

2017

#LMA17

LEGAL MARKETING ASSOCIATION ANNUAL CONFERENCE

MARCH 27 – 29, 2017 | ARIA RESORT, LAS VEGAS, NEVADA

Bio Rx: Making the Most of a Website Magnet

Amy Spach

Marketing Content Manager
Perkins Coie LLP

Mary Trice

Digital & Marketing Communications Manager
Winston & Strawn LLP



BioRx: Embrace the Emotions

Personal
Meets
Professional



Amy Spach

#LMA17



Drop-in Bio Booth at Retreat

Marketing Content
Manager

Perkins Coie LLP
Los Angeles



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Mary Trice

Digital & Marketing Communications Manager

Winston & Strawn LLP

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Learning Outcomes

1. Identify the elements of a strong bio
2. Recognize “bio killing” pitfalls that can derail effective bios
3. Become familiar with ways to optimize bios online

Diagnosis: *Genericitis*



RANDY A. BRIDGEMAN PARTNER

Firmwide Co-Chair, Corporate Finance

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VCARD • EMAIL

OVERVIEW	EXPERIENCