



CLLA

COMMERCIAL LAW LEAGUE OF AMERICA
EXPERTISE • INSIGHT • RESULTS

CLLA Southern Region *Conference*

February 14 – 16, 2025

Le Pavillon Hotel • New Orleans, LA

Attendee Guide



Make plans for *Valentines' Day* in NOLA with CLLA's coolest Krewe!



Chad Hammons
Southern Region Chair
Jones Walker
Jackson, MS

Make plans for Valentines' Day in NOLA with CLLA's coolest Krewe! The bad boys and girls of the Southern Region cordially invite you to spend Valentine's weekend 2025 with them in beautiful and historic downtown New Orleans, Louisiana. Festivities commence on **Friday, February 14** with a cocktail reception at the conference site, Le Pavillon Hotel, one of the city's classic destination venues. Have a drink, catch up with old friends, make new friends, and then take your significant other out for a Valentine's Day treat at one of the many wonderful restaurants New Orleans has to offer. In addition to the regular educational fare on Saturday morning, we have also secured commitments from a local tax attorney and accountant to speak on business succession planning, which should be of particular interest to those in small firms or with small agencies looking to pass the torch to the next generation.

After a catered lunch and more networking, you will be free to enjoy the afternoon at one of the many attractions in New Orleans. The National WW II Museum is a short drive away, and the French Quarter is within walking distance. Other options abound. That night, we will enjoy a Cajun/Creole dinner buffet at an Uptown outdoor venue and if we're lucky, some boiled crawfish to boot (subject to availability).

So come on down, squeeze in a NOLA visit with your friends from CLLA and get in the Mardi Gras spirit! Come one, come all! Laissez les bon temps rouler!

Who Should Attend

Professionals who benefit the most are those who attend structured meetings to maximize contact with colleagues from around the US, Canada and abroad. This in-person conference attracts an audience of professionals from various aspects of the commercial law arena interested in forming business connections. The conference site and schedule will allow you to do business and still take advantage of all that New Orleans has to offer. Visit www.CLLA.org/events for more details.

Members and Spouse/Guest Registration Fees

Hotel Reservations and Registration Deadline is Friday, January 10, 2025.

Registration Fees	Early Bird* Thru 12/20	Regular* Thru 1/16
All CLLA & IACC Members	\$515	\$515
Spouse/Guest**	\$249	\$249
Non-Members	\$1030	\$1030

Member Fee Includes:

Friday evening Welcome Reception, Saturday breakfast, breaks, lunch, dinner and CLE.

Spouse/Guest Fee Includes:

Friday evening Welcome Reception, Saturday breakfast, breaks, lunch, and dinner.

*Disclaimer: CLE credits ARE available to attendees in qualifying states who register on or before December 20. We cannot guarantee state accreditation after December 20.

**Please note that business colleagues are not eligible to register under this category.

Cancellation Policy:

Cancellations must be submitted in writing to dawn.federico@ccla.org. Registration fee refunds will be granted on the following schedule: Cancellation notices received by Friday, January 17, 2025, will receive 100% refund less \$50 processing fee. Notices received between January 18-31 will receive a 50% refund. No refund will be provided for notices received on or after February 1.

Event Location

Le Pavillon Hotel

833 Poydros Street
New Orleans, LA 70112
Phone: 504-581-3111



Glamorous and grand, the reimaged Le Pavillon Hotel in New Orleans welcomes guests with a blend of historical charm and modern sophistication. Steeped in a rich, storied past, this iconic hotel has been thoughtfully renovated to preserve its timeless elegance while embracing contemporary comforts. The lobby exudes opulence with its ornate chandeliers, marble floors, and gilded accents, setting the tone for a luxurious stay. Guestrooms and suites offer plush bedding, pillowtop mattresses, and upscale bath products, along with modern conveniences. Walking distance to Bourbon Street and the French Quarter.

Hotel Reservations - Room cut-off is Friday, January 10, 2025.

Make your hotel reservations early...it's Valentines Day weekend! There is a room block associated with this conference at the Le Pavillon.

Online reservations can be made by clicking the link below:

[CLLA 2025 Southern Region Conference](#)

Call the Reservations Department at 1 (844) 656-8636. Be sure to mention you are with the **CLLA Southern Region Conference** to receive the group rate.

Room Rate: \$209/night, single/double occupancy, plus applicable taxes (currently 16.2% plus \$1 nightly occupancy fee). Luxury amenities: complimentary WiFi in guest rooms and public spaces and mini fridge and Keurig coffee maker in guest rooms. Valet parking is available, \$51 per vehicle, per night. When making your reservation online, you will see a Historic Preservation Fee. You will NOT be charged this fee.

