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NLADA'S NATIONAL DEFENDER LEADERSHIP INSTITUTE PRESENTS

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*Impact Leadership 2007*  
*Strategy & Messaging in the Key of D\**  
**AN EXECUTIVE SEMINAR FOR TOP-LEVEL LEADERS**

*\*D is for Defender!*

**May 30 – June 2, 2007**

**Embassy Suites Hotel**

**New Orleans Arts & Warehouse District**

**315 Julia Street**

**New Orleans, Louisiana**

# Impact Leadership 2007

Join us in the Big Easy for Impact Leadership, an Executive Seminar designed for top-level leaders who are working on justice initiatives within a program, the community, or the justice system. The most advanced leadership-education program offered by NLADA's National Defender Leadership Institute (NDLI), Impact Leadership will emphasize core skills defender leaders need to propel their ideas forward.

The focus of this highly interactive training seminar will be on how to take an idea, project, or leadership initiative and develop a strategic communication campaign. Participants will work with experienced defender leaders and communications experts to develop a shared vision, identify the most effective organizational infrastructure and personnel needed to move an initiative forward, and to develop compelling communications and marketing materials to support the initiative. Faculty members will guide the teams in order to identify strategic actions to build buy-in both inside and outside their programs.

## WHO SHOULD ATTEND?

Impact Leadership Seminars are designed for **chiefs, deputies, and other high level administrators** of any type of defender program, including appointed counsel leaders. Indigent defense reform advocates and members of community justice organizations are welcome. Participants are strongly encouraged to attend as a team. Team participation substantially increases the likelihood that an initiative will advance steadily and leadership skills will be reinforced when participants return to their programs. Teams of two or three members will work together during the seminars and back at home to further an initiative in their jurisdiction. Team members do not have to be lawyers and may be selected from other management such as an investigative unit manager or social worker manager.

## BRING AN IMPACT LEADERSHIP INITIATIVE TO WORK ON

In advance of the conference, participants will submit a brief written description of a project or initiative that they would like to pursue or are pursuing. During the conference, participants will have the opportunity to discuss their initiatives, receiving individualized information and assistance from facilitators and fellow conference attendees on how to make their initiative succeed. Each participant will leave with an improved action plan, new connections, and the knowledge, skills, and tools to increase implementation success.

Examples of projects or initiatives that could be the basis for an Impact Leadership project include:

- Develop a community-outreach plan to address client reentry issues such as housing, mental health, and employment needs.
- Design a strategy to improve communication within your office or management team.
- Establish a community advisory board for a public defense program or working partnership with the local legal aid program to enhance client services.
- Create a new training and evaluation program to improve client services and attorney performance.
- Develop a community coalition to increase public support for the right to counsel.

## LEADERSHIP REQUIRES CERTAIN PRACTICES AND COMPETENCIES

Committed to strengthening equal justice leaders and bringing the best practices of leadership information from all sectors to the community, NDLI has relied on experienced defender and civil legal aid leaders to identify the seven must-have Leadership Competencies and Practices for Defenders. The Impact Leadership pedagogical foundation rests upon these seven core leadership competencies:

### THE NDLI SEVEN CORE LEADERSHIP COMPETENCIES

#### An Effective Leader for Justice:

1. Builds and Sustains Relationships, Collaborations, and Community Partnerships
2. Maximizes Impact by Communicating Effectively to Different Audiences
3. Engages Issues of Diversity, Power, and Difference
4. Understands the Importance of Self-Awareness and Personal Effectiveness
5. Develops and Inspires a Shared Vision
6. Creates and Fosters an Environment Conducive to Leadership Development
7. Thinks Strategically About Challenges and Opportunities

### Limited Number of Participants to Maximize Learning Environment

To ensure that Impact Leadership 2007 is highly interactive and offers personalized assistance, this program will be limited to 42 people. Limiting participation in this way will provide adequate time to focus on each team's initiative in both the plenary sessions and small working groups.

