

The Idea Exchange

3:50 - 4:50 p.m.

Salon 2

Roundtable Marketing Successes

Ryan J. Chenevert

Fletcher and Roy

Baton Rouge

Roundtable Your First Courtroom/Boardroom

Appearance Stories

Carrie LeBlanc Jones

Shows, Cali & Walsh, LLP

Baton Rouge

Roundtable Tech Talk

Michael S. Finkelstein

Sternberg, Naccari & White LLC

New Orleans

Roundtable Pro Bono Opportunities

Rachael M. Mills

Louisiana State Bar Association

New Orleans

Roundtable Community/Bar Service

Sara A. Johnson

Sara Johnson Attorney at Law

New Orleans

Roundtable Building Your Practice Area

Saul R. Newsome

Breazeale, Sachse & Wilson, LLP

Baton Rouge

Ryan Chenevert

Ryan Chenevert is a partner at Fletcher, Roy & Chenevert, LLC, in Baton Rouge. Prior to practicing with the firm, Ryan was a law clerk for Judge Ralph Tureaud in the 23rd Judicial District Court. HE is a 2012 graduate of the Paul M. Hebert Law Center at LSU, and a 2009 graduate of the E.J. Ourso College of Business at LSU.”

Carrie L. Jones

Carrie L. Jones is a partner at Shows, Cali & Walsh, L.L.P., in Baton Rouge. She received a BA degree in mass communication in 2004 from Louisiana State University, an MBA degree in 2005 from Southeastern Louisiana University and her JD/BCL degree in 2008 from LSU Paul M. Hebert Law Center. She was admitted to practice in Louisiana in 2008. Carrie previously served as the District 5 representative on the Louisiana State Bar Association's (LSBA) Young Lawyers Division Council. She has co-chaired the Richard N. Ware High School Mock Trial Competition, served as the Professional Development Seminar coordinator, chaired the Bridging the Gap Committee and served on the Awards Committee. She was a member of the 2013-14 Leadership LSBA Class. She is a member of the Louisiana Attorney Disciplinary Board and chaired the board in 2017. She is a member of the Baton Rouge Bar Association and the Bar Association of the 5th Federal Circuit. She also serves on the Louisiana Bar Foundation's Capital Area Community Partnership Panel. In her community, she is a parishioner of St. George Catholic Church. She and her husband, Aaron Jones, have been married for seven years and are the parents of two children.

Michael Finkelstein

Michael Finkelstein is a partner with Sternberg, Naccari & White, LLC, where he advocates for businesses and individuals facing contentious legal issues. Michael's law practice focuses on commercial litigation, business disputes, and catastrophic personal injury claims. He also consults businesses on cybersecurity and data privacy legal obligations. Michael brings a diverse litigation background to Sternberg, Naccari & White. In his legal career, Michael has provided comprehensive representation to businesses and individuals across a wide array of settings in courtrooms and before administrative bodies. He has handled cases in trial and on appeal in state and federal courts. His breadth of experience has brought him to handle cases involving breaches of contracts, injured victims of serious collisions, insurance bad faith claims, business property damage, dangerous and defective products, real property disputes, construction fraud, workers injured in accidents on land or at sea, personal information lost or stolen in data breaches, First Amendment and media law issues, public records law, and toxic tort class action claims, among numerous other areas. Michael grew up in New Orleans and graduated with a Bachelor of Arts in history and philosophy from Louisiana State University. During college, he participated in a selective summer program at the Florida State University College of Law and spent two years with the Litigation Division of the Louisiana Attorney General's Office.

Rachael Mills

Rachael Mills received her B.A. in History from George Washington University, graduating magna Cum Laude and Phi Beta Kappa, after which she moved to Louisiana as an AmeriCorps disaster relief volunteer. She completed three terms of service with AmeriCorps before initially joining the LSBA's Access to Justice Department. After a three year hiatus to attend LSU Paul M. Hebert Law Center, Rachael re-joined the Access to Justice Department as ATJ Projects Counsel. Currently, she works with the Access to Justice Department to manage, administer and direct various projects of, or facilitated by, the ATJ Program which strengthen relationships and foster coordination among Louisiana's civil justice community members and partners. These duties include administering the online pro bono website, LA.FreeLegalAnswers.org, working with the ATJ Developing Leadership Intern Program, assisting with the LSBA's Legal Services Disaster Response plan, and staffing numerous committees and subcommittees.

