

# ECLA ANNUAL RETREAT & MEETING

## CLAREMONT RESORT & SPA BERKELEY, CA JUNE 25 – JUNE 26TH

### Program



#### *Friday, June 25, 2010*

- 8:30 - 9:00 am Coffee and nibbles
- 9:00 - 9:15 am **Welcome & Introductions**  
Presenters: ECLA President, Trudy C. Levindofske
- 9:15 - 9:45 am **Attendees Introductions:** name, Association, position, & what are the priorities at your Bar for 2010.
- 9:45 - 10:45 am **Volunteer Leader Training-** examples of Board Manuals; training techniques for lawyers- or training the guy who already “knows” everything; growing your leaders from “youth” – Roundtable  
Presenters: Lisa Reep, CCBA
- 10:45 - 11:00 am Break
- 11:00 - 12:30 am **Staying Relevant While Staying True-** making sure your association is not “going grey” – marketing to newer attorneys. Using new mediums to capture new members- facebook, linkden, websites and more. Marketing better to senior lawyers- creation of Senior Lawyer Divisions.  
Presenters: Juliette Bleecker, SFTLA
- 12:30 - 1:30 pm Lunch
- 1:30 - 3:00 pm **New Ways to Promote Your Lawyer Referral Service - Roundtable Discussion**  
Presenters: Deborah Kemper, SMCBA
- 3:00 - 3:15 pm Break
- 3:15 - 4:00 pm **State of the Bar**  
Presenters: CA State Bar Rep (Carol Madeja) & ABA Rep (Karyn Lynn-invited)
- 6:00 pm Dinner

#### *Saturday, June 26, 2010*

- 8:30 - 9:00 am Coffee and nibbles
- 9:00 - 10:30 am **Non Dues Revenue-** new techniques & tried & true elements- roundtable discussion  
Presenters: Laurie Klimchock, CAOC
- 10:30 - 10:45 am Break
- 10:45 - 11:45 am **Going Green-** is your association moving towards less paper- printed materials at CLEs, printed newsletters vs email blasts & website links  
Presenters: Ellen Miller, SDCBA & Dan Burkhardt, BASF
- 11:45 - 12:30 pm Meeting Wrap up  
Presenters: President, Trudy C. Levindofske

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### REGISTRATION FORM

DATE: Friday and Saturday, June 25 - 26, 2010

LOCATION: Claremont Resort & Spa Berkeley, CA

SCHEDULE: **Friday, June 25 • 9:00 a.m.- 4:30 p.m.**

Workshops, networking, roundtable discussions

Includes breakfast and lunch

**Friday, June 25 • 6:00 p.m.**

Cocktails, hors d'oeuvres and a spectacular dinner at the Claremont

— Guests welcome!

Dinner Sponsored by

**WEST**<sup>®</sup>

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**Saturday, June 26 • 9:00 a.m.- 12:30 p.m.**

Workshops and Business Meeting

Includes breakfast only

COST: \$195 per person. Includes four meals: breakfast, lunch and dinner on Friday and breakfast on Saturday

(Lunch on Saturday is not included)

\$70 for dinner guests

TOTAL ENCLOSED: \$

TOTAL NUMBER ATTENDING FRIDAY DINNER:

REGISTRATION: NAME:

ASSOCIATION:

ADDRESS:

PHONE:

EMAIL:

Mail your checks (payable to ECLA) and registration forms to: Marc Staenberg, Executive Director  
Beverly Hills Bar Association RE; ECLA Retreat P.O. Box 7277 Beverly Hills, CA 90212

QUESTIONS: For any registration questions, please contact:

- o Juliette Bleecker: [admin@sftla.org](mailto:admin@sftla.org) / 415-956-6401
- o Peter Steiner: [peter@sonomacountybar.org](mailto:peter@sonomacountybar.org) / 707-542-1190 ext: Ext. 11

RESORT RESERVATIONS: Contact the resort directly at 800-551-7266 and ask for either ECLA or Executives of California Lawyers' Association. Room rates: \$209+ tax single/double. Parking Fees are \$ 24/daily

