

WILBYBETTY®



WILBYBETTY® BUSINESS SUMMIT LOS ANGELES

The Business Summit: Build It. Scale It. Lead It.

FIRST STOP OF THE SIX-CITY TOUR
Los Angeles, CA



Viri Valdes

Director of Business Development at Lyfe Law

Thank you to Viri Valdes, whose vision is rooted in connection, collaboration, and creating rooms where the right people can grow together. On Thursday, February 5th, her leadership and generosity brought speakers and strategic partners together in a way that set the tone for the entire summit. We are deeply grateful to Viri and Lyfe Law for hosting the Happy Hour and for showing us that real impact starts with vision and relationships.

THANK YOU

To our speakers and strategic partners—thank you for showing up with wisdom, generosity, and a commitment to raising the standard for women in law and business. Your voices, insight, and partnership are what transform this summit from an event into a movement.

“When women share knowledge, open doors, and lead with purpose, we don’t just build businesses—we build legacy.” — Betty Aquino



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Founder, WILBYBETTY®

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Register & Save September
Annual Conference in New Orleans
September 15th - 18th, 2026

FRIDAY, FEBRUARY 6TH



Registration & Networking
8:30 – 9:00 AM

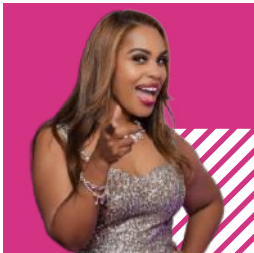


Program
9:00 AM – 4:45 PM

8:30 – 9:00 AM Registration | Power Breakfast & Networking

Kick off the day with intentional networking alongside law firm owners, executives, and strategic partners. This is your first opportunity to build relationships that will carry through the summit and beyond.

9:00 – 9:10 AM | Welcome & Opening Vision



Betty Aquino
Founder, WILBYBETTY®
The Business Summit Starts Here



Ayda Mirafshar, Esq.
Co-host, WILBYBETTY®
Business Summit 2026

9:10 – 9:20 AM | Branding Welcome



Brana Williams – Founder, Radiant Plume | Indigo Family Law
Brand Is the First Impression of Leadership

Your brand speaks before you do. This session explores how presence, positioning, and consistency shape credibility and influence in today's competitive legal market.



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Edward Susolik – President & CEO, Callahan & Blaine

Thinking Like a CEO, Not Just a Rainmaker

True firm growth requires shifting from individual success to enterprise leadership. Edward breaks down how adopting a CEO mindset helps law firm leaders scale operations, empower teams, and build lasting institutions.

9:20 - 9:30 AM | KEYNOTE SPEAKER



Christi L. Fried – Owner, Continental Trust Services, LLC

Topic: *Scaling with Intention: Protecting What You're Building*

True success isn't just growth it's protection. This keynote focuses on safeguarding wealth, legacy, and long-term stability as law firms scale.

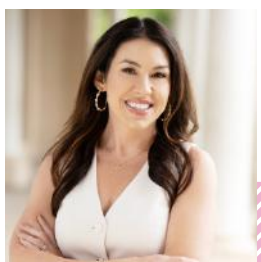
Morning Session I: CEO MINDSET & FEARLESS LEADERSHIP (9:40 – 11:00 AM)



Daryl Gray – Partner, Wright Gray Harris Trial Lawyers

Building a Law Firm That Runs Without You

Learn how to move from operator to CEO by building systems, delegation, and leadership structures that remove daily bottlenecks.



Whitney Betts – Co-Founder & President, Betts Law Group

The CEO Mindset for Lawyers: Leading Beyond the Casework

Scaling requires a mental shift from practicing law to leading a business. Whitney breaks down how executive-level leadership drives long-term firm success.



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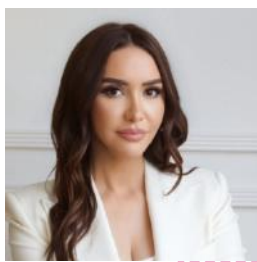
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Erica Chavez – Injury Lawyer, Trauma Law

Thinking Like a CEO: Vision, Execution & Leadership That Drives Results

Vision without execution stalls growth. This session connects leadership clarity with decisive action that produces measurable outcomes.



Gohar Abelian – Founder, Abelian Law Firm

Leading Fearlessly. Winning Relentlessly.

