

Annual Conference of the
Affiliated Lawyers of the Americas*
**Conducting Cross-Border Business
in Mexico and the Americas**
Long Beach Hilton, Executive Meeting Center
Los Angeles, California

Agenda**

Thursday, February 28, 2013	
6:00 pm to 8:00 pm	Registration & Networking Reception at the Long Beach Hilton
Friday, March 1, 2013	
8:00 am	Registration & Continental Breakfast
9:00 am – 10:15 am	<p>ALTA & the Purpose and Goals of the ALTA Annual Meeting - <i>Hon. Walter Rivera & Michael Rivera, Esq.</i></p> <p>Opening Remarks - Special Guest Speaker, <i>David Figueroa Ortega</i>, <i>Consul General of Mexico, Los Angeles</i> - Consul General David Figueroa will provide welcoming remarks and a brief update on Mexico's political and economic situation.</p> <p>Keynote Address: Latin America in the Global Marketplace: Helping Clients Engage in Responsible, Sustainable Investing and Wealth Creation around the World - <i>Myrna M. Rivera, Certified Investment Management Consultant, President and CEO, Consultiva International, Inc., San Juan, Puerto Rico</i> - In GDP terms, there exists a "1% World" and a "5% World." The developing economies are growing at a faster pace today. This includes many countries in Latin America. We will explore this dichotomy in global GDP and some fundamental drivers and indicators, among them: Liquidity, Manufacturing, Services, Housing, and Employment. We will examine these and other statistics as reflective of growth in the region and the investment opportunities that these provide, and the roles lawyers play in fostering wealth.</p>
10:15 am	Break
10:30 am to 12:00 pm	<p>Recent Developments under Trade Agreements in Mexico and the Americas <i>Miguel Tinker Salas, PhD., Arango Professor in Latin American History and Professor of History and Chicano/a Studies at Pomona College, Pomona, California, Author, "The Enduring Legacy: Oil, Culture, and Society in Venezuela"</i> <i>Moderator: Juan Laureda, Esq.</i></p> <p>Entrepreneur's Roundtable: Conducting Cross-Border Business in Mexico and the Americas</p> <p>A. The International Trade and Commerce Issues of Shipping - <i>Jim MacLellan, Director of Trade Development, The Port of Los Angeles</i></p> <p>B. Immigration Concerns & Opportunities - U.S. Immigration options for foreign workers, entrepreneurs and investors: A discussion of the temporary and permanent visa options for employment and residence in the United States with an emphasis on foreign entrepreneurs and investors. - <i>Nelson Castillo, Esq.</i></p>

	<p>C. Security Solutions: Children, Schools & Safety – <i>Arnaldo A. Salinas, President & CEO, Archangel Security International</i></p>
12:00 pm to 1:30 pm	<p>Working Lunch - LexisNexis – How to Generate More Clients With The Web & Social Media - <i>Matthew Piero, Law Firm Marketing Specialist, LexisNexis</i> – Learn the latest tactics to attract new clients, How consumers find an attorney online, the Hottest growth areas for attorneys, The benefits of social media, and How to verify if your firm's website is working for you.</p> <p>Keynote Address: Energy and Social Responsibility <i>Jose L. Betancourt, USN (Ret.), Chairman, San Ysidro Education Vanguard Foundation, C.E.O., Global Source Energy</i> - Born in Mexico and raised in Texas, Rear Admiral Betancourt graduated from Pan American University and earned master's degrees from the Fletcher School of Law and Diplomacy, Tufts University, and the Industrial College of the Armed Forces, Washington, D.C. Rear Admiral Betancourt was the Commander of the Navy's Southwest Region, during which he oversaw logistical, information technology and engineering support across the Southwestern United States.</p>
1:30 pm to 3:00 pm	<p>International Family Law & Business Concerns – The Legal Issues of Cross-Border Divorce, Custody and Child Abductions <i>Edgar Coronado, Esq., a California lawyer</i> – The cross-border legal issues of divorce, property, custody and child abductions, the enforcement of custody orders and writs of execution, and the process of working with consulates, state departments, and lawyers in the varied legal systems of Latin American countries such as Mexico and Brazil.</p> <p>Important Tax Strategies when Forming Businesses Across Borders <i>Travis Kasper, Esq., LLM, Taxation, a California lawyer</i> - Whether you are seeking to expand into a new country or bring your business into the U.S., how you structure and plan your move can have far reaching consequences for your business. Tax and corporate planning is key to a successful venture when crossing borders into or out of the U.S. There are many ways to structure your business to take advantage of taxes between the U.S. and foreign countries. Half the battle is knowing what issues and problems can arise in taxation when you cross borders and knowing when to ask questions and/or who to ask can make the difference between being a success or failure in international business. <i>Moderator: Norma Ortiz, Esq.</i></p>
3:00 pm to 3:15 pm	Break
3:15 pm to 5:45 pm	<p>Leveraging ALTA Membership into Business Opportunities: ALTA's purpose is to promote the growth and expansion of business opportunities and trade relations throughout the Americas through collaborations and partnerships. Opportunities for synergy, profitable and ethical "Of Counsel" agreements, multi-jurisdictional practice, and other opportunities will be explored. <i>Moderators: William Ferreira, Esq. & Walter Rivera, Esq.</i></p> <p>The Ethics of Multi-Jurisdiction Practice and Co-Counsel Agreements David Carr, Esq. – Meeting the Ethical Challenges Raised by Multi-Jurisdictional Practice and "Of Counsel" Agreements <i>Moderator: Michael Rivera, Esq.</i></p> <p>Generating New Business In Today's Global Marketplace: Part I A. The Internet: What is SEO and how is it used to drive more business to your firm? B. Reaching Latin American Markets for Your Law Practice</p>

