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THE BUSINESS OF BEING A LAWYER

Friday, December 5
Embassy Suites Hoover Hotel
2960 John Hawkins Parkway, Birmingham

6 MCLE Credit Hours,
Including 1 Hour of Ethics

PAMELA BUCY PIERSON
received her B.A. degree in 1975 from Austin College and her J.D. in 1978 from Washington University School of Law, where she was elected to the Order of the Coif. Upon graduation from law school, Professor Pierson served as law clerk to the Honorable Theodore McMillian of the United States Court of Appeals for the Eighth Circuit. From 1980 through 1987, Professor Pierson was an Assistant United States Attorney for the Eastern District of Missouri. She served in the Criminal Division, specializing in prosecutions of white collar criminal fraud. She established and served as coordinator of the Health Care Fraud Task Force for the Eastern District of Missouri. While with the U.S. Department of Justice, Professor Pierson served as an instructor of the appellate advocacy course in the U.S. Department of Justice Attorney General’s Advocacy Institute. Professor Pierson has authored 30 law review articles, 24 bar journal articles, 2 psychology journal articles and seven books including The Business of Being a Lawyer, a casebook on white collar practice, and a hornbook on health care fraud. She has testified before Congress three times, served as a consultant or of counsel to 4 national law firms, and throughout her academic career, has been active in the ABA and Alabama State Bar. She has been recognized with outstanding alumnus awards from her college and law school, and is a recipient of the University of Alabama’s Burnam Award for research excellence, and the University’s Outstanding Commitment to Teaching Award. Professor Pierson has been selected seven times by UA law students as Outstanding Faculty Member.

The University of Alabama School of Law

NOVEMBER
7 Healthcare Law – Birmingham
14 Bankruptcy Law Update – Birmingham
19 Mandatory Professionalism Seminar for New Admites – Birmingham
19 Bridge the Gap: Landlord-Tenant Law, Bankruptcy Law, Financial Planning for Lawyers – Birmingham
21 Estate Planning – Birmingham

DECEMBER
3 Alabama Update – Montgomery
5 The Business of Being a Lawyer – Birmingham
11 Tort Law Update – Birmingham
12 Negotiations with Marty Latz – Birmingham
17 Employment Law – Birmingham
18 Alabama Update – Birmingham
19 Trial Skills – Birmingham
ARE YOU MAXIMIZING YOUR POTENTIAL?

This seminar is based on the premise that each of us, as a lawyer, is a business, our own business. Whether we are self-employed or work for a private firm, public interest or government office, or in a non-legal position, we need to understand our own balance sheets; what are our assets and liabilities? What are our short-term and long-term business plans? How do we implement those business plans? For which contingencies do we prepare? What are our accounts receivables? What investments have we made and need to make in our business?

Included in the registration fee: You will receive a copy of Professor Pam Pierson’s new book The Business of Being a Lawyer (West Academic, July 2014). An invaluable resource, this book is 287 pages with graphics and illustrations. To provide guidance for navigating the legal profession of the future, it includes stories of four-year olds and marshmallows, grownups who eat radishes and chocolate chip cookies, hospital custodians, starfish, pyramids, diamonds, American POWs in Chinese prisons, rats, dogs and people who are electrically shocked, colonoscopy patients, monkeys with hands stuck in coconuts, Scottish orthopedic patients and Mick Jagger.

THE BUSINESS OF BEING A LAWYER

FRIDAY, DECEMBER 5, 2014
Embassy Suites Hotel, Birmingham (Hoover)

8:00 REGISTRATION AND CONTINENTAL BREAKFAST BUFFET
8:30 WELCOME AND OVERVIEW OF PROGRAM:
WHY AND HOW LAWYERS SHOULD TREAT THEMSELVES AS A BUSINESS
• Evolving Business Models of Law Firm Practice
• What Clients Want
• Impact of Economic Trends on Lawyers’ Professional Lives
• The Lawyer in Multiple Career Paths
• Ethics (20 minutes)

REFRESHMENT BREAK

NEW AND EVOLVING OPPORTUNITIES FOR LAWYERS
• Impact of Legal Service Apps
• Outsourcing Back Office Support, E-discovery, Legal Research
• E-learning
• Closed Communities for Clients
• Limited Scope Representation
• Ethics (20 minutes)

Pamela Bucy Pierson
LUNCH ON YOUR OWN

10:55 PANEL DISCUSSION ON THE ABC’S OF EQ
THE ABC’S OF EQ (EMOTIONAL INTELLIGENCE) FOR LAWYERS
• Using One’s Strengths: Why and How?
• “Stress-hardiness”: How to Manage Stress
• Building Habits of Resilience
• How to Maintain Balance in One’s Personal and Professional Life
• Personal Financial Security: How It Fits
• Ethics (20 minutes)

Pamela Bucy Pierson
REFRESHMENT BREAK

11:05 PANEL DISCUSSION ON THE ABC’S OF EQ
• Limited Scope Representation
• Ethics (20 minutes)

Pamela Bucy Pierson
LUNCH ON YOUR OWN

11:50 THE ABC’S OF EQ (EMOTIONAL INTELLIGENCE) FOR LAWYERS
• Using One’s Strengths: Why and How?
• “Stress-hardiness”: How to Manage Stress
• Building Habits of Resilience
• How to Maintain Balance in One’s Personal and Professional Life
• Personal Financial Security: How It Fits
• Ethics (20 minutes)

Pamela Bucy Pierson
REFRESHMENT BREAK

12:50 PANEL DISCUSSION ON THE ABC’S OF EQ
• Limited Scope Representation
• Ethics (20 minutes)

Pamela Bucy Pierson
LUNCH ON YOUR OWN

2:25 THE ABC’S OF EQ (EMOTIONAL INTELLIGENCE) FOR LAWYERS
• Using One’s Strengths: Why and How?
• “Stress-hardiness”: How to Manage Stress
• Building Habits of Resilience
• How to Maintain Balance in One’s Personal and Professional Life
• Personal Financial Security: How It Fits
• Ethics (20 minutes)

Pamela Bucy Pierson
REFRESHMENT BREAK

2:30 PANEL DISCUSSION ON THE ABC’S OF EQ
• Limited Scope Representation
• Ethics (20 minutes)

Pamela Bucy Pierson
LUNCH ON YOUR OWN

3:50 PANEL DISCUSSION ON THE ABC’S OF EQ
• Limited Scope Representation
• Ethics (20 minutes)

Pamela Bucy Pierson
ADJOURN

THE FINE PRINT

Confirmations — You will receive your confirmation via e-mail if you provided your e-mail address.
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