

## PRESIDENTIAL SUMMIT 2016

**David P. Miranda**  
**PRESIDENT**  
**NEW YORK STATE BAR ASSOCIATION**

Wednesday, January 27, 2016  
New York Hilton Midtown  
1335 Avenue of the Americas, New York City  
2:00 p.m. – 5:00 p.m.  
Grand Ballroom West, Third Floor

### Important Information

**Under New York's MCLE rule, this transitional program has been approved for a total of 3.0 credit hours; 2.0, professional practice and 1.0, ethics for all attorneys, both newly admitted and experienced.**

- 2:00 – 2:05 p.m. Welcome and Introduction  
**David P. Miranda, Esq.**, President, New York State Bar Association  
Partner, Heslin Rothenberg Farley & Mesiti, PC
- 2:05 p.m. – 3:25 p.m. **Session One: Social Media and the Legal Profession: Considerations for Attorney Advertising, Ethics, Trials and Tribulations**  
Social media and the use of Facebook, Twitter, LinkedIn and YouTube have changed how we as a culture communicate, share and react to information, and live our daily lives. The impact of Social Media on the legal profession has been equally significant. How lawyers utilize social media channels to market their firms, share information or gather evidence from the internet all are governed by rules of professional conduct and ethics. This program will explore the host of issues surrounding the best practices lawyers should utilize in developing new business via social media channels or utilizing the social media arena for evidentiary purposes.
- 2:05 p.m. – 2:15 p.m. **Showcase Social Media Savvy for Client Service and Litigation and Shaping Your Profile**  
Speaker: **Ari Kaplan, Esq.**, Legal Industry Analyst and Principal of Ari Kaplan Advisors, Author, Reinventing Professional Services: Building Your Business in the Digital Marketplace (Wiley, 2011)
- 2:15 p.m. – 3:20 p.m. **Panel Discussion**  
o Mining social media for evidence  
o Researching jurors using social media  
o Social media for marketing
- Moderator: **Ari Kaplan, Esq.**, Legal Industry Analyst and Principal of Ari Kaplan Advisors, Author, Reinventing Professional Services: Building Your Business in the Digital Marketplace (Wiley, 2011)
- Panelists: **Mark A. Berman, Esq.**, Partner, Ganfer & Shore, LLP; Chair-Elect, NYSBA Commercial and Federal Litigation Section and Co-Chair of its Social Media Committee  
**Nicole Black, Esq.**, Rochester, New York attorney, Author, Social Media for Lawyers: The Next Frontier (ABA 2010), and the Legal Technology Evangelist at MyCase.com  
**Casey Sullivan**, Writer and Editor, Big Law Business, a Bloomberg BNA website that covers the legal profession
- 3:20 p.m. – 3:25 p.m. **Q & A**

1.5 MCLE Credits; 1.0 Ethics, 0.5 Professional Practice

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Break 3:25 p.m. – 3:45 p.m.

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3:45 p.m. – 5:00 p.m.     **Session Two: A New York Constitutional Convention: How our State Constitution impacts the Practice of Law and the Lives of New Yorkers**

The New York State Constitution mandates that every 20 years New Yorkers are asked the following question: “Shall there be a convention to revise the constitution and amend the same?” The next such mandatory referendum will be held on November 7, 2017. This program will focus on the potential impact a Constitutional Convention may have on the legal profession and the public at large.

Moderator:     **Henry M. Greenberg, Esq.**, Shareholder, Greenberg Traurig, LLP; Chair, NYSBA Committee on the New York State Constitution

Panelists:     **Dr. Gerald Benjamin**, Associate Vice President for Regional Engagement and Director of the Benjamin Center for Public Policy Initiatives, SUNY New Paltz

**Professor Richard Briffault**, Joseph P. Chamberlain Professor of Legislation, Columbia Law School

**Honorable Richard Ravitch**, Former Lieutenant Governor of the State of New York

**Barbara D. Underwood**, New York’s Solicitor General

1.5 MCLE Credits; 1.5 Professional Practice


*Co-Sponsors for the 2016 Presidential Summit*


**Sections:**


- Commercial and Federal Litigation Section
- Dispute Resolution Section
- Elder Law and Special Needs Section
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- Judicial Section
- Local and State Government Section
- Trial Lawyers Section
- Trust and Estates Law Section

**Committees:**

- Committee on Animals and the Law
- Committee on Children and the Law
- Committee on Civil Practice Law and Rules
- Committee on Civil Rights
- Committee on Disability Rights
- Committee on Diversity and Inclusion
- Committee on Federal Legislative Priorities
- Committee on Immigration Representation
- Committee on Law, Youth and Citizenship
- Committee on Lawyers in Transition
- Committee on Leadership Development
- Committee on Procedures for Judicial Discipline
- Electronic Communications Committee
- Judicial Wellness Committee
- Law Practice Management Committee
- Lawyer Assistance Committee
- The New York Bar Foundation and New York State Bar Association Joint Pro Bono Task Force

 **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 Kathy Heider at [kheider@nysba.org](mailto:kheider@nysba.org).

 For overnight room accommodations, please call the New York Hilton Midtown at 1-800-445-8667 and identify yourself as a member of the New York State Bar Association. Room rates are \$260.00 for single/double occupancy. Reservations must be made by Friday, January 8, 2016. You also can reserve your overnight room on the web at [www.nysba.org/am16accomm](http://www.nysba.org/am16accomm).

 For questions about this specific program, please contact Jessica Patterson at [jpatterson@nysba.org](mailto:jpatterson@nysba.org). **For registration questions only, please call 1-800-582-2452. Registration forms can be faxed to 518-463-5993.**

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