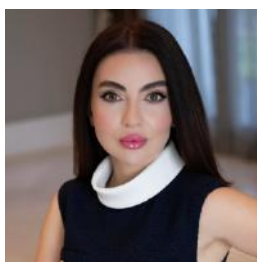
Fearless leadership creates momentum inside and outside the courtroom. Gohar shares how confidence, discipline, and strategy fuel consistent wins.



Amber Esposito – Founder, Esposito Law PC

I Switched Sides. Then I Built My Firm.

Reinvention can be powerful when done with intention. Amber shares lessons from changing paths and building a firm aligned with her values and vision.



Nina Garayan – Founder, Garayan Law Group

Lawyers Need Lawyers Too: Strength, Strategy, and Self-Advocacy

The most effective lawyers know when to seek counsel themselves—and why doing so is a strategic advantage, not a liability. This session delivers a powerful reminder that protecting your practice, your judgment, and your future requires the same intentional advocacy you provide your clients.



Michael Madadi – Attorney Director of Pre-Litigation at BD&J Injury Lawyers

- *Valuation Before Velocity: Building a Scalable Law Firm by Knowing the True Value of Your Cases*
- *Who You Align With Matters: Strategic Partnerships That Create Breakthrough Success*



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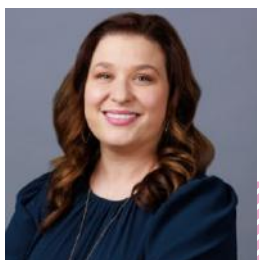
Morning Session II: OPERATIONS, SYSTEMS, AI & SCALE (11:15 AM – 12:40 PM)



Marisa McKain – Director of Operations, Sweet James

Operational Discipline: Systems That Drive Results

Strong operations create predictable outcomes. Learn how disciplined systems support growth, accountability, and performance.



Mary Ellen Murrah – Chief Strategy & Marketing Officer, Vista Consulting

Operational Excellence: Systems That Scale

Scaling firms require scalable systems. This session highlights the frameworks that allow growth without chaos.



Heather Carroll, DBA – Operations Consultant, Vista Consulting

Turning Chaos into Clarity: Operational Fixes That Unlock Growth

Operational friction limits profitability. Heather walks through practical fixes that restore clarity and efficiency.



Jeremy Tissot – Owner & Founder, The Tissot Law Firm

Collaboration Without Chaos — Co-Counsel Systems That Actually Work

Successful co-counseling requires more than good intentions—it requires systems. This talk focuses on workflows, communication, and leadership structures that make collaboration profitable and repeatable.



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Jayden Doye – Founder, Prestige Accounting & Consulting *The Financial Engine Behind a PI Powerhouse: Build, Budget & Scale with Intention*

The session will focus on aligning financial strategy with growth goals, eliminating common financial bottlenecks, and clearly allocating resources to support sustainable, long-term profitability.



Brittany Elmore, MHA, PHRca - Founder, Bretagne Consulting | Co-Founder, ViaHire

Who Does What Now? In-House, Offshore, and AI Workforce

As practices grow, responsibilities often stay where they first land even when they no longer fit. This session examines workflows through a modern lens, helping firms reassess who should handle what today, from in-house roles to offshore support to AI, so teams can reduce burnout and focus on higher-value work.



Jamie Falgout, Eve Legal – AI Legal Technology *How to Go AI-Native in 90 Days*

This session breaks down a clear, practical roadmap for law firms to integrate AI into daily operations in just 90 days—without disrupting workflows or losing the human touch. Attendees will learn how to identify high-impact use cases, implement the right tools, and lead their teams confidently into an AI-enabled future that drives efficiency, profitability, and smarter decision-making.



Nalini Prasad – Chief Strategy Officer at BluShark Digital *You're Not Small—You're Stuck: Rebuilding a 6-Figure Firm for 7–8 Figures*

Being stuck at six figures is not a failure—it's a signal that your firm has outgrown its current structure. Let's focus on rebuilding leadership, operations, and strategy to support the next level of scale.

12:40 – 1:25 PM | Networking Lunch (45 Minutes)

A dedicated break for deeper conversations, sponsor engagement, and relationship-building in a relaxed setting.



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Afternoon Session I: MARKETING, BRAND & CLIENT ACQUISITION (1:25 – 2:30 PM)



Amanda Hankins – Founder, Ladies Leading Legal

Mastering Intake & Conversion Strategies

Marketing only works if intake converts. Learn how to build systems that turn leads into signed clients.



