

NEW YORK STATE BAR ASSOCIATION

Seventh Annual Edith I. Spivack Symposium

Sponsored by the Committee On Women In The Law

Co-sponsored by Certilman Balin Adler & Hyman, LLP, Mayer Brown LLP, the Antitrust Law Section, the Corporate Counsel Section, the Dispute Resolution Section, the Family Law Section, the Trusts and Estates Law Section, the Committee on Animals and the Law, the Committee on Courts of Appellate Jurisdiction, the Committee on Leadership Development, the Committee on Tort Reform, the Lawyer Assistance Committee, and the Membership Committee

Tuesday, January 25, 2011
Hilton New York
1335 Avenue of the Americas, New York City
9:00 a.m. to 3:00 p.m.

IMPORTANT INFORMATION

Under New York's MCLE rule, this transitional program has been approved for 4.5 credit hours, 3.0 in skills, and 1.5 in ethics for all attorneys.

Discounts and Scholarships: New York State Bar Association members may apply for a discount or scholarship to attend this program, based on financial hardship. This discount applies to the educational portion of the program only. Under that policy, any member of our Association who has a genuine basis of hardship, if approved, can receive a discount or scholarship, depending on the circumstances. To apply for a discount or scholarship, please send your request in writing to Sebrina Barrett at New York State Bar Association, One Elk Street, Albany, NY 12207.

COMMITTEE ON WOMEN IN THE LAW PRESENTS

The Power of Persuasion: Communicating Effectively & Ethically

Committee Chairs

Taa R. Grays, Esq., New York City
Sharon M. Porcellio, Esq., Rochester

Program Chairs

Terri A. Mazur, Esq.
New York City

Kathleen A. Lyons, Esq.
Armonk

Whether you are just starting out as a new attorney or re-entering the workplace, finding your voice is a challenge. This program will address developing your communication and presentation skills in growth practice areas, including bankruptcy, health care and compliance law. A panel of distinguished attorneys will share their successes in these areas and discuss various strategies, hot issues and the skills you need to win. In addition, we will present a mock negotiation and provide tips for communicating effectively during different types of negotiations and mediations. The ethics segment will help you recognize and resolve ethical dilemmas that may arise during negotiations.

9:00 a.m. – 9:25 a.m.

Registration

9:25 a.m. – 9:35 a.m.

Opening Remarks

9:35 a.m. – 10:00 a.m.

Keynote Speech—Finding Your Voice: Communication Strategies for Women Lawyers by the Honorable Shelley C. Chapman

Winning Presentations: Becoming a Great Communicator

This segment highlights several growth practice areas—bankruptcy, health care and compliance law—and features a dynamic panel of attorneys who practice in these areas, including in-house counsel. In the current economic climate, it is vital that attorneys develop winning presentation skills. Discover how the fundamental skills of persuasive argument, negotiation, mediation and presentation are utilized in these diverse areas of the law and forge strategies to effectively communicate with courts, regulators, clients and colleagues.

10:00 a.m. – 10:50 a.m.

In a question-and-answer session drawing upon the themes presented in the keynote speech, panelists will discuss skills and strategies for effective communication in their relevant areas of specialty. An expert on communications will share critical insights throughout.

- Winning communication skills in bankruptcy practice, including effective strategies for negotiating with official and ad hoc unsecured creditors' and bondholders' committees; advancing persuasive oral argument at valuation hearings; navigating in-chambers conference meetings; and leading efficient multi-party mediations
- Successful presentation strategies in health care practice, including negotiation strategy for medical malpractice cases; identifying and effectively communicating risk management issues to hospital staff; and interfacing with state regulatory investigators
- How to conduct effective training of clients for anti-corruption compliance; presentations to senior management on compliance programs and issues; winning communications with regulators—including responding to regulators' requests for information, navigating investigations, and communicating with employees about potential violations of corporate compliance policies



Panelists: **Hon. Shelley C. Chapman**, U.S. Bankruptcy Judge for the Southern District of New York
Melissa Chia, Esq., Global Head of Anti Corruption Compliance for Morgan Stanley Smith Barney
Geraldine Ponto, Esq., Of Counsel, Baker & Hostetler LLP
Ginny Pulos, Founder and President of Ginny Pulos Communications, Inc.
Tina Sernick, Esq., Vice-President of Quality Initiatives and Risk Management at Long Island College Hospital

Moderators: **Diane Fener, Esq.**, Law Office of Diane Fener
Ferve Ozturk, Esq., Associate, Baker & Hostetler LLP

11:00 a.m. – 12:15 p.m.

Effective Negotiations

Regardless of your particular practice area—litigation, transactional, regulatory, in-house, and even jobs outside of the law—effective communication and negotiation skills are essential in achieving your desired outcome. This segment will feature an expert in communication skills, who will give an overview of effective negotiation techniques and strategies, followed by a mock negotiation regarding termination of an executive following allegations of sexual harassment by four attorneys from different practice areas—corporate, litigation, employment and mediation. The negotiators and communications expert will critique the mock negotiation, discuss how mediation differs from negotiation and provide tips on effective (and ineffective) negotiation and mediation techniques in their respective practice areas.

Panelists: **Deb Volberg Pagnotta, Esq.**, CEO of Interfacet

Negotiators: **Keara Gordon, Esq.**, Partner, DLA Piper
Cara Raich, Esq., Principal, Stalder Raich
Pamela Reynolds, Esq., Associate, Littler Mendelson P.C.
Renee Wilm, Esq., Partner, Baker Botts

Moderators: **Melissa Lee, Esq.**, Mental Hygiene Legal Service
Linda Redlisky, Esq., Partner, Rafferty & Redlisky

12:30 p.m. – 1:30 p.m.

**Luncheon
Presentation of Kay Crawford Murray Award**

1:45 p.m. – 3:00 p.m.

Deal or No Deal: When Ethical Issues Arise, Do We Compromise?

In these difficult economic times, there is increasing pressure—and fierce competition—for lawyers to produce positive results for their clients. These pressures can sometimes lead lawyers into the dangerous arena of compromised ethics. Our expert in the field of Ethics and Professional Liability will discuss ethical and professional conduct issues that arose in the mock negotiation segment and that can arise in transaction negotiators, provide suggestions on how to avoid these issues in the first instance, discuss the applicable rules from the New York Lawyer's Code of Professional Responsibility, and demonstrate how to effectively deal with unexpected ethical issues that arise during negotiations.

Panelist: **Debora Scalise, Esq.**, Partner, Scalise & Hamilton, LLP

Moderators: **Roberta Bender, Esq.**, Deputy General Counsel, Metropolitan Transportation Authority
Debra A. Hamilton, Esq., Hamilton Law & Mediation, LLC



Accommodations for Persons with Disabilities: NYSBA welcomes participation by individuals with disabilities. NYSBA is committed to complying with all applicable laws that prohibit discrimination against individuals on the basis of disability in the full and equal enjoyment of its goods, services, programs, activities, facilities, privileges, advantages, or accommodations. To request auxiliary aids or services or if you have any questions regarding accessibility, please contact Tara Messenger at 518-487-5561.



For overnight room accommodations, please call the Hilton New York at 1-800-445-8667 and identify yourself as a member of the New York State Bar Association. Room rates are \$249.00 for single/double occupancy. Reservations must be made by Friday, December 24, 2010. You also can reserve your overnight room on the web at www.nysba.org/11accomm.



For questions about this specific program, please contact Tara Messenger at 518-487-5561. **For registration questions only, please call 518-487-5621. Fax registration form to 866-680-0946.**

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