



**Plan to stay for a
Rothman Gordon
Alumni and Friends Happy Hour**

5:00 - 6:30 p.m. (following the CLE)
at The Rivers Club.

Can't make the CLE? You are still welcome to
attend the Happy Hour and catch up with old
friends or make new ones.

Please RSVP online at www.rothmangordon.com/contact/ethics-cle or call (412) 338-1193.

**ROTHMAN
GORDON**

Rothman Gordon, PC
310 Grant Street
Third Floor
Pittsburgh, PA 15219
www.rothmangordon.com
(412) 338-1100

*Alumni
&
Friends*

Annual CLE and Cocktails

**Please join Rothman Gordon
for a complimentary seminar.**

Tuesday, September 25, 2018

Program 3:30 - 5:00 p.m.

Cocktails 5:00 - 6:30 p.m.

The Rivers Club

301 Grant Street

One Oxford Centre, Fourth Floor

Pittsburgh, PA 15219

Please register by September 19, 2018 on-line at
www.rothmangordon.com/contact/ethics-cle or
contact Anne Parys at (412) 338-1193 to register
by phone.

1 PACLE Ethics Credit

Best Practices in Ethical Legal Marketing

1 PACLE Ethics Credit

This course will cover the skills and ethical considerations law firms need in client relations and communications. Amber Vincent of Alyn-Weiss will begin with a look at how trends in legal marketing are affecting local and regional firms across the country, based on the 2018 National Marketing Effectiveness Survey, allowing attendees to benchmark their own initiatives to build their practices.

After reviewing legal trends, Amber will cover recent changes approved by the House of Delegates to the ABA Model Rules 7.1-7.5 related to advertising, solicitation, and marketing and changes in Model Rule 1.6(A), governing the ethical conduct of the Client-Lawyer Relationship and Confidentiality Of Information.

Find out what you and your firm need to consider to comply with Rules 7.1-7.5 and 1.6(A) while still gaining marketing traction. Amber will cover the ethics and marketing developments around attorney ratings and rankings and how they may impact referrals. She will also share results of the first ever survey of hundreds of lawyers in private practice which reveal which ratings and ranking actually seem to make a difference in referrals and how the American Bar Association's Resolution 101 modifies the Rules to be more relevant in the age of social media and online services that use lawyer rankings. You will develop a better understanding of how to employ these tools while remaining in compliance with ethical standards.

For many years, firms and lawyers were able to put representative matters on their marketing materials such as websites, bios, and printed materials that generally described a case without disclosing the client names or details. This is no longer the case. The changes to these rules impact the way lawyers now develop and market business.

The session will close with best practices for building and maintaining a professional network, based on the groundbreaking social research on the characteristics of strong business relationships between white collar workers in the United States conducted by Dr. Ronald Burt, Department of Sociology at the University of Chicago. In the Internet age, networking is not confined to only face to face interaction, and care must be taken to utilize digital/electronic networking in an ethical manner. It will also discuss updates to the Bar's recommendations on gifts.

About the Speaker

Amber Vincent

Alyn-Weiss & Associates

Amber joined Alyn-Weiss & Associates in 2002 and is a partner. She researches and writes marketing communication plans for full-service, contingent fee and family law attorneys and firms. After writing a plan, Amber often is hired to help clients execute that plan to ensure goals are met.

Amber coaches lawyers of all ages and implements development programs within many law firms looking to build a next generation. As a business

coach and speaker, she offers Boomers, Gen X, and Millennial lawyers insight and planning structured to create personal relationships with potential clients.

She has worked with and lectured to young lawyers across the country providing tips and guidance so they can fulfill their work and personal goals.

Amber has coached at or spoken to numerous legal association events, including ABA Women Rainmakers, the DRI Young Lawyers, local bar associations, and several global law firm networks.

As the firm's online marketing specialist, she works on numerous website and search engine optimization strategies for law firms nationwide. She lectures to law firms locally and at national conventions on branding issues, personal business development, social media and optimization tactics.

She handles online reputation management and media relations for clients. This includes lawyers or firms facing commercial foreclosure, bankruptcy, investigation and indictment of executives by federal and state authorities in high-profile matters such as the Petters and Madoff Ponzi schemes, as well as mass torts publicity.

She is a member of the American Bar Association's Law Practice Management Section, Young Lawyers Division and Women Rainmakers, and the Legal Marketing Association where she chairs the Denver Local Steering Committee.