



**Pennsylvania Bar Association
Commission on Women in the Profession**

2015 Fall Retreat

Articulate Your Personal Brand



**Featuring keynote speaker
Diane Darling, principal
consultant for Effective
Networking, Inc.**

**November 13-14, 2015
The Hotel Hershey,[®] Hershey, PA**

Schedule of Events

Friday, November 13

- 4:00-7:00 p.m. Registration**
- 4:00-5:00 p.m. Drop-in Book Discussion – “The House Girl” by Tara Conklin**
- 5:00-5:45 p.m. Opening Reception and Cash Bar**
- 6:00-8:00 p.m. Welcome Address and Dinner**
Nancy Conrad and Mary Kate Coleman, co-chairs,
Commission on Women in the Profession

Introduction of Keynote Speaker



Diane Darling

Keynote Speaker

Diane Darling, principal consultant for Effective Networking, Inc.

Does the word “networking” make you cringe? You are not alone. In this interactive, participatory session, you will learn what networking really is and how to make it work for you through tips and techniques that can be implemented immediately. Our speaker, Diane Darling, tests as an introvert and has developed successful systems that work for everyone, regardless of personal style.

- 8:00-10:00 p.m. Hospitality/Break Out Discussion Groups**
After dinner, participants will break out into small groups to discuss a topic to be determined

Saturday, November 14

- 7:45-9:00 a.m. Continental Breakfast**
- 8:30-9:25 a.m. WIP Business Meeting and Attendee Introductions**
All WIP members are invited to attend the business meeting. Use this time to learn more about the various WIP committees and the projects in which they are engaged. All WIP members are encouraged to get involved.
- 9:30-10:30 a.m. “Establish a Personal Brand and Avert Running Afoul of PA’s Attorney Advertising Ethics Rules”**
The promise of consistent value and quality: building a personal brand in the workplace and in life.
Speaker: Kimberly Alford Rice, principal of KLA Marketing Associates, will lead an interactive session on using refined communication skills and personal branding to achieve positive results in the workplace and in life.

CLE Credit: 1.0 Ethics

CLE Credits

The Pennsylvania Bar Institute is approved by the Pennsylvania Supreme Court Continuing Legal Education Board as an accredited CLE provider. The PBA Commission on Women in the Profession 2015 Fall Retreat has been approved by the Pennsylvania Continuing Legal Education Board for up to three hours of CLE credits. To receive credits, you must register and submit the blue forms following the program. CLE materials will be given to all attendees.



Schedule of Events

Saturday, November 14

10:30-10:50 a.m. Checkout Break

10:50-11:50 a.m. "Media Relations"

The world today is a connected place and more transparent than ever, thanks to social media and the digital evolution of mainstream media. This presents unique challenges to lawyers who must be mindful of ethical obligations and how they present themselves to the media. In this session you will learn about the basics of media relations and how to avoid potentially devastating and public mistakes.

Speakers:

- Moderator: Cherri T. Gregg, Esq., reporter, KYW Newsradio
 - Hon. John E. Jones, III, U.S. District Court, Middle District of Pennsylvania
 - Corinna Vecsey Wilson, president, Wilson500, Inc.
 - Lindsay Ward, co-anchor, WJAC-TV, Johnstown, PA
- CLE Credit: 1.0 Substantive**

11:55-12:55 p.m. "LinkedIn: Grow Your Practice & Build Your Personal Brand"

Kim Cole, co-founder and vice president of the Sales Zone, and Claudia Williams, founder of The Human Zone LLC, will lead an interactive session to assist you in:

- increasing/improving your personal LinkedIn presence;
- building or enhancing your LinkedIn Company Page for your firm or small practice;
- growing connections in an authentic way;
- understanding the importance of publishing content using LinkedIn Pulse; and
- using LinkedIn within the boundaries of the Rules of Professional Conduct.

