



PENNSYLVANIA BAR ASSOCIATION

2017 Conference of County Bar Leaders

Feb. 23-25, 2017 • Nittany Lion Inn, State College, PA



Get On Board (the Leadership Train)!



“Get on Board (the Leadership Train)!” is the theme of the 51st annual Conference of County Bar Leaders, Feb. 23 – 25, 2017, in State College. We are excited to welcome back Dr. Terry Madonna for another informative keynote presentation at lunch. The CCBL executive committee has developed timely and relevant CLE programming. Most importantly, there will be plenty of fun and opportunities to network. Whether you are a current county bar president, other officer, board member, young lawyer chair, section chair, executive director, or hope to be a future leader, you will not want to miss this CCBL!

You may wish to arrive early Thursday afternoon to attend the Pennsylvania Legal Aid Network (PLAN) Inc. reception, which will be held at the Penn State Law Lewis Katz Building. The PLAN reception is a great way to connect with other bar leaders who support PLAN’s mission and work. Then, gather with friends, new and old, back at the Nittany Lion Inn for a welcome social.

Friday morning, I invite you to “Get on the Leadership Train” with me when we will kick off a full day of CLE programming beginning with the Hon. Matt Cartwright, as he shares examples of his use of advocacy and leadership skills transcended from a trial practice onto the legislative process in the United States House of Representatives. Check out the schedule of events inside to see the full listing of CLE program options. Friday night will again offer a casual and relaxed night of fun and comradery that includes trivia, the return of the popular photo booth, dancing and other games! On Saturday morning, you will be able to network over a hot breakfast, as well as earn two additional CLE credits before heading home.

Your registration fee includes all meals and Friday night’s entertainment, as well as up to 8 CLE credits. County bar presidents and executive directors who are PBA unit counties, please remember you are entitled to a special benefit of a \$50 discount on up to three registrations.

Make your reservations today! **The registration deadline is Feb. 3, 2017. Be sure to book your room at the Nittany Lion Inn before Jan. 23, 2017 in order to get our group rate.** If you have any questions or need additional information, please contact Susan Etter at the PBA at 800.932.0311, ext. 2256.

I look forward to seeing you in State College!

William L. J. Burke, Esq.
CCBL President



Continuing Legal Education Arm
of the Pennsylvania Bar Association

CLE Credits

The Pennsylvania Bar Institute is approved by the Pennsylvania Supreme Court Continuing Legal Education Board as an accredited CLE provider. The PBA 2017 Conference of County Bar Leaders has been approved by the Pennsylvania Continuing Legal Education Board for up to 8 hours of CLE credits.

Thursday, February 23, 2017

2:30 p.m. – 3:30 p.m.

The Synergy of County Bar Association Pro Bono & Legal Aid (CLE credit: 1.0 ethics)

This roundtable discussion will highlight the partnership between the Pennsylvania Bar Association and the Pennsylvania Legal Aid Network, as well as many of the partnerships between local bar associations and local legal aid programs, in promoting pro bono services. This session will explore why legal aid and access to justice for the neediest among us requires such partnerships and why pro bono alone is insufficient.

3:45 p.m. – 4:45 p.m.

Conference of County Legal Journals

This session will provide valuable updates on recent discussions with the PA Treasury Department regarding Unclaimed Property Notices, as well as ongoing proposed legislation which may change future public notice advertising. Find out why EVERY BAR should be uploading legal ads to our statewide website www.palegalads.org. CCLJ wants to be proactive and the inclusive repository of all legal ad information for PA.

5:00 p.m. – 7:00 p.m.

PLAN Reception

8:00 p.m. – 10:00 p.m.

Early Bird Registration

9:00 p.m. – 11:00 p.m.

Welcome Social

Friday, February 24, 2017

8:00 a.m. – 5:30 p.m.

Registration

8:00 a.m. – 4:30 p.m.

PBA Supermarket and Vendor Fair

8:00 a.m. – 10:00 a.m.

Continental Breakfast

8:20 a.m. – 9:20 a.m.

Get on the Leadership Train from the Courtroom to Congress (CLE credit: 1.0 substantive)

Congressman Matt Cartwright will describe the use of advocacy and leadership skills transcended from a trial practice onto the active legislation in the United States House of Representatives. Your law practice and government service make a difference in people's lives and set a positive change in your community.

9:25 a.m. – 10:25 a.m.

Governance: Running a Successful Railroad (CLE credit: 1.0 substantive)

Governance is a lot like running a railroad; there is a right way and a wrong way. Starting down the right track is essential for all bar association leaders. Learn the fundamentals of board governance; understand what is required from a legal perspective and how leadership implements the process correctly. Once the train is headed down the right track, learn some tips for keeping the train on the track and avoiding derailments. Aspects of foundations, board meetings, reporting and organization will be discussed. Punch your ticket and all aboard! It is going to be a fun trip!

10:35 a.m. – 11:35 a.m.

YLD Business Meeting

10:35 a.m. – 11:35 a.m.