The Hotel Cancellation Policy must occur by 5 pm, 72 hours prior to arrival to receive a refund on your room deposit if a deposit was taken.

NETWORK



Friday, February 14, 2025

6:30 – 7:30 pm

Welcome Reception –

Experience a classic New Orleans vibes as you network with fellow attendees at Bar 1803, located in the Le Pavillon Hotel's lounge.

Bar 1803 at Le Pavillon
833 Poydros Street, New Orleans, LA 70112



Bar 1803

SPONSORSHIP OPPORTUNITY

General Sponsorship: \$175

Get your firm's logo placed on the CLLA Events page, conference eblasts, NewsWire, AGENCYAction and opening slides at all sessions.

EXCLUSIVE SPONSORSHIP OPPORTUNITY

Multiple Device Charging Station: \$350



In addition to the General Sponsorship benefits, this exclusive opportunity will prominently display your company logo at the event charging station.



Tchoup Yard

Saturday, February 15, 2025

5:30 – 8:30 pm

Networking & Dinner –

Join us at an outdoor gathering spot to network and grab dinner. (Transportation on your own.)

The Tchoup Yard
405 Third St., New Orleans, LA 70130

Included in
Member and
Spouse/Guest
Registration
Fee!

SOUTHERN REGION ESSAY CONTEST

Pass in on... The CLLA Southern Region Essay Contest is open!

First place winner receives \$500 cash, publication of the winning essay in the *Commercial Law World* magazine, and an invitation to the Southern Region Conference. Second place awards \$250 and third place awards \$100. All entrants will receive a one-year complimentary membership to the Commercial Law League of America. This contest is limited to entries from Tulane Law School and Loyola University New Orleans College of Law. The deadline for submissions is January 10, 2025. For more information on how to enter and contest rules, visit ccla.org/2025-ccla-southern-region-conference/.

2025 Schedule of Events

FRIDAY, FEBRUARY 14, 2025 1803 BAR • LE PAVILLON HOTEL • 833 POYDROS STREET • NEW ORLEANS, LA

6:30 – 7:30 p.m. **WELCOME RECEPTION** – 1803 Bar at Le Pavillon

SATURDAY, FEBRUARY 15, 2025 LE PAVILLON HOTEL • 833 POYDROS STREET • NEW ORLEANS, LA

8:30 – 9:00 a.m. **REGISTRATION, BREAKFAST AND WELCOME** – Versailles Ballroom

9:00 – 10:00 a.m. **CLE CEU THE SWAMP IS NOT SO SCARY – DEMYSTIFYING LOUISIANA LAW**

Speaker: **David M. Kerth**, *Jones Walker, Baton Rouge, LA*

Our speaker will compare Louisiana law to other states. Discussions on where the law is similar and where it differs with focus on creditor's enforcement remedies, including the UCC and other statutory provisions.

10:00 – 10:15 a.m. **BREAK**

10:15 – 11:15 a.m. **CLE CEU ESTATE PLANNING WHEN A PRIVATELY HELD BUSINESS IS A PRIMARY ASSET**

Panelists: **Riley J. Busenlener**, *Chaffe & Associates, New Orleans, LA*; **John (Hobie) A. Hotard, Jr.**, *Jones Walker, New Orleans, LA*

This presentation will review the estate planning transfer options, family matters, money matters and tactics for transfer to family members when a privately held business is a primary asset.

11:15 – 11:30 a.m. **BREAK**

11:30 – 12:30 p.m. **CEU SHOW ME THE MONEY – WHAT AGENCIES LOOK FOR IN A LAW FIRM**

Panelists: **Eric Leger**, *Greenberg, Grant & Richards, Inc., Houston, TX*; **LeeAnn Sterling**, *Rauch-Milliken International, Inc., Metairie, LA*

Our panelists will discuss:

