



CALIFORNIA LAWYERS ASSOCIATION  
BUSINESS LAW SECTION ALONG WITH  
THE SOLO AND SMALL FIRM SECTION

Earn 3  
MCLE Credit Hours  
Including 1.0 Hour of Competency



# The New Normal: Mastering Modern Day Client Communication

FRIDAY, MAY 17, 2019

The Colleges of Law—Santa Barbara Campus

20 E. Victoria Street

Santa Barbara, CA 90017

Attend either in-person in Santa Barbara,  
or from your office via an online webcast.

# PROGRAM SCHEDULE

## Registration

12:30 p.m. - 1 p.m.

## Featured Panel 1: Will That Smiley Face Cost You a Case? The Business of Law, Emojis, and Text Communication

1 p.m. - 2 p.m.

The advent of electronic communication has significantly impacted the practice of law. In today's modern practice of law, lawyers are increasingly required to use various forms of electronic communication. Learn tips and tricks for client management in a modern age of electronic communication. Master communicating in the millennial business world through use of Emojis, Text Messaging and Emails. Learn to understand the risks of electronic communication, and how to professionally navigate electronic platforms while complying with legal ethical standards.

**SPEAKERS:** Purnima Viswanathan Bajpai  
Naomi Dewey

## Break

2 p.m. - 2:15 p.m.

## Featured Panel 2: Website Compliance and Accessibility (ADA): How to Improve Your Law Firm's Website for the Modern Client

2:15 p.m. - 3:15 p.m.

Best practices for law firms to meet modern standards of website compliance, to provide "full and equal access" and ADA accessibility to all clients. Learn how all law offices, regardless of size, are "public accommodations" under the American Disability Act ("ADA"). Learn tips on how to update your law firm's website to improve accessibility for clients and avoid a potential lawsuit for website accessibility. Learn what you need to know now, to ensure your legal practice is competitive and compliant by providing legal access to all potential clients.

**SPEAKER:** Jared Gordon, Esq.

## Break

3:15 p.m. - 3:30 p.m.

## Featured Panel 3: Unplug and Debug the Stress of Client Communications: The Health and Wellness of Effectively Managing How to Avoid Client Overload and Increase Productivity

3:30 p.m. - 4:30 p.m. (1.0 hour Competency MCLE credit)

Learn tools, tips and techniques to manage the stress and pressures of client communications. Practicing law and managing a law firm presents unique challenges, including heavy caseloads and constant communication. Avoid communication overload through useful tips on client and stress management. Learn wellness techniques to become a more competent and effective lawyer without compromising on providing exceptional service to your clientele.

**SPEAKER:** Alicia Journey, Esq.

## Social Hour

4:30 p.m. - 5:30 p.m.

Please join us for light refreshments at a networking social hour with our speakers and Executive Committee members of the Business Law and Solo and Small Firm Sections of the California Lawyers Association.

### ANNUAL

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## REGISTRATION INFORMATION

### CANCELLATIONS/REFUND POLICY:

Cancellations and requests for refunds must be received in writing no later than Thursday, May 9, 2019 and are subject to a \$50 service charge. Refunds will not be available after May 9, 2019.

### QUESTIONS:

For registration information call 916-516-1757. Telephone registrations will not be accepted. For program content and/or Section information call 916-516-1753.

### SPECIAL ASSISTANCE:

For special assistance, please call 916-516-1753.

### ON-SITE REGISTRATION:

Onsite registration fees: section members \$135 and non-section members \$230. On-site registration will be on a space available basis. Call to confirm space availability.

### PROGRAM MATERIALS:

Registrants will receive a USB storage device with an electronic version of all program materials the day of the conference. Before the Conference, Registrants will receive a link with information on how to review and download the program materials. It may be helpful to review a program's reference material before the class. This website is not available to the public, and access is given only to Conference registrants. Late-breaking supplemental materials not available before the Conference will be added at a later date.

### WEBCAST:

Can't attend in person? This program will be webcast live. Visit <https://cla.inreachce.com/> to register for the webinar.

# REGISTRATION FORM

Note: One registrant per form. Photocopies may be used.

Bar Number: \_\_\_\_\_

Name: \_\_\_\_\_

Firm: \_\_\_\_\_

Firm Address: \_\_\_\_\_

City, State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

(Required for email confirmation)

Check here if you do not want your information released.

This event may be recorded. By attending this event, you consent to be photographed, filmed, and/or otherwise recorded, and to any use, by the CLA, of your likeness, voice, and name in any and all media including social media. If you do not want your name or photo to be used, please let us know in advance. We cannot, however, honor requests to opt out of the use of your image or voice if you choose to ask a question during one of the event sessions.

## PRE-REGISTRATION FEES (check the appropriate circle)

\$135 Business Law Section or Solo Section Members

\$230 Non-Section Members  
(includes enrollment in your choice of BLS or SSF for 2019)

BLS

SSF

\$95 California Young Lawyers Association Members

\*\*Onsite registration fees are \$135 for Section Members and \$230 for Non-Section Members

AMOUNT ENCLOSED OR TO BE CHARGED

\$ \_\_\_\_\_

## REGISTRATION INFORMATION

**Deadline:** In order to pre-register, your form and check, payable to California Lawyers Association, or credit card information, must be received by May 9, 2019.

**Register Online:** <http://CALawyers.org/solo>

**Mail To:** Program Registrations, California Lawyers Association  
400 Capitol Mall, Suite 650, Sacramento, CA 95814

**Email To:** Program Registrations at [ProgramRegistrations@CALawyers.org](mailto:ProgramRegistrations@CALawyers.org).  
In order to email your registration, credit card information is MANDATORY. **(Photocopies of checks will NOT be accepted.)**

## CREDIT CARD INFORMATION (VISA/MASTERCARD ONLY)

I authorize California Lawyers Association to charge my program registration to my VISA/MasterCard account. **(No other credit card will be accepted.)**

Account Number: \_\_\_\_\_

(VISA or MasterCard only)

Expiration Date: \_\_\_\_\_

Cardholder's Name: \_\_\_\_\_

Cardholder's Signature: \_\_\_\_\_