Planning for Disaster (CLE credit: 1.0 ethics)

I know. What a horrible title for a CLE program. No one wants to think about it. No one plans for the worst. Incidences of computer system hacking are on the rise, and lawyers and law firms are frequent targets. Experts tell us, however, that it's not "if it happens, it's when it happens." Learn how to be prepared by having an Incident Response Plan. Learn about your legal obligations and the professional responsibilities you owe to your clients in the event of a breach in your computer system. Don't let your train wreck before it leaves the station.

10:35 a.m. – 11:35 a.m.

Coupling or Uncoupling the Cars—Bar Foundations and Bar Associations

(CLE credit: 1.0 substantive)

Bar associations are typically organized under Section 501(c)(6) of the Internal Revenue Code and bar foundations under Section 501(c)(3). This session will explore the relationship between the association and foundation, relationships between staff, fiduciary responsibilities and how closely the two entities may work together to accomplish their distinct and separate missions.

11:45 a.m. – 1:30 p.m.

Lunch and Awards Presentation, Featuring Keynote Speaker Dr. G. Terry Madonna

1:30 p.m. – 2:00 p.m.

Break and County Bar Recognition Award Photos

2:00 p.m. – 3:00 p.m.

"Breaking Bad" (CLE credit: 1.0 ethics)

Walter White, the protagonist of AMC's award-winning "Breaking Bad," is not a good role model for lawyers. But his fictional attorney Saul Goodman can be. This discussion-driven and TV-clip-filled CLE will teach you about the ethics of advertising, correspondence with current and prospective clients and other important topics for your practice.

2:00 p.m. – 3:00 p.m.

Create/Manage Your Investments to Keep Your Railroad Running (CLE credit: 1.0 substantive)

Over 20 percent of the county bar associations reported having an investment fund. Most counties with investment funds reported having an investment committee manage their investment accounts. Is an investment committee necessary? How should it be structured? What is the role of an investment manager, an investment advisor and a custodian of your funds? How do you grow your investment account? Finally, what is the ultimate use of your investment funds — why are you accumulating all of this money? Learn answers to these questions plus best practices that will help keep your association's finances on track.

3:15 p.m. – 4:15 p.m.

Keeping the Diversity Train Moving Down the Tracks – How the PBA Can Help County Bar Association's with Diversity Efforts (CLE credit: 1.0 ethics)

The panel will discuss the programs and outreach efforts by the PBA and its committees to attract and include minority and diverse attorneys within the PBA. Gain insights into the actions county bar associations can take to increase participation among diverse and minority attorneys to develop more inclusive bar associations.

Finally, the panel will discuss how the PBA and its various committees can assist the county bars in this effort.

3:15 p.m. – 4:15 p.m.

Speeding Down the Track (CLE credit: 1.0 substantive)

Join us as we provide strategies to focus your bar association in the current environment and what it will take to prosper in the future. This discussion will enable bar leaders willing to embrace the challenges of leading a membership organization and serve its members with radical changes required to be relevant, including governance overhaul, empowering the leadership and enhancing staff competence, rigorously defining the member market, rationalizing programs and services, and building a robust technological framework. This topic is inspired by the popular books *Race for Relevance* and *Road to Relevance*, which are suggested reading for this CLE.

4:30 p.m. – 5:30 p.m.

Hot Topics & Cold Drinks

6:30 p.m. – 7:30 p.m.

Break

7:30 p.m. – 11:00 p.m.

Dinner and Game Night

Saturday, February 25, 2017

7:30 a.m. – 8:30 a.m.

Hot Breakfast Buffet

8:30 a.m. – 8:40 a.m.

CCBL Business Meeting

8:50 a.m. – 9:50 a.m.

Learn How to Use the Media to Your Advantage and Avoid Costly Train Wrecks

(CLE credit: 1.0 substantive)

Dealing with the media is a learned skill. It's not always easy and is not without risk. This media training session is an overview designed to introduce you to the basic principles of dealing with print, digital and television reporters in interview situations. You will learn useful marketing and communications tools for lawyers, law firms or bar associations. Find out what reporters are interested in and why, helpful techniques for dealing with reporters and their questions, and strategies to deliver the message you want to get across.

8:50 a.m. – 9:50 a.m.

Intervention Strategies for Helping Legal Professionals (CLE credit: 1.0 ethics)

Lawyers have some of the highest rates of depression and problem drinking among all professionals. We will discuss why attorneys are so at-risk and describe the resources available for assisting colleagues and/or family members in distress within the framework of the motivational interviewing style.

10:00 a.m. – 11:00 a.m.

Get on the Right Train and Productively Maneuver Your Practice onto the Destination of Success (CLE credit: 1.0 substantive)

This fast-paced session will address the business and professional responsibilities that arise with the use of social media. Participants will discover ways to capitalize on the communication opportunities offered by social media to market their business and expand their potential client base. We will also provide tips on how to steer clear of the ethical pitfalls that social media can create.