

PBA COMMISSION ON WOMEN IN THE PROFESSION

2009 FALL RETREAT

Survival Strategies in Stressful Times



Photo courtesy of Hershey Entertainment & Resorts Company

NOVEMBER 6 AND 7, 2009

The Hotel Hershey®, Hershey, Pa.



Your Other Partner

PBA COMMISSION ON WOMEN IN THE PROFESSION
2009 FALL RETREAT
Survival Strategies in Stressful Times

SCHEDULE OF EVENTS

FRIDAY, NOVEMBER 6, 2009

Afternoon Check-in at *The Hotel Hershey*

5:00 p.m. – 7:00 p.m. Registration

6:00 p.m. – 7:00 p.m. Wine Reception

7:00 p.m. – 8:30 p.m. Dinner
Welcoming Remarks by Clifford E. Haines, PBA President

7:15 p.m. – 7:30 p.m. Chef Presentation
Ken Gladysz, Executive Chef, The Hotel Hershey

8:00 p.m. – 8:20 p.m. Keynote Address
*Speaker: Hon. Diane Welsh, (ret.),
JAMS – The Resolution Experts*

8:30 p.m. – 10:00 p.m. Dessert Reception

SATURDAY, NOVEMBER 7, 2009

7:00 a.m. – 7:45 a.m. Fitness Walk/Run
Meet at the Hotel's Fitness Center on the 1st floor for an invigorating walk/run led by a hotel fitness expert.

8:00 a.m. – 9:00 a.m. Breakfast Buffet

8:15 a.m. – 9:00 a.m. WIP Commission Meeting

9:00 a.m. – 10:30 a.m. (CLE#6129A)
"Distinguishing Yourself in the Practice of Law Through Everyday Public Relations"
*Speaker: Gina Furia Rubel, Esq., President/CEO,
Furia Rubel Communications, Inc.*

This interactive session will explore how attorneys can build a niche, expand their networks, talk to the media, and grow their businesses while staying within the ethical boundaries defined by the state legal codes. Attendees will walk away with a better understanding of how to employ public relations tactics that work; how to use the Internet to communicate; and what to say, when and how to say it while understanding the ramifications of the PA Code and how to apply the code to your public relations efforts.
CLE Credit: 1.5 Ethics Hours

10:30 a.m. – 10:45 a.m. Break

10:45 a.m. – 12:15 p.m. (CLE#6129B)
"Client Service and Marketing for Women Attorneys within Ethical Boundaries"
*Speaker: Ellen Freedman, CLM,
PBA Practice Management Coordinator*

In today's competitive environment, attorneys must do more than practice law well. They must know how to properly deliver client service and deliver it in such a way as to surpass client expectations. Attorneys must invest time and effort in developing the proper marketing skills and do so with the same zeal that they invest in developing their legal skills. Not all strategies work equally well for men and women attorneys – this session will emphasize techniques that are particularly effective for women lawyers.

CLE Credit: 1.5 Ethics Hours

12:15 p.m. – 1:00 p.m. Luncheon Buffet
Remarks by Gretchen Mundorff, PBA President-elect

1:00 p.m. – 2:15 p.m.
"From Crisis to Calm; Effective Stress-Reducing Strategies for Quality Living"
*Speaker: Nancy E. Schmitt, Creator and Director,
Aviana® Inc.*

During this session, you will learn how to maximize effectiveness in the workplace, stay on top of your game, promote a healthy quality of living, and experience composure and strength from the inside out.

Dress for all events is business casual.

**For hotel reservations, call 1-800-437-7439.
Reserve by October 16, 2009.**

(See back cover for important hotel information.)

**Spa services are available at *The Spa At The Hotel Hershey*.
To make a spa reservation, call 1-877-772-9988.
Reserve early.**

The MCLE programs for the 2009 PBA WIP Fall Retreat are presented in cooperation with the Pennsylvania Bar Institute. The Pennsylvania Bar Institute is approved by the Pennsylvania Supreme Court CLE Board as an accredited CLE provider. The individual CLE programs for this conference have been approved for the number of credit hours indicated.

PENNSYLVANIA BAR INSTITUTE
Continuing Education Arm of the Pennsylvania Bar Association
BRINGING EXCELLENCE TO CLE

PBA COMMISSION ON WOMEN IN THE PROFESSION
2009 FALL RETREAT
REGISTRATION FORM
REGISTRATION DEADLINE: October 16, 2009

Name _____ Nickname for badge _____

Address _____

Supreme Court ID number _____ Phone _____ Fax _____ E-mail _____

Please check here if you require special services. Please provide a written description of needs.

MEAL INFORMATION:

Please indicate below which meals/functions you will be attending.

