



# NORTH CAROLINA ASSOCIATION OF DEFENSE ATTORNEYS

The Right Affiliation. The Right Resources. The Right Reasons.

## Young Lawyers Seminar

“Friend or Frenemy: Social Media’s Direct Impact on Your Practice”

Thursday, September 30, 2010

This new seminar offering sponsored by the NCADA’s Young Lawyers Committee will explore how to use Social Media in your practice from building your professional profile to ethically managing your social media networks and use of social media in your trial work. Session discussions will include useful tips and resources that you can take back and use immediately.

12:30 – 1:00 p.m. Registration

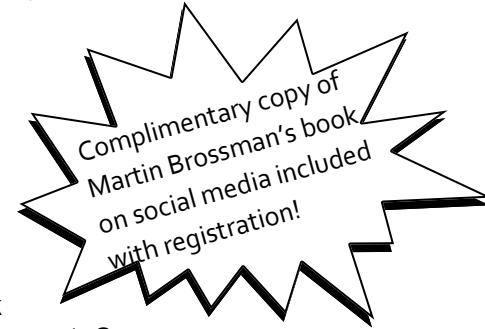
1:00 – 2:00 p.m. **Tips, Tricks & How To’s of LinkedIn & FaceBook**  
*Martin W. Brossman, CoachingSupport.com, Raleigh*  
• Maximize Your Professional Profile for Results  
• Managing Your Professional Contacts & Networks

2:00 – 2:10 p.m. Networking/Blackberry Break

2:10 – 3:10 p.m. **Ethical Limitations & Implications of LinkedIn & FaceBook**  
*Erik Mazzone, Director, NCBA Center for Law Practice Management, Cary*  
• Setup Your Profile to Comply with Recent Ethics Opinions  
• Impact of Developing Business through Social Media  
• Implications of Using Social Media in Active Cases

3:10 – 3:20 p.m. Networking/Blackberry Break

3:20 - 4:20 p.m. **Making It Work: Using Social Media in Your Practice**  
*J. Douglas Grimes, Hedrick Gardner Kincheloe & Garofalo, LLP, Charlotte*  
• Using Information Gleaned from Social Media in Your Case  
• Tips and Pitfalls to Avoid  
• What’s Next: Roundtable Discussion with speakers and attendees



PROGRAM DATE: Thurs., Sept. 30, 2010

REGISTRATION & REFUND DEADLINE: Fri., Sept. 24, 2010

REGISTRATION: 12:30 p.m.

CLE CREDIT: 3 hours including 1 hours ethics credit (pending approval)

LOCATION: Grandover Resort and Conference Center, Greensboro, NC For directions, please visit [www.grandover.com](http://www.grandover.com).

PROGRAM MATERIALS: Seminar materials will be emailed to registrants one week prior to the seminar. Printed materials are available for an additional \$25 fee. Internet access will be provided in meeting rooms along with outlets for laptops.

**Additional info:** Stay after the seminar for face-to-face social networking with colleagues from across the state and stay overnight for the 2010 Fall Seminar and Judicial Candidates Forum on Friday, October 1, 2010.

**Save \$25** by registering for this event and the Fall Seminar at the same time. Visit [www.ncada.org](http://www.ncada.org) for registration form!

### REGISTRATION FORM - YOUNG LAWYERS SEMINAR

\$135 NCADA Attorney     \$60 NCADA Paralegal     \$185 Non-Member Attorney     \$110 Non-Member Paralegal

**\$25 Printed Materials**

NCSB# \_\_\_\_\_ Name \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_ Telephone \_\_\_\_\_ Email \_\_\_\_\_

Please make checks payable to **NCADA, Attn: Bookkeeping, 3700 National Drive, Ste. 212, Raleigh, NC 27612**

or, for credit card payments, please mail completed form as above or email to [atownsend@ncada.org](mailto:atownsend@ncada.org).

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