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YOUR LEGAL INFORMATION SOURCE!

**TAKE A DAY TO  
BUILD YOUR PRACTICE  
AND EARN ETHICS  
CREDITS!**

**MORNING PROGRAM:**

# Client Development Strategies to Weather a Stormy Economy

Find New Clients Within Professional  
and Ethical Guidelines

**AFTERNOON PROGRAM:**

# Keeping Good Clients in a Bad Economy

How to Provide Effective, Ethical  
Client Service

The CBA Economic Assistance Task Force is offering tuition assistance to members in need. To inquire, please call CBA-CLE at (303) 860-0608.



*Featuring nationally known speaker*

**ROY GINSBURG, J.D.**

**LIVE PROGRAMS AND LIVE WEBCASTS:**

**SEPTEMBER 3, 2009**

Live program will be held at the CBA-CLE Classroom,  
1900 Grant Street, Suite 300, Denver, CO

**VIDEO REPLAYS: SEPTEMBER 24, 2009** • Denver, Colorado Springs, and Grand Junction

*Morning program submitted for 3 General CLE Credits, including 3 Ethics Credits  
Afternoon program submitted for 3 General CLE Credits, including 3 Ethics Credits*

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## MORNING PROGRAM:

# Client Development Strategies to Weather a Stormy Economy

## Find New Clients Within Professional and Ethical Guidelines

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

*Get new clients and ethics credits!*

### MORNING PROGRAM AGENDA:

8:30 am	Registration
9:00 am - 12:00 pm	Program
10:30 - 10:45 am	Morning Break

### MORNING PROGRAM COURSE OUTLINE:

- Introduction: 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 7.1-7.3)
- "You've Got Mail"-Direct mail marketing (Rule 7.3)
- Advertising Do's & Don'ts (Rules 7.1-7.2)
- Marketing Online and Social Networking (Rules 7.1-7.4)

### CLE CREDITS:

*Morning program submitted for 3 General CLE Credits, including 3 Ethics Credits*

**SIGN UP FOR THE MORNING PROGRAM, THE AFTERNOON PROGRAM OR BOTH (BEST**

Featuring nationally known speaker  
**ROY GINSBURG, J.D.**

**AFTERNOON PROGRAM:**

## Keeping Good Clients in a Bad Economy How to Provide Effective, Ethical Client Service

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 ethics 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.

*Satisfy your clients and your ethics credit requirement!*

**AFTERNOON PROGRAM AGENDA:**

1:00 pm	Registration
1:30 - 4:30 pm	Program
3:00 - 3:15 pm	Afternoon Break

**AFTERNOON PROGRAM COURSE OUTLINE:**

- Are You Sure Your Clients Are Satisfied? How Do You Tell?
- How Do Your 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 relationships
- Where's the Best Place to Find New Business? Your Current Clients
- How to Handle an Angry Client

**CLE CREDITS:**

*Afternoon program submitted for 3 General CLE Credits, including 3 Ethics Credits*

**VALUE!) • REGISTER FOR THESE PROGRAMS ONLINE! Go to [www.cobar.org/cle](http://www.cobar.org/cle)**

## ABOUT OUR PRESENTER:



**Roy S. Ginsburg, J.D.** is one of the most experienced attorney coaches in the country. 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 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, Roy has worked in large and small law firms and as in-house counsel in corporate legal departments. His well-rounded perspective benefits his coaching clients located around the country. In addition to coaching and practicing law, Roy is a frequent CLE speaker. Bar associations nationwide sponsor his popular programs, which are all designed to help lawyers achieve successful and rewarding careers. [www.royginsburg.com](http://www.royginsburg.com).

## TESTIMONIALS:

*"Well presented - good sense of humor and practical applications of principles; sound knowledge of the ethical issues. Roy's seminar was one of the most enjoyable and informative that I have ever attended."*

*"The competition today at large law firms is brutal for corporate clients. Roy's expertise and encouragement have helped me take my client development efforts to the next level."*

*"Roy was once an in-house attorney and was frequently a client of law firms, so I respect his insight about what clients expect from outside counsel. Great practical tips."*

*"Excellent presentation. His effective use of video clips is a welcome change from the typical lecture format."*

## WEBCAST INFORMATION:

Course materials are provided in electronic format to all webcast attendees. For individuals who prefer to receive the materials in paper form, you must make this request at the time of registration. Once CBA-CLE has final materials prepared, they will be shipped immediately upon your request, but we cannot guarantee that you will receive them prior to the program.

### TIPS FOR A BETTER WEBCAST EXPERIENCE:

- Your computer should have a 500 mhz or higher processor and at least 128 megs of RAM.
- Hi-Speed connection - Viewers with faster and more consistent connections will have a better viewing experience.