# PROPOSED AGENDA

(subject to modification)

## Wednesday, May 30

- 2:00 – 4:00 Registration
- 4:00 – 5:00 Welcome & Conference Overview: Turning Your Leadership Initiative Into a Strategic Communications Campaign (Plenary Session)
- 5:00 – 6:30 Introducing the Leadership Initiative (Small Group Session)
- 6:30 – 8:00 Welcome Reception  
Dinner On Your Own

## Thursday, May 31

- 8:45 – 10:15 Introducing the Leadership Initiative (Small Group Session) – Continued
- 10:15 – 10:30 Coffee Break
- 10:30 – 12:00 Audience Profiling & Developing Your Core Messages (Plenary Session)
- 12:00 – 2:00 Lunch On Your Own
- 2:00 – 3:45 Applying Audience Profiling & Message Development Techniques to Your Leadership Initiative (Small Group Session)
- 3:45 – 4:00 Break
- 4:00 – 5:30 Sharing the Messages & Developing the Narrative (Plenary Session)  
Dinner On Your Own

## Friday, June 1

- 8:45 – 10:15 Developing Effective Stories for Your Leadership Initiative (Small Group Session)
- 10:15 – 10:30 Coffee Break
- 10:30 – 12:00 The Pitch
- 12:00 – 2:00 Lunch On Your Own
- 2:00 – 3:45 Developing a Pitch for Your Leadership Initiative (Small Group Session)
- 3:45 – 4:00 Break
- 4:00 – 5:30 The Campaign of Conversations (Plenary Session)  
Dinner On Your Own

## Saturday, June 2

- 8:45 – 10:00 Tailoring the Campaign of Conversations to Your Leadership Initiative (Small Group Session)
- 10:30 – 10:45 Break
- 10:45 – 12:00 Closing Remarks & Acknowledgments (Plenary Session)

## IN ATTENDING THE IMPACT LEADERSHIP CONFERENCE, YOU WILL:

- Learn how to take an idea, project, or leadership initiative and develop a strategic communications campaign.
- Strengthen your core defender leadership skills, and apply those skills to specific initiatives you are undertaking;
- Meet colleagues from across the country, and join a national network of defender leaders pressing for change;
- Work closely with defender colleagues and other who also serve your client population; and
- Get away from it all, make real progress on your initiative, and return with a well-developed implementation plan.

## FACULTY

Faculty for the Impact Leadership 2007 conference will include the following, each of whom have significant experience in leadership positions, and in working with the defender community on leadership training and development:

**Catherine Beane,**  
Principal, Beane Consulting

**Edwin Burnette,**  
Cook County Public Defender (Chicago, IL),

**Paulino Duran,**  
Sacramento County Public Defender

**Richard Goemann,**  
Director of Defender Legal Services, NLADA

**Fern Laethem,**  
Executive Director, Sacramento County Conflict Criminal Defenders and Co-Chair of the American Council of Chief Defenders

**Ernie Lewis,**  
Kentucky Public Advocate and Co-Chair of the American Council of Chief Defenders

**Justine Lewis,** Consultant, Visible Leadership

# GENERAL INFORMATION

## Conference Hotel Site

Embassy Suites Hotel New Orleans Convention Center  
315 Julia Street, New Orleans, Louisiana, United States 70130  
Tel: (504)525-1993 Fax: (504) 525-3437  
<http://embassysuites.hilton.com>

Let the good times roll at the Embassy Suites New Orleans, with a style and flavor and style as unique as the Crescent City itself. The Embassy Suites Hotel New Orleans is within walking distance to the National D-Day Museum, the Ernest N. Morial Convention Center, the Louisiana Children's Museum, the Riverwalk Marketplace shopping mall, Harrah's Casino, and New Orleans cruise ship terminals. A short stroll from the hotel are the historic streets of the French Quarter as well as the Aquarium of the Americas. The hotel is just minutes from the New Orleans Superdome, Zephyr's Field, New Orleans Museum of Art, New Orleans Fair Grounds Race Course, Six Flags New Orleans and Audubon Zoo.

NLADA has negotiated a special rate of \$149.00 single or \$159 double occupancy (not including tax)

Please be sure to ask for the NLADA rate. Reservations must be made by May 9, 2007. After that date, requests for reservations will be accepted on a space and prevailing rate basis.

Reservations can be canceled up to 24 hours prior to arrival without penalty. Check in is 3:00pm and check out is 12:00 pm

The Embassy Suites guest room comes with one double bed and offer a 27-inch TV, work desk, two-line telephone with voicemail, coffee maker, mini-refrigerator and microwave, iron, ironing board, and hair dryer. In addition to these first-class luxuries, all accommodations utilize our latest in high-tech and high-TOUCH guestroom amenities, including the Hilton Alarm Clock Radio complete with an MP3 connection.