	<p><i>Ken Matjeda, Esq., a California attorney, President, LegalPPC, Inc., an online marketing company for lawyers</i></p> <p><i>David Ward, Esq., a California attorney, The Attorney Marketing Center, Author, The Attorney Marketing Formula, Cash Flow for Attorneys, Evernote for Lawyers</i></p> <p><i>Eddie Batiz, Serial Entrepreneur and founder of Inbound Clicks and Batiz.com, named 2008 Business Man of the Year by the California Hispanic Chambers of Commerce</i></p> <p>The Nuts and Bolts of Mexican Real Property Transactions Get up-to-date information on how non-Mexicans can properly buy, own and sell Mexican residential, business and commercial real properties; understand the applicable legal framework; and learn how to avoid common mistakes when investing in Mexican real estate - <i>Mauricio Leon de la Barra, Mexico and California Attorney at Law</i></p> <p>The Future of Mexico as a Destination for Business and Investment How are recent reforms improving the transparency and predictability of the Mexican Legal System and What are the Emerging Business Opportunities in Mexico Under the New Administration <i>Luis Felipe Aguilar Rico, Aguilar, Loera, & Martinez, Abogados Internacionales, Mexico, D.F., LLM, International Commercial Law</i> <i>Special Guest: Mario Juarez, Trade Commissioner of ProMexico</i> <i>Moderator: Norma Ortiz, Esq.</i></p>
8:00 pm to 10:00 pm	Evening Reception & Dinner Cruise (ticketed event)
Saturday, March 2, 2013	
8:00 am-8:30 am	Continental Breakfast
8:30 am to 10:00 am	<p>The Legal & Business Issues and Opportunities of Imports & Exports Business-centered solutions for exporters, importers, manufacturers, distributors, wholesalers, and retailers of regulated products - <i>Rick D. Quinn, Esq., Partner, Benjamin L. England & Associates, LLC, Principal, FDAImports.Com, LLC</i></p> <p>Head For the Cloud with Your Feet on the Ground A practical guide to mobile and cloud computing, jargon and technical concepts as well as some practical applications in real life settings. Learn how to take advantage of the products and services available from cloud computing providers without jeopardizing security or control. We will de-mystify cloud computing and focus on sensible and practical ways to manage your business using tools that enable you to collaborate effectively. - <i>Robert J Raff, Principal, Hart Vida Raffo, Accounting & CFO Advisory</i></p>
10:15 am to 10:30 am	Break
10:30 am to 11:30 pm	Generating New Business In Today's Global Marketplace: Part II - Technology Wrap Up: What did we learn about marketing and what are the action steps to increase our lead generation – <i>Ken Matjeda, Esq., a California attorney, President, LegalPPC, Inc., an online marketing company for lawyers</i>
11:30 pm to 12:30 pm	Committees & Board Breakout Sessions Elections & Votes
12:30 pm to 1:00 pm	Closing Remarks
*	ALTA is a 501(c)(6) non-profit corporation
**	Agenda is subject to changes