



# State-to-State

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Spring 2005

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by Scott Atwood, President

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it's been fun.

During these two years, I've watched my oldest daughter, Caroline, go off to kindergarten, witnessed my daughter Laura's birth— thus releasing my wife, Janet, from her two months on bed rest—and I started my own firm (and now have become partner with three of my best friends). Against this backdrop, I've had the pleasure of working with many excellent people to help the

Thank you and good-bye. After two years at the helm of our division, I'll be turning over the reins to someone else in June. I'll miss our late-night walks on the beach, the way the wind hits your h ... er, sorry, wrong goodbye message. But

division move forward.

I'm proud of what we've accomplished as a group over the past two years. We've introduced our first-ever website, significantly reduced overhead by posting the directory online on our website, expanded social networking opportunities by holding multiple receptions in nearly a dozen different cities, made a profit on our New York CLE, held a very successful hurricane relief book drive, worked with the Young Lawyers Division to get our members to volunteer their time in the aftermath of the hurricanes, and are about to hold our first-ever phone/web CLE. And I'm looking forward to an excellent CLE and social events (including a dinner, cocktail reception and breakfast reception) in Orlando in June— so bring the kids to see Mickey and do some Bar stuff on the side.

On top of the new things, we've continued

*See "President's message," page 2*



### Annual Meeting of The Florida Bar

June 22 - 25, 2005

Orlando World Center Marriott

For details and registration forms, see your May Bar Journal, or visit [www.flabar.org](http://www.flabar.org)

## Annual meeting in Orlando - BE THERE!

Plan to attend The Florida Bar's annual meeting, June 22-25. This year, it's going to be held in the "Land of Mickey"— Orlando, Florida. The Bar will be taking over the Marriott World Hotel & Resort, which is only minutes away from Walt Disney World, Sea World and the other Orlando attractions.

### Why should you go?

Well, in addition to the obvious ability to turn this into a great family vacation, there will be plenty of programs and get-togethers for you.

- **A CLE.** On Wednesday afternoon, June 22, the OOSPD will host a two-hour CLE entitled "Practicing Ethics" from 2:00 - 4:00 p.m. The two topics will be "Acting Like a Professional: Select Topics in Ethics" and "Getting Ahead Without Getting Behind: Professionalism in the Law Office." You will get two ethics credits for attending the program. It's intended to be a practical discussion taught by an outstanding faculty.

- **A dinner.** After the Wednesday CLE, the division will host a dinner for members

*See "Annual meeting," page 2*

## Annual meeting

from page 1

at an off-site location. We're still finalizing the details, but the plan is for the dinner to be informal and kid-friendly.

- **A reception.** On Friday at 5:30 p.m., the division will host a free open-bar reception for members. We'll have appetizers and good conversation awaiting you.

- **A division council meeting.** On Friday at 4:00 p.m., we'll convene a meeting of the division's Executive Council. President Scott Atwood will turn over the leadership reins to his successor at that meeting, and the new officers will be sworn in. We'll also have a discussion on some of the long-range planning of the division, and set some of the goals for the upcoming Bar year.

- **An outing?** Depending on the re-

sponse, we're considering an additional outing of members, probably on Saturday.

The CLE will be included in your annual meeting registration fee, and there are literally dozens of other programs that take place during the meeting. With little effort, you can take a big bite out of your CLE requirements—and still have time to see Shamu.

This is the event of the year. Plan to be there!

## President's message

from page 1

to look out for out-of-state members' interests in front of the Bar. We've headed off attempts to box out-of-staters out of the certification process, gotten out-of-staters placed on the Bar's online directory when the Bar decided to not list those who had CLER exemptions, and made sure the division's interests were looked out for in the recent budget negotiations with the Bar. We've also contin-

ued to provide a free ethics tape—a value that, in my mind, pays for the membership by itself. (And, yes, we're looking into putting the next one on CD if we can swing the cost.)

Of course, we can always do more. We can always use more members. I'm preaching to the choir, since you're already a member, but we need more out-of-staters to pay their dues to the division. With money comes the ability to expand our offerings. And this will help you get more out of your membership. Next year, as immediate past president, I'll focus

on our membership situation and look for ways to increase our size.

