



4 HALF-DAY COURSES

Each designed to put you on the leading edge.

The Social Media Revolution

1

MORNING – NOVEMBER 19, 2010

Social Media for Lawyers 101

2

AFTERNOON – NOVEMBER 19, 2010

Successfully Marketing Your Law Practice with Social Media

3

MORNING – NOVEMBER 30, 2010

The Power of Social Media Evidence in the Civil Case:

What's Out There? How Do You Get It? And When Is It Admissible?

4

AFTERNOON – NOVEMBER 30, 2010

Social Media, the 21st Century Water Cooler:

In-Depth Analysis & Practical Insight for the Employment Practitioner

Minnesota CLE Conference Center

Seventh Street and Nicollet Mall
Third Floor City Center, Minneapolis

Video replay details inside.

Attend one or more.

See inside for big discounts
on multiple registrations.

The Social Media Revolution.

Whether you're personally embracing or resisting them, social media are transforming the legal profession and how your clients are doing business. There's much to learn – how it impacts your practice, the legal issues it generates for clients, the complexity it adds to litigation, and so much more.

1 Social Media for Lawyers 101

MORNING – FRIDAY, NOVEMBER 19, 2010

8:30 – 9:00 A.M.

Check-in & Continental Breakfast

9:00 – 9:30 A.M.

Introduction to Social Media: What Is It and Who is Using It?

Thousands of lawyers are creating online profiles on sites like LinkedIn, Facebook and Twitter. They are blogging, texting and even tweeting, but is social media right for you and your practice? Learn what these tools are, how they work and how they can help you.

*Leora Maccabee;
Maslon Edelman Borman & Brand, LLP; Minneapolis*

9:30 – 10:30 A.M.

How are Minnesota Lawyers Using Social Media? A Panel Discussion

Hear from lawyers from large and small firms, a public relations expert and corporate counsel about how they are using social media for networking, marketing, investigation, and staying in touch with customers. Learn what forms of social media they use, how they use them, and how their efforts are paying off.

*Daniel S. Goldman; Mayo Clinic; Rochester
Joani Moberg;
Larkin, Hoffman, Daly & Lindgren, Ltd.; Minneapolis
Blois Olson; Tunheim Partners; Minneapolis
Thomas W. Tuft; Tuft & Arnold Law Offices PLLC; Maplewood
Moderator: Sam Glover;
The Glover Law Firm, LLC; Minneapolis*

10:30 – 10:45 A.M.

BREAK

10:45 – 11:30 A.M.

The Benefits and Risks of Using Social Media

Do the risks of social media outweigh the rewards of raising your profile and attracting more clients? Course chair Sam Glover explains how lawyers can minimize the risks and maximize the rewards of using social media. Learn practical dos and don'ts for your first social media project.

Sam Glover

11:30 A.M. – 12:00 P.M.

Getting the Most Out of Social Media Tools

Discover the hottest websites, software and tricks for getting the most out of social media.

Sam Glover

12:00 – 12:15 P.M.

QUESTIONS & ANSWERS

2 Successfully Marketing Your Law Practice with Social Media

AFTERNOON – FRIDAY, NOVEMBER 19, 2010

12:30 – 1:00 P.M.

Check-in

1:00 – 2:00 P.M.

Using Social Media to Market Your Solo, Small Firm or Large Firm Practice

Learn why lawyers are blogging and using LinkedIn, Facebook and Twitter to attract clients, what their results have been, and how you can take advantage of these powerful tools. Do these methods really work and are they worth your investment of time? How do you get buy-in from your law partners? The panel answers these questions and yours.

*Stephen R. Baird; Winthrop & Weinstine, P.A.; Minneapolis
Eric T. Cooperstein;
Law Office of Eric T. Cooperstein, PLLC; Minneapolis
Emily Cooper; Cooper & Reid, LLC; Minneapolis
Leora Maccabee;
Maslon Edelman Borman & Brand, LLP; Minneapolis
Moderator: Sam Glover;
The Glover Law Firm, LLC; Minneapolis*

2:00 – 2:45 P.M.

