

Two Outstanding LIVE Programs
Featuring Steven Stark

**The Legal Writer:
Results-Oriented
Writing for Busy
Practitioners**

Thursday, December 2, 2004
North Carolina Bar Center
Cary

CLE Credit: 6.0 Hours,
includes 0.5 Ethics/Professionalism Hour
Program #955TLW

and

**Speaking to Win:
The Eloquent
Legal Advocate**

Friday, December 3, 2004
International Trade Center
Charlotte

CLE Credit: 6.0 Hours
Program #956STW

■ **ABOUT THE SPEAKER**

Described as the “David Letterman of CLE,” Steven D. Stark was a Lecturer on Law at Harvard Law School for twelve years, where he taught several upper-level courses on writing. A former litigator and law clerk to a federal appellate judge, Mr. Stark is currently a commentator on popular culture and politics for National Public Radio as well as a frequent contributor to *The Atlantic Monthly*. He is a former columnist for the *Boston Globe*.



A graduate of Harvard College and Yale Law School, Mr. Stark has taught hundreds of writing and speaking courses to law firms, corporations, government agencies, judicial gatherings, and CLE groups all over the country.

Mr. Stark's book, *Glued to the Set: The 60 Television Shows and Events that Made Us Who We Are Today*, Free Press, 1997, drew rave reviews. His latest book, *Writing to Win: The Legal Writer*, was published in 1999. He is now at work on a biography of the Beatles.

■ **COMMENTS FROM PARTICIPANTS AT OUR PREVIOUS “LEGAL WRITER” PROGRAMS**

- “I feel privileged to be able to hear Steven Stark speak. North Carolina is privileged to have him lecture.”
- “Fast-paced, funny, relevant—thanks. I enjoyed the informality and participatory nature of the program.”
- “Just about the best CLE presenter I have experienced.”
- “Stark is one of the best. Please bring him back.”
- “Stark provided practical advice. I will apply it.”
- “This was extremely practical. Material was informative. Involved the audience, and I will be able to implement many of the suggestions on improving my writing.”
- “He explained a lot of reasons behind the rules we learn and challenged conventional wisdom with good arguments.”
- “Challenging and thought-provoking; simple, practical advice; it was great.”
- “The best CLE I've been to.”

■ **COMMENTS FROM PAST PARTICIPANTS OF “SPEAKING TO WIN”**

- “He (Stark) was excellent—his use of video/audio examples was masterful.”
- “Speaker was excellent . . . Substance of program was great, use of videos was excellent teaching tool.”
- “Totally useful and enlightening—it changed the way I listen and hopefully speak.”
- “Best yet! By far the best CLE presenter I have seen in 10 years of practice!”
- “Outstanding practical pointers for public speaking. I feel certain it will greatly improve my courtroom performance.”

The Legal Writer: Results-Oriented Writing for Busy Practitioners

Thursday, Dec. 2, 2004 • N.C. Bar Center • Cary

OVERVIEW

Success in legal practice demands writing skills that combine precision, persuasion, and the ability to make yourself understood quickly. This course combines lectures, class exercises and discussions to attain that goal. It is taught by a lawyer widely known for his witty and engaging style.

This is not just a boring class in basic English or “rhetoric.” Rather, it is about learning to write persuasively and effectively to attain favorable results!

AGENDA

- Ethics and professionalism of legal writing
- Recognizing the dos and don'ts of legal prose
- The opinion letter
- Litigation writing: facts, arguments and motions
- The problems of technical writing
- Avoiding “legalese”
- Writing better research memos, letters, and e-mail
- Using dictation and the word processor properly
- Oral argument from a writer's perspective

SCHEDULE

- | | |
|-------------------|--|
| 8:30 - 8:55 a.m. | Registration |
| 8:55 - 9:00 a.m. | Welcome |
| 9:00 - 12:15 p.m. | Program (includes a 15-minute break) <ul style="list-style-type: none">• Organizing Your Ideas: Proper Style, Paragraph Structure• Convincing Leads and Conclusions: Avoiding Legalese• Conveying Complex Ideas in a Simple Manner• Drafting Legal Memoranda |
| 12:15 - 1:00 p.m. | Networking Lunch (included at program) |
| 1:00 - 4:15 p.m. | Program (includes a 15-minute break) <ul style="list-style-type: none">• Writing for Courts• Oral Arguments• The Process of Editing (Yourself and Others)• Special Factors in Technical and Litigation Writing |

* The 0.5 Ethics/Professionalism credit is woven throughout Mr. Stark's presentation.