Friday, November 6, 2009

- Wine Reception, 6:00 p.m. – 7:00 p.m. **No Charge**
- Dinner, 7:00 p.m. – 8:30 p.m. **\$30.00**
- Dessert Reception, 8:30 p.m. – 10:00 p.m. **No Charge**

Saturday, November 7, 2009

- Breakfast Buffet, 8:00 a.m. – 9:00 a.m. **No Charge**
- Luncheon Buffet, 12:15 p.m. – 1:00 p.m. **\$10.00**

TOTAL MEALS DUE: _____

SESSIONS and CLE INFORMATION:

There are three sessions being offered on Saturday. Please indicate below which sessions you plan to attend. The sessions are free unless you want to receive CLE credit for those that are CLE approved. The cost to receive CLE credit for those sessions is \$30.00 per session.

- Distinguishing Yourself in the Practice of Law Through Everyday Public Relations (CLE#6129A)
9:00 a.m. – 10:30 a.m. 1.5 Ethics Credit Hours No CLE Credit Needed: **\$0.00** CLE Credit Requested: **\$30.00**
- Client Service and Marketing for Women Attorneys within Ethical Boundaries (CLE#6129B)
10:45 a.m. – 12:15 p.m. 1.5 Ethics Credit Hours No CLE Credit Needed: **\$0.00** CLE Credit Requested: **\$30.00**
- From Crisis to Calm; Effective Stress Reducing Strategies for Quality Living
1:00 p.m. – 2:15 p.m. **No Charge**

TOTAL CLE FEES DUE: _____

TOTAL AMOUNT DUE (MEALS + CLE FEES): _____

- I will participate in the Fitness Walk/Run, Saturday, November 7 **No Charge**
7:00 a.m. – 7:45 a.m.

PAYMENT INFORMATION: Payment must accompany registration form. No phone reservations will be accepted.

My check payable to PBA is enclosed. Or charge my: Master Card Visa AMEX Discover

Account # _____ Exp. Date: _____ 3-Digit Security Code (Visa & MC only): _____

Authorized amount: \$ _____ Signature: _____ Date: _____

Cancellation Policy: Registration deadline for the WIP Fall Retreat is October 16, 2009. After that date, all registrations will be accepted on a space-available basis. Written cancellations must be received by noon on October 30, 2009. No refunds will be issued after that date. Upon receipt of the written cancellation notice, a refund will be issued minus a \$25 administrative fee.

Credit card registrations can be sent to Audrey Perez via FAX at 717-213-2545 or e-mail at audrey.perez@pabar.org or payments by check should be mailed with your completed registration form to Audrey Perez, PBA Meetings Department, P.O. Box 186, Harrisburg, PA 17108-0186.

For more information, call the PBA Member Services Center at 1-800-932-0311



Pennsylvania Bar Association
100 South St., PO Box 186
Harrisburg, Pa. 17108

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PBA COMMISSION ON WOMEN IN THE PROFESSION

2009 FALL RETREAT

November 6-7, 2009 • The Hotel Hershey, Hershey, Pa.

IMPORTANT HOTEL INFORMATION:

The Hotel Hershey is holding a block of guest rooms for the 2009 WIP Fall Retreat. *The Hotel Hershey* is located at 100 Hotel Road, Hershey, PA 17033.

Attendees are responsible for making their own reservations. Group rates are \$190/room/night, single or double occupancy. Rates include overnight accommodations only and are subject to applicable taxes. **Group rates are guaranteed only until October 16, 2009.**

Reservations received after October 16, 2009, will be accepted on a space-available/rate-available basis only. **To make your reservation, call: 1-800-437-7439 and provide the room block code: PBA1106**

Space is limited, so reserve your room early!

FALL RETREAT PUBLIC SERVICE PROJECTS:

The WIP Public Service Task Force **will be collecting non-perishable goods, canned vegetables, and gift cards for Pennsylvania Food Banks.** Also consider going to your favorite grocer or restaurant and asking if they'd be willing to donate items for our collection. Contact Bobbi Jacobs-Meadway with any questions about the food drive at rjacobsmeadway@eckertseamans.com or (215)851-8522.

The Task Force also will be collecting professional clothing and accessories for the **"Dress for Success"** program, which aims to advance low-income women's economic and social development and encourages self-sufficiency through career development and employment retention. "Dress for Success" responds to the needs of our communities by providing programs that help women acquire jobs, retain their new positions and succeed in the mainstream work place.

For this drive, clean, neat dresses, suits, dress slacks and tops of all sizes are needed as well as shoes, coats, maternity clothes and accessories.

Contact Andrea Tuominen with questions about the "Dress for Success" program at andrea.tuominen@pacourts.us or (215)560-6312. If you are unable to attend the retreat, please consider partnering with another WIP member who is attending to deliver your contributions.

Please bring your food and clothing donations to the retreat and look for the designated area of collection.