Michael Flanagan – Principal & Senior Partner, Flanagan Injury Law Group

Case Acquisition & Branding in a Competitive Market

Standing out requires clarity and consistency. This session shows how brand and acquisition strategies intersect to drive growth.



Viri Valdes – Business Development Director, The Legal Marketer / LYFE Law

Law Firm Marketing & Business Development That Converts

Visibility alone isn't enough. This session focuses on intentional messaging that attracts the right clients and cases.



Taly Goody – Founder, Goody Law Group

Building a Brand That Is Marketable, Transferable & Valuable

A strong brand is a business asset. Learn how to build a firm that holds value beyond the founder.



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Tara-Jane Flynn – Senior Trial Lawyer, Yerushalmi Law Firm

Where Strategy Meets Relentless Advocacy

Strategic thinking strengthens advocacy. This session connects preparation, positioning, and courtroom leadership.



Emily Rose Pincin – Co-founder of Kent | Pincin

Firm Owner. Lawyer. Industry Leader.

Emily breaks down the mindset shift required to move from attorney to firm owner and industry leader—and why most lawyers get stuck in between.

2:30 – 2:45 PM | Afternoon Break

Reset, recharge, and prepare for the final stretch of the program.

Afternoon Session II: CULTURE, ADVOCACY & PERSONAL LEADERSHIP (2:45 – 3:45 PM)



Daedrea Fenwick – Partner, Stewart Miller Simmons

Leadership from Within: Building Culture, Loyalty & Teams That Stay

Culture drives retention and results. Learn how intentional leadership builds teams that grow together.



Allison Melendez – Trial Attorney, Kent | Pincin

Advocating for Yourself: Balancing Motherhood, Law & Leadership

Success shouldn't require burnout. This session addresses boundaries, self-advocacy, and sustainable leadership.



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Mikaela Dixon – Trial Attorney, Simon Law Group

Overcoming Imposter Syndrome & Owning the Room

Confidence changes outcomes. Mikaela shares tools to silence doubt and step fully into leadership.



Diba Alemi – Founder, Alemi Law Group

Leadership. Collaboration. Impact.

Growth is stronger when shared. This session focuses on collaboration as a catalyst for influence and long-term impact.



Gigi Grasska – Founder, Lawyer Gigi / Capri Law

Trust Is the New Currency — How Personal Voice Drives Case Acquisition

In a crowded legal market, trust is the differentiator. This session explains how an authentic voice across social and community platforms builds confidence that converts into signed clients.

Afternoon Session III: LEGACY, WEALTH & LONG-TERM IMPACT (3:45 – 4:15 PM)



Jenn Gore – Businesswoman, Attorney & Partner, Sweet James

Legacy Leadership: Building a Firm That Outlives You

Legacy is built intentionally. Jenn explores leadership decisions that shape firms beyond the present.



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Juliana Chaidez – Wealth Consultant, First Citizens Bank *Succession Planning & Wealth Protection for Law Firm Owners & Private Banking Strategies for Growing Firms*

Growth requires protection. Learn how to preserve wealth while planning for the future. Financial strategy evolves as firms scale. Discover how the right banking relationships support long-term growth.



Rhonda Polhill – Managing Partner of LifeLine *Unlock your case value potential*

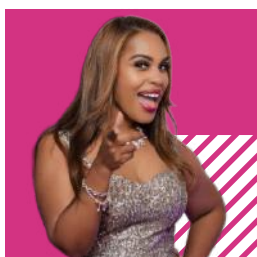
Strong planning strengthens cases. This session shows how life care strategies increase value and client trust.



Leslye Chapman – Founder, Elite Medical Care *Building & Scaling Medical Systems That Scale With Your Firm*

People burn out when systems fail. Leslye shares how strategic medical coordination can be a powerful driver of efficiency, case value, and long-term firm growth.

4:15 – 4:35 PM | Q&A ROUNDTABLE: THE BUSINESS SUMMIT



Moderator: Betty Aquino

An interactive, audience-driven discussion with select speakers addressing real-world challenges. This roundtable ties together leadership, operations, growth, and legacy.

4:35 – 4:45 PM | Closing Remarks | Betty Aquino



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Attend the **WILBYBETTY® BUSINESS SUMMIT.** Unlock the Full Experience.

Your participation in the Six-City Business Summit opens the door to what's next.

