

**FALL 2022 MEETING**

**Madison, WI**

**Oct 12–Oct 15**

**A Clean Lakes Alliance Success Story –** *J. James Tye III and Paul Dearlove, Clean Lakes Alliance and Matthew Frank, Esq., Murphy Desmond S.C.*

Learn the storied history of how Greater Madison, Wisconsin is charting a new future for its five world-renowned lakes. This presentation will share the latest innovations in water quality monitoring, coalition-building, and activating over a quarter-million watershed residents to bring about transformative change.

**Employment-Based Immigration: Principles and Practice**  – *Maryam Ghayyad, Esq., Murphy Desmond S.C.*

Attorney Ghayyad will provide an introduction to employment-based immigration, review basic principles, and discuss best practice. The subject matter will include a review of temporary and permanent employment-based visa classifications, the five employment-based visa preference categories, and the labor certification process,

**Best Practices Panel Discussion: Post-Covid Return to Work –** *Matthew Fleming, Esq. and Ginger Zimmerman, Esq., Murphy Desmond S.C., Anthony Barbieri, Esq., Kessler Collins, Neal Weinstein, Esq., Ingram Yuzek Gainen Carroll Bertolotti LLP*

In March of 2020, COVID-19 upended our lives – particularly our lives at the office. Now that we are in (or entering) the post-COVID world, what does the office look like now and what will it look like going forward? Panelists will discuss how their offices have changed, or alternatively, how much they have returned to “normal” coming out of COVID. The panel will discuss what lessons have been learned about office life and the way we conduct business. What does office culture look like now and what are the expectations of employees both existing and new? What is working and what is not? We will also hear the perspective of a major office landlord about what it sees with its tenants and how COVID has shaped the market for office space.

**“Show Me the Money” – Sports Agency in Private Practice**

*Tim Valentyn, Esq., Former longtime partner, and President of Murphy Desmond S.C.*

Attorney Valentyn will discuss his career as a sports agent operating within the framework of a private practice law firm. Tim will offer insights into the recruitment and representation of professional athletes and coaches, including fee structure, certification, recent trends and more.

**Data Do’s and Data Do Not Do’s –** *Mark Maciolek, Esq., Murphy Desmond S.C.*

Attorney Maciolek will discuss electronic data keeping practices and obligations in the United States to preserve electronic data that could be relevant evidence upon receiving notice of litigation.

**Wind Energy: Opportunities and Challenges for a Sustainable Energy Future –** *James Tinjum, Ph.D., University of Wisconsin-Madison*

Wind power capacity in the United States has experienced strong growth for a decade, such that nearly 10% of US electrical production is now from wind energy. Projected near-term growth will be supported by federal tax credits and/or direct credits through the Inflation Reduction Act – as well as a myriad of state-level policies and corporate sustainability initiatives. Wind additions have also been driven by improvements in the cost and performance of wind power technologies and increasing societal pressures thus yielding low power sales prices for utility, corporate, and other purchasers. Challenges remain, including increasingly complex landowner lease agreements, environmental permitting, and transmission constraints.

**Best Practices Panel Discussion: Law Firm Marketing in 2022 – What Works and What Doesn’t –** *Murphy Desmond S.C. Shareholder, Matthew Fleming, Esq., Kessler Collins Associates, Anne-Alise (Ali) Hinckley, Esq. and Chandler Saul, Esq., and Murphy Desmond S.C. Marketing Director, Amy Gores.*

Marketing for law firms continues to evolve, and firms are spending substantial amounts on attracting new business. Having a “why” behind your firm’s marketing and business development strategy, a specific action plan to achieve the strategy, and a strong focus on evaluating and measuring the return on investment will ensure the resources (both time and money) invested in these efforts produce the intended results. The panel will walk through practical ways of evaluating marketing and business development opportunities to determine which will yield the best results, tips for developing business plans with a strong focus on ROI, and the importance of developing a business mindset with young lawyers.