Social Media Ethics: Facebook, Referral Services, and Cloud Computing

.75 ethics credits (applied for)

Businesses and lawyers are increasingly making use of web-based software and services to network, advertise,

communicate, and get things done. But putting data in third parties' hands causes concern for many lawyers. Your presenter discusses the ethical implications of online social networking, client referral services, and software-as-a-service (SaaS), or cloud computing.

Eric T. Cooperstein

2:45 – 3:00 P.M.

BREAK

3:00 – 3:45 P.M.

Developing Your Social Media Marketing Plan

Should you start a blog, begin tweeting or just create a Facebook page? Course chair Sam Glover discusses how to tailor an individualized social media campaign to meet your personal marketing goals.

Sam Glover

3:45 – 4:15 P.M.

Search Engine Optimization

Learn how to optimize your web presence so that prospective clients can find you quickly.

Daniel Schleck; Schleck & Associates, P.A.; Minneapolis

3 The Power of Social Media Evidence in the Civil Case: What's Out There? How Do You Get It? And When Is It Admissible?

MORNING – TUESDAY, NOVEMBER 30, 2010

8:30 – 9:00 A.M.

Check-in & Continental Breakfast

9:00 – 9:45 A.M.

What's Out There? It's a Whole Lot More than Tweets and Blog Entries

Maybe not *everyone* is hooked into "the social network," but you can bet that, within any given civil case, some significant portion of the potential witnesses and parties are – your own client included. Attorney and computer forensics expert Paul Luehr gives you the lay of the land in terms of the types and sources of social media data out there today. And Paul will provide tips on how to capture the most complete information available.

Paul H. Luehr; Stroz Friedberg LLC; Minneapolis

9:45 – 10:30 A.M.

Obtaining the Evidence from Litigants or Third Parties: What's in the Civil Litigator's Discovery Tool Box?

What rules govern social media evidence-gathering in the civil litigation context? When can/should a subpoena be used as opposed to Rule 34 discovery requests? What are other possible avenues to obtain the evidence you're looking for?

William T. Kellermann, Jr.; Wilson Sonsini Goodrich & Rosati; Palo Alto, California

10:30 – 10:45 A.M.

BREAK

10:45 – 11:45 A.M.

Don't Blow It Now That You've Got It! Case Studies on the Admissibility of Social Media Evidence

Amy R. Fiterman; Faegre & Benson LLP; Minneapolis
William T. Kellermann, Jr.; Wilson Sonsini Goodrich & Rosati; Palo Alto, California
Honorable James M. Rosenbaum (Ret., D. Minn.); JAMS; Minneapolis
Moderator: Paul H. Luehr

11:45 A.M. – 12:15 P.M.

Ethics Traps for the Civil Litigator on the Hunt for Social Media Evidence

0.5 ethics credit (applied for)

Paul H. Luehr

4 Social Media, the 21st Century Water Cooler: In-Depth Analysis & Practical Insight for the Employment Practitioner

AFTERNOON – TUESDAY, NOVEMBER 30, 2010

12:30 – 12:55 P.M.

Check-in

12:55 – 1:00 P.M.

Welcome & Introduction by Course Chair

Jennifer Haskin Will; Faegre & Benson LLP; Minneapolis

1:00 – 1:45 P.M.

What Constitutes Unlawful Surveillance?

When is the mere accessing of an employee's social networking content illegal? This session covers the federal Wiretap Act and the federal Stored Communications Act (and similar state laws that regulate electronic monitoring), privacy protections (both common law and constitutional), and the terms of use imposed by social networking sites themselves.

Jay Cline, Minnesota Privacy Consultants; Maple Grove

1:45 – 2:00 P.M.

When Monitoring Union Activity on Social Networking Sites May Violate Federal Labor Law

If an employer learns that its employees are trying to unionize and have created a group of interested employees on a social networking site, may the employer access the publicly available information on the site to find out who is involved, how many employees are involved, or what employees are complaining about?

John W. Polley; Faegre & Benson LLP; Minneapolis

2:00 – 2:45 P.M.