Sara Johnson

Sara A. Johnson graduated from Tulane University Law School in 2007. While at Tulane, she worked in the Criminal Litigation Clinic to secure the release of dozens of defendants held beyond their maximum sentences in the aftermath of Hurricane Katrina. Since then, she has gained extensive experience handling a variety of complex criminal matters at the trial level and on appeal in state and federal court. She is admitted to practice in all state and federal courts in Louisiana, the United States Court of Appeals for the Fifth Circuit, the United States Supreme Court, and has appeared *pro hac vice* in federal district courts in Texas. Ms. Johnson teaches Constitutional Criminal Procedure (Adjudication) at Tulane University Law School. Previously, she served as faculty for the Criminal Litigation Track of Tulane Law's Intersession program. Super Lawyers selected Ms. Johnson as a Rising Star in Louisiana for criminal defense from 2014-2017, which is limited to 2.5% of lawyers in the state. Ms. Johnson is the Chair of the Board of Directors of the Younger Lawyer's Division of the New Orleans Federal Bar Association. She is a member of the National Association of Criminal Defense Lawyers where she serves on the White Collar Crime, Healthcare Fraud, and Women in Defense Committees. She is also a member of the Louisiana Association of Criminal Defense Lawyers and the Women's White Collar Defense Association.

Saul Newsome

Saul Reinaldo is a member of the business group at Breazeale Sachse & Wilson in Baton Rouge, and focuses on international transactions, including international trade and foreign direct investment. Saul advises businesses on trade and investment incentives both locally and abroad. Saul has advised clients on importing, exporting, sanction regimes, and assisted clients in pursuing offshore manufacturing, license agreements, and other business ventures. Saul has advised on foreign investment and trade regulations in the United States, including applications to the Committee on Foreign Investments to the United States (CFIUS), export and anti-boycott regulations (EAR), international traffic in arms regulations (ITAR), anti-bribery (FCPA), asset control regulations (OFAC) and customs regulations. Saul has also successfully released assets and transactions that were blocked under the Cuban Assets Control Regulation (CACR), and participated in official bilateral meetings with foreign governments. Saul earned his Juris Doctor of Civil Law from the Paul M. Hebert Law Center at Louisiana State University in Baton Rouge, LA. Saul spent a semester studying international business law in Bogotá, Colombia. During that time, he worked at the law firm Francisco Reyes & Asociados, where he focused on foreign direct investment transactions and international comparative corporate law. Saul was recently named one of Baton Rouge's Top Forty under 40.

BUILD YOUR BRAND – YOUNG LAWYERS CONFERENCE – JANUARY 18, 2019

Presented by the Louisiana State Bar Association's Young Lawyers Division

Idea Exchange Outline

The Idea Exchange presents attendees with the opportunity to meet and talk with one another about legal topics which are relevant specifically to young lawyers. These topics include:

1. Marketing successes
2. Lessons from the first courtroom/boardroom appearances
3. Innovative uses of technology in the practice of law
4. Pro Bono Opportunities
5. Community/Bar Service
6. Building a Practice Area

The hour-long program will be split into four fifteen-minute sessions. In each mini-session, participants will be able to participate in a roundtable discussion at one of various tables set up throughout the room. Each table will be devoted to one of the six topics above, and led by a young lawyer-moderator. At the end of each session, participants will move from one table to another of their choosing, until the full hour is complete. Below is a more detailed rundown of the discussion topics listed above

Roundtable: Marketing Successes

- Where do you focus your marketing efforts - social media? Website? Print/Television Ads? Speeches/articles?
- What has been the most effective method you've used?
- How much of your week is spent marketing?
- Are you plaintiff or defense? Discuss the differences.
- Big firm or small/solo, discuss the differences.
- How do you work clients in to your marketing efforts?

Roundtable: Lessons from your first Courtroom/Boardroom Appearance

- Share your first experience, or the experience that made you feel as if you were in too deep!
- Share any tips for preparing
- For those at larger firms - how did you get into court for the first time? Did you have to persuade a partner or a client? Or was it assumed you'd be appearing in court from the outset?

- For those at smaller firms or solo practitioners - how do you work on ideas for arguments when you are seeking input?
- Any practical tips for attending court, or particular knowledge about a specific courthouse?

Roundtable: Use of technology in Legal Practice

- What are the most useful pieces of technology you/your firm use?
- What issues do you have that you wish you could fix?
- Billing - what software does your firm use and what are the strengths and weaknesses?
- Discuss file management software

Roundtable: Pro Bono Opportunities

- How much time do you have to committ to Pro Bono work?
- If you have an active pro bono practice, how did it develop?
- Does anyone use pro bono work as a way to train for their commercial law practice?
- What types of pro bono work are available in your city/region? What needs aren't being met?

Roundtable: Community/Bar Service

- Are you active in local/state bar associations? IF so, why?
- What benefits have you enjoyed from bar activities?
- Would you recommend participation in the bar?
- What improvements do you think could be made in state and local bar organizations?

Roundtable: Building your Practice Area

- Did you intend to enter into your current practice area, or was it a need to be filled at your firm?
- How did you determine this would be your focus?
- Have you had to grow the business to stay busy, or is it an established area in your firm?
- If established, how have you made yourself a bigger contributor to the practice area?

- If a fledgling area, what steps have you taken to grow the practice?