

Featured speaker

Roy S. Ginsburg, J.D. (www.RoyGinsburg.com), is one of the most experienced attorney coaches in the Twin Cities area. He offers services that help lawyers achieve practice development goals and career satisfaction, as well as outplacement counseling for those who are in between jobs. He also has an active solo practice in employment law and is legal marketing ethics counsel to *Minnesota Law & Politics*® and *Super Lawyers*®, and FindLaw, a Thomson West company. In his 25 years as an attorney, Ginsburg has worked in large and small law firms and as in-house counsel in corporate legal departments. His well-rounded perspective benefits coaching clients located around the country.



Ginsburg is also a frequent CLE speaker on the best practices and ethics of business development and client service. His "Refresh Your Legal Career" and "Job Hunting Strategies" programs address career management. All of Ginsburg's popular seminars, designed to enhance attorneys' professional development efforts, are sponsored by bar associations and law firms nationwide.

Active in the Minnesota State Bar Association (MSBA), Ginsburg is a member of its diversity, professionalism and rules of professional conduct committees, as well as its Practice Management and Marketing Section (former chair). He is also the former president of the Minnesota chapter of the Association of Corporate Counsel.


Public service has always been a critical component of Ginsburg's career. He is the co-chair of the Public Interest Special Interest Group for the Association for Continuing Legal Education, a member of the MSBA's Legal Assistance to the Disadvantaged Committee and was a founding board member of LegalCORPS, which coordinates the provision of pro bono services to nonprofit and microenterprises in Minnesota. He currently serves on the board of Jewish Family and Children's Service of Minneapolis. Ginsburg also belongs to the Association of Professional Responsibility Lawyers, Hennepin County Bar Association and Legal Marketing Association.

Ginsburg has received the MSBA's President's Award for his task force contributions on the rules of professional conduct (2003) and on diversity (2005). Since 2002, he has been selected every year for inclusion in *Minnesota Super Lawyers*®. Only five percent of the lawyers in Minnesota earn this honor.

Ginsburg's undergraduate degree is from Cornell University. He attended the University of Wisconsin Law School where he was an editor on the *Wisconsin Law Review*. Before entering private practice, he clerked for the Honorable Justice Donald Steinmetz of the Wisconsin Supreme Court. He received his coaching training from the Coaches Training Institute.

Unable to attend?

This CLE seminar is also available in this format:

 Book: If you cannot attend this program but want to order a copy of this course book, complete the registration form and check the book only check box.

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ASSOCIATION

CLE
P.O. Box 16562
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Client Development Strategies to
Weather a Stormy Economy:

Find New Clients Professionally and Ethically
A.M. Program

Keeping Good Clients
in a Bad Economy:

How to Provide Effective, Ethical Client Service
P.M. Program



November 2, Cleveland
November 3, Perrysburg

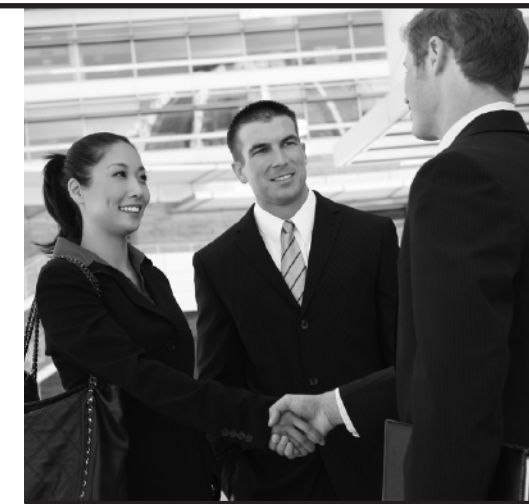
Client Development Strategies to Weather a Stormy Economy:

Find New Clients Professionally and Ethically
Morning Program

Keeping Good Clients in a Bad Economy:

How to Provide Effective, Ethical Client Service
Afternoon Program

NATIONAL
SPEAKER
SERIES



DATES AND LOCATIONS:

November 2, Cleveland
November 3, Perrysburg

HOURS:

A.M. Program
3.0 total CLE hours including 1.0 hour
of Ethics

P.M. Program
3.0 total CLE hours including 1.0 hour
of Ethics, 1.0 hour of Professionalism

**Take a day to build your practice and
earn ethics and professionalism credits!**

 OHIO STATE BAR
ASSOCIATION
CLE

Client Development Strategies to Weather a Stormy Economy: Find New Clients Professionally and Ethically (a.m.)

Program description

Attracting new clients and producing additional revenue is more important—and more difficult—than ever. The economy is unstable; competition is intense. That's why it's essential to ramp up your business development efforts to gain every possible advantage.

This practical multi-media seminar delivers proven methods to build your practice within professional and ethical parameters while you earn ethics credits. You'll learn how to: Identify the best ways to connect with potential clients and referral sources; Maximize networking within your comfort areas;

Create higher visibility for your practice; Spend your marketing and advertising dollars wisely; And much more!