BONUS MATERIALS

Program registrants will receive the book *Writing to Win: The Legal Writer* by Steven D. Stark (Random House/Doubleday)

Hotel Information

- Contact hotel directly for reservations & guest services/amenities
- There is no reservation cutoff date to receive qualifying rate
- Rates based on availability
- To receive qualifying rate mention you are with the N.C. Bar Association

CARY

- **Hilton Garden Inn at Raleigh Durham Airport**
- A full-service hotel
- 1500 RDU Center Drive
- (919) 840-8088 or (800) - HIL-TONS
- \$109 single/double
- I-40, Exit 285, Aviation Parkway
- Located three miles from the N.C. Bar Center.
- Toward airport; First right after the I-40 overpass.

CHARLOTTE

- **Holiday Inn Center City**
- A full-service hotel
- 230 N. College Street
- (704) 335-5400
- \$99 single/double

Speaking to Win: The Eloquent Legal Advocate

Friday, Dec. 3, 2004 • International Trade Center • Charlotte

■ WHY ATTEND?

More than any other profession, the practice of law depends on the effective use of words, communication and persuasion. Through the study of some great American political speeches and presentations of recent times, this practical seminar focuses on the basics of oral advocacy for all lawyers. Whether you are called upon to give legislative testimony, must give a presentation to clients, or simply have to talk to the press, this program will enable you to understand what makes the great speakers effective and use those techniques yourself as a lawyer.

■ YOU WILL LEARN

- Why lawyers are often poor speakers
- How to write a speech or testimony and get across your message
- How to use humor in a beneficial way
- How to respond to questions without hesitation
- How to deal with a hostile or indifferent audience

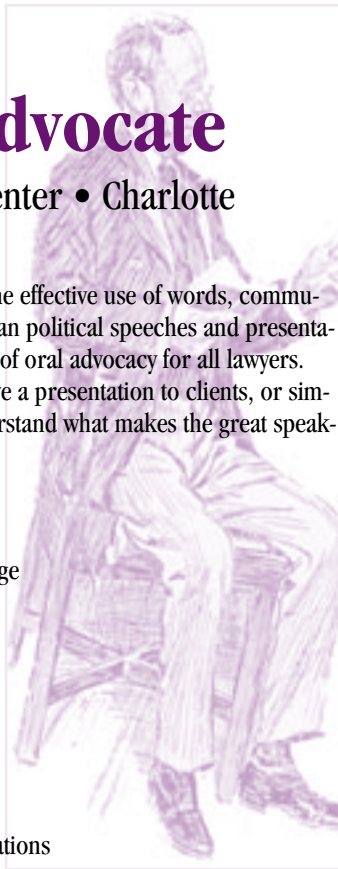
■ AGENDA

- Technical Talks and Presentations: Handling Questions
- Oral Argument Before a Judge
- What to Say When Your Client Is in Trouble
- Dealing With the Press - Professionalism and Ethical Considerations
- 5 Key Ingredients of Oral Prose
- Oral Argument - The Do's and the Don'ts
- Opening and Closing Statements — Basics, Techniques and "Don'ts"
- Use of Diagrams and Pictures

■ SCHEDULE

- 7:45 - 8:25 a.m. Registration *Note program's early start time.*
- 8:25 - 8:30 a.m. Welcome
- 8:30 - 12:15 p.m. **Program** (includes a 15-minute break)
- 12:15 - 1:00 p.m. Networking Lunch (included at program)
- 1:00 - 3:45 p.m. **Program Continued** (includes a 15-minute break)

* The 0.5 Ethics/Professionalism credit is woven throughout Mr. Stark's presentation.



BONUS MATERIALS

Materials include Roger Aile's book "You Are the Message" published by Random House Doubleday.

—THINGS YOU SHOULD KNOW—

■ REGISTRATION

Registrations (including door registrations) will be limited to available space. Available space may include a live video broadcast overflow room. Registrations received the week of the program or at the door cannot be guaranteed a book.