THE OFFER

Attend any city on the WILBYBETTY Six-City Business Summit tour and receive:

- **\$200 off** the WILBYBETTY Annual Conference in New Orleans
- September 15th - 18th Bonus Retreat access
- **2x complimentary months** of WILBYBETTY Connect online platform

This bundle is reserved exclusively for Business Summit participants.

WHAT THIS MEANS

We believe in rewarding women who show up early, invest in their growth, and stay connected beyond a single event.

This is not a discount. It's a continuation.

WHO THIS IS FOR

Women in law and business who are building with intention—and understand that proximity and preparation change outcomes.

One decision. Two powerful experiences. Long-term momentum.

Power, Purpose & Prosperity



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Strategic Partnership Invitation

We're Expanding Strategic Partnerships

WILBYBETTY® is seeking strategic partners committed to elevating the leadership, visibility, and economic impact of women in law. Our partnerships are designed for brands that value access, alignment, and long-term impact.

Partnership Benefits Include

- Annual Conference participation, including speaker opportunities
- Brand awareness across digital platforms, print materials, and social media
- Visibility before, during, and after events
- Access to the WILBYBETTY® Connect platform, our private digital community

If your brand is ready to align with a national platform driving meaningful impact for women in law, we'd love to connect.

Email - wil@wilbybetty.com



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All About WILBYBETTY® Connect

WILBYBETTY® Connect is our private digital platform built for women in law, law firm owners, and C-suite leaders who want real conversations, real access, and real growth—without gatekeeping.

This is where leadership meets strategy, community meets opportunity, and women building firms don't have to do it alone.

Why WILBYBETTY® Connect

Women in law are expected to lead, scale, and deliver—often without access to the rooms where decisions, capital, and strategy are shared. WILBYBETTY® Connect changes that by creating a space designed for growth, alignment, and leadership at every level.

What You Get

- Monthly educational sessions & webinars / CLE Credits
- Leadership, business, and growth conversations for law firm owners & executives
- Access to a trusted national community of women leaders
- Thought leadership, resources, and behind-the-scenes insights
- A platform built on access over gatekeeping
- Live & virtual events with industry leaders
- Exclusive content and resources you won't find on social media

Exclusive Member Perks

- As a participant, you receive 2 months FREE access to WILBYBETTY® Connect
- Invite a friend, and your free access extends to 30 days
- After the complimentary period, regular membership pricing applies

HOW TO JOIN

Visit www.wilbybetty.com to activate your access and join WILBYBETTY® Connect today.

This isn't just a platform—it's a community for women in law who are building firms, leading teams, and shaping what's next.



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WILBYBETTY®
CONFERENCE
September 16th - 18th, 2026
New Orleans
The Roosevelt Hotel



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BONUS: WILBYBETTY® BUSINESS SUMMIT 2026



**LOS
ANGELES**

FEBRUARY 6TH



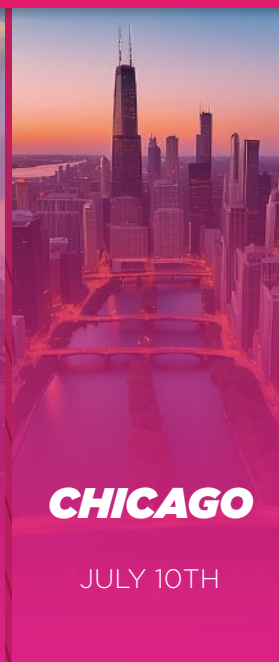
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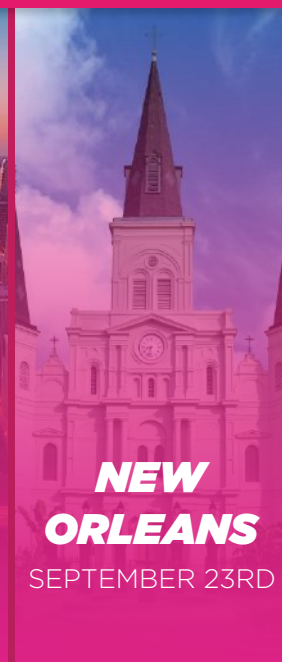
**NEW
YORK CITY**

JUNE 12TH



CHICAGO

JULY 10TH



**NEW
ORLEANS**

SEPTEMBER 23RD



HOUSTON

NOVEMBER 13TH



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