe end of a 12-hour armed police standoff** (bit.ly/3pKYRC8) and saved a guy who fell off an Atlantic cruise ship (qr.ae/pyUyI2).

SPEAKERS



Jayne Reardon, Esq.

Partner | Deputy General Counsel | Chair, Arbitration & Mediation at Fisher Broyles, Chicago, IL

Jayne, a nationally renowned expert on legal ethics and professionalism, provides ethics, risk management and regulatory advice to lawyers and legal service providers. An experienced trial lawyer, Jayne has tried cases in state and federal courts across Illinois and on appeal up to the United States Supreme Court. She also sits on the national rosters of the American Arbitration Association for Commercial and Consumer Arbitration and is a certified neutral in the Early Dispute Resolution Process.

Jayne's past experience includes service as Executive Director of the Illinois Supreme Court Commission on Professionalism, an organization dedicated to promoting ethics and professionalism among lawyers and judges, and disciplinary counsel for the Illinois Attorney Registration and Disciplinary Commission.

She is active in many bar associations and has been recognized nationally for her work in professional responsibility, including by appointments to Chair the ABA's Standing Committee on Professionalism for three consecutive years and by receiving the Center for Professional Responsibility's highest lifetime honor: The Michael Franck Professional Responsibility Award.

SPEAKERS



Trisha Rich, Esq.

Trisha Rich is an attorney in Holland & Knight's Chicago and New York offices, the national chair of the firm's Legal Profession Team and a member of the Litigation and Dispute Resolution practice. Ms. Rich also serves as a Professional Responsibility Partner for Holland & Knight's Chicago office. Her practice focuses on legal ethics and professional responsibility matters and complex commercial litigation.

Ms. Rich is a national leader in the legal ethics community. She founded and coordinates the Attorney Defense Initiative, the nation's first privately sponsored pro bono initiative that focuses on assisting impaired lawyers facing disciplinary charges. Ms. Rich is a past president of the Association of Professional Responsibility Lawyers, the nation's largest legal ethics bar organization, and she is a frequent speaker and author on a variety of issues related to ethics and risk management. She is currently an adjunct professor at New York University School of Law, where she teaches legal ethics and professional responsibility. She previously taught legal ethics at Northwestern University Pritzker School of Law and has been a guest lecturer at the University of Michigan Law School. Ms. Rich is a member of the Ethics Commission of the Metropolitan Water Reclamation District of Greater Chicago, which adjudicates ethics complaints involving the agency's governmental officers and employees. Ms. Rich is the author of *Practical Ethics*, the ethics column in the Chicago Bar Association's publication, *The Record*. Ms. Rich is the third author of the column in the history of the CBA, and its first woman author. She is also the co-editor of the sixth edition of *Attorney Fee Agreements in Michigan*, published by The Institute of Continuing Legal Education.

In her professional responsibility practice, Ms. Rich advises lawyers, law firms, legal tech companies and in-house counsel on a variety of issues related to professional responsibility and legal ethics, along with risk management, including legal malpractice, partnership and corporate structuring, regulation, law firm management and employment issues, fee disputes, data breaches, conflicts and disqualification issues, confidentiality, privilege, attorney disciplinary defense, character and fitness proceedings, and all areas of legal ethics.



Gonçalo Aeria, Esq.

Gonçalo Aeria is a Lawyer and Managing Partner at RBMS. His areas of practice are Real Estate Law, Urban Law, Environmental Law, Administrative Litigation, and Aviation Law.

Gonçalo was the Founding partner at RBMS Rodrigues Bastos, Magalhães e Silva & Associados (since 2002). He is a member of the Lisbon District Council of the Portuguese Bar Association (2014-2016) and President of the Board of AOPA Portugal – Association of Aircraft Pilots and Operators. He is also a member of the European Air Law Association, and of the Board of Directors of LNA – Legal Netlink Alliance. Gonçalo lectures in “Air Law” and “ATS and Operational Procedures in Civil Aviation” for the Aeronautical Sciences degree at ISEC – Lisbon (2022–2024).