■ MCLE CREDIT

The NC Bar Foundation (NCBF) is an accredited CLE sponsor under the Mandatory CLE Regulations promulgated by the Board of Continuing Legal Education of the NC State Bar. This program has been approved (but not sponsored) by the Board for the designated number of CLE hours. The NCBF is also an accredited sponsor for mandatory CLE in other states. It remains the responsibility of each attorney to maintain records of his or her attendance at CLE programs for purposes of the annual report required by the NC State Bar. MCLE credit will be reported only if NC State Bar number is provided.

■ TRANSFERS

Registrants wishing to transfer their registrations from a Live program, a Video Replay, a TeleSeminar, or a Computer Training Workshop may do so without penalty within 3 working days after the program concludes. A registration may be transferred once. Registrants may not transfer to or from a CyberCLE program or a Webcast done with a third party vendor.

■ CANCELLATIONS

Cancellations must be received by 9 a.m. the third working day prior to the program to qualify for a refund (less \$25 administrative processing fee). After that time, those not attending will receive the program materials (if included in the tuition) in full consideration of tuition paid.

Four Easy Ways to Register

PHONE CLE



(919) 677-8745 or 1-800-228-3402
8:30 a.m. – 5:00 p.m.
Credit card only.

FAX



(919) 677-1774
Credit card only.

WEB



www.ncbar.org/CLE

MAIL NCBF—ACCTG

F



Post Office Box 3688
Cary, NC 27519-3688
We are not responsible for late registrations delivered by USPS.

1. Register Here

Please use a separate form for each registrant and make a copy for your records.

Check if any information has changed.

Print Full Name _____
 Firm/Agency Name _____
 Street Address _____ P.O. Box _____
 City/State/Zip _____
 Business Phone _____ Business Fax _____
 E-mail Address _____
 For MCLE Credit, list both: N.C. State Bar No. _____ NCBA Member No. _____

2. Program Choice

Please indicate your choice below.

The Legal Writer

Thursday, Dec. 2, 2004 #955TLW
 (Nov. 24, 2004)
 Cary — N.C. Bar Center

Speaking to Win

Friday, Dec. 3, 2004 #956STW
 (Nov. 24, 2004)
 Charlotte — International Trade Center

3. Tuition



Early Bird
Rec'vd 1 week
before program

Regular
Rec'vd less than 1 week
before program

The following categories **include** the MCLE fee, lunch, if applicable, and materials.

<input type="checkbox"/> NCBA Member	\$260	\$310
<input type="checkbox"/> Full-time LANC Attorney (NCBA Member)	\$130	\$155
<input type="checkbox"/> Non-Member	\$310	\$360
<input type="checkbox"/> Full-time LANC Attorney (Non-Member)	\$155	\$180
<input type="checkbox"/> CLE Passport Participant	\$ 90	\$ 90

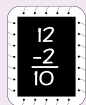
The following categories **do not include any MCLE fees**. You must attend to receive the materials.

<input type="checkbox"/> Judge (NCBA Member)	\$25
<input type="checkbox"/> Law Professor (NCBA Member, full-time at an ABA accredited law school)	\$25
<input type="checkbox"/> NCBA Law Student Division Member	\$25

4. Payment Options NOTE: A separate tuition is required for each program.

Amount Enclosed \$ _____
 Check Enclosed (payable to NC Bar Foundation)
 Visa/MC/Amex
 Account # _____
 Exp. Date _____
 Signature _____

CyberCLE:
NCBA's 24/7 CLE Site!®



Need an hour or two of CLE?



Can't afford to take time away from the office?



Looking for information on a specific topic?



Take up to four hours of MCLE on your computer!

- Visit www.ncbar.org/cle
- Click on **CyberCLE**
- Start learning and earning credit!

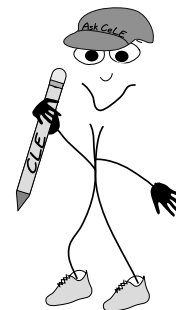
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Looking for CLE? Ask CeLE

Finding CLE is easy with **CeLE Search**. Find CLE programs, publications and CyberCLE to meet all your practice needs.

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<http://www.ncbar.org/cle/celeSearch.aspx>



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P.O. Box 3688 • Cary, NC 27519-3688



The Legal Writer and Speaking to Win

The Legal Writer • December 2, 2004 • Cary
Speaking to Win • December 3, 2004 • Charlotte

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Time Sensitive Material

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Presented by the North Carolina Bar Association Foundation CLE

Partners for the future: educating, strengthening, and supporting North Carolina lawyers.