**SOLO & SMALL FIRM BOOT CAMP**

8:15 **REGISTRATION** (All attendees must check in upon arrival. A removable jacket or sweater is recommended.)

8:55 **WELCOME AND PROGRAM OVERVIEW**

9:00 **HARNESSING EFFECTIVE SOCIAL MEDIA MARKETING**

10:00 **BREAK**

10:15 **LITTLE KNOWN AREAS OF LAW: FCRA & FDCPA**

12:15 **BREAK**

1:15 **THE INS & OUTS OF RUNNING A SOLO PRACTICE**

2:15 **BREAK**

2:30 **EFFECTIVELY MARKETING YOURSELF AND CUSTOMER CLIENT SERVICE**

3:30 **EMPLOYMENT LAW 411: SIZE DOES MATTER**

4:30 **ADJOURN**

**Note:** The times shown above are illustrative only. Sessions may be longer or shorter, depending on the topic, and there may be a different number of speakers.

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**AGENDA**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session Title</th>
<th>Speaker(s)</th>
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<tbody>
<tr>
<td>8:15</td>
<td>REGISTRATION (All attendees must check in upon arrival. A removable jacket or</td>
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<td>sweater is recommended.)</td>
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<tr>
<td>8:55</td>
<td>WELCOME AND PROGRAM OVERVIEW</td>
<td>Evan L. Kaine</td>
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<td>9:00</td>
<td>HARNESSING EFFECTIVE SOCIAL MEDIA MARKETING</td>
<td>Erin H. Gerstenzang, EHG Law Firm, Atlanta</td>
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<td>10:00</td>
<td>BREAK</td>
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<td>10:15</td>
<td>LITTLE KNOWN AREAS OF LAW: FCRA &amp; FDCPA</td>
<td>Craig E. Bertschi, McRae, Bertschi &amp; Cole LLC, Dunwoody</td>
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<td>FCRA:</td>
<td>Charles J. “Chuck” Cole, McRae, Bertschi &amp; Cole LLC, Dunwoody</td>
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<td>FDCPA:</td>
<td>John W. Nelson, The Nelson Law Chambers LLC, Duluth</td>
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<tr>
<td>11:15</td>
<td>HOW OFTEN DO I VIOLATE THE ETHICAL RULES?</td>
<td>David N. Lefkowitz, The Lefkowitz Firm LLC, Atlanta and Athens; Adjunct</td>
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<td>Professor, University of Georgia School of Law, Athens</td>
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<td>12:15</td>
<td>BREAK</td>
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<td>1:15</td>
<td>THE INS &amp; OUTS OF RUNNING A SOLO PRACTICE</td>
<td>Evan L. Kaine</td>
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<td>2:15</td>
<td>BREAK</td>
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<td>2:30</td>
<td>EFFECTIVELY MARKETING YOURSELF AND CUSTOMER CLIENT SERVICE</td>
<td>Elizabeth M. S. Hennig, Kaine Law, LLC, Atlanta</td>
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<td>Liza A. Park, Kaine Law, LLC, Atlanta</td>
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<tr>
<td>3:30</td>
<td>EMPLOYMENT LAW 411: SIZE DOES MATTER</td>
<td>Marcus G. Keegan, Keegan Law Firm, LLC, Atlanta</td>
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<tr>
<td>4:30</td>
<td>ADJOURN</td>
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**LIVE BROADCAST** from Georgia Public Broadcasting Studio

260 14th St NW, Atlanta • Limited to 30 attendees in broadcast room, with some additional seats available in an overflow room.
LOCATIONS

ATHENS The University of Georgia Center for Continuing Education and Hotel, 1197 South Lumpkin Street. Limited to 20 attendees.

ATLANTA–GPB Georgia Public Broadcasting Studio, 260 14th St., NW. Limited to 30 attendees in live broadcast room, with some additional seats available in an overflow room.

AUGUSTA Professional and Community Education, Augusta University Alumni Center, 919 15th St, Conference Room #1066. Limited to 15 attendees.

COLUMBUS Columbus State Univ.—Elizabeth Bradley Turner Ctr., Corner of E. Lindsey & College Dr., Rm# Posted in Lobby. Limited to 30 attendees.

DALTON Dalton Convention Center, 2211 Dug Gap Battle Rd. Limited to 32 attendees.

GAINESVILLE University of North Georgia, Continuing Education Center, 3820 Mundy Mill Rd. Limited to 30 attendees.

GRiffin UGA Griffin Campus, Flynt Bldg, Room 305 (3rd Floor), 1109 Experiment Street. Limited to 40 attendees.

SAVANNAH State Bar of GA, Coastal Georgia Office, 18 E. Bay St. Limited to 30 attendees.

THOMASVILLE Southern Regional Technical College, 15689 Highway 19 North (Auditorium-Bldg. B) Limited to 100 attendees.

TIFTON State Bar of Georgia, South Georgia Office, 244 E. 2nd St. NW. Limited to 25 attendees.

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Cancellations reaching ICLE by 5:00 p.m. the day before the seminar date will receive a registration fee refund less a $15.00 administrative fee. Otherwise, the registrant will be considered a “no show” and will not receive a registration fee refund. Program materials will be shipped after the program to every “no show.” Designated substitutes may take the place of registrants unable to attend.

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Early registrations must be received 48 hours before the seminar. ICLE will accept on-site registrations as space allows. All attendees must check in upon arrival and are requested to wear name tags at all times during the seminar. ICLE makes every effort to have enough program materials at the seminar for all attendees. When demand is high, program materials must be shipped to some attendees.

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Online: iclega.org (credit card payment only)

Early Registration closes 48 hours before the seminar. Questions, Call ICLE: 678-529-6688

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EARLY REGISTRATION: $195
ON-SITE REGISTRATION: $270

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• Debit Cards, Visa, Mastercard, and American Express are accepted.
• On-site registrants must pay at the time of the on-site registration.

LOCATION OPTIONS
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☐ ATL GPB ☐ GRIFFIN
☐ AUGUSTA ☐ SAVANNAH
☐ COLUMBUS ☐ THOMASVILLE
☐ DALTON ☐ TIFTON

NAME ___________________________________________ GEORGIA BAR # __________________
FIRM/COMPANY _______________________________ OFFICE PHONE ________________
EMAIL ________________________________________

(To receive seminar notification and registration confirmation by email only.)

MAILING ADDRESS _______________________________ ZIP + 4 ________________
STREET ADDRESS _______________________________ ZIP + 4 ________________
CITY __________________________ STATE __________

☐ I am sight impaired under the ADA and I will contact ICLE immediately to make arrangements.
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