Top 10 Do's and Don'ts (and the Grey Areas in Between) for Employers Using Social Media Tools to Evaluate Candidates in the Hiring Process

Many job candidates disclose much more about themselves in their public social networking profiles than you could ever discover about them with a round of interviews. But when does this treasure trove become TMI when it comes to legal risk? Is it lawful to refuse to hire someone based on information contained in their social networking profiles? When is it risky not to take a peek? This session addresses non-discrimination, lawful off-duty conduct, and negligent hiring and retention claims.

Marko J. Mrkonich; Littler Mendelson P.C.; Minneapolis
Laurie Vasichek, Senior Trial Attorney; EEOC; Minneapolis

2:45 – 3:00 P.M.

BREAK

3:00 – 3:30 P.M.

The Keys to an Effective Policy – Knowing the Client's Business

Lots of generic "social media policies" are widely circulated on the Internet – but are they right for this client's company? Beyond the basic elements of a good social media policy, in this session you will learn how to draft a social media policy for a client that is tailored to the needs and objectives of its business.

Jennifer Haskin Will

3:30 – 4:15 P.M.

Discipline, Discharge and Damages for Social Media-Related Misconduct – Analyzing Case Studies to See Where the Lines Are Being Drawn

From the most egregious situations (an employee disparaging his/her employer in public blog postings or disclosing confidential information) to the seemingly more innocuous (posting unflattering pictures while in company attire or making negative comments about a colleague on a "personal" page accessible by other co-workers), employers increasingly find themselves having to confront the use of social media by their employees. This panel will discuss recent court decisions and their own personal experiences counseling clients to explore where (or even whether) to draw the line between private and employment-related conduct in the social media age.

Jess Anna Glover; Education Minnesota; Saint Paul
Jennifer S. Frank, Associate General Counsel; Allina Health System; Minneapolis

Moderator: Michael Iwan; Dorsey & Whitney LLP; Minneapolis

1 Social Media for Lawyers 101

LIVE PRESENTATION

Minneapolis – Friday, November 19, 2010
Minnesota CLE Conference Center
Seventh Street & Nicollet Mall; Third Floor City Center

VIDEO REPLAYS

Schedule times for replays are subject to change due to abbreviated break periods. Start times are as indicated below. Please register at least one week in advance to secure your copy of the course materials on the day of the seminar.

Minneapolis – 12/20/10
Minneapolis – 1/5/11
(registration 8:30; replay 9:00)
Minnesota CLE Conference Center
Seventh Street & Nicollet Mall; Third Floor City Center

Mankato – 2/10/11
(registration 8:15; replay 8:30)
Farrish Johnson Law Office
Eastwood Industrial Centre; 1907 Excel Drive

Moorhead – 1/7/11
(registration 9:00; replay 9:15)
Moorhead Public Library
118 Fifth Street South

Walker – 1/7/11
(registration 8:45; replay 9:00)
Cass County Courthouse
300 Minnesota Avenue; Third Floor Jury Room

CREDITS

Minnesota CLE is applying to the Minnesota State Board of CLE for **3.0 standard CLE credits**.

2 Marketing Your Law Practice with Social Media

LIVE PRESENTATION

Minneapolis – Friday, November 19, 2010
Minnesota CLE Conference Center
Seventh Street & Nicollet Mall; Third Floor City Center

VIDEO REPLAYS

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Moorhead – 1/7/11
(registration 12:45; replay 1:00)
Moorhead Public Library
118 Fifth Street South

Walker – 1/7/11
(registration 12:45; replay 1:00)
Cass County Courthouse
300 Minnesota Avenue; Third Floor Jury Room

CREDITS

Minnesota CLE is applying to the Minnesota State Board of CLE for **2.25 law office management credits** and **.75 ethics credit**.

MATERIALS

A seminar's materials are included in the registration fee. A manual that compiles the materials from all 4 of the "Social Media Revolution" series seminars is available for \$95. See order form.

