



The Barristers Solo and Small Firm Practice Section presents

Bringing Out Your Inner Rainmaker

Business Development for Lawyers

SPEAKER

Marina Sarmiento Feehan
Founder of Positive Counsel

TOPICS

- Business Development: Defined and Demystified
- Developing your Inner "Rainmaker"
- Understanding the Business Development Process
- Introduction to the "Marketing Hourglass"
- The Importance of Branding

SECTION CHAIRS: Jason Putnam Gordon, Putnam Gordon, P.C. and Otis Landerholm, Landerholm Law Office

WEDNESDAY JUNE 11, 2014

BASF Conference Center
301 Battery Street, 3rd Floor
San Francisco, CA 94111

Free for BASF Student Members
\$25 Government, Nonprofit Attorneys
\$25 Barrister Section Members
\$35 BASF Members • \$50 Others

MCLE will not be given for this program
Registration: 11:30 a.m. -12:00 p.m.
Program: 12:00 - 1:30 p.m.
Event Code: B141471
This is a brown bag luncheon.

(BASF Members: Be sure to log in to get your discounts!)

EVENT CODE: _____ MAKE CHECKS PAYABLE TO **BASF.** EVENT DATE: _____

NAME: _____

BASF ID: _____ STATE ID: _____

FIRM: _____

ADDRESS: _____

CITY/STATE/ZIP: _____

PHONE: _____ EMAIL: _____

MAIL TO: **Continuing Legal Education • The Bar Association of San Francisco**
301 Battery Street, Third Floor • San Francisco, CA 94111

Credit Card (check one): Visa Mastercard American Express

_____ Exp. _____ Security Code _____

Fax to **415.477.2388** or register online at **www.sfbar.org**

SPECIAL INFORMATION

- * To receive MCLE credit, you must sign in during the designated period.
- * Refunds will be given up to 48 hours in advance, less a \$5 handling fee.
- * All prices increase \$10 on the day of the program.
- * This activity is approved for Minimum Continuing Legal Education credit by the State Bar of California. BASF is a certified provider.
- * People with disabilities should contact BASF regarding reasonable accommodations.