### PLEASE RUN THIS TEST TO MAKE SURE YOUR COMPUTER MEETS THE MINIMUM SYSTEM REQUIREMENTS:

[http://www.cobar.org/cle/photos/CLE\\_webcast\\_test.html](http://www.cobar.org/cle/photos/CLE_webcast_test.html)

To view webcasts and streaming videos your computer must meet some minimum system requirements. The videos are

best viewed using Microsoft's Windows Media Player™. You will need to have Windows Media Player v.7 or higher installed. If you have a newer PC you probably already have the player installed as part of the Windows operating system. If you're running an older PC, or if you use a Macintosh, you will need to download and install the player. Here is a link to the Microsoft Media Player website to help you determine which version of Media Player is right for your computer.

<http://www.microsoft.com/windows/windowsmedia/download/AllDownloads.aspx?displang=en&qstechnology=>

### IMPORTANT - DO YOU HAVE A FIREWALL OR ROUTER?

It is possible that your firewall may block the stream or that your router may not pass the stream correctly. Try temporarily disabling the firewall to see if the stream works or have your network administrator look into it.

*Additional information and instructions regarding connecting to the webcast will be e-mailed to you approximately 1-5 business days before the webcast.*

**MORNING PROGRAM: Client Development Strategies to Weather a Stormy Economy**

**AFTERNOON PROGRAM: Keeping Good Clients in a Bad Economy**

*Featuring nationally known speaker ROY GINSBURG, J.D.*

**SIGN UP FOR THE MORNING PROGRAM, THE AFTERNOON PROGRAM OR BOTH (BEST VALUE!)**

**LIVE PROGRAM/WEBCAST/VIDEO REPLAY ORDER FORM**

<b>INDIVIDUAL TUITION:</b>	Cost per 1/2 day program	Cost for both programs (BEST VALUE)
Non-member: .....	<input type="checkbox"/> \$199 .....	<input type="checkbox"/> \$279
CBA Member: .....	<input type="checkbox"/> \$179 .....	<input type="checkbox"/> \$259

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**LIVE - SEPTEMBER 3, 2009**

You may choose to attend individual 1/2 day programs or attend the full day program. Please Indicate if you plan to attend the live program or the live webcast for your selection.

**REGISTER FOR INDIVIDUAL 1/2 DAY PROGRAMS:**

• **Morning Program:**

- Live Morning Program (GP090310AML)
- Live Morning Webcast (GP090310AMW)

• **Afternoon Program:**

- Live Afternoon Program (GP090310PML)
- Live Afternoon Webcast (GP090310PMW)

**REGISTER FOR BOTH PROGRAMS:**

- Both Live Programs (GP090310ALL)
- Both Live Webcasts (GP090310ALLW)

**VIDEO REPLAYS - SEPTEMBER 24, 2009**

You may choose to attend individual 1/2 day video replays or attend the full day video replays. Please Indicate the specific location where you will be attending the video replay.

- Morning Video Replay
- Afternoon Video Replay
- Both Video Replays

**VIDEO REPLAY LOCATION:**

- Denver: CBA-CLE Classroom, 1900 Grant Street, Suite 300
- Colorado Springs: 421 S. Tejon Street, Suite 100
- Grand Junction: 1250 E. Sherwood Drive

**LIVE PROGRAM/WEBCAST/VIDEO REPLAY TOTAL \$** \_\_\_\_\_

**HOMESTUDY ORDER FORM**

Homestudy is only offered for the full day program. To receive CLE credit, you must purchase both the course materials and the recorded seminar. Seminar recordings are available in CD format.

**COURSE MATERIALS & RECORDED SEMINAR (CD)**

- CBA Member: \$259
- Non-member: \$279

Price \$ \_\_\_\_\_  
 Shipping & Handling \$ 10.00  
 Subtotal \$ \_\_\_\_\_  
 Applicable Sales Tax \$ \_\_\_\_\_

(7.72% Denver, 4.1% RTD and 2.9% rest of Colo.)

**HOMESTUDY TOTAL \$** \_\_\_\_\_

**4 EASY WAYS TO REGISTER ...**



**1 Register by PHONE...** when using VISA or MasterCard.

In Denver: (303) 860-0608  
 Toll-Free: (888) 860-2531



**2 Or FAX form to...** when using VISA or MasterCard.

FAX to: (303) 860-0624



**3 Or MAIL form to...**

CLE in Colorado  
 1900 Grant St, Suite 300  
 Denver, CO 80203-4303



**4 Or register ONLINE...** when using VISA or MasterCard.

@ [www.cobar.org/cle](http://www.cobar.org/cle)

Name(s) \_\_\_\_\_

E-Mail Address \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone ( \_\_\_\_\_ ) \_\_\_\_\_

Fax ( \_\_\_\_\_ ) \_\_\_\_\_

**PAYMENT METHOD:**

Enclosed is my check made payable to CBA-CLE

VISA  MasterCard

Credit Card # \_\_\_\_\_

Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_

Required for credit card orders

ALL REGISTRATIONS MUST INCLUDE A CHECK OR CHARGE CARD INFORMATION.

**CLE Use Only:**

Check Number: \_\_\_\_\_ Approval Number: \_\_\_\_\_



**Colorado Bar Association CLE**

In Colorado, Inc.

The nonprofit educational arm of the Colorado Bar Association and the Denver Bar Association

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