



PLAA Education Conference 2018

*Change Your View and
Broaden
Your Horizons*



Conference Pricing:

Full Conference	\$200
Thursday Only	\$100
Friday Only	\$100
Non PLAA Members	\$250
A La Carte Items for Guests & Business Partners	
Reception – Thursday	\$55
Reception - Friday	\$65
Breakfast – Saturday	\$10

For reservations to the Wisp Resort please call 800.462.9477 and use booking number 3566.

Rates:

- Queen Deluxe Room - \$124.00/night + tax
- Queen Suite - \$144.00/night + tax
- Double Suite - \$164.00/night + tax
- King Suite - \$164.00/night + tax



Schedule of Events

Thursday, September 20

10:00 – 10:30 Registration

10:30 – 12:00 Follow Me – Steve Gilliland
Leadership is the single most important skill you can use to improve your business. FOLLOW ME explores how to grow yourself and your people through timeless principles that, when applied to your own life and the life of your organization, will influence positive change.

12:00 – 1:15 Lunch

1:15 – 2:30 Leading with Social Media – Amanda Ellis Cuban
88% of millennial attorneys use social media. As we strive to be a better student of our business—the legal industry—it's imperative to continue to learn about the advancements in social media and how the future leaders of the legal industry will lead with social media. In this interactive session, we will examine the benefits of: Pictures in LinkedIn posts, Video for job postings and more on LinkedIn, LinkedIn analytics, Conference hashtags on Twitter, An Instagram presence, And more!

2:30 – 3:30 How to Map and Fix Law Office Processes – Jennifer Ramovs, Esq., Affinity Consulting
"How do we do what we do?" It's an important, but daunting, question. When it comes to mapping out the processes we follow, we know we should but it seems to be too large of an undertaking. This session will focus on the importance of creating process documentation. Knowing how you do what you do is just as important as doing it. It ensures you are prepared for growth, staffing changes and client demands. Don't miss this How To session!

3:45 – 5:00 Moneyball – Jennifer Ramovs, Esq., Affinity Consulting
Baseball is a game of statistics. There are stats for everything! Without those stats, teams would be run by hunches and gut feelings. Are you running your firm by hunches and gut feelings? Are you ready to learn more about running your firm by the numbers, and understanding what numbers really matter? This series will help you hit it out of the park!

6:00 – 8:00 Welcome Reception – Whispers Grill & Patio

Friday, September 21

9:00 – 10:15 What Would You Do? – Pam Cochenour
Pam will respond to real life scenarios regarding employment law and best practices. She will cover topics such as medical marijuana, transgender employees and sexual harassment.

10:30 – 11:45 Cybersecurity – Alicia Slade, Plummer Slade and Scott Bash, Alliant
Alicia and Scott will discuss cybersecurity threats and how to protect your firm with technology and insurance.

11:45 – 2:30 Lunch & Vendor Show "The Law Firm of the Future" - Event Yurt
Join our business partners for lunch and a look at how their products will change the way law firms do business in the future.

2:45 – 3:45 Tax Reform – Mike Wasco, Kinol Sharie and Leyh
The 2017 Tax Cuts and Jobs Act effective for the 2018 tax year has a host of changes that will impact law firms and the owners. We will cover the enacted changes on the corporate income tax rates, the individual income tax rates, and the 20% deduction of qualified business income. Learn about these changes and other rules that are affecting small businesses in this one-hour seminar.

3:45 – 5:00 Nonverbal Communication: The Hidden Message – Bill Acheson
Body language accounts for more than half of the meaning in any face to face encounter. In the "Nonverbal Communication: The Hidden Message," we find that nonverbal cues are more revealing, more accurate, and more emotionally powerful than verbal messages. When your body language reinforces your verbal message, it tends to make what you say more powerful. Otherwise, your body language can weaken - or even contradict - what you say.

6:00 – 8:00 Reception – Dining Yurt

Saturday, September 22

9:00 – 10:00 Breakfast

Explore the Wisp with our BPs: Golf/White Water Rafting/Boat Tour/Disc Golf – Events will be arranged based on interest, please check any activity that would be of interest to you on the registration form. More information will be available closer to conference date.