Leveraging Your ABA Author Experience

Presented with the ABA Standing Committee on Publishing Oversight (SCOPO), this fun and interactive non-CLE program is designed for ABA published and prospective authors who want to distinguish their books through marketing. These resources will make your author career a success. You will learn: guidelines to leverage your author experience to enhance your practice; how to effectively promote yourself as an author; what marketing services are offered by the ABA for its authors; and tips to identify other marketing resources to implement.

Everyone who attends an event scheduled during the Midyear Meeting must register. There is NO registration fee to attend the Midyear Meeting; however, a registration fee may be required to attend certain events. You can add these events on the Course Selection page under GPSolo when you register for the ABA 2019 Midyear Meeting. If you have already registered, access the registration page with your badge number and select upgrade to add an event. If you have any dietary restrictions or have any questions, please contact the Division at gpsolo@americanbar.org.

Friday, January 25, 2019

9:00 a.m. – 10:00 a.m.
Editors’ Advice
Speakers:
Melanie Bragg, Bragg Law PC, Houston, TX and Chair, ABA Solo, Small Firm and General Practice Division
Donna Gollmer, Director of Publishing, American Bar Association, Chicago, IL
Bryan Kay, Director of Publishing — Editorial and Licensing, American Bar Association, Chicago, IL
Jeff Salyards, Executive Editor, American Bar Association, Chicago, IL

10:15 a.m. – 11:15 a.m.
Authors’ Advice
Moderator:
Robert Paul, East Hampton, NY
Speakers:
Elizabeth Kelley, Law Offices of Elizabeth Kelley, Spokane, WA
Maureen McBrien, Brick, Jones, McBrien & Hickey LLP, Newtown Upper Falls, MA
Larry Rice, Rice, Amundsen, Caperton, PLLC , Memphis, TN (via pre-recorded video)
Dr. Artika Tyner, University of St. Thomas, St. Paul, MN

12:00 p.m. – 1:30 p.m.
Lead Like a Rock Star Luncheon with Keynote Speaker, Kristi Staab, MBA, Chief Rock Star, Executive Coach
Ticketed: $15 per person

Kristi Staab is an international speaker, author, trainer, and consultant who has been coaching and developing individuals, teams, and organizations to excellence in the areas of leadership, sales, and success for nearly 25 years — helping them be more, do more, and achieve more. Kristi will inspire you and show you how to break through to achieve your aspirations as both an author and a recognized expert in your practice. She is sure to “put the rock in your role” as she shares how to be at the pinnacle of both personal and professional excellence.
1:45 p.m. – 2:45 p.m.

**Marketing Advice**

Speakers:

Jeffrey Frederick, PhD, ABA Author and Director, Jury Research Services, National Legal Research Group, Inc., Charlottesville, VA  
Jill Nuppenau, Director of Marketing, American Bar Association, Chicago, IL  
Dean Pappas, Marketer, American Bar Association, Chicago, IL

3:00 p.m. – 4:00 p.m.

**How AI and Analytics are Changing Litigation Practice and Margarita Reception**

Sponsored by Thomson Reuters

Speaker:  
Amy Boley, Thomson Reuters, Eagan, MN

During this session, Amy Boley, Director of the Westlaw Product Management team at Thomson Reuters, will explain how Westlaw Edge applies AI and Analytics to litigation data in new ways providing insights previously unavailable. You’ll also discover how legal teams are using Westlaw Edge to complete research much faster and more cost-effectively.

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**Join us for these other events!**

4:00 p.m. – 5:30 p.m.

**Women’s Initiative Network (WIN) Present and Powerful Speaker Series with Networking Wine and Cheese Reception**

Presented with the ABA Law Practice Division with Keynote Speaker, Marianne Williamson, New York, NY

From how we see things to how we do things, American women are transforming American society. We are owning our voices and owning our power as never before, bringing to the fore unique possibilities for healing and repair. Marianne Williamson discusses both the internal and external aspects of female power and contribution.

6:30 p.m. – 8:30 p.m.

**Joint GPSolo/LPD Leadership Dinner featuring Present & Powerful Speaker Marianne Williamson**

Ticketed: $150 per person

Join us for an evening of fine dining at Old Homestead Steakhouse. Please be punctual because the entire party must be present to be seated. Space is limited so tickets must be purchased in advance and not at the door.

Listen to their podcasts with GPSolo in our podcast library: www.ambar.org/podcast.