



**The Business of Lawyering:  
Professional Development for Today's Attorney's  
UT Conference Center: Knoxville, TN  
February 12, 2016**

**The Program Description**

**You know the law but don't let the business of law slow you down as you build your reputation and client base. This three-hour ethics seminar will focus on practical aspects of lawyering such as managing yourself and your support staff, using case managements systems, engaging clients, ending the client relationship ethically, and using social media to advertise.**

**Program Producer: Alyssa Minge, *Leitner Williams Dooley Napolitan PLLC***

**Agenda**

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|------------------------|--|
| <b>8:30- 9:00am</b>    | <b>Registration</b>  |
| <b>9:00 – 10:00am</b>  | <b>Managing Yourself and Your Support Staff<br/>Esther Roberts Bell, <i>Global Intellectual Property Asset Management</i></b>              |
| <b>10:00 – 10:15am</b> | <b>Break</b>   |
| <b>10:15 - 11:15am</b> | <b>The Client Relationship: Engaging and Disengaging<br/>Kati Sanford Goodner, <i>Paine   Bickers LLP</i></b>                              |
| <b>11:15 – 12:15pm</b> | <b>Casting a Wide Net: How to Ethically Use Social Media to Advertise<br/>Sarah Easter, <i>McKellar &amp; Easter, Attorneys at Law</i></b> |