


Presents the
 TEXAS
WOMEN
LAWYERS
2010 Annual CLE
6.5 hrs. CLE pending



REGISTER NOW!

FRI FEB 19 2010

ARTFUL INTELLIGENCE:

TEACHING TOOLS AND TECHNIQUES FOR BEST LAWYERING

This powerful day-long CLE program will explore successful skills and practice points for trial, negotiation, client communication, business development and general practice. Speakers include the best of Texas, as well as renowned national marketing coach, Sally Schmidt.

Crowne Plaza Hotel, Downtown
1700 Smith St.
Houston, Texas

“VISION LEVEL” Sponsors:



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8:00 Welcome! Registration and Networking Breakfast

THE ART OF CLIENT IDENTIFICATION AND RETENTION

8:45 The Art of Client Identification & Retention

Nationally acclaimed experts explore the ethics and best practices of client identification and retention. What do "marketing" and "branding" mean in the context of the ethical rules?

Opening presenter and moderator: **Amanda Ellis**, Founder, Amanda Ellis Legal Search, Dallas

The marketing/branding of lawyers and law firms: **Doug Williams**, President, Fuse5 Communications, Houston

"Fuse5 gave me concrete ideas for marketing and immediate resources for legal publication; they became my personal marketing partner. My level of branding exposure has been raised to the next level."

Client identification, development & retention: **Sally Schmidt**, President, Schmidt Marketing, St. Paul, MN

A recognized marketing guru, Sally has written a marketing "Bible" for lawyers: *Marketing the Law Firm: Business Development Techniques*. Her talks always prompt rave reviews:

"I just wanted to drop you a line to tell you how much we enjoyed your presentation last weekend. I am delighted with the wealth of practical information you provided. Thanks again."

10:30 Break

THE ART OF TRIAL

10:45 The Art of Trial

The best trial? How does a lawyer, particularly a woman lawyer, achieve that best? Top judges, acclaimed lawyers, and a respected jury consultant offer their perspectives.

Moderator: **Judge Rose Guerra Reyna**, 206th Judicial District Court, Hidalgo County

Opening presenter: **Robert R. Swafford**, Trial Consultant, Strike for Cause Jury Consulting, Austin

"Robert's method really works! He highlights juror attitudes and gets strikes for cause."

Panel: **Justice Gina M. Benavides**, 13th Court of Appeals, Corpus Christi

Judge Patricia J. Kerrigan, 190th Judicial District Court, Houston

Sandra F. Clark, Partner, MehaffyWeber, P.C., Beaumont

Paula F. Sweeney, Founding Partner, Howie & Sweeney, L.L.P., Dallas

Robert R. Swafford, Trial Consultant, Strike for Cause Jury Consulting, Austin

12:00 Break

12:15 Networking Lunch – Enjoy a seated lunch and two special events!

Introduction: **Mary Evelyn McNamara**, TWL President, Associate, Brown, McCarroll, L.L.P., Austin

- With author **Betty Trapp Chapman**, we explore the history of trailblazing Texas women lawyers, *Rough Road to Justice*.
- TWL 2010 Pathfinder Award

Presenter: **Judge Maria Salas-Mendoza**, 120th Judicial District Court, El Paso

Award Winner: **Frances T. "Sissy" Farenthold**

"Licensed in 1949, Ms. Farenthold became a champion of women's rights and a political leader - a true "Texas Maverick."

THE ART OF NEGOTIATION

1:30 The Art of Negotiation

Litigation, family practice, transactions: Negotiation skills in every legal practice. Is it a puzzle for the zealous advocate? What are some best skills that lawyers can use?

Opening presenter and moderator: Kimberly Cutchall, CEO/President, Accendo International, Houston

Kimberly, an insightful communications expert, will provide a powerful, short talk on critical essentials in presentation and speaking techniques, particularly as apply to women lawyers.

Panel: Denise A. Hansen, Senior Counsel, Siemens Corp., Houston

Peggy Brenner, Partner, Bracewell Giuliani LLP, Houston

Elaine Block, Mediator, Attorney-at-Law, Houston

Kimberlee S. Cagle, Senior Counsel, Burleson Cooke LLP, Houston

Janice E. Pardue, Partner, Attorney & Mediator/Arbitrator, Cornell & Pardue, Houston

THE ART OF IN-HOUSE COMMUNICATION

2:40 The Art of In-House Communication

Lawyers - the great communicators! Yes, but are there gaps in communication between outside counsel and in-house counsel? What communication difficulties do in-house counsel face? How do we bridge those gaps - ethically and responsibly?