**Laptops—NOT mobile devices—are strongly suggested as this is a working session.*

Speakers:

- Kim Cole, co-founder and vice president, Sales Zone
 - Claudia Williams, Esq., founder of the Human Zone LLC
- CLE Credit: 1.0 Ethics**

1:00 p.m. WIP Getaway Luncheon



WIP Fall Retreat Public Service Project

The WIP Public Service Committee has chosen The Central Pennsylvania Food Bank for its public service project this fall. The Central Pennsylvania Food Bank distributes more than 40 million pounds of food and grocery products, equivalent to nearly 33 million meals, every year to more than 800 soup kitchens, shelters, and food pantries in 27 central Pennsylvania counties. These agencies directly feed thousands of hungry families throughout central Pennsylvania. Donations of cash or undamaged canned goods will be gratefully accepted on site. Checks should be made payable to the Central PA Food Bank.

Any questions can be directed to the co-chairs of the Public Service Committee, Katherine Berquist at kpb@whc-pc.com or Stephanie Latimore at slatimore@palrb.us.

If you are unable to attend the retreat, please consider partnering with another WIP member who is attending and can deliver your contributions.

Hotel Information



Guest Rooms

To reserve your guest room, call 1-800-437-7439 and use reservation ID #2389566 before Oct. 16, 2015. After this date, reservations will be accepted on a space-available basis only. Rates are \$220 per night plus taxes for standard (single or double occupancy) accommodations. Please note that your first night's room and tax will be charged to your credit card when reservations are made. Check-in time is 4:00 p.m. and check-out time is noon. Complimentary in-room wireless internet is provided.

The Spa At The Hotel Hershey

Arrive early or stay late ~ The Spa at the Hotel Hershey offers a variety of signature treatments to help you rejuvenate, relax and unwind. Indulge in a warm chocolate fondue body wrap, body polish or soothing massage. Advance reservations are strongly suggested and can be made by calling 717-520-5888.

Fitness Center/Fitness Classes

Resort guests have complimentary access to the fitness center, indoor swimming pool and whirlpool Jacuzzi. Professionally equipped with treadmills, recumbent bicycles and elliptical equipment, the fitness center is open from 6:30 a.m. – 10:00 p.m. daily. Enjoy one of the complimentary fitness classes offered to hotel guests and feel invigorated for the rest of the day. Contact the center at 717-533-2171, ext. 1702 for a list of daily classes.

Travel/Parking

The Hotel Hershey is located at 100 Hotel Road, Hershey, PA 17033 and is conveniently located to major interstate highways and the Pennsylvania Turnpike. Complimentary valet and self-parking is available on site.

Registration Information

Registration Deadline: Oct. 30, 2015

Full Event Registration Fee includes the Friday reception, dinner, keynote speaker, hospitality/group discussion, Saturday continental breakfast, buffet lunch and access to sessions and CLE program materials:

PBA Member	\$95
PBA Non-Member	\$200
Law Student	\$40

Friday Dinner Choices:

- Honey soy glazed salmon filet
- Lancaster County pan-roasted chicken breast
- Vegetarian dish available upon request:
parmesan lemon risotto cake, roasted seasonal vegetables, wilted chard, sun-dried tomato sauce

Saturday Only Registration Fee includes Saturday continental breakfast, buffet lunch and access to sessions and CLE program materials:

PBA Member	\$70
PBA Non-Member	\$110
Law Student	\$40

To become a PBA member, please click [here](#).

Sessions and CLE Information:

Three CLE sessions are offered on Saturday in addition to the keynote speaker on Friday evening.

"Establish a Personal Brand and Avert Running Afoul of PA's Attorney Advertising Ethics Rules"

9:30 a.m. – 10:30 a.m.

CLE Credit: One Credit Substantive.....\$30

"Media Relations"

10:50 a.m. – 11:50 a.m.

CLE Credit: One Credit Substantive.....\$30

"LinkedIn: Grow Your Practice & Build Your Personal Brand"

11:55 a.m. – 12:55 p.m.

CLE Credit: One Credit Ethics.....\$30

Registration deadline: Oct. 30, 2015

- After the deadline, registrations will be accepted on a space-available basis.
- Written cancellations must be received before the close of business on Oct. 30. Upon receipt, a refund will be issued, minus a \$25 administrative fee. No refunds will be issued after Oct. 30.

Register online [here](#)

For more information regarding registration, call the PBA Meetings Department at 1-800-932-0311, ext. 2245 or 2231.