

# WHITTIER BAR ASSOCIATION MONTHLY GENERAL MEETING

November 2014

## NOVEMBER MEETING – 1 HOUR GENERAL MCLE CREDIT

### ATTORNEY MARKETING ON THE INTERNET

ANDY ROGERS, SPEAKER

Presentation will cover the trends, best practices and tools attorneys successfully use today to help grow their practices online. Attorneys will come away with a better understanding of the trends in online marketing, how attorneys can best utilize websites, blogs, video and social media to promote and grow their practices. Topics are broken down into the following areas:

- Trends in Online Marketing
- Understanding Attorney Searches Online
- Video, Blogs & Social Media
- Working With A Legal Marketing Specialist

Andy Rogers is the Regional Manager for FindLaw/Super Lawyers and the Sales Director at LawInfo another Thomson Reuters company. He is in charge of law firm marketing and business development. Andy also provides CLE accredited courses in attorney search engine marketing, social media, mobile search, and website strategies to Bar Associations across the United States. With over 12 years of successful work in the technology industry, Andy has extensive experience in sales, marketing, and strategy consulting for Fortune 500 companies to technology startups. Additionally, he is in his final year of attending Law School. Andy's vast experience in sales, marketing and strategy for companies both large and small brings a unique understanding to his search engine optimization (SEO) work. Being a former business owner enhances Andy's comprehension of the significant impact the web has on small businesses. Together, these experiences provide him with extraordinary knowledge of web technologies and can impact businesses of all sizes.

When: **Monday, November 17, 2014**  
6:00 p.m. to 6:30 p.m. – No host cocktails  
6:30 p.m. to 7:00 p.m. – Dinner  
7:00 p.m. to 8:00 p.m. – MCLE

Where: The Rusty Monk  
6749 Greenleaf Ave. (at corner of Philadelphia)  
Whittier, CA 90601

Cost: Members and Non-Members \$40  
Judges \$20

RSVP to: Elizabeth Johnson **by Noon on Friday, November 14, 2014**  
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Please note: If you RSVP and do not end up attending, and we cannot cancel your meal in a timely manner, you will be invoiced for it. Thank you in advance for your consideration. In addition, please RSVP with any dietary restrictions.

**SAVE THE DATE!**  
**Holiday Party/Election – December 15, 2014**