We also can do more to let our members understand the value of fulfilling their CLE requirements. An amazing number of members—including those in states where CLE is mandatory—take the CLE exemption. What this means is that you can't practice in Florida. You're a member of the Bar, but you can't practice. And the Bar's new advertising rules are going to make that even more serious, because they may require you to disclose that you are not authorized to practice in Florida when you give out literature about yourself or put your information on your website. If there's one thing you get out of this backslapping, self-congratulatory message of mine, please do yourself a favor and get CLE compliant. We'll help by putting on CLEs and continuing our free ethics tape. But, in the end, help yourself.

Well, that's the last soapbox of my presidency. Thanks to my family. Thanks to all of the members all over the country who have lent their time and efforts to division projects. Thanks to my Executive Council, including past presidents Duffy Myrtetus and Bard Brockman, and my Board of Governor members Richard Tanner, Ian Comisky, Brian Burgoon and Gary Leppla. All have been invaluable to me and spend countless hours helping out the division. Thanks to our Bar program administrator, Arlee Colman, without whose efforts nothing gets done. And thanks to the Red Sox for finally winning one and letting us all know that nothing's impossible.



### State-to-State

THE PUBLICATION OF THE FLORIDA BAR  
OUT-OF-STATE PRACTITIONERS DIVISION

Scott E. Atwood (Atlanta, GA) .....	President
Eric Meeks (Cincinnati, OH) .....	President-elect
Wm. Scott Patterson (Miami, FL) .....	Treasurer
John C. Voorn (Orland Park, IL) .....	Secretary
E. Duffy Myrtetus (Richmond, VA) .....	Immediate Past President
Arlee Colman, Tallahassee, FL .....	Division Administrator
Susan Trainor, Tallahassee, FL .....	Staff Editor
Lynn M. Brady, Tallahassee, FL .....	Layout

*State-to-State* is devoted to Florida and multi-jurisdictional legal matters. It is editorially reviewed and peer reviewed for matters concerning relevancy, content, accuracy and style. *State-to-State* is mailed to over 1,200 legal practitioners throughout the United States.

Statements or expressions of opinion or comments appearing herein are those of the contributors and not of The Florida Bar or the division.

The deadline for the **Fall 2005** issue is **July 18, 2005**. Articles should be of interest to legal practitioners with multi-jurisdictional practices. Please submit articles in rich text format (rtf) via e-mail to Susan Trainor, editor@ctf.nu. Please include a brief (2-3 sentence) biography and photograph of the author. If a digital photo is not available, please mail a print to The Florida Bar, OOSPD, 651 East Jefferson Street, Tallahassee, FL 32399-2300.



# OOSPD concludes successful hurricane relief book drive

The Florida Bar's Out-of-State Practitioners Division (OOSPD) recently wrapped up an extremely successful hurricane relief book drive. In joint efforts with other Bar and educational groups nationwide, the division collected books for victims of Hurricane Charley in Florida. In all, approximately 9,000 books were collected and delivered to Florida.

The city of Punta Gorda in Charlotte County, Florida, was particularly hard hit, and so the division's relief efforts focused on providing children's books to the Charlotte County School District. Almost half of Charlotte County's schools were either destroyed or severely damaged. With that, their libraries were devastated. Nearly 50,000 books were lost, and that only includes the official libraries, not the libraries that individual teachers kept in their classrooms.

OOSPD President Scott Atwood of the Atlanta labor and employment firm Bryman, Clerke, Kent & Atwood, PA, coordinated the nationwide effort. Atwood was motivated to organize the drive for the division after receiving various e-mails from Florida officials detailing the destruction.

"The Bar's out-of-state members, despite not residing in state, have always had a strong connection with the state of Florida," said Atwood. "Out-of-staters make up the Bar's second largest circuit, and as we talked to our members, it became clear that something should be done. A book drive seemed to be the perfect project, in light of the practical difficulties of providing onsite assistance."

Charlotte County Schools Special Projects Director Janet Williams, who oversees the district's library



Delivering books to the school district in Punta Gorda: Scott Atwood (center) is joined by Janet Williams, Charlotte County library director (left), a Charlotte County employee (right) and Scott's daughter, Caroline Atwood.

system, said that the book donations were a breath of fresh air. "Our people have suffered so much," observed Williams. "Being able to bring books back into their lives has restored some sense of normalcy to the community. We've used the books in makeshift libraries in the schools, and have also given a number of them to children whose homes were destroyed so that they will have something to call their own."