- **Establishing agency Needs.** Making sure there is clear understanding of how files are expected to be handled such as any collection processes by firm prior to suit filing or not, etc.
- **Technology.** Technological upkeep is more necessary than ever to be properly equipped to handle files effectively.
- **Cyber security.** Attorneys are being targeted by hackers more than ever. Proper cyber security and cyber insurance is now a vital requirement for a high-volume active practice.
- **Pre-suit review for viability.** Ability and willingness to intelligently review proposed case prior to filing. This includes reviewing anticipated defenses, veto factors such as insolvency or valid disputes which will likely lead to a counter claim, or lack of assets to pursue post judgment.
- **Relevant jurisdiction and venue.** Attorneys need to be aware of all local rules and regulations regarding jurisdiction and venue. They need to advise clients regarding the risks and effectiveness of the lawsuit given this.
- **Capacity for high-volume.** Demonstrate the firm's ability to handle a large volume of cases efficiently without compromising quality
- **Timely filing and follow-up.** Collection is a fast pace business environment. Attorneys need to be fast on filing a lawsuit and need to follow up as soon as a deadline has been generated.
- **Record-keeping and documentation.** All major pleadings and scheduling orders should be automatically shared with the collection agencies. Clients like to see progress, even the small updates.
- **Post-judgment efforts.** Attorneys should employ creative and proactive strategies to enforce the judgment and show persistence.
- **Commitment.** When you taking on a new lawsuit, it should be treated with care and attention. It requires consistent nurturing and cannot be abandoned without good cause.

12:30 – 1:30 p.m. **GROUP LUNCH AT LE PAVILLON**

2:00 - 5:00 p.m. **EXPLORE NEW ORLEANS ON YOUR OWN (SUGGESTION)**

- The National WWII Museum • 945 Magazine Street • 504-528-1944 • www.nationalww2museum.org/
- Audubon Zoo • 6500 Magazine Street • 504-861-2537 • www.audubonnatureinstitute.org/zoo

5:30 – 8:30 p.m. **NETWORKING & DINNER TCHOUP YARD • 405 THIRD STREET • NEW ORLEANS, LA 70130**
Included in Member and Spouse/Guest registration fee. Transportation on your own.

Presenters



Riley J. Busenlener
Chaffe & Associates

Mr. Busenlener, CPA/ABV, ASA, AEP, JD, is a Vice President at Chaffe & Associates, Inc. He has over 17 years of experience in business valuations for a wide range of tax reporting and litigation purposes. He has taught business valuation and accounting at local universities and has served as a member of the Appraisal Standards Board. Mr. Busenlener has been a designated member of ASA for over 12 years having served as Treasurer and President of the Harold S. Clark, New Orleans Chapter.



John A. Hotard, Jr.
Jones Walker

John (Hobie) A. Hotard, Jr. counsels high net worth individuals, families, and closely held businesses on estate and trust planning, business succession planning, tax compliance, and the potential impact of new and emerging tax legislation.

Hobie works with clients to prepare wills, trusts, powers of attorney, and marital property agreements. He also works with clients in succession matters and advises them on preparation of federal gift and estate tax returns.

Hobie understands the highly sensitive nature of business succession planning and helps clients identify their unique goals, negotiate parties' complex needs and interests, and navigate changes in control — all with the goal of preserving wealth and helping ensure business longevity. He also works with family offices and foundations to establish and administer charitable giving plans.

While in law school, in addition to clerking as a summer associate at Jones Walker, Hobie served as a judicial extern to the Honorable James L. Dennis of the US Court of Appeals for the Fifth Circuit. He also worked as an audit intern at the largest accounting and business advisory firm based in Louisiana. Hobie is a licensed certified public accountant in Louisiana.



David M. Kerth
Jones Walker

David Kerth is a partner in the Litigation Practice Group, where he represents clients in a broad range of commercial disputes.

David has litigated commercial lease, real property, construction, bankruptcy, intellectual property, foreclosure/loan workout, and sales disputes since joining the firm in 1997. He has represented clients in federal and state trial and appellate courts across Louisiana. A native of New Orleans, David has lived in Baton Rouge, Louisiana, since 1989. David has presented frequently at landlord-tenant law seminars presented by Sterling Education Services and by Lorman Education Services.



Eric Leger
Greenberg, Grant & Richards, Inc.

Eric Leger brings 27 years of experience in the ARM industry to his role as the Vice President of Operations at Greenberg, Grant & Richards Inc. His expertise spans across Medical, Consumer, Commercial, and Legal collections, making him a versatile leader in his field. Starting with medical collections, Eric honed his skills in legal collection management during his 14 years at two different law firms. This experience provided him with a firm understanding of both commercial debt collection as well as its integration with legal processes.

In his 12 years at GGR, Eric first advanced to Vice President of Collections, and for the past 4 years, he has overseen Operations. During his tenure, GGR has experienced record growth and was recognized with the BBB Pinnacle Award for Excellence in Financial Services in 2024. Eric's role involves comprehensive operational oversight, from strategic planning and process management to talent development and interdepartmental integration. He works closely with the collection management team to ensure all clients consistently receive optimal levels of service and responsiveness to their unique needs. Continuing to remain agile in the face of technological and regulatory changes while driving enterprise growth is a continual focus.

