

**HOW TO REGISTER:**  
E-MAIL—Complete this form, scan and e-mail to registrar@sbar.org.  
MAIL—Complete this form and mail to: SC Bar-CLE, P.O. Box 608, Columbia, SC 29202.  
ONLINE—Visit [www.sbar.org/cle](http://www.sbar.org/cle), click “Calendar,” select this seminar.  
For assistance or to register by phone, call (803) 771-0333 or (800) 768-7787.

## REGISTRATION FORM

### BACK TO THE FUTURE, #15-28

Non-Profit Org.  
U.S. Postage  
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Columbia, SC  
Permit 1386

Name: \_\_\_\_\_ Bar#: \_\_\_\_\_

Firm/Court: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

Registration Fees:  SCWLA-\$195  Non-member-\$295  Law Students-FREE

**Interactive Booths:**

*Please select activities you would like to participate in. FREE to all registrants!*

*You will be contacted prior to the conference with an assigned appointment time.*

**Financial Counseling**  **“The Mentor is In!”**  **Sunrise Yoga**  **Professional Hairstyling**

**Professional Make-Up**  **Professional Photography (Headshots)**

Enclosed is my check in the amount of \$ \_\_\_\_\_

Please charge my:  AmEx  Discover  MasterCard  Visa

Billing Address: \_\_\_\_\_

Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Signature \_\_\_\_\_

All registrations must be pre-paid.

*If you have a disability, please call ahead to let us know how we may accommodate your needs.*

**Cancellation & Refund Policy:** Refunds, less \$25 administrative processing fee, will be made for cancellations received in writing to CLE Registrar at registrar@sbar.org by 5 p.m., one week prior to the seminar. Cancellations will not be accepted within one week of seminar date. One-time transfers to seminars of like value will be accepted for a \$25 administrative fee in lieu of cancellations within one week of seminar. Designated substitutes may take the place of registrants unable to attend.

**Conference Materials:** All conference materials will be made available to attendees via a downloadable link. A confirmation email will be sent to all conference registrants one week prior to the conference date that will contain this link and other conference information.



P.O. Box 608  
Columbia, SC 29202



South Carolina Women Lawyers Association

# 21st Annual Conference

University of South Carolina School of Law, Columbia



#SCWLACon2015



## About the Program

SUNRISE YOGA, PERSONAL BRANDING, RESUME MAKEOVERS, FOOD TRUCKS, “FUTURE THINK...” Register today to attend the Annual SCWLA Conference on Friday, October 23, at the University of South Carolina School of Law in Columbia, SC.



Let's go **Back to the Future** as SCWLA returns to the site of its first conference 21 years ago to examine the unique challenges and opportunities women lawyers will encounter in the years ahead and obtain valuable tools to help you climb tomorrow's ladder of success!

Start your day with a sunrise yoga class on the USC Horseshoe. After registration and breakfast, enjoy a panel discussion with a look “back to the future” of influential women in their respective positions. Debbie Epstein Henry, author of *Finding Bliss: Innovative Legal Models for Happy Clients and Happy Lawyers*, will deliver the mid-morning Keynote Address. Debbie will explore her creative yet disruptive solutions for improving legal practice and client services. Every paid attendee will receive a copy of Debbie's provocative book.

Other featured presentations include futuristic ways to deliver legal services to “Clients of the Future” and emerging trends in legal marketing. Several break-out sessions will offer options to look at personal marketing and branding, “pleasing your clients” and leveraging outside resources in the new age of e-discovery.

Lunchtime brings a Food Truck Rodeo and the opportunity to meet with “Mentors on Demand,” financial counselors, and have professional headshots taken. Find yourself considering a professional make-over in SCWLA's “Dress for Success” booth, with clothing options and make-up choices or visit SCWLA's website guru booth, 18th Street Design, to receive a free SCWLA t-shirt.