Schedule

8:00 Registration

8:30 The Power of Relationships

A Short History of Legal Marketing: *Bates* to the Present

Don't Cross the Line: What is Considered "False and Misleading" Under Rule 7.1

Networking for Potential Clients and Referral Sources: Where and How to Do It Comfortably and Ethically (Rule 7.3)

Take Me Out to the Ballgame—Client Entertainment (Rule 7.2)

Everything You Ever Wanted to Know About Referral Fees (Rules 1.5, 5.4 and 7.2)

Get Your Show on the Road—Speaking and Writing (Rules 7.1 through 7.3)

You've Got Mail—Direct Mail Marketing (Rule 7.3)

Advertising Do's and Don'ts (Rules 7.1 and 7.2)

Marketing Online and Social Networking (Rules 7.1 through 7.4)

11:45 Program Concludes

There will be a 15-minute morning break.

Get new clients and ethics credit!

Dates and locations

November 2Cleveland – Forum Conference Center,
One Cleveland Center, E. 9th St. and St. Clair

November 3Perrysburg – The Holiday Inn French Quarter,
10630 Fremont Pike

Keeping Good Clients in a Bad Economy: How to Provide Effective, Ethical Client Service (p.m.)



Program description

Many lawyers forget that law is a service profession. Studies show that the most frequent reason for losing clients is poor service. And retaining clients in a volatile economy is crucial to your practice. So, how do you make sure you're providing the best service?

This seminar will provide you with the tools you'll need to consistently deliver exceptional service, retain and develop more business from current clients and increase referrals. You'll also earn ethical credit while you learn to: Apply best practices that will exceed client expectations; Eliminate the most common causes of client dissatisfaction; Deal effectively with all types of client complaints; Handle angry clients; And much more!

Classic movie scenes illustrate and underscore the program's principles to help you gain a competitive edge through excellent service.

Schedule

12:30 Registration

1:00 Are You Sure Your Clients Are Satisfied? How Do You Know?

How Do Clients Evaluate You? What Can You Control?

Service-Related Ethics Rules Overview

- Rule 1.2 Scope of Representation
- Rule 1.3 Diligence
- Rule 1.4 Communication
- Rule 1.5 Fees

Addressing Client Complaints

- Why did this happen? (Rules 1.2 – 1.4)
- This is taking forever! (Rules 1.3 – 1.4)
- Why did this cost so much? (Rule 1.5)
- I don't like being treated this way. (Rules 1.3 – 1.4)

What You Can Learn from the Movies

- Lawyer/client relationship

Where's the Best Place to Find New Business?

- Your current clients

How to Handle an Angry Client

4:15 Program Concludes

There will be a 15-minute afternoon break.

Satisfy your clients and your ethics and professionalism credit requirement!

To register

Mail: OSBA CLE, P.O. Box 16562, Columbus, OH 43216-6562

Phone: (800) 232-7124 or (614) 487-8585 Fax: (614) 487-8808 (credit card only)

Online: www.ohiobar.org (credit card only)

Door: Call in advance to confirm date, time, location and space availability.

Registration

09-194/139

Ohio attorney number: _____

Admission date: _____

Name: _____

Firm: _____

Address: _____

City, state, zip: _____

Phone: _____ Fax: _____

E-mail: _____

New address

Tuition and Locations

November 2, Cleveland A.M. P.M.

November 3, Perrysburg A.M. P.M.

	Pre-registration:	Walk-in registration:	Government attorneys:	New lawyers: (1-12 months in practice)
Member:	<input type="checkbox"/> \$175	<input type="checkbox"/> \$200	<input type="checkbox"/> \$149	<input type="checkbox"/> \$88
Nonmember:	<input type="checkbox"/> \$219	<input type="checkbox"/> \$244	<input type="checkbox"/> \$186	<input type="checkbox"/> \$110

Both AM and PM Programs

Member:	<input type="checkbox"/> \$260	<input type="checkbox"/> \$285	<input type="checkbox"/> \$221	<input type="checkbox"/> \$130
Nonmember:	<input type="checkbox"/> \$325	<input type="checkbox"/> \$350	<input type="checkbox"/> \$276	<input type="checkbox"/> \$160

Group discount: Three or more from the same firm or office registering for this program receive \$25 off each registration. (New lawyers are excluded. Registrations must be processed at the same time.) Note: Nonmembers may join the OSBA and save on all future OSBA CLE seminars. Contact the OSBA at (800) 232-7124 for an application. OSBA associate legal assistant members may attend at the OSBA member rate.

Form of payment

Enclosed is a check for \$ _____

Mastercard Visa American Express

Account number: _____

Expiration date: _____

Signature: _____

Book order

I am unable to attend:

Book only: Please reserve a copy of Vol. 09-194/139 (book). Enclosed is a payment of \$50 (includes 6.75 percent sales tax and \$5 shipping).

Cancellation policy: Cancellations received by 5 p.m. the business day prior to the seminar will be refunded less a \$25 office fee. Those not attending will receive the course materials in full consideration of tuition paid.