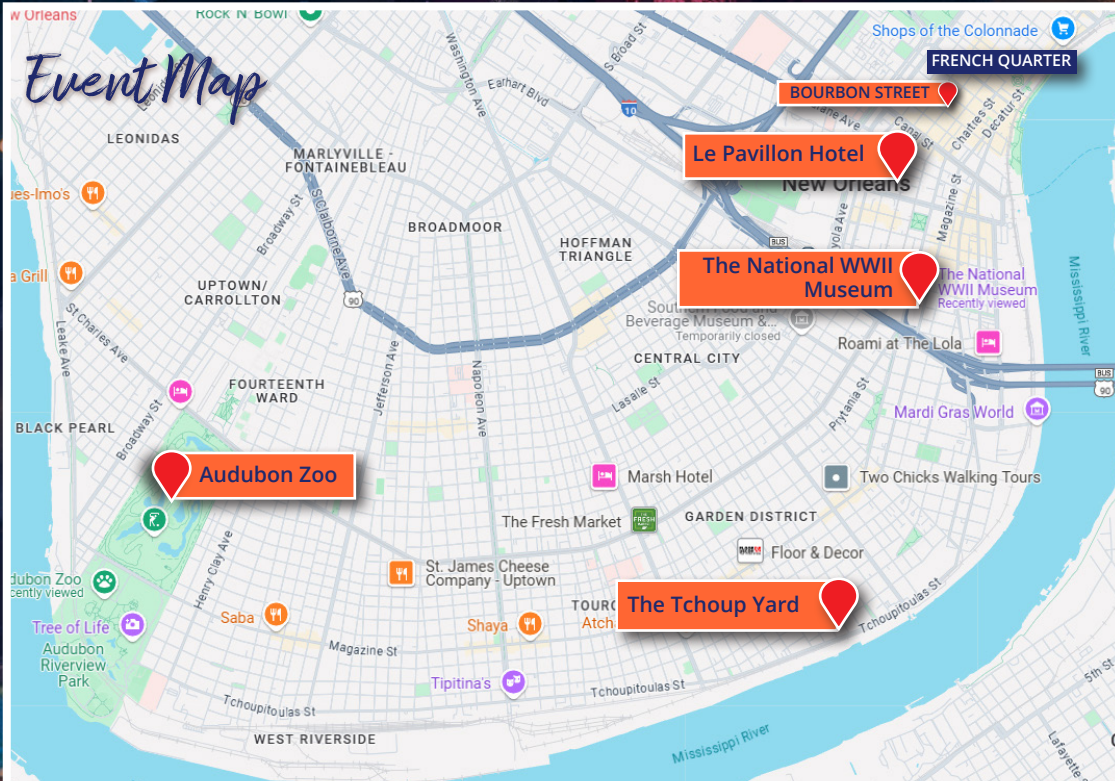
Outside of work, Eric enjoys indoor rock climbing, reading exhaustively, and traveling. He also supports and volunteers with organizations such as Jamie's Hope for a Cure, the Houston Food Bank, and the local SPCA. Always seeking new challenges, he is dedicated to actively expanding his perspective, challenging his views, and continuing his personal and professional development.



LeeAnn Sterling
Rauch-Milliken International, Inc.

LeeAnn Sterling is the Director of the legal department at Rauch-Milliken International, Inc. She began working for Rauch-Milliken in 2010 without prior knowledge of the industry, sorting mail and forwarding claims. Through hard work, dedication, and a thirst for knowledge she excelled and became a source of information for her colleagues. LeeAnn enjoys sharing that knowledge to help those around her and is known for her down-to-earth and positive approach, all in the hopes of making our industry less intimidating.

Her favorite aspect of collections is skip tracing; she finds it challenging in the best ways and incredibly satisfying when done well. LeeAnn is the proud mother of an exceptional young man who is on the autism spectrum and enjoys being an advocate for that community, taking any opportunity to support and educate. In her spare time, she enjoys camping, trail runs and is passionate about the art of cooking and takes pride in growing and canning food.



FOR MORE INFORMATION

Contact
 Dawn Federico at 312-240-1400 or by email at dawn.federico@ccla.org or visit ccla.org/events.

Thank You Champions!



Join Us at these CLLA Events



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 ASSOCIATION OF COMMERCIAL LAW, COLLECTION LAWYERS AND AGENCIES
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