Moderator: Deborah L. Cordova, Associate, Kittleman, Thomas & Gonzales, LLP, McAllen

Panel: Victoria T. McGhee, Managing Counsel-Litigation, Shell Oil Co., Houston

Kelly K. Satel, Partner Relations Attorney, H-E-B Grocery Co., San Antonio

Samara E. Silverman, Esq., Director of Business Affairs, PLS, Inc., Houston

Marie R. Yeates, Managing Partner, Vinson & Elkins LLP, Houston

Regina D. Adams, Associate, Johnson Radcliffe Petrov & Bobbitt PLLC, Houston

3:30 Break

THE ART OF LAW PRACTICE

3:40 The Art of Law Practice

A skill rarely taught in law school. How do we successfully run our practices and our firms within all legal requirements? Do business acumen and law mix? What does "profitable" mean today?

Moderator: Gretchen Sween, Associate, Dechert LLP, Austin

Panel:

Sharla J. Frost, Managing Partner, Powers & Frost, LLP, Houston

Lisa H. Pennington, Managing Partner, Baker Hostetler LLP, Houston

Regan Potter Bowen, J.D. & Director, Providus Group, Houston

Lauren E. Waddell, Founder, The Waddell Law Firm, P.C., Houston

Debra Tsuchiyama Baker, Founding Partner, Connelly · Baker · Wotring LLP, Houston

4:30 TWL Election of Officers 2010-11

4:35 Cocktail Reception

SPONSORSHIPS AVAILABLE

For more information, please call: Mary Evelyn McNamara at 512.472.5456 or
Andrea M. Johnson at 713.358.1733.

\$2500 VISION LEVEL

Speaker or Cocktail Reception Sponsor. Special recognition during the program, three admissions to the program, signage at the event, placement of materials in goodie bags, top billing in printed materials, and part of continuous PowerPoint loop.

\$ 1000 INNOVATION LEVEL

Speaker Sponsor. Special recognition during the program, one admission to the program, signage at the event, placement of materials in goodie bags, prime billing in printed materials, and part of continuous PowerPoint loop.

\$ 500 ARTISTIC LEVEL

Refreshments Sponsor. Signage at the event, placement of materials in goodie bags, recognition in printed materials, and part of continuous PowerPoint loop.

\$ 250 IMAGINATION LEVEL

Contribution Sponsor. Signage at the event, placement of materials in goodie bags, and part of continuous PowerPoint loop.

TO REGISTER

Registration is easy -- online or by phone, fax or email!

All attendees who sign up by February 12, 2010, receive a \$ 25 discount!

In addition to this outstanding program, all attendees receive:

- 6.5 hrs. CLE credit (pending)
- Program materials (plus TWL membership, if you aren't a member yet!)
- Breakfast
- Lunch
- All day refreshments
- Cocktail reception
- Goodie bag
- Networking opportunities!

Tuition:

\$ 200 – TWL Members (or only \$ 175 if you register by 2/12/2010)

\$ 225 – Non-TWL Members (or only \$ 200 if you register by 2/12/2010)

\$ 165 – Judges (or only \$ 140 if you register by 2/12/2010)

\$ 100 – Students (or only \$ 75 if you register by 2/12/2010)

Parking: \$ 10 for the day at the Crowne Plaza Hotel (valet)

Full refunds available until 2/8/2010; thereafter, partial (50%) refunds till 2/12/2010.

No refunds after 2/12/2010.

Check out TWL on the web, www.texaswomenlawyers.com, on Twitter, and on Facebook!

FAX, EMAIL OR MAIL THIS PAGE TO:

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Name: _____

Firm: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____

State Bar No. _____ State: _____

Email: _____

Level of Tuition: _____

*Vegetarian plate requested? _____

*Assistant's email: _____

**Optional data. All other information is required.*

Checks are made payable to "Texas Women Lawyers"

Online Registration & Credit Card payment through Acteva.com:

<http://www.acteva.com/booking.cfm?bevalD=189191>

SOME HOTELS IN THE AREA:

CROWNE PLAZA HOTEL

1700 Smith Street
Houston, Texas 77002
Downtown Houston
713.739.8800

\$ 99 (discounted rate, limited number of rooms)

RESIDENCE INN

904 Dallas Street
Houston, Texas 77002
Downtown Houston
832.366.1000

\$ 199.00

DOUBLETREE HOTEL

400 Dallas Street
Houston, Texas 77002
Downtown Houston
713.759.0202

\$ 209.00-299.00

HYATT REGENCY HOTEL

1200 Louisiana
Houston, Texas 77002
Downtown Houston
713.654.1234

\$ 299.00



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