CONTENTS

Candace A. Blydenburgh	7
Partner, Bowman and Brooke LLP	
RECRUITMENT AND RETENTION AS A	
FORM OF MARKETING: RECENT CHALLENGES	
FOR RECRUITING TOP LEGAL TALENT	
Michael A. Moynihan	21
Partner, Freeborn & Peters LLP	
CHALLENGES AND OPPORTUNITIES IN RECRUITING	
AND RETAINING TOP LEGAL TALENT	
T. Michael Ward	35
Managing Principal, Brown & James PC	
RECRUITMENT AND RETENTION OF TOP LEGAL	
TALENT IN THE CURRENT ECONOMIC SITUATION	
Robert Caplan	55
Managing Member, Seltzer Caplan McMahon Vitek	
RESPONDING TO RECRUITING	
CHALLENGES IN A TOUGH ECONOMY	
Steven W. Lundberg and Warren D. Woessner	69
Founding Partners, Schwegman, Lundberg & Woessner	
RECRUITING WITH THE STARS	
Appendices	81

APPENDICES

Appendix A: Sample Marketing Plan	82
Appendix B: Sample Partner Profile	111
Appendix C: Sample New Associate Orientation Schedule	114
Appendix D: Sample Associate Training Schedule	116
Appendix E: Sample Mutual Agreement to Arbitrate Claims	119