

CAPITAL DISTRICT WOMEN'S BAR ASSOCIATION*

Continuing Legal Education

Marketing & Ethics

Presented by Kathryn L. Teal and Denise F. Horan

Where and When:

March 28, 2007, 11:00 a.m. to 2:00 p.m.

The Crown Plaza, State Street, Albany, New York

Lunch provided

Cost (CLE, Lunch & Parking): \$ 110.00 Members, \$ 120.00 Non-Members

Registration Due by March 21, 2007

Denise Horan, principal of Integrated Marketing Solutions and Kathryn Teal, attorney at law present an exciting new seminar on "Marketing & Ethics". The program is designed for legal professionals who want to learn how to market their firm, develop the marketing strategy that fits their individual practice and the ethical issues surrounding advertising and marketing, under the rules effective as of February 1, 2007. If you are looking for continuing education credits in ethics or you are interested in learning more about legal marketing, this is the seminar for you. Find out what it takes to grow your practice and *earn your ethics continuing legal education credits*.

- **Assessing your market niche**
- **Developing the right marketing strategy**
- **Media and non-media marketing options**
- **Ethical considerations in developing your market strategy**
- **The importance of networking**
- **How to promote yourself and your business**

This seminar provides you with innovative ideas to grow your client base, strategically promote yourself, and assist you with developing the best strategy for attracting more clients to your firm.

This program will empower you with the knowledge and skills you need to market the most important person - *you!*

CLE CREDIT: This program has been approved in accordance with the requirements of the New York Continuing Legal Education Board** for a maximum of 3.0 (non-transitional) credit hours (2.0 credits Ethics, 1.0 credits Skills) (** Approval of CLE Credit is currently pending.)

FINANCIAL HARDSHIP SCHOLARSHIPS: Full and partial scholarships for this program based upon financial need are available. For information on the guidelines and to apply, please contact Colleen D. Galligan at 518-429-4291 or cgalligan@hiscockbarclay.com. All requests are confidential.

QUESTIONS: Contact Colleen D. Galligan at 518-429-4291 or cgalligan@hiscockbarclay.com; Lea Ermides at 518-447-3373 or ermides@mltw.com.

REGISTRATION: Send Registration to Ava Charne at CDWBA, PO Box 3747, Albany, NY 12203 or acharne@nycap.rr.com; or register on line at www.CDWBA.org.

* **The Capital District Women's Bar Association ("CDWBA") is a chapter of the Women's Bar Association of the State of New York ("WBASNY").**

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Name: _____

Firm/Agency: _____

Address: _____

Telephone Number: _____

I am / am not a member of CDWBA.

Checks should be made payable to "CDWBA".

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