

Which Upstream Academy event should I attend?

First, be assured that no matter which event you pick, you will not end up at the “wrong conference.” All of the events will provide you with new insights on your growth as a firm leader, excellent discussions of topics relevant to your career and opportunities to network with your peers. In scheduling conferences, we have tried to ensure that we scatter our conferences across the US to make travel more convenient. Location is, therefore, one consideration. Timing is obviously another. If these considerations still have not helped you pinpoint an event, we offer the following suggestions:

Emerging Leaders Conference Summer 2009 • June 29-30, 2010 • Philadelphia, Pennsylvania

Emerging Leaders Conference Winter 2010 • January 6-7, 2011 • Scottsdale, Arizona

The two Emerging Leaders Conferences will have identical agendas and will feature more interaction and discussion than either HeadWaters or BestPractices. We highly encourage first and second year participants to attend one of these conferences, since the entire conference will be geared to issues relevant to them and how they can make the most of their careers. This will also allow you to meet other participants in the program and get some great one-on-one time with the Upstream staff.

HeadWaters Leadership Conference 2010 • July 8-9, 2010 • Park City, Utah

This is our premiere conference for partners. If you are a partner or if you hope to soon become a partner, this is an excellent choice. Since all of the topics are geared to the partner level, participants at a senior manager or manager level will find this a great introduction to partner issues. Most of the conference features presentations by experts in the field, giving practical solutions to the toughest problems facing firm management today. During the first afternoon, ELA participants will have their own breakout session.

Blueprint for Excellent Retreat • July 26-27, 2010 • Helena, Montana

Utilizing an entirely different format than any of our other events, the Blueprint for Excellence Retreat is limited to 25 participants. This intensive, interactive, two-day retreat takes participants through a proven process for setting and accomplishing key goals and creating a high achievement culture. Ideal for those in charge of a niche practice or new venture, those who are interested in process improvement or those who would like to bring more accountability to their endeavors, Blueprint Retreats work best when attended by two people from the firm. Sam Allred leads the retreat and tailors the discussion for the attendees.

BestPractices Conference 2010 • October 28-29, 2010 • San Antonio, Texas

Similar to HeadWaters in participant makeup and format, BestPractices deals with the people side of firm management. Topics include culture, team-building, retention, recruiting, training, etc. This is a wonderful conference for those in charge of teams and those responsible for people development or firm management. Like HeadWaters, most of the conference features presentations by experts giving practical solutions to the toughest people problems facing firm management today. During the first afternoon ELA participants will have their own breakout session.