



WOMEN RAINMAKERS' EVENT

Marketing from a Woman Attorney's Perspective

A Very Special Event and Networking Opportunity

February 20, 2009

**Fuller Hall, Downtown
Oahu YWCA**

2:00-4:00 pm

Program

4:00-5:00 pm

**"Wine & Cheese" Networking
Reception**

**Registration Cost: \$30.00
Government Attorneys: \$20.00**

Wine provided by:



Women lawyers identify lack of time as the number one obstacle to effective business development. In this interactive session, you can learn how to efficiently market your practice and build your book of business.

Join us to explore strategies to focus your marketing efforts and leverage your time. Learn how to:

- Identify Your Marketing Niche**
- Develop Strategic Partnerships and Networks**
- Prioritize and Leverage Your Marketing Efforts**

Thank you to all our sponsors!

**Alston Hunt Floyd & Ing
Carlsmith Ball LLP**

**Cades Schutte LLP
Turbin Chu**



Featured Speaker- Linda A. Monica

Linda A. Monica is a member of the Executive Board of the ABA "Women Rainmakers" that focuses on educating professional women about marketing and networking. She speaks regularly at national conferences on business development and most recently presented "Leveraging Your Business Development Efforts" at the ABA Women Rainmakers Workshop in Tucson in October. She is the author of the "Rainmaking" chapter in the new edition of The Women Advocate.

Linda developed and chaired the first national seminars devoted solely to "Business Development for Women Attorneys." Her "Niche Marketing" approach has successfully launched many women attorneys in their business development efforts.

She has over 30 years of practice management experience in major law firms with a primary focus on developing and implementing marketing plans for Practice Groups and individuals. In conjunction with her litigation practice, she works with women attorneys and law firms on business development strategies and the implementation of "Women's Initiatives." She focuses her legal practice in the areas of products liability and mass tort litigation. She is the principal of Monica & Associates, PC, a law firm she founded in 2004. lmonica@monicalaw.com

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Fuller Hall, YWCA

1040 Richard St. Honolulu, HI 96813

Program 2:00-4:00 pm

Wine & Cheese Reception: 4:00-5:00 pm

Cost: \$30.00 / Government Attorneys: \$20.00

Print Full Name _____

Signature of Registrant _____

Firm _____

Address _____

Phone _____ If applicable, Hawaii J. D. Number _____

Email for Confirmation _____

Check _____ Visa _____ MasterCard _____ Expiration Date _____

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TOTAL PAYMENT \$ _____

Cancellation: A refund will be made if we receive written notice of cancellation five business days before the seminar; however, \$10.00 will be deducted to cover administrative costs.

Questions/Special Accommodations: Contact Lisa Cutright at LCutright@hsba.org 808-537-1868

Mail or Fax Registration: Fax (808) 521-7936 or mail to Hawaii State Bar Association, 1132 Bishop St., Suite 906, Honolulu, HI 96813 Attention: Lisa Cutright

Checks: Please make checks payable to HSBA. \$20 will be added for non-sufficient funds.

Other Provisions: The HSBA reserves the right to cancel the seminar without liability, and in such situation, will return the amounts paid to the registrant. If the seminar is videotaped and/or photographed, your registration constitutes your voluntary consent to such videotaping and/or photography and the use thereof without monetary compensation. The representation made in the seminar and the content/materials are those of the presenter and do not represent the position of the HSBA. Legal opinions, analyses, and materials provided by the presenter are not reviewed by the HSBA and are not a substitute for independent legal research.