ACCOMMODATION

If you have a disability and need an accommodation in order to attend, please contact us as soon as possible at 2550 University Avenue West, Suite 160-S, Saint Paul, MN 55114 or call us at 651-227-8266 or 800-759-8840.

3 The Power of Social Media Evidence in the Civil Case

LIVE PRESENTATION

Minneapolis – Tuesday, November 30, 2010
Minnesota CLE Conference Center
Seventh Street & Nicollet Mall; Third Floor City Center

VIDEO REPLAYS

Schedule times for replays are subject to change due to abbreviated break periods. Start times are as indicated below. Please register at least one week in advance to secure your copy of the course materials on the day of the seminar.

Minneapolis – 12/29/10
Minneapolis – 1/11/11
(registration 8:30; replay 9:00)
Minnesota CLE Conference Center
Seventh Street & Nicollet Mall; Third Floor City Center

Duluth – 3/10/11
(registration 8:30; replay 9:00)
Radisson Hotel Duluth—Harborview
505 West Superior Street

Mankato – 2/3/11
(registration 1:15; replay 1:30)
Farrish Johnson Law Office
Eastwood Industrial Centre; 1907 Excel Drive

Moorhead – 1/26/11
(registration 9:00; replay 9:15)
Moorhead Public Library
118 Fifth Street South

CREDITS

Minnesota CLE is applying to the Minnesota State Board of CLE for **2.5 standard CLE credits** and **0.5 ethics credit**.

4 Social Media, the 21st Century Water Cooler

LIVE PRESENTATION

Minneapolis – Tuesday, November 30, 2010
Minnesota CLE Conference Center
Seventh Street & Nicollet Mall; Third Floor City Center

VIDEO REPLAYS

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Minneapolis – 1/11/11
(registration 12:30; replay 1:00)
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Duluth – 3/10/11
(registration 12:30; replay 1:00)
Radisson Hotel Duluth—Harborview
505 West Superior Street

Mankato – 2/3/11
(registration 8:15; replay 8:30)
Farrish Johnson Law Office
Eastwood Industrial Centre; 1907 Excel Drive

Moorhead – 1/26/11
(registration 12:30; replay 1:00)
Moorhead Public Library
118 Fifth Street South

CREDITS

Minnesota CLE is applying to the Minnesota State Board of CLE for **3.0 standard CLE credits**.

CANCELLATION POLICY / NO-SHOW POLICY

Paid registrants who cancel their registration at least 72 hours before the program will receive a full credit on their account; if fewer than 72 hours, a \$25 administrative fee will be deducted. Paid registrants who fail to attend will receive the written materials for the seminar for which they were registered. Passholders may purchase the course materials at 50% of the full retail price.

The Social Media Revolution

LIVE PRESENTATIONS:

Friday, November 19, 2010

Social Media for Lawyers 101

Marketing Your Law Practice with Social Media

Tuesday, November 30, 2010

The Power of Social Media Evidence in the Civil Case

Social Media, the 21st Century Water Cooler

REGISTRATION/ORDER FORM

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Attend Multiple Courses and Save!

- I have registered for **2 courses** and deducted **\$25** from the tuition total.
- I have registered for **3 courses** and deducted **\$50** from the tuition total.
- I have registered for **all 4 courses** and deducted **\$75** from the tuition total.

QUESTIONS?

Please call Minnesota CLE at **651-227-8266** or **800-759-8840** or visit us on the web at www.minncle.org.

TO REGISTER OR ORDER:



MAIL FORM TO:

Minnesota CLE
2550 University Ave. W.
Suite 160-S
St. Paul, MN 55114



OR FAX FORM TO:

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PROGRAM MATERIALS:

I cannot attend. Please send me:

_____ copy(ies) of the manual that compiles the materials from all 4 of the "Social Media Revolution" series seminars at \$95 each. Available 12/7/10.

Cost of book(s) \$ _____

Shipping/Handling \$ _____

Subtotal \$ _____

Tax \$ _____

TOTAL \$ _____

COST OF BOOK(S)	\$ & H
\$25.01 - 50	\$6
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