Gonçalo has published “Electronic Waste Management in the EU and Portugal – the challenges of ‘e-waste’”, 2012, Livraria do Advogado, Brazil, and “88 voices about Artificial Intelligence” – Co-author – ISCTE – 2024.

Gonçalo received his Law Degree from the Portuguese Catholic University of Lisbon (1995) and his Postgraduate Degree in Urban Planning, Environment and Land Use Law – CEDOUA – University of Coimbra (1996-1997) and Postgraduate Degree in Air Law – IDT – University of Lisbon (2010-2011). He speaks three languages, English | French | Spanish.

SPEAKERS



The Lori Lightfoot, Esq.

Lori E. Lightfoot advises companies, boards, and the counsel who represent them in investigating, responding to, and emerging stronger from crises, serious allegations of fraud and misconduct, and high-stakes civil and criminal disputes.

She leverages her unique and broad professional experience gained from serving as a federal prosecutor in the Northern District of Illinois, as a senior partner at Mayer Brown LLP where she routinely advised C-suite clients of both publicly traded and privately held corporations, and as the 56th Mayor of the City of Chicago who led Chicago through the COVID-19 pandemic and other crises with regional and national implications.

Lori's expertise includes complex internal investigations, assisting with the resolution of high-stakes litigation and enforcement actions, crisis management and communications, and monitorships, as well as a range of procurement-related matters especially involving minority, women, disadvantaged businesses, bankruptcy disputes, and related regulatory compliance matters.

Since leaving elected office, Lori has served as the Richard L. and Ronay A. Menschel Senior Leadership Fellow at Harvard T.H. Chan School of Public Health, and currently serves as a Pritzker Fellow at the University of Chicago Institute of Politics. She also founded a nonprofit, The Chicago Vibrant Neighborhoods Collective, to help sustain and grow community-based organizations across Chicago, and for which she serves as board chair and senior advisor. Lori is also a contributor to the Harvard Public Health Magazine.



G. T. “Toby” Stansell

For more than four decades, G. T. “Toby” Stansell has served in executive roles for high-impact, fast-growth organizations that are committed to leveraging innovation and technology for optimal performance. His influence across Greenville, SC’s commercial, civic, and cultural landscape has motivated, galvanized, and unified the stakeholders in every organization with whom he has worked to ensure that each organization fulfills its true purpose and accomplishes its most important objectives.

Toby is the author of the recently released Forbes book, *The Winding Road to Excellence*, which recounts some of the more formidable challenges Toby encountered in his career and the universal, timeless, and objective leadership principles and practices that were distilled from those experiences.

Toby has served in multiple leadership roles across the Upstate of South Carolina. In 2020, Toby completed an 11-year stint as co-chair of Accelerate!, the Greenville Chamber of Commerce’s economic development vehicle, and he continues to serve as a charter member of Prisma Health’s Medical Experience (‘MedEx’) Academy Steering Committee and a Board member of NextGEN, Greenville’s primary Entrepreneur Support Organization. Among his numerous community awards, the two of which he is most proud are the *Buck Mickel Award* (2019) and the Greenville/Clemson University Small Business Development Center (SBDC) *Small Business Ally of the Year* award (2017). Toby has been honored as one of Greenville’s “50 Most Influential People” in 2011, 2013, 2014, and 2023 as recognized by Greenville Business Magazine.

Toby currently serves as the Executive Chair for NxTrek, an advisory firm that provides prescriptive guidance to owners of mid-size to large privately held and family-owned businesses. While the majority of these businesses are profitable, fewer and fewer owners are enjoying their roles or their work, but they don’t know what to do about it. NxTrek works with owners to identify those process, product, and decision-making responsibilities that can be assigned to other capable leaders so that the owner can do what he/she is gifted to do... command the helm and steer the ship. The result is that the organization performs better, and owners begin to enjoy the journey to greater prosperity.

SPEAKERS



Lawrence Friedman, Esq.

Lawrence Friedman's practice concentrates on litigation before the U.S. Court of International Trade (CIT) and resolving disputes with U.S. Customs and Border Protection (CBP).

