



CPA/Law Society
East County Chapter



**East County Bar
Association**

Present: Social Media for the Law and Accounting Professional

Technology is fundamentally changing the way we make choices.



Social Media is emerging as an innovative way to enhance communications, expedite the sharing of knowledge, improve personal productivity, recruit qualified team members, efficiently promote your services, and measure the ROI of your firms marketing activities.

We will discuss the opportunities to consult with your client base on legal ramifications of social media as well as cost savings of implementing social tools for marketing.



We will present tools to implement, evaluate and improve all aspects of your firms' social media activities.

Topics covered: ■ What is Social Media and Web 2.0 ■ Social Networking Platform Sites for the Legal and Accounting Professional ■ Develop Your Social Media Strategy ■ Consult with your client base to protect them from issues resulting from Social Media ■ Consult with your client base to provide cost savings through improved efficiencies ■ The Future of Social Media ■ Benefits ■ Challenges



Vicky Rathje established In The Know Resources, a small business development and collaboration organization, to provide opportunities to make connections, build community and create growth. After working with hundreds of businesses as the leader of an entrepreneur group in Ventura County, Vicky saw a need for business owners to find others in the community, across various industries to support personal and professional goals. By collaborating with area schools, In The Know helps facilitate internship connections, providing businesses with inexpensive resources and students with opportunities to build their resume. As we go through a revolutionary shift in the way we make choices, Vicky saw the need to provide resources to better understand how to leverage the opportunities and avoid the pitfalls of social media.



Danny Preslar earned a Bachelor's degree in Economics and Spanish from Vanderbilt University. He is currently pursuing a degree in Graphic Design at Brooks Institute in Ventura. Danny recognized the power of social media when it was in its earliest stages. Through the creation and maintenance of special interest groups on Facebook and regular engagement with members online, Danny's teams successfully promoted events throughout the US and businesses in Madrid. He is currently the Head of Social Media for Pi Design in Camarillo, and works regularly with In The Know Resources, helping small business owners to understand the intricacies of this powerful media.



Bryan Powell is the owner of bpizzy.com, an internet marketing and business consulting firm located in Southern California. His areas of expertise include website design, search engine optimization, and search engine marketing. He has years of marketing experience across many mediums, including print, television, radio and internet. Prior to opening his own firm, Bryan was the Marketing Director for Wallin & Klarich, a law firm based in Tustin, CA. Bryan remains abreast in the latest internet and marketing trends to insure that his clients stay at the top of the search engines and competitive in their respective markets. Bryan graduated with honors from Vanderbilt University (Nashville, TN) with a Bachelors of Science in Economics and Computer Science.

Friday, August 6, 2010

Noon - 1:30 PM @ The Westlake Village Inn

31943 Agoura Road, Westlake Village, CA 91361

Lunch Choices: (1) Nicoise Salad – Baby Leaf Lettuce, Poached French Beans, Red Potatoes, Boiled Eggs, Bermuda Onions & Heirloom Tomatoes; (2) Pan-Seared Filet Mignon – Dusted with Cracked Pepper and served with Grilled Wild Mushrooms, Minced Smoked Bacon, Fresh Scallions & Garlic Whipped Potatoes; or (3) Vegetarian Alternative (Chef's Choice)

The cost is **\$35 for members of the CPA/Law Society or ECBA; \$45 non-members; \$30 students; \$25 student-members.** Price Includes Lunch, Coffee/Tea, Dessert and MCLE/CPE credit. Please make your reservations and lunch selection by calling Barbara at Bret Anderson's office (805) 659-6800, or please e-mail Bret Anderson at banderson@fcoplaw.com, before August 3, 2010. All reservations are considered "firm" on August 3, 2010 (at 5 pm); we will bill late cancellations and "no shows."