

# Bridging the Gap

## March 2017

**Tuesday, March 7, 2017**

9:00 a.m. – 5:30 p.m.

**Wednesday, March 8, 2017**

9:00 a.m. – 5:30 p.m.

**New York City** | Live & Webcast  
CUNY Graduate Center

**Albany** | Live Video Conference  
New York State Bar Association

**Buffalo** | Live Video Conference  
Adam's Mark Hotel

# NYSBACLE

Interactive Video Conference Formats  
are approved for MCLE credit for all  
attorneys, including newly admitted.



**INCLUDES**  
3.0 ethics credits

### **Special Program for Recent Graduates and Newly Admitted Attorneys**

- Earn 16.0 MCLE Credits
- Satisfy your newly admitted annual MCLE requirement by attending this two-day program
- Approved for MCLE Credit in New York, New Jersey, California and Pennsylvania

**This popular program sells out.  
Register early to guarantee  
your seat!**

**\$295 Special Rate for Newly  
Admitted Attorneys\***

[www.nysba.org/BridgingtheGap](http://www.nysba.org/BridgingtheGap)



# PROGRAM DESCRIPTION

Newly admitted attorneys can satisfy all of their annual MCLE requirements by attending this two-day program which is ideal for “bridging the gap” between law school and the realities of practicing law in New York State. Experienced attorneys who have an interest in other areas of practice can also attend and benefit from this program by learning practical information from skilled and experienced practitioners.

Program faculty will speak from the New York City location and will be broadcast live to other locations in an interactive video conference format, allowing “real time” interaction between all locations. This program will also be streamed as a live webcast. **Newly admitted attorneys must attend in person or in a live video conference location to receive skills credits. Newly admitted attorneys cannot receive skills credits by participating in the webcast.**

This two-day program will cover different topics in various areas of practice on each day and offers a total of **16.0 MCLE credits: 3.0 in Ethics, 6.0 credits in Skills, and 7.0 in Areas of Professional Practice.**



**Join the conversation!**  
**Live tweet with us using #nysbaBTG**

# PROGRAM LOCATIONS

**New York City Live Location** | PC: 0EN64  
CUNY Graduate Center | 365 Fifth Avenue | Between 34th & 35th | New York, NY | 10016

**Albany Video Conference** | PC: 0EN61  
New York State Bar Association | 1 Elk Street | Albany, NY | 12207

**Buffalo Video Conference** | PC: 0EN62  
Adam’s Mark Hotel | 120 Church Street | Buffalo, NY | 1420216

**Learn more about the co-sponsoring Sections and Associations at**  
**[www.nysba.org/BridgingtheGap](http://www.nysba.org/BridgingtheGap)**

## 16.0 TOTAL CREDITS: 7.0 areas of professional practice/ law practice management; 6.0 skills; 3.0 ethics

This course has been approved for MCLE credit in New York for all attorneys, including newly admitted (less than 24 months).

This program has also been approved for MCLE credit by the **State Bar of California** and the **Pennsylvania Continuing Legal Education Board** for 11.0 credit hours of substantive law and 2.5 credit hours of ethics. All inquiries regarding MCLE credits may be directed to (518) 487-5606.

This program has been approved by the **Board on Continuing Legal Education of the Supreme Court of New Jersey** for 16.2 hours of total CLE credit. Of these, 3.0 qualify as hours of credit for ethics/professionalism, and 0.0 qualify as hours of credit toward certification in civil trial law, criminal trial law, workers compensation law and/ or matrimonial law. This course does not qualify under any of the nine specified new admit areas, in five of which New Jersey attorneys admitted in 2009 or thereafter, in their first full two-year compliance period, must take 15 of their 24 required credit hours (see BCLE Reg. 201:2).

The New York State Bar Association’s Committee on Continuing Legal Education has been certified by the New York State Continuing Legal Education Board as an accredited provider of continuing legal education in the State of New York.

**IMPORTANT NOTICE: PARTIAL CREDIT FOR PROGRAM SEGMENTS NOT ALLOWED.** Under the New York State Continuing Legal Education Board Regulations and Guidelines, attendees at CLE programs cannot receive MCLE credit for a program segment unless they are present for the entire segment. Persons who arrive late, depart early, or are absent for any portion of the segment will not receive credit for that segment.

