

**CONFERENCE HOST:**

**Murphy Desmond S.C.**

**33 East Main Street, Suite 500**

**Madison, Wisconsin 53703**

**(608) 257-7181**

**MEETING LOCATION:**

**Park Hotel**

**22 South Carroll Street**

**Madison, Wisconsin 53703**

**(608) 285-8000**

* **Wednesday October 12, 2022 6:00 PM – 7:30 PM**

Welcome Reception – Murphy Desmond S.C. (Business Casual)

*Meet in Hotel Lobby at 5:45 PM for 2-block walk to the venue*

* **Thursday October 13, 2022 10:00 AM – 5:00 PM**

8:30 - 9:30 Executive Committee Continental Breakfast – University (Second Floor)

9:30 – 11:45 Executive Committee Meeting – Capitol East (Second Floor)

12:00 – 12:45 Lunch Buffet – University (Second Floor)

**11:30 – 5:00 Registration Desk Open (Mezzanine)**

**1:00 – 5:00 General Session – Madison (Second Floor)**

1:00 – 1:15 Opening Remarks

1:15 – 1:45 New Member Introductions

1:45 – 2:45 A Clean Lakes Alliance Success Story

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

2:45 – 3:00 Afternoon Break – Networking

3:00 – 4:00 Employment-Based Immigration:

Principles and Practice

*Maryam Ghayyad, Esq., Murphy Desmond S.C.*

4:00 – 5:00 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*

5:00 Closing Remarks – Adjourn Day One

* **Thursday Dinner October 13, 2022 6:00 – 9:00 PM**

Cocktail Reception and Dinner – Buck & Honey’s - Monona (Business Casual/Smart Casual attire)

*Gather in Lobby at 5:15 PM. Bus leaves Hotel at 5:30 PM.*

* **Friday October 14, 2022 8:00 AM – 5:00 PM**

8:00 – 8:45 Breakfast Buffet – University (Second Floor)

**8:45 – 5:00 Registration Desk Open (Mezzanine)**

**9:00 – 5:00 General Session – Madison (Second Floor)**

9:00 – 9:45 LNA Member Self-Introductions

9:45 – 10:45 “Show Me the Money” – Sports Agency in Private Practice

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

10:45 - 11:00 Morning Break – Networking

11:00 – 12:00 Data Do’s and Data Do Not Do’s

*Mark Maciolek, Esq., Murphy Desmond S.C.*

12:15 – 1:15 Lunch Buffet – University

1:30 – 2:30 Wind Energy: Opportunities and Challenges for a Sustainable Energy Future

*James Tinjum, Ph.D., University of Wisconsin-Madison*

2:30 – 3:30 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.*

3:30 – 3:45 Afternoon Break – Networking

3:45 – 4:45 LNA Business Meeting

 Treasurer’s Report

 Executive Committee Composition

 JV Committee Report

 Membership Committee Report

 Communications Committee Report

 LNA Europe Report

 Website/Social Media Report

 Technical Training Videos

4:45 – 5:00 Closing Remarks – Adjourn Day Two

* **Friday Dinner October 14, 2022 6:00 – 9:00 PM**

Cocktail Reception and Dinner at Rare Steakhouse (Business Casual/Smart Casual)

*Meet in Hotel Lobby at 5:45 PM for 2-block walk to the venue*