

# VENTURA COUNTY BAR ASSOCIATION BUSINESS LITIGATION SECTION PRESENTS

## **Secrets of the Business of Law Successful Practices for Increasing Your Profits**

**By Ed Poll**

### **About the Program:**

Build the business of law by Increasing revenue, improving efficiency, and decreasing stress. If you could increase your profits without increasing your workload, you'd be able to spend less time on your business and more on the practice of law. Mr. Poll, a nationally-recognized legal management expert whose advice has helped thousands of lawyers create more rewarding legal practices, and directed hundreds of national, regional, and local law firms towards higher profitability, will teach you how.

### **About the Speaker:**

Ed Poll, J.D., M.B.A., CMC, is a nationally recognized coach, law firm management consultant, and author who has coached and consulted with lawyers and law firms in strategic planning, profitability analysis, and practice development for over 20 years.

Mr. Poll has practiced law on all sides of the table for 25 years: As a corporate general counsel, government prosecutor, sole practitioner, partner, and law firm chief operating officer and been a consultant to small and large law firms for 20 years. He helps attorneys and law firms increase their profitability and peace of mind by:

- Bringing in new business;
- Attracting higher quality cases and clients;
- Delivering legal services more effectively and efficiently

<b>Date:</b>	<b>December 13, 2011</b>	<b>Location:</b>	<b>The Tower Club</b>
<b>Lunch:</b>	<b>12:00 P.M.</b>		<b>300 Esplanade Dr., 21<sup>st</sup> Floor</b>
<b>Program:</b>	<b>12:30 P.M.</b>		<b>Oxnard</b>

This activity has been approved for Minimum Continuing Legal Education credit by the State Bar of California in the amount of 1 hour of credit. VCBA certifies that this activity conforms to the standards for approved education activities prescribed by the rules and regulations of the State Bar of California governing Minimum Continuing Legal Education.

Please return with check to Ventura County Bar Association, 4475 Market Street, #B, Ventura CA 93003 ATTN: B.Lit. 12-13-11

Name: \_\_\_\_\_

**Business Litigation Section Members:**  
Program and 1.0 hour MCLE Credit (\$35.00) \_\_\_\_\_

Telephone: \_\_\_\_\_

**Non-members/All others (\$40.00)**  
Program and 1.0 hour MCLE Credit \_\_\_\_\_

Bar No.: \_\_\_\_\_

A limited number of walk-ins are reserved to ensure availability of seating for our events. Please arrive by meeting time. Those arriving after that time may not be guaranteed a seat. If you have prepaid, arrive late and are not seated a credit memo will be issued to you. Thank you! **\*\* Payment is due by the time of the event; if payment is not received a \$15 charge will be added to your invoice. \*\***  
**Thank you!**