These disputes include the tariff classification and customs valuation of merchandise, country of origin marking, and Customs investigations, audits, and penalty proceedings. Larry holds an L.L.M. degree in intellectual property law and assists U.S. trademark and copyright holders in protecting their intellectual property from infringement by imports. He has also assisted importers resisting attempts to bar merchandise for alleged copyright and trademark infringement.

An area of particular expertise for Larry is the commercial application of free-trade agreements. He has assisted clients in the creation and maintenance of FTA compliance systems and has assisted clients dealing with verifications by U.S. and foreign authorities.

Larry served as a law clerk to the Honorable Dominick L. DiCarlo of the United States Court of International Trade. He is an adjunct professor at the University of Illinois Chicago School of Law. From 2016 through 2018 he served as President of the Customs and International Trade Bar Association and is former Co-Chair of the American Bar Association Customs Law Committee. He writes the [Customs Law Blog](#) and is co-author of the textbook "Customs Law." Lastly, he is the President of the Illinois-Chicago Chapter of the [International Network of Boutique Law Firms](#).

Since 2013, Larry has been named a Leading Individual by [Chambers USA](#) and is included in [Who's Who Legal](#).

**Marco Padovan, Esq.**

Marco Padovan began practicing law in 1981. A reserve officer of the Guardia di Finanza, he was admitted to the practice of law in 1983. After an experience in a prestigious American law firm, he joined the legal service of the European Investment Bank (EIB) in Luxembourg. From 1993 to 1995 he served on behalf of the EIB on the Board of Directors of the European Bank for Reconstruction and Development (EBRD) in London. Returning to Luxembourg at the EIB, he was first Head of the Italian Legal Department and then Head of the Legal *Team* that managed the EIB's activities in the 150 non-European countries where the bank operates. In 2000 he took on the responsibility of "*Project Finance Coordinator*" for Italy in an international law firm in Milan. In 2002 he founded the Padovan Law Firm. A member of the Court of Cassation, he is a member of the Milan Bar Association and is an arbitrator at the Milan Chamber of Arbitration.

A scholarship holder of the "Lamaro Pozzani" University College, he graduated with honors in Law from the University of Rome "La Sapienza" (1981). He attended the "Anselmo Anselmi" School of Notaries in Rome (1983-1984). He was a fellow of the Academy of International Law in The Hague. He obtained an M.A. in International Business Law from Guildhall University in London and was awarded the "Mary Oliver Memorial Prize" in 1995 as the best doctoral student in "Company Law".

He teaches at the Master School F.lli Pesenti of the Politecnico di Milano. He regularly lectures seminars and training courses on infrastructure law (FIDIC contracts), international trade and finance and *export control* and international economic sanctions.

Marco was the first president of the *European Association of Export Control Compliance Attorneys* (AT+ICA) and also held the same role in 2024. He is a member of the Board of Directors of ICC Italia, and he is a member of the Steering Committee of Credimpex Italia. Marco is an *Affiliate Member* of FIDIC (International Federation of Consulting Engineers) and a member of the *Dispute Resolution Board Foundation* (DRBF). He is also a member of the *Italian Association for Arbitration* (AIA).

SPEAKERS



Perry L. Irmer, Esq.

Perri L. Irmer is President and CEO of The DuSable Black History Museum and Education Center, the iconic institution founded in 1961 by Dr. Margaret Burroughs. It is one of the oldest institutions of its kind in the U.S. She has held this position since September 2015, and her plans for the DuSable include advancing Dr. Burroughs' vision of the museum as a center for African and African American arts and culture, as well as a center for research, thought leadership and community advancement. Ms. Irmer was born and raised in Hyde Park, holds a Professional Bachelor of Architecture from the Illinois Institute of Technology (1981), and a J.D. from the University of Chicago Law School (1991).

Irmer began her architecture career with Skidmore, Owings, and Merrill, and later practiced with Holabird & Root. She then moved into the commercial real estate and construction management fields before pursuing a legal career. Irmer was a litigator in private law practice before enjoying a distinguished tenure in government, having served as the CEO of the Illinois Sports Facilities Authority; Assistant General Counsel for Chicago Public Schools; Deputy Commissioner of the City of Chicago Department of Buildings; and Director of Construction Services for the Public Building Commission of Chicago.

