

THE CODE OF KRYPTONITE: ETHICAL LIMITATIONS ON LAWYERS' SUPERPOWERS

Friday, October 10, 2014 | 8:30 – 11:45 a.m.
 #2014-023 | 3.0 Ethics CLE Credits
 Hotel Captain Cook
 Registration: \$109 | After October 3: \$134

Morning Program

Lawyers have the power to manipulate others. We also think we have the power to run our files as we see fit. The truth is, that's not always the case.

- 8:00 a.m. Check-In
- 8:30 a.m. Advice for the Advisor We'll explore the ethical issues faced by lawyers when acting as advisors. We'll discuss issues like the limitations on our decision making powers (who calls the shots? Rule 1.2), and still maintain our independence (Rules 5.4, and 2.1).
- 9:30 a.m. BREAK
- 9:45 a.m. Assertive Advocacy Review the ethical limitations on courtroom behavior. What does it mean to be candid to the tribunal (Rule 3.3)? Learn more about the "anti-bullying rules" like 3.4 and 4.4.
- 10:45 a.m. An Ethical Biography of F. Lee Bailey: The downfall of the modern world's first lawyer "Superhero."
- 11:45 a.m. Adjourn



Presented by Stuart Teicher

Also available via Webcast and DVD

Mail: P.O. Box 100279, Anchorage, AK 99510-0279 Phone: 907-272-7469 Fax: 907-272-2932 or register at www.alaskabar.org

Code of Kryptonite: **CLE # 2014-023**

AK Bar Member #: _____

Non Bar Member

Name: _____

Firm: _____

Address: _____

City/State: _____ Zip: _____

Email: _____

Phone: _____

Early Bird Registration: \$109 After October 3: \$134

Check enclosed Visa Mastercard

Acct #: _____

Exp. Date: _____

Name on card: _____

Signature: _____

Billing Zip Code: _____

Total Enclosed: \$ _____

I'm Stuart Teicher, Esq. and I'm the professional legal educator known as the "CLE Performer." My mission is to help lawyers survive and thrive in the practice of law by teaching about the direction that's provided by our ethics rules. I believe that we could all find long term success in our careers and an enduring sense of satisfaction in our lives if we each pursue a "Principled Practice." That means pursuing a career based firmly in the values set forth in the rules of professional conduct.

As the country's only "CLE Performer," I use my entertaining and energetic style to make my programs engaging and informative. I teach about the critical things that lawyers need to understand— the ethics rules and persuasive legal writing. I also draw on my experience as an Adjunct Professor of Law, Ethics Investigator and a practicing attorney to create "Lessons from the Trenches" that provide valuable lessons about real-life lawyering issues. I am passionate about helping lawyers stay safe, smart and inspired.

HOW TO MAKE A LOAD WHILE FOLLOWING THE CODE: ETHICAL PROTECTION AND DIRECTION FOR ADVERTISING IN THE INTERNET AGE

Afternoon Program

Friday, October 10, 2014 | 1:30 – 3:45 p.m.

#2014-024 | 2.0 Ethics CLE Credits

Hotel Captain Cook

Registration: \$89 | After October 3: \$114

- 1:00 p.m. Check-In
- 1:30 p.m. If You Market, You're an Ethical Target— This is all about the do's and don'ts of marketing (Rules 7.1, 7.2, and 7.3): Ads that are off limits, viral video limitations when posts on social media become ads, the Virtual Law Office debate, and more.
- 2:30 p.m. BREAK
- 2:45 p.m. What Starbucks Teaches about Attorney Ethics: Learning the New Paradigm of Ethically Inspired Marketing. Starbucks, TOMS Shoes and a host of other companies have introduced a new, socially conscious philosophy to the business world. The primary difference is that they're all about being selflessness, with a purpose. This paradigm can be applied to the world of lawyering as well. Learn how successful business development in the law can be achieved through this customer-centric approach (or client-centric, in our case) – we'll talk about how being guided by a sense of ethics can provide financial reward.
- 3:45 p.m. Adjourn

Also available via Webcast and DVD

Mail: P.O. Box 100279, Anchorage, AK 99510-0279

Phone: 907-272-7469

Fax: 907-272-2932

or register at www.alaskabar.org

Follow the Code: CLE # 2014-024

Early Bird Registration: \$89 After October 3: \$114

AK Bar Member #: _____

Check enclosed Visa Mastercard

Non Bar Member

Acct #: _____

Name: _____

Exp. Date: _____

Firm: _____

Name on card: _____

Address: _____

Signature: _____

City/State: _____ Zip: _____

Billing Zip Code: _____

Email: _____

Total Enclosed: \$ _____

Phone: _____