## Keynote Speaker DEBORAH EPSTEIN HENRY

author of *Innovative Legal Models for Happy Clients & Happy Lawyers*

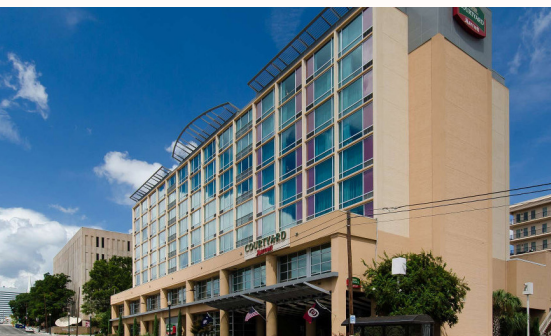


**FREE to all 2015 SCWLA Conference paid registrants!**

If all of these Friday activities were not exciting enough, join SCWLA Thursday evening for Awards Night. This year, SCWLA will not only present its prestigious Bissell Award but also, for the first time, its new Toal Award, named after the Chief Justice of the S.C. Supreme Court and one of our founders. The SCWLA Foundation will also present its Dicus Award. Awards Night begins at 6 p.m. on Thursday, October 22, at the S.C. State Museum.

### MCLE/JCLE/LEPR CREDIT

This program qualifies for 6.25 MCLE credit hours.



## Hotel Reservations:

### Courtyard by Marriott Downtown at USC

630 Assembly St., Columbia, (803) 799-7800

To receive a discounted overnight rate of \$129/night, call the Courtyard by Marriott reservations department at (803) 799-7800 and identify yourself as part of the 2015 SC Women Lawyers Conference. If you have any questions, please contact Caitlin Santore at (803) 576-3830 or [csantore@sbar.org](mailto:csantore@sbar.org). Reservations must be made by 5 p.m. on Tuesday, September 22 to receive the group rate.

## Agenda

6–7 a.m.	<p><b>“If you put your mind to it, you can accomplish anything.”</b> Sunrise Yoga Class USC Horseshoe</p>	2:35–3:20 p.m.	<p><b>Breakout Session 1</b> <b>Choose a session to attend:</b> <b>“That’s heavy.”</b> In partnership with the Wellness Committee, enjoy a presentation on preparing for life’s known and unknown challenges. USC School of Law Room 138</p>
7:45–8:15 a.m.	<p><b>Registration</b> USC School of Law Auditorium</p>	3:25–4:10 p.m.	<p><b>Breakout Session 2</b> <b>Choose a session to attend:</b> <b>“I’m your density.”</b> Learn ways to “delight your clients” and exceed their expectations in service. USC School of Law Room 138</p>
8:15–8:30 a.m.	<p><b>SCWLA Membership Meeting</b> USC School of Law Auditorium</p>	4:10–4:25 p.m.	<p><b>Break</b> USC School of Law Lobby</p>
8:30–8:45 a.m.	<p><b>Welcome &amp; Introduction</b> USC School of Law Auditorium</p>	4:25–5:25 p.m.	<p><b>“If we are going to build a time machine into a car, why not do it with some style?”</b> This dynamic panel discussion will explore future trends in legal marketing. USC School of Law Auditorium</p>
8:45–9:30 a.m.	<p><b>“Where we’re going, we don’t need roads.”</b> Hear influential women reflect on their prospects, goals and futures at the beginning of their careers. USC School of Law Auditorium</p>	5:25 p.m.	<p><b>Adjourn</b></p>
9:30–10:30 a.m.	<p><b>“I guess you guys aren’t ready for that yet, but your kids are gonna love it.”</b> Enjoy a lively panel discussion addressing best ways to serve the clients of the future. USC School of Law Auditorium</p>		
10:30–10:45 a.m.	<p><b>Break</b> USC School of Law Lobby</p>		
10:45–11:45 a.m.	<p><b>Keynote Address</b> Debbie Epstein Henry will explore her creative and disruptive solutions for improving legal practice and client services. USC School of Law Auditorium</p>		
11:45 a.m.–1:30 p.m.	<p><b>Lunch</b> Enjoy delicious cuisine from a variety of food trucks and take time to explore our interactive exhibits. Quad &amp; Lobby Area</p>		
1:30–2:30 p.m.	<p><b>“Which is what makes time travel possible.”</b> A discussion addressing ways to negotiate alternative work schedules to achieve a work/life balance. USC School of Law Auditorium</p>		