She has a strong track record of effective team building and community advocacy. Irmer has served as President of Museums in the Park and currently sits on both The Obama Presidential Center Inclusion Council and the After School Matters Advisory Board. In addition, she serves on IIT's Alumni Board of Directors' Admissions and International Committees and was a founding member of its African American Alumni Association. Irmer is a member of the Economic Club and the Commercial Club of Chicago as well as The Chicago Network. She has served on the boards of many civic and charitable organizations, including Choose Chicago and the Catholic Theological Union, and was a founding member of the Chicago Sports Commission. Irmer is the recipient of numerous awards and honors for her involvement in community and youth services, as well as her longstanding support and advocacy of minority and women-owned businesses and her promotion of international business relationships within Illinois.

SPEAKERS



Marein Smits, Esq.

Marein Smits has been practicing corporate law since 1997 and has extensive experience in M&A transactions (acquisitions, participations and refinancings), private equity transactions, cross-border and Dutch joint ventures, large family businesses in the Netherlands and their issues with regard to continuity, succession and shareholder disputes.

Her clients are to be found in industrial and business services, food and non-food retail, construction, healthcare and the pharmaceutical industry.

Marein has been a partner at Wintertaling since 2012. She studied Dutch law at the University of Amsterdam and Philosophy at Leiden University.

Marein is a core lecturer in the Law of the Business Valuation Program at Nyenrode Business University. At the Brookz Fusie en Overname Awards 2024, Marein was named Acquisition Lawyer of the Year.



Lisette Oosterveen, Esq.

Lisette is a lawyer in the Corporate/M&A section at Wintertaling, specializing in (international) mergers and acquisitions, startups/scaleups, and private equity and venture capital transactions. Additionally, Lisette has extensive expertise in corporate governance and corporate law in general.

Lisette has been a member of Wintertaling since 2021. She began her legal career in Zwolle in 2020. Lisette regularly gives (guest) lectures to students at the Vrije Universiteit Amsterdam and at startup/scaleup events such as the Amsterdam Startup Launch.

Lisette is actively involved in the Legal Netlink Alliance, contributing to the engagement of young lawyers within the network.

SPEAKERS



Kandis Kovalsky, Esq.

Kandis' practice focuses on a broad range of high stakes business-related civil litigation in Pennsylvania, New Jersey and New York state and federal courts, and arbitral tribunals and representing realtors in high stakes qui tam actions filed under the federal and state False Claims Acts.

In her commercial litigation practice, Kandis routinely handles expedited litigation matters, including temporary restraining orders and injunctions in federal court relating to theft of trade secrets and enforcing noncompete and non-solicitation provisions.

Kandis' whistleblower practice focuses on healthcare fraud on government healthcare payors such as Medicare, Medicaid, and TRICARE. Kandis has a particular passion for litigating false claims cases relating to the opioid crisis, including claims for illegal activity committed by drug companies, providers, and pharmacies. Kandis does not just pursue claims against companies, but against the executives and individuals responsible for the fraudulent schemes. Kandis also has a particular interest in holding healthcare-focused private equity firms responsible for the fraudulent acts of their portfolio companies. Kandis litigates and manages complex qui tam cases in which the government declines to intervene. While many whistleblower lawyers often do not have the experience or resources to litigate complex declined cases, Kandis utilizes her extensive experience and background as a commercial litigator to successfully prosecute declined cases.

Kandis oversees and participates in Kang Haggerty's hiring of associates and staff. She is a member of and an active participant in the following organizations: Taxpayers Against Fraud (TAF), National Association of Minority and Women Owned Law Firms (NAMWOLF); Philadelphia Bar Association; American Bar Association (ABA); and National Asian Pacific American Bar Association (NAPABA).

Before she attended law school, Kandis was a competitive figure skater for fifteen years. While at the University of Delaware, Kandis was an eight-time Intercollegiate National medalist. Kandis is actively involved in LNA, contributing to the engagement of young lawyers within the network.



Jay Frank, Esq.

Jay Frank is a senior matrimonial attorney with more than 40 years of numerous achievements.

