
WHITTIER BAR ASSOCIATION MONTHLY GENERAL MEETING

September 2015

SEPTEMBER MEETING – 1 HOUR GENERAL MCLE CREDIT

SOCIAL MEDIA: Best Practices for Lawyers

Speakers: Allen Rodriguez & Eva Hibnick, co-founders of One400

One400 is a law innovation agency that focuses on helping law firms build products, create inbound marketing channels and acquire clients.

Prior to co-founding One400, Allen Rodriguez was Director of Attorney Services at LegalZoom and ran the referral service at the LA County Bar. He has been assisting attorneys with marketing and legal tech startups for the past 15 years.

Eva Hibnick was the Marketing Manager at General Assembly and has guest blogged for numerous legal industry blogs. Prior to entering the startup world, she was an attorney at Cravath, Swaine & Moore.

The topic will cover optimization of online presence for getting referrals and attracting new prospective clients through the most widely used social media channels such as Twitter, Facebook, and LinkedIn.

When: **Monday, September 28, 2015**
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.
Whittier, CA 90601

Cost: Members \$40
Non-Members \$55
Judges \$20

RSVP to: Roxanne Hernandez **by Noon Friday, September 25, 2015**
(949)390-5270
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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.

<p>SAVE THE DATE! OUR NEXT MEETING WILL BE HELD ON Monday, October 26, 2015 TOPIC: Prosecutor and Defense Attorney perspectives on Drug Impaired Drivers</p>