## AGENDA

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**Tuesday, March 7, 2017**

*(3.5 Areas of Professional Practice, 3.0 Skills, 1.5 Ethics )*

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|                    |  |
|--------------------|--|
| 8:30 a.m.          | <b>Registration and Continental Breakfast</b>  |
| 9:00 – 10:15 a.m.  | <b>Client Counseling 101   What to Do When You Get that 3:00 a.m. Call   Advising Clients Charged with DWI and Vehicle and Traffic Law Matters</b> |
| Speaker:           | <b>Peter Gerstenzang, Esq.</b><br>Gerstenzang, Sills, Davis, Cohn & Gerstenzang<br>Albany, NY<br><i>(1.5 Skills)</i>                               |
| 10:15 – 10:30 a.m. | <b>Break</b>   |
| 10:30 – 11:45 a.m. | <b>Key Lawyering Skills for Opening or Improving a Law Practice   What New Lawyers Need to Know</b>  |
| Speaker:           | <b>Gary L. Lipton, Esq.</b><br>Nanuet, NY<br><i>(1.5 Skills)</i>   |
| 11:45 – 1:00 p.m.  | <b>Lunch Break (On Your Own)</b>   |
| 1:00 – 2:15 p.m.   | <b>Client Intake   Letters of Engagement   Retainers Review of the NY Rules of Professional Conduct</b>  |
| Speaker:           | <b>Marian C. Rice, Esq.</b><br>L'Abbate Balkan Colavita & Contini, LLP<br>Garden City, NY<br><i>(1.5 Ethics)</i>                                   |
| 2:15 – 2:30 p.m.   | <b>Break</b>   |
| 2:30 – 3:45 p.m.   | <b>Matrimonial and Family Law Update</b>   |
| Speaker:           | <b>Rosalia Baiamonte, Esq.</b><br>Gassman Baiamonte Gruner, P.C.<br>Garden City, NY<br><i>(1.5 Areas of Professional Practice)</i>                 |
| 3:45 – 5:30 p.m.   | <b>Crowdfunding   What New York Lawyers Need to Know When Advising Clients</b>   |
| Speaker:           | <b>Clifford R. Ennico, Esq.</b><br>Law Offices of Clifford R. Ennico<br>Fairfield, CT<br><i>(2.0 Areas of Professional Practice)</i>               |
| 5:30 p.m.          | <b>Adjournment</b>   |

**Learn more about the Young Lawyers  
Section at [nysba.org/YLS](https://nysba.org/YLS)**

## Thursday, March 8, 2017

(3.5 Areas of Professional Practice, 3.0 Skills, 1.5 Ethics)

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|--------------------|--|
| 8:30 a.m.          | <b>Registration and Continental Breakfast</b>  |
| 9:00 – 10:15 a.m.  | <b>What New Attorneys Need to Know about LinkedIn, Social Media Marketing and Attorney Advertising Rule 7.1 and Recent Ethics Opinions</b>   |
| Speakers:          | <b>Dr. Carol Schiro Greenwald</b><br>Consultant Marketing Partners<br>Larchmont, NY<br><br><b>Vivian D. Wesson, Esq.</b><br>Marsh & McLennan Companies, Inc.<br>New York City<br>(1.5 Ethics)    |
| 10:15 – 10:30 a.m. | <b>Break</b>   |
| 10:30 – 11:45 a.m. | <b>Managing Client Expectations and Communication Skills for Lawyers</b>   |
| Speaker:           | <b>Patrick J. Higgins, Esq.</b><br>Couch White, LLP<br>Albany, NY<br>(1.5 Skills)  |
| 11:45 – 1:00 p.m.  | <b>Lunch</b>   |
| 1:00 – 2:15 p.m.   | <b>Pixel Persuasion: Legal Writing for the 21st Century</b><br><i>Principles of Document Design and Web Usability to Give Your Brief Even More Persuasive Power</i>                              |
| Speaker:           | <b>Lisa Solomon, Esq.</b><br>Lisa Solomon, Esq. Legal Research & Writing<br>Ardsley, NY<br>(1.5 Skills)  |
| 2:15 – 2:30 p.m.   | <b>Break</b>   |
| 2:30 – 3:45 p.m.   | <b>Intellectual Property   Copyright 101</b>   |
| Speaker:           | <b>George R. McGuire, Esq.</b><br>Bond, Schoeneck & King, PLLC<br>Syracuse, NY<br>(1.5 Areas of Professional Practice)   |
| 3:45 – 5:30 p.m.   | <b>Discovery, Motions and Depositions   All Star Panel Providing Key Tips for Success</b>  |
| Speakers:          | <b>Mirna M. Santiago, Esq.</b><br>Acacia Network<br>Bronx, NY<br><br><b>Charles J. Siegal, Esq.</b><br>Law Offices of Charles J. Siegel<br>New York City<br>(2.0 Areas of Professional Practice) |
| 5:30 p.m.          | <b>Adjournment</b>   |

