

## Successful Marketing for Your Practice

April 27, 2017 • 6:00 p.m.–8:00 p.m.

WMU Cooley Law School • 2630 Featherstone Rd. • Auburn Hills • 48326

Everything from websites to church socials. What do you need to get clients and let the public know you're a lawyer? What works, what doesn't.

Food and beverages provided.

### Register in one of two ways:

Please use our online registration for this event at <http://e.michbar.org>

Register online if you wish to use a credit/debit card.

**Mail** your completed registration form (and check) to:  
State Bar of Michigan, Attn: Seminar Registration  
306 Townsend Street, Lansing, MI 48933

### Cost

**Register by April 24, 2017**

- ☐ Solo & Small Firm Section Members ..... FREE  
This event is free to section members, but registration is required to allow for proper facilities planning.
- ☐ Non-Section Members ..... \$20\*  
Joining the Section gets you into the seminar for free and provides other membership benefits. Visit <http://www.michbar.org/sections/home> to join and for more information.
- ☐ Law School Student ..... FREE

### Questions

Contact Elizabeth Silverman at (248) 538-1177 or [elizabeth@elizabethsilverman.com](mailto:elizabeth@elizabethsilverman.com).

P #: \_\_\_\_\_

Name: \_\_\_\_\_

Your Firm: \_\_\_\_\_

Law School (if Law Student): \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: ( \_\_\_\_\_ ) \_\_\_\_\_

E-mail Address: \_\_\_\_\_ Enclosed is check # \_\_\_\_\_ for \$ \_\_\_\_\_

Non-Section Members: Please make check payable to: STATE BAR OF MICHIGAN To pay by credit/debit card go to <http://e.michbar.org>

**Cancellation Policy:** The registration fee for this event is forfeited if attendance is cancelled. Registrants who cancel will not receive seminar materials. As a courtesy to the planners, written notice of your intent not to attend is appreciated. That notice can be made by e-mail ([tbelling@e.michbar.org](mailto:tbelling@e.michbar.org)), fax (517-372-5921 ATTN: Tina Bellinger), or by U.S. mail (306 Townsend St., Lansing, MI 48933 ATTN: Tina Bellinger.)

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### Julie I. Fershtman

Ms. Fershtman practices with Foster Swift Collins & Smith, PC, in its Southfield office, where she focuses on business litigation, insurance coverage & defense, and equine law. An Equity Shareholder, she has built a law practice that is national in scope and has tried cases in 4 states. She is the author of 2 blogs, 3 books, and a Facebook business page. She has been a speaker at conferences in 29 states. She is a past president of the State Bar of Michigan.



### David Hendricks, Sr.

- Legal Internet Marketing Consultant – Have over 40+ Lawyer Clients in California, Nevada, Oregon, Washington, New Jersey, Texas, New Mexico, Florida
- CLE Instructor
- Featured Author in Valley Lawyer Magazine and Regular Contributor to Century City News
- Presented Over 90 Internet Marketing Seminars / Classes to Law Firms and Bar Assoc in 2011-2017
- More than 18 years of Legal Consulting, Business Development, and Marketing experience
- Worked in Legal Publishing for 11 of past 14 years, (LexisNexis / West) focusing on Legal Internet Marketing for 9 years



### Arnold Reed

Mr. Reed is the owner of the firm Arnold E. Reed and Associates, PC, Farmington Hills, Michigan. His practice concentrates on litigation in the areas of personal injury, police misconduct, products liability, discrimination, criminal and entertainment law. Mr. Reed has obtained numerous multimillion dollar verdicts. Mr. Reed's client base has included major music industry conglomerates. He also served as legal counsel to national Talk show and PBS television host, Tavis Smiley.