## Food and Beverage

Guests will enjoy a complimentary cooked to order breakfast daily and each evening may attend the manager's reception from 5:30pm to 7:30 pm.

## Airline Information

Special airfare discounts of up to 10 percent are available with United Airlines. Fares on carriers are subject to airline terms and availability. United Airlines (800) 521-4041 ID Code 556A1.

## Ground Transportation

Embassy Suites Hotel New Orleans is located 18 miles from the Louis Armstrong International Airport. A taxi from the airport to the hotel will cost approximately \$30.00. Airport Shuttle Inc. services are available for \$26.00 Round Trip. Toll-Free: (866) 596-2699 [www.airportshuttleneworleans.com](http://www.airportshuttleneworleans.com).

## Car Rental

AVIS has been selected as the official rental car agency for NLADA's Defender Impact Conference. AVIS will extend a 5-10% discount on a lower qualifying rate to the participants of the conference. AVIS is located in all three available airports. These special rates include unlimited mileage. To make reservations, call AVIS toll-free at (800) 331-1600 and refer to reservation code # J789524.

## Parking

Embassy Suites Hotel New Orleans offers valet parking with in and out privileges.

## Continuing Legal Education Credits:

NLADA has applied for continuing legal education credits in most states that have mandatory CLE requirements. CLE forms, instructions, and a list of accrediting states will be included in the on-site registration packets.

## Cancellation Policy

Registration cancellations must be received in writing at the NLADA office no later than April 30, 2007. Cancellations and refunds are subject to a \$75 administrative charge. After the deadline, registrations fees are transferable, less a \$75 administrative charge, to another NLADA training event scheduled before December 29, 2007, but are not refundable. Registration cancellations postmarked after December 5, 2007 are neither refundable nor transferable. Substitutions may be made at any time prior to the event. Please notify NLADA of substitutions in writing.

## Conference Registration

Please see the enclosed registration form for all conference registration fees. Registration fees include handout materials, entrance to all sessions, and breaks each day. Registration fees must accompany your registration form. For your convenience, NLADA accepts Visa and MasterCard. If paying by credit card, you may fax your registration form to (202)872-1031. Please be aware of the registration fee cutoff dates as indicated on the registration form. You are encouraged to make hotel reservations in a timely manner so as to be assured a room at the conference rate.

## Conference Sponsorship and Support

Impact Leadership is supported in part through a grant provided by the Open Society Institute. This event is also supported by NLADA. If you are interested in supporting this cutting edge training event for the nation's public defender leaders, please contact Richard Goemann at (202)452-0620 ext. 212, or [r.goemann@nlada.org](mailto:r.goemann@nlada.org).

## Responsibility

The National Legal Aid & Defender Association acts only as an agent for conferees in all matters regarding the resort, accommodations and transportation. NLADA contracts with reputable independent contractors and suppliers known to provide the service offered in this announcement. NLADA is not responsible for any inconvenience, loss, injury or damage from any cause whatsoever in conjunction with these services. If necessary, NLADA reserves the right to cancel or change the services described herein.

# The National Defender Leadership Institute



## The National Defender Leadership Institute

(NDLI) is an initiative of the National Legal Aid and Defender Association (NLADA) a non-profit association dedicated to quality legal representation for those who cannot afford counsel. NDLI has three primary goals: 1) to provide public defender and assigned counsel leaders cutting-edge management and leadership training programs; 2) to build a national network of defender leaders; and 3) to support research and data collection that informs local, state, and national public policy debates. This training, networking, and research to strengthen leadership will ensure that more public defense systems function efficiently and promote equal justice under the law for all Americans.

## NDLI's other training programs for Defender leaders and managers include:

**Nuts and Bolts**— One of the most difficult leadership challenges facing public defense program managers is transitioning from being a trial lawyer to a leader of colleagues and staff. Defenders who make this transition do not have to abandon their trial skills. With appropriate training and though, these same skills can be transferred effectively to become the very skills needed to lead and energize their organizations. At "Nuts and Bolts" each Defender manager is asked to prepare in advance of the training a written management problem that will be used in their small group workshops. Trained facilitators work in teams to help Defender managers adjust their existing litigation skills to manage effectively each individual challenge presented to the group. The training is intensely interactive so that managers will return to their offices with more skill in communicating coalition-building and coaching their way through an array of internal managerial challenges.