After numerous phone calls to Bar leaders nationwide, the OOSPD enlisted the State Bars of Maine and South Carolina, and the Bar Associations of Atlanta, Philadelphia, Washington, D.C., Las Vegas (Clarke County), Baltimore County and Prince Georges (MD) County as joint sponsors of the book drive. Additionally, the division ran its own drive in New York City, Chicago and Boston, thanks to the generous assistance of Holland & Knight's offices in those cities.

Atwood noted that the drive would not have been nearly as successful

had it not been for the support of many law firms throughout the country, who lent their staff and facilities as book-drop locations. Firms serving as book drops at various locations were

- Holland & Knight;
- Carlton Fields;
- Blank Rome;
- Paul, Hastings, Janofsky & Walker;
- Powell Goldstein;
- Sutherland, Asbill & Brennan;
- Foley & Lardner;
- Pierce Atwood (Maine);
- Eaton Peabody (Maine);
- Insurance Coverage Law Group (Baltimore);
- Bingham McCutchen (Boston);
- Bryman, Clerke, Kent & Atwood, PA (Atlanta);
- Weathersby, Howard & Kuck (Atlanta); and
- Goodman & Goodman (Atlanta).

Additionally, East Valley Elementary School (Atlanta) and Pennbrook Middle School (Pennsylvania) ran their own book drives.

"Without the assistance of OOSPD members like Ian Comisky at Blank Rome, Brian Burgoon at Sutherland Asbill, Bard Brockman at Powell Goldstein, Chuck Tobin at Holland & Knight, Mike Haun at Paul Hastings, Rob Norway at Foley & Lardner, David Hunt (who coordinated Maine's book drive), Skip Sullivan at Bingham McCutchen and Scott Patterson of the Insurance Coverage Law Group, we wouldn't have been able to get this even remotely off the ground. The success of *continued, next page...*



# BOG to consider budget changes for sections and divisions

The Board of Governors is scheduled to consider an amendment to the manner in which general fund revenues are used to support the independent activities of the sections and divisions of The Florida Bar. Current cost allocations include a complicated analysis involving printing costs and a host of other expenses. Currently the sections/divisions contribute a portion of their dues to the general fund under the existing accounting formula.

Proposals for change and simplifi-

cation included a procedure whereby the groups would pay an additional \$5 per member in section/division dues to the general fund of the Bar, with an opportunity for redistribution of the fees to the sections/divisions on an individual basis, as appropriate, based upon an analysis of expenses and revenue in future years.

Currently the Bar's general fund subsidizes the sections/divisions in an amount in excess of \$500,000 according to budget figures. A proposal endorsed by the BOG's Budget Com-

mittee would have the effect of reducing the apparent subsidy to less than \$100,000.

The Out of State Practitioners Division is more "profitable" than many sections and, in fact, would receive a partial refund of the increased dues contributed to the general fund under one proposal. The OOSPD Executive Committee will study the issue based upon the results of the April BOG meeting to determine the prudent course for the division with respect to any dues increase.

## Spring events

The OOSPD will be hosting additional social events for our members this spring. Right now, we are planning to hold special events for our members in

- Atlanta;
- New York; and
- Washington, DC.

If your city is not listed here and you want to help organize a gathering of division members where you live, e-mail Arlee Colman at [acolman@flabar.org](mailto:acolman@flabar.org).

## Nominations slate

The following slate of nominated officers will be voted on during the annual meeting in Orlando. The meeting will be held on June 24, 2005.

President

*Eric Meeks (Cincinnati, OH)*

President-elect

*Scott Patterson (Baltimore, MD)*

Secretary

*Tim Chinaris (Grundy, VA)*

Treasurer

*Evan Azriliant (New York, NY)*

### Book drive

*from preceding page*

this project is directly attributable to their efforts," said Atwood.

Even shipping the books presented its own challenge. The Bar's YLD granted the OOSPD \$1,000 to defray the costs, and some of the firms that acted as book drops picked up the shipping costs. The division paid the

remainder of the shipping, which included Atwood driving a van loaded with books from Atlanta to Punta Gorda to deliver the final shipment.

"The division is gratified that our members and others embraced this project so fully," said Atwood, "and it's a real testament to the kindness of

lawyers that we got such an overwhelming response from the Bar's out-of-state members and from the legal community nationwide. This was a completely voluntary, ad hoc project, and Bar associations as well as law firms both big and small really got on board with it."