## REGISTER ONLINE

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### Day One | 8.0 MCLE Credits

3.5 Areas of Professional Practice | 3.0 Skills | 1.5 Ethics

### Day Two | 8.0 MCLE Credits

3.5 Areas of Professional Practice | 3.0 Skills | 1.5 Ethics

### Total Credits | 16.0 MCLE Credits

**New York City** [www.nysba.org/BTGMarch2017NYC](http://www.nysba.org/BTGMarch2017NYC)

**Albany** [www.nysba.org/BTGMarch2017Albany](http://www.nysba.org/BTGMarch2017Albany)

**Buffalo** [www.nysba.org/BTGMarch2017Buffalo](http://www.nysba.org/BTGMarch2017Buffalo)

## Webcast

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## PRICING

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**NYSBA Member – \$420 | Non-Member – \$695**

**Special Rate for Newly Admitted Attorneys – \$295\***

\*To receive this special rate, you MUST:

1. Be a recent grad or newly admitted attorney (admitted January 2015 or later)
2. Be a NYSBA member (first year of membership is FREE)
3. Register online

## Join or Renew Your NYSBA Membership and Save



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1. Save money with members-only discounts on CLE of more than 30%
2. Stay informed with up-to-date, accurate members-only information and publications
3. Access members-only job and career resources at [www.nysba.org/jobs](http://www.nysba.org/jobs)
4. Network with the best via exclusive, members-only Section benefits

Become a NYSBA Member Today! Go to **[www.nysba.org/join](http://www.nysba.org/join)**

## INFORMATION AND POLICIES

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**Pre-registration Strongly Advised:** You can save money and guarantee your seat and course materials by registering early. Seating is limited in all locations and registrations are taken on a first-come, first-served basis.

**Cancellations Are Easy – Full Refunds Are Given:** Your full registration fee will be refunded if you give us notice no later than the close of business (4:45 p.m. EST) three business days prior to the date of the program for which you registered. Registrations canceled less than three business days from the program date will be assessed a cancellation fee of \$25.00. To cancel, call or email the Member Resource Center at (800) 582-2452 or [mrc@nysba.org](mailto:mrc@nysba.org). If you do not cancel and do not attend the program, access to a complete set of course materials in PDF format will be forwarded to you via e-mail in consideration of the registration fee. Non-registrants may purchase program materials after the final program date.

**MCLE Credit:** This program is acceptable for MCLE credit in New York and many other MCLE jurisdictions.

**Tuition Assistance:** New York attorneys may apply for tuition assistance to attend this program based on financial hardship. Any New York attorney who has a genuine financial hardship may apply for tuition assistance for a CLE program by completing a Tuition Assistance Request Form and returning it to the CLE Department no later than five working days prior to the program, explaining the basis of his/her hardship. If granted, the attorney will receive tuition assistance, depending on the individual's circumstances. For more details, please contact Holly Murray at (518) 487-5586.

**Recording of NYSBA Seminars in any form is strictly prohibited.**



**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 Cindy O'Brien at (518) 487-5585 or [cobrien@nysba.org](mailto:cobrien@nysba.org).

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## NYSBA Law Practice Management

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Marketing Your Practice | Escrow Accounts, IOLA, Ethics | Selling Your Practice and Retirement | Planning Ahead

[www.nysba.org/LPM](http://www.nysba.org/LPM)

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16.0 MCLE Credits

**NYC | Albany | Buffalo**

Video Conference | Webcast

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9:00 a.m. – 5:30 p.m.

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**\$295 for Newly Admitted attorneys\***

### 4 WAYS TO REGISTER

- Call** **1.800.582.2452** (U.S. and Canada) or  
**518.463.3724** in Albany & surrounding  
area
- Mail** New York State Bar Association,  
Member Resource Center, One Elk Street,  
Albany, NY 12207
- Fax** **518.463.5993**  
Download an order form online at  
[www.nysba.org/CLEOrderForm](http://www.nysba.org/CLEOrderForm)
- Online** [www.nysba.org/CLE](http://www.nysba.org/CLE)  
[www.nysba.org/BTGMarch2017NYC](http://www.nysba.org/BTGMarch2017NYC)  
[www.nysba.org/BTGMarch2017Albany](http://www.nysba.org/BTGMarch2017Albany)  
[www.nysba.org/BTGMarch2017Buffalo](http://www.nysba.org/BTGMarch2017Buffalo)

#### Please Note

- CLE seminar coupons and complimentary passes **CANNOT** be used for this program.
- Registration fees for live programs increase ten days prior to the program date.

**Source Code: CL4395**