He represents a wide variety of clients, including attorneys, television and radio personalities, corporate executives, entrepreneurs, sports figures, physicians, accountants and other professionals on a local, national and international basis. In his practice, he has successfully pursued, traced and valued valuable assets. He also has successfully litigated or negotiated premarital agreements, property distributions, support awards and custody and visitation arrangements.

Because divorce cases are more important to clients than any other case, it is important to Jay that he gets to know his clients personally. Recognizing that everything that means anything is on the table – the children, the possessions, the house, the retirement plan and sometimes the family pet -- he cares about doing the right thing for his clients. Jay truly enjoys the practice, working at it six days a week.

He is supported by the firm's other lawyers who lend their skills in non-divorce matters, such as accounting, business, real estate and retirement plans, in order to provide a unique and effective team approach for every conceivable issue that might arise in a matrimonial situation. In addition, as a member firm of the Legal Netlink Alliance (LNA), a global alliance of carefully selected midsize firms in 115 jurisdictions around the world, Aronberg Goldgehn attorneys such as Jay have the unique ability to deal with issues arising in other states or globally through instant access to high quality representation provided by LNA members. Jay is one of the founders of the Legal Netlink Alliance and currently serves as U.S. Board President Emeritus of the organization.



Albrecht Prestel, Esq.

Albrecht Prestel is a partner in the German law firm of Arnecke Sibeth Dabelstein (ASD) and is based in their Frankfurt office. He was admitted to the German bar in 2001 and since then has been practicing in the areas of corporate and commercial law.

Starting his legal career in a smaller Frankfurt business law firm, he oversaw the firms' Spanish desk and worked in German-Spanish matters for many years, thus establishing a penchant for cross-border legal matters. In 2011 he joined what was then the firm of Arnecke Siebold, participating in the firms' development until the present ASD outfit with currently approx. 100 lawyers in five offices throughout Germany.

Albrecht primarily attends to foreign clients with business endeavors in Germany, representing and advising both on transactional and litigation matters and often dealing with questions of international civil procedure law. For several years he advised a major client as Lead Legal Counsel on the integration of the German business of a former competitor and frequently supports in-house departments in a wide array of topics.

Albrecht attended Georg August University in Göttingen (Germany) and studied some time in Spain through the Erasmus exchange scheme before graduating in Law in 1998. He completed his legal clerkship ("Referendariat") with stages at the regional court in Fulda, Frankfurt university, major law firms in Frankfurt and Barcelona, as well as the German embassy in Asunción/Paraguay, before being admitted to the Frankfurt bar. In 2007, he obtained an LL.M. in IP law from Johannes Gutenberg University in Mainz. He regularly lectures seminars for younger lawyers with the local bar.

Presently, Albrecht is serving as vice president of the European part of LNA, having chaired the section previously for the duration of two terms. He is a member of the German-American and German-Spanish law association.

SPEAKERS



Timothy Nelson, Esq.

Tim Nelson is Co-Chair of the Business Law & Transactions Group at Aronberg Goldgehn. He represents clients in a broad range of transactions and serves as a trusted advisor on legal, business and strategic matters.

As a business lawyer with broad transactional experience, Tim represents clients in connection with business formation, start-up and governance matters; corporate structure and business planning matters; mergers, acquisitions and divestitures; joint ventures; private debt and equity offerings; commercial finance transactions; as well as real estate, leasing and licensing transactions.

Tim often serves as outside general counsel for middle market and privately held businesses in a variety of industries, including technology, creative, advertising, e-commerce, private equity, retail, real estate, aerospace, aviation, manufacturing, hospitality, consulting, construction, agriculture, engineering, education, and entertainment industries.

Tim also assists clients with a range of technology and intellectual property matters, including trademark and copyright matters, Internet and software matters, trade secret protections and related company policies.

Tim regularly negotiates and drafts business governance documentation; purchase and sale documentation for transactions large and small; confidentiality agreements, employment policies and agreements, strategic and consulting agreements; licensing documentation, loan documentation, real estate and leasing agreements; customer contracts, commercial agreements and a variety of other documents used in and out of the ordinary course of business.

Tim is active in firm leadership, and serves as co-chair of the firm's Marketing Committee. He is also the sitting Vice-President of LNA Americas.