# Minutes of the OOSPD Executive Council Conference call meeting

March 8, 2005

The Florida Bar OOSPD Executive Council meeting took place by conference call on March 8, 2005.

Council members present:

President Scott Atwood  
Bard Brockman  
Brian Burgoon  
Gary Leppla  
Eric Meeks  
Scott Patterson  
John Voorn  
Mindi Wells  
Victoria Wu

Also present:

Arlee Colman, division administrator  
Evan Ezriliant, guest

## 1. Call to order

President Scott Atwood called the meeting to order at 5:00 p.m. (EST). He introduced Evan Ezriliant as a guest attendee who has expressed an interest in joining the Executive Council.

## 2. Board of Governors update

BOG member Gary Leppla reported on the ongoing discussions involving the revenues being generated from the various Bar activities and the impact on the sections. An article appeared on this matter in the February 15, 2005, issue of *The Florida Bar News*. According to Bar figures, the Bar lost money on administrative costs related to section activities in the amount of \$528,396 last year. This amounts to a subsidy being given to the various sections that each charge their members dues. So non-section members are subsidizing with their dues section activities. A proposal has been made to increase the amount of dues payable from the sections (and this would include our division) to the Bar by \$5 per member. Mr. Leppla reported on an analysis that was done that would indicate that after our division makes

the \$5 per member payment, we would still be entitled to a \$528 refund based on the last year's numbers. That \$5 would total \$6,650, which is 1,330 members of our division times the \$5. This \$5 payment per member would take effect when approved by the BOG. The Bar's position is that general dues payments should not be used to subsidize the sections. Administrator Arlee Colman mentioned that our division will have a \$10 dues increase from \$20 to \$30 to take effect with the next annual statement from the Bar.

## 3. Book drive

President Atwood updated the members on the book drive. The book drive was organized by our division's president. In excess of 8,000 books have been donated to the Charlotte County Schools to help rebuild their libraries after the 2004 hurricanes. The Young Lawyers Division (YLD) approved our request to contribute \$1,000 to defray the shipping costs for these books. Our division spent approximately \$2,300 in shipping costs, which includes the \$1,000 contribution by the YLD. The president reported that he still has a supply of books in his garage, and he proposed renting a van and delivering the remaining books personally to the Charlotte County Schools. The division would reimburse the president for his costs. The council approved this proposal.

## 4. Annual meeting

The president reminded members that the Bar's 2005 annual meeting will be held from June 22 - 25, 2005, at the Orlando World Center Marriott. Information will be appearing in the near future on the Bar's website: [www.flabar.org](http://www.flabar.org). Members were encouraged to attend the division's Executive Council meeting scheduled for Friday, June 24, 2005,

between 4:30 and 6:00 p.m. Immediately following that meeting, there will be a reception, which will be jointly sponsored by our division and the International Law and Government Law Sections.

## 5. CLEs

The president reported that Duffy Myrtetus and Tim Chinaris will be coordinating a two-hour CLE at the annual meeting. It is scheduled from 2:00 p.m. to 4:00 p.m. on Wednesday June 22, 2005. It is anticipated that the program will qualify for two ethics hours. The division will not be paying for the room, but we will pay the travel costs for the speakers. The tentative program title is "Practicing Ethics" with topics entitled "Selected Topics" and "Getting Ahead Without Getting Behind - Professionalism in the Law Office." We expect this to be published in the Bar announcement for the annual meeting. A discussion ensued about ways to encourage more division members to attend the annual meeting and make it a family occasion. This year's Orlando location provides families with plenty of opportunities for recreation. The president expressed interest in hosting a breakfast in one of the suites on Thursday or Friday morning to get members to network. Victoria Wu suggested scheduling a special function at the annual meeting to encourage attendance, such as a social gathering, dinner or cocktail hour. The consensus of the council was that it should strive to do as many things as possible to involve division members in functions with the goal of encouraging Florida out-of-state practitioners to join the division and participate in its activities.

## 6. Nomination Committee

The chair of the Nomination Committee, Bard Brockman, presented to

*continued, next page...*



## Minutes

*from preceding page*

the council the following nominations of officers for the upcoming Bar year:

President	Eric Meeks
President-elect	Scott Patterson
Secretary	Tim Chinaris
Treasurer	Evan Ezriliant

The Executive Council shall vote on the officers at the June 24, 2005, meeting.