**New Leadership**— This is a program that provides defender leaders with a set of skills they can employ in their day-to-day work inside and outside the defender program. Developmental exercises involve practice sessions where communication skills are refined in core learning teams for small group sessions. Successful training models include: leadership practices inventory, "personal best" exercises, strategies for managing cross-function teams, managing of organizational conflict, ways to develop cross-system partnerships, and finding unlikely allies for public defense program.

For more information on NDLI and schedule for future management and leadership training programs please see [www.nlada.org](http://www.nlada.org) then go to the National Defender Leadership Institute.

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[WWW.NLADA.ORG](http://WWW.NLADA.ORG)





# Impact Leadership 2007: Strategy & Messaging in the Key of D\*

## Defender Impact Leadership 2007 - REGISTRATION FORM

New Orleans, Louisiana - May 30-June 2, 2007

PLEASE NOTE REGISTRATION METHODS HAVE CHANGED: There are two ways to register for NLADA conferences. (1) To register by check, mail your registration form and payment to NLADA Defender Impact Leadership Conference, P.O. Box 79083, Baltimore, MD 212-79-0083. (2) To register by credit card or purchase order, please fax your information (MasterCard or Visa only) to (202)872-1031 to the attention of NLADA Defender Impact Leadership Conference. A separate registration form is required for each attendee, please complete one for each if sending a group.

Please see form for fees and note the cancellation policy. Please be aware of the registration fee cut-off dates as indicated on the registration form. You are encouraged to make hotel reservations in a timely manner as to be assured a room at the conference hotel. If you have any questions, contact Risa Hoffman at r.hoffman@nlada.org or (022)452-0620 ext. 207.

Name: \_\_\_\_\_ E-Mail: \_\_\_\_\_

Title: \_\_\_\_\_ Organization \_\_\_\_\_

Address: \_\_\_\_\_ City, State, Zip: \_\_\_\_\_

Telephone: (\_\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_\_) \_\_\_\_\_

**CURRENT POSITION:**  Chief Defender  Public Defender  Staff Supervisor  
 Assigned Counsel  Non-Lawyer manager  Other \_\_\_\_\_

**SPECIAL NEEDS:**  Mobility Disability  Audio/Visual Disability  Other: \_\_\_\_\_

<b>REGISTRATION FEES:</b>	<b>Early -Received by March 30</b>	<b>Regular - Received From March 31-April 30</b>	<b>Late - Received After May 1</b>
Program Members:	<input type="checkbox"/> \$650	<input type="checkbox"/> \$700	<input type="checkbox"/> \$750
Individual Members:	<input type="checkbox"/> \$700	<input type="checkbox"/> \$750	<input type="checkbox"/> \$800
Non-members:	<input type="checkbox"/> \$750	<input type="checkbox"/> \$825	<input type="checkbox"/> \$875

**TEAM REGISTRATION DISCOUNTS:**  Programs sending a team of three or more participants will receive \$50.00 off each registration.

**MEMBERSHIP:** Join NLADA now and receive the member rate for Civil Impact Leadership 2005 Conference  
 Individual Attorney \$90  Individual Non-Attorney \$50  Program or Chief Members\*

**PAYMENT:**  Check enclosed, made payable to NLADA  MasterCard  Visa

Credit Card # \_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_ Expiration Date \_\_\_\_\_/\_\_\_\_\_

Signature \_\_\_\_\_ Name on Card \_\_\_\_\_

\* Annual program dues are \$150 to \$3000 per year, based on budget. Call Member Services at (202)452-0620 ext. 234 for more information.

### CANCELLATION POLICY

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### PURCHASE ORDERS

Must include a contact name and contact information regarding the appropriate accounting or finance department that will process the payment.

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Purchase Order Number: \_\_\_\_\_

### DATES TO REMEMBER

March 30	Early Registration Fee Deadline
April 30	Conference Registration Cancellation Deadline
May 9	Housing Deadline