

20 PROFESSIONAL DEVELOPMENT 13 WORKSHOP SERIES

Writing Online About the Law | January 17*

**Plan for Professional Success: Wisely Select
and Develop Your Legal Career Path** | February 12*

**10 Steps for Running a High Impact Pitch Meeting:
Business Development for Lawyers** | March 21

**How to Best Convey Your Message in Meetings,
Conference Calls or any Conversation** | April 16*

**Translating the Business Deal
into Contract Concepts** | May 16*

* CLE Credit Provided

NEW YORK CITY BAR
42 West 44th St | New York, NY

**NYC Bar Members and Attorneys
From Sponsoring Law Firms: FREE**

Non-Members:
**\$60 CLE Accredited Workshop;
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Register: www.nycbar.org/pdw | **212.382.6663**

PROFESSIONAL DEVELOPMENT WORKSHOP SERIES

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Proskauer Rose LLP

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Thursday, January 17 | 8:30 am - 10:15 am

Writing Online About the Law

Speaker: **Ross Guberman**, Legal Writing Pro LLC
2.0 CLE Skills Credits



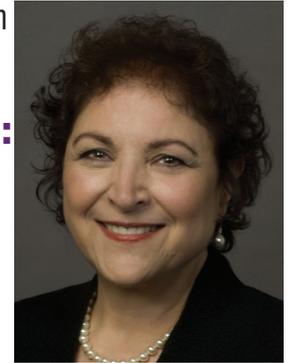
This workshop will focus on concrete ways to attract and retain an online readership. Techniques will be drawn from legal and financial journalism as well as from the practices of top-performing legal bloggers. The workshop will cover both structure and style. Examples will come from many different legal specialties and mediums.

Ross Guberman is the founder and president of Legal Writing Pro, an advanced legal-writing training and consulting firm. He conducts hundreds of programs a year for many of the world's most prestigious law firms and for dozens of state and federal agencies and bar associations. Ross is also a Professorial Lecturer in Law at The George Washington University Law School. He holds degrees from Yale, the Sorbonne, and The University of Chicago Law School. Oxford University Press has recently published Ross's *Point Made: How to Write Like the Nation's Top Advocates*. Ross is also a former professional musician and an award-winning journalist. The American Society for Training & Development has awarded Ross its Certified Professional in Learning and Performance TM credential, and he has addressed several major international conferences.

Tuesday, February 12 | 8:30 am - 10:15 am

Plan for Professional Success: Wisely Select and Develop Your Legal Career Path

Speaker: **Alexandra Duran**, Duran Consulting
2.0 CLE Law Practice Management Credits



The choice of legal practice setting makes a tremendous difference in how lawyers work. The same professional and ethical standards apply to junior associates, general counsel, and solo practitioners, however, they practice in such diverse circumstances that the skills required and the application of familiar professional standards is very different.

Planning for success includes learning the demands of different practice settings and for each lawyer, doing the internal assessment to determine the most advantageous practice setting for that lawyer's professional skills, communications style, and temperament. In this dynamic program, attendees will be prompted to look at the demands of using their legal skills within and beyond legal practice and to make the individual determinations that are an essential element of career planning.

Alexandra Duran, founder and CEO of Duran Consultingsm, is an AmLaw100 law firm veteran, former general counsel, and internationally recognized attorney and executive/career coach. She has been coaching and counseling organizations, groups, and thousands of individuals on workplace issues for over 30 years.

Alexandra is a member – and former NYC Board member – of the Association of Career Professionals International, the Career Counselors Consortium, National Speakers Association, New York Women's Bar Association and the NYC Bar Association. She is also an Independent Director of the Genworth Life Insurance Company of New York.

Thursday, March 21 | 8:30 am - 10:15 am

10 Steps for Running a High Impact Pitch Meeting: Business Development for Lawyers

Speaker: **Tracy LaLonde**, Akina

No CLE credit provided



Many attorneys think that the primary purpose of a pitch meeting is to tell the prospect about the attorneys' and firm's capabilities, expertise and experience. We believe it is about so much more. It truly should be about creating an experience that develops trust, simulates what it would be like to work with the attorney and firm, and places the focus on the potential client, not the attorney. This program will focus on ten simple steps that attorneys can take to create such an experience and increase the odds of winning the work. In particular, the program will discuss preparation, meeting facilitation, handling objections and setting up the close.

Tracy LaLonde is a Partner with Akina and has worked with law firms and companies to create a competitive advantage with its human resource talent. At Akina, she helps lawyers, practice groups and law firms develop sustainable skills in business development, as well as in leadership and communication. She regularly coaches partners to grow their practices and provides training workshops to attorneys at all levels to help them find their voices and focus on the "how" in business development.

Tuesday, April 16 | 8:30 am - 10:15 am

How to Best Convey Your Message in Meetings, Conference Calls or any Conversation

Speakers: **Nicole Wells**, NWK Communications Consultants

Maina Rice, Simpson, Thacher & Bartlett LLP

2.0 CLE Skills Credits



Your presentation skills in formal and informal settings are crucial to how others perceive you, and whether you are seen as someone who will become a partner or leader in your profession. Participants in this session will learn impromptu speaking techniques including:

- Pre-meeting preparation strategies;
- Organizing thoughts quickly in the moment;
- Tactics for answering "I don't know" questions; and
- Interrupting with respect and handling interruptions.