The president made reference to reviewing the bylaws to determine whether revisions should be made. It was noted that our out-of-state BOG members are involved in Bar committees, and it is unrealistic to expect them to serve on our division's committees because of their already existing significant time commitments. The president discussed amending the bylaws to expand the Executive Council by two seats, which would be non-BOG or YLD members. He believes our 13-member Executive Council should be expanded to 15. This will be further discussed in the future. It was noted we should probably re-evaluate the travel reimbursement policy in the event of increasing the membership on the Executive Council, i.e., either eliminating or reducing it because of its effect on our budget. Term limits for Executive Council members may also be explored.

## 7. Phone CLE

The president revisited a member benefit previously discussed: presenting a phone CLE seminar to the membership. He has been in contact with Dustin Cole of Presentation Masters who in return for our publicizing the program would host the program on his website at no cost to the division. If the program is profitable, \$6 per attendee would be remitted to the division. This would be a phone CLE on marketing that would coordinate with a PowerPoint presentation running on his website at the same time. The Bar's Practice Management Section may be interested in co-sponsoring the program. A motion was made and seconded to authorize the president to continue contacts with Mr. Cole to implement such a phone CLE program. The motion carried.

## 8. Spring events

The president mentioned that he was planning a Comedy Night for attorneys in the Atlanta area. In coordination with Evan Ezriliant, a gathering is planned at the Dartmouth Club in New York. Also under consideration is a D.C. event such as a happy hour. The goal of all of these events is to facilitate networking among Florida Bar members practicing out of state. Interest was expressed in having such an event in New Orleans in coordination with the YLD.

## 9. Newsletter

The deadline for submissions to the *State-to-State* newsletter is March 14, 2005. Submissions should be forwarded to the editor, Susan Trainor. There was a discussion among the members as to what submissions are to be made.

## 10. Pro bono program, advertising rules

BOG member Brian Burgoon reported on the response to the nomination for the pro bono awards. Eight nominees from across the country were submitted. He said the decision on the out-of-state winner was difficult because of the quality of all of the nominees. An award for his pro bono service will be given to Atlanta lawyer Rick Horder at the forthcoming award ceremony. Mr. Burgoon also reported on the task force appointed by Bar President Kelly Overstreet Johnson to re-evaluate the advertising rules. He reported that the task force has made 10 ad recommendations, which the BOG is expected to vote on at its April meeting. These were referenced in the February 15 *Bar News*. He noted that the Bar considers law firm websites to constitute advertising, although they do not currently need to be filed with the Bar for review. The task force has discussed whether there should be oversight of websites to determine whether or not they are compliant with the rules. This follow-up is due in April. Mr. Burgoon cautioned Bar members to be aware that the Bar, on its members website, is now noting that members may be in good standing, but classified as CLE exempt, and not eligible to practice in Florida. Members in that status are cautioned not to falsely represent that they can practice Florida law. The better practice may be to be fully active and CLE compliant.

## 11. Adjournment

A motion was made and seconded to adjourn the meeting. The motion carried, and the meeting adjourned at 6:27 p.m. (EST).

— John Voorn, Secretary

## Author! Author!

The Out-of-State Practitioners Division offers its membership a valuable forum for the exchange of information on legal issues affecting our interstate practices. To be truly effective, it is essential for a large cross-section of our members to contribute articles, news and announcements to this newsletter.

For those of you who would like to see your work in print, the rules for publication are simple: The article should be related to a subject of general interest to legal practitioners with multi-jurisdictional practices. Articles focused on your home state are less appealing than issues impacting a number of jurisdictions.

Please send document in rich text format (rtf) via e-mail (editor@ctf.nu).

Please help your colleagues to get to know you by including a brief (two or three sentence) biography and include a head and shoulders photograph. If you do not have a digital photograph, please mail a print to The Florida Bar, OOSPD, 651 East Jefferson Street, Tallahassee, FL 32399-2300. Your photo and bio will be kept on file and need only be submitted once.



## If your practice is not the Ritz Carlton, it could be ...

by Richard A. Tanner

Visit the Ritz Carlton for an educational experience. Yes, you can get away more cheaply at the Marriott or Hyatt, but the price of the accommodations is not why you are going. (A friend of mine suggests thinking of the additional cost "as an investment.") You are going for the lessons and the experience their staff brings to a business system. This hotel business has repeatedly won major awards for customer service, and the people at the Ritz Carlton can teach us a lot about running a law firm.

When you walk down the hall in the Ritz Carlton, every staffer who sees you will pause, smile and say hello. When you are lost and ask directions, you do not get directions, you get a friendly escort to your destination. When you have waited in line behind just one person, you get a genuine apology for the "delay or inconvenience" you have experienced. Everyone on that staff is giving recognition to the idea that their business is not just a building heating a whole lot of rooms with TVs in them. It is you, their customer, that they are all about.

So, whether you call it client nurturing or customer relations is immaterial. That you practice it and have your office staff practice it, is what is important. Clients have choices, and the firm with the most people skills gets the "Ritz" designation ... and the pick of the business.

Some of the characteristics that will get you the Ritz legal rating in-

clude charisma, intelligence, energy, work ethic, integrity, imagination, vision and perseverance.

Charisma is more than personality, although it includes that. A client has to trust a lawyer to retain the lawyer and follow the lawyer's advice. The public image mentor Dale Carnegie said that 85 percent of what people achieve in life is the result of personality and the other 15 percent is because of knowledge.

Knowledge/intelligence is a given requirement in our profession. Since you graduated from law school and passed the Bar, you have the intelligence to gain a Ritz level success.

Energy is the "get it done" characteristic. Don't put it off and never say no to a new project. High energy people are always admired and spoken about. It is also a result of your out-of-office lifestyle, so do not overlook recreation, rest and exercise.

Work ethic means getting to the tasks to be done and approaching them with a "like new" enthusiasm when you do. Your law practice is a not a job; your practice is a career. That should mean less concern about what time it is, and more about how your legal project is moving forward. You have to like your work or this characteristic becomes a particularly tough one.

Integrity is the child of scrupulous honesty. Since the marketing repeatedly shown to be the most successful (and cannot be purchased) is word of mouth, your solid reputation for hon-

esty with your clients, your adversaries and yourself is good business.

Imagination does not come easy to those of us trained in the law field. Law tends to stifle imagination. However, the successful lawyer entrepreneur finds ways to bring it into the practice, by rethinking approaches to a client problem and by rethinking office organization and systems to keep current in the rapid changes of technology. Sometimes one's best course is to throw the old away and start anew, or at least every so often force the old to justify itself in the new light.

Vision is distinct from imagination. The former requires addressing the present with new approaches, while the latter, vision, requires addressing the future with approaches previously not dreamt of. Imagination is creativity and vision is goal setting ... making dreams come true. Everything starts with a dream.

Perseverance is the last mentioned, but not the last in importance. Perseverance is what makes the other characteristics achievable. Obstacles are components of life and always will be. Hard work is irreplaceable in a career.

See you at the Ritz!

*Richard A. Tanner practices law in Upper Montclair, New Jersey, where he specializes in business, civil and malpractice litigation. He is a past president of the Out-of-State Practitioners Division and serves as a member of The Florida Bar Board of Governors.*

### Hey, check out our website! [www.flabaroutofstaters.com](http://www.flabaroutofstaters.com)

The OOSPD's website has been up and running for more than one year now. It offers lots of useful information about division events, and also provides a goldmine of information for you when you practice in Florida. Everything from court websites to court rules to an attorney search directory. And it provides everything you need to know about your CLE requirements. Bookmark the page: [www.flabaroutofstaters.com](http://www.flabaroutofstaters.com).

**COMING SOON: THE SECTION'S FIRST WEB SEMINAR!**

# **“ETHICAL MARKETING”**

**A Groundbreaking New Program Available To  
All Out-Of-State Florida Attorneys –  
Right In Your Office, On The Web!**

If you want to retain your right to practice law in Florida this year, you *must* fulfill your CLE requirements! Now you can fulfill two of those three ethics hours AND learn the keys to successful, ethical marketing— without leaving the comfort and convenience of your office! No travel costs, no travel time. All you need is a high-speed Internet connection and a telephone to be a part of this valuable program.

This program was originally presented at the 2004 Florida Bar Annual Meeting to rave reviews, and will be presented LIVE on the Web by nationally known practice development expert Dustin Cole of Attorneys Master Class.

**“ETHICAL MARKETING” offers:**

- Two hard-to-get ethics CLE credit hours
- A clear definition of the ethical boundaries of attorney marketing
- A framework for highly ethical and successful personal referral marketing
- Specific, practical “how-to’s” you can put to work immediately to increase your revenues and your originations.

*Watch for details!*

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