



**CYBERALA**

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**What It Means To Be A Financially Successful Firm**  
***Measuring Financial Performance and Improving Profitability***  
**Tuesday, March 20, 2018 at 2 p.m. (Eastern)**

The volatile economy experienced a number of years back has changed the way many entities do business and law firms are no different. How to maintain and grow one's profitability is key and in a law firm that's spelled "R U L E S", a simple way of remembering the five main drivers effecting a law firm's ability to make a profit. During this session, we have invited two experienced professionals, Henry and Randy, to describe each briefly and share their experiences implementing these techniques.



**Randolph C. Becker, MBA**, is an Executive Director at Richards Kibbe & Orbe LLP. He has more than 35 years of law firm management experience. He has been an active ALA member since 1993, presenting at other ALA local and regional venues and at NYC and NYS Bar Association seminars.



**Henry Macchiaroli, CLM, MBA**, is the Controller for Phillips Nizer LLP. He has more than 25 years of law firm management experience at large, mid-sized and small law firms. He has been an active ALA member serving as a Regional Director, President of the NYC Chapter and as an National At-Large Director and presenting at other ALA local and regional venues and at the NYC Bar Association.



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