By the end of the workshop, you will be able to immediately implement the skills learned to improve how you speak and build credibility in your message.

Nicole Wells turned her greatest fear, public speaking, into her greatest passion and founded the consulting practice, NWK Communication Consultants. For the last fifteen years her mission has been to empower even the most reluctant speakers to stand up and express themselves with poise and intelligence. Nicole runs workshops at some of the world's most prestigious law firms, in addition to coaching sole practitioners, leaders from Fortune 500 companies and in the financial services industries. Nicole has been an adjunct faculty member in three different New York University schools including: Stern School of Business, Schack Institute for Real Estate and the School for Continuing and Professional Studies. Nicole Wells holds an MFA from Rutgers University's Mason Gross School of the Arts.

Maina Rice is the lawyer at Simpson Thacher & Bartlett who manages the training of Simpson's corporate associates globally, which includes co-presenting seminars on communication skills. Prior to this role, Maina's legal practice focused primarily on private equity and hedge funds and investment management matters.

Maina has a long history of public speaking and mentorship, including as a Global Studies high school teacher prior to law school. In addition, while pursuing her LL.M., she was invited to present (in French) at a symposium in Paris sponsored by the European Union and has also lectured on selected topics in Torts and Civil Procedure. Maina received her B.A. from McGill University, her J.D. from University of Arizona and her LL.M. from New York University.

Thursday, May 16 | 8:30 am - 10:15 am

Translating the Business Deal into Contract Concepts

Speaker: **Tina L. Stark**, Stark Legal Education, Inc.
2.0 CLE Skills Credits



The analytic reasoning process used in drafting a contract is different from the one used in writing a persuasive document -- whether a memo or a brief. Rather than applying the law to the facts, a deal lawyer translates the client's business concerns into legal concepts and then into contract provisions. This class is devoted primarily to teaching participants this skill. In addition, the workshop shows participants how the underlying structure of agreements is similar and how representations and warranties, covenants, and conditions precedent reflect the business deal. Finally, the participants learn a vocabulary that they can use when discussing contracts and business issues.

Tina L. Stark is an internationally-recognized expert in the teaching of contract drafting and other transactional skills. Her teaching draws on her experience as a commercial banker at Irving Trust Co. and a former corporate partner at Chadbourne & Parke LLP, and her experience teaching lawyers and students.

Ms. Stark has also taught at three law schools: Boston University School of Law (2011-2012), Emory University School of Law (2007-2011) and Fordham University School of Law (1993-2007).

In 2011, Ms. Stark was one of 24 professors chosen to be included in the national study, *What the Best Law Teachers Do*. In addition, in 2012, she received the Burton Award for Outstanding Contributions to Legal Writing Education for her groundbreaking textbook on contract drafting: *Drafting Contracts*. Her drafting treatise will be published in 2013.

Ms. Stark is the editor-in-chief and co-author of *Negotiating and Drafting Contract Boilerplate*.

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The New York City Bar Association offers a multitude of opportunities to accomplish your professional goals and fulfill your personal interests:

Our committees, the backbone of Association activity and advocacy, frame public debate on pressing legal issues and influence local and national public policy. Serving on a committee also offers the opportunity to build a network of valuable professional contacts and friendships.

We also offer a variety of ways to further your career: the Professional Development Workshop Series, discounted CLE programs, reference materials and online databases in the nation's largest private law library, the Small Law Firm Center (including free conference and work space), Lawyers Connect networking events, the Lawyer Assistance Program to help with workplace and personal issues, Legal Referral Service panel membership, Ethics Hotline and member discounts on a wide variety of products and services.

Through the City Bar Justice Center, our pro bono affiliate, we bring together all segments of the Bar to collaboratively address legal needs. We annually provide direct legal representation, information and advocacy to over 25,000 New Yorkers.

Since 1870, the New York City Bar Association has served the legal profession and the community. Join us as we continue to dedicate our commitment to the profession, civic duty and the individual needs of our members.

Join today using promo code PDW-AFW and we will waive your one-time admission fee equal to an entire year's dues. You'll only have to make one semi-annual payment to start taking advantage of everything the City Bar has to offer, including free admission to the Professional Development Series. Join now at <http://www.nycbar.org/joinPDW>

For questions, more information, or to join visit www.nycbar.org or contact the Membership Department at 212.382.6665 or membershipservices@nycbar.org.

REGISTRATION

All workshops are free to City Bar members and attorneys from sponsoring law firms. See below for non-member fees.

Please indicate which workshop(s) you will be attending.

- January 17, 2013**
Writing Online About the Law
Ross Guberman, Legal Writing Pro LLC
2.0 CLE Skills Credits | \$60

- February 12, 2013**
Prepare for Professional Success: Wisely Select and Develop Your Legal Career Path
Alexandra Duran, Duran Consulting
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2.0 CLE Skills Credits | \$60

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Translating the Business Deal into Contract Concepts
Tina L. Stark, Stark Legal Education, Inc.
2.0 CLE Skills Credits | \$60

To register please call (212) 382-6663, or mail this registration form to the address below, attention City Bar Center for CLE, or register online at www.nycbar.org/PDW. This Series is not included in the CLE Firm Passports.

All Workshops will be held at the New York City Bar, 42 West 44th Street, New York, NY 10036

Please Select: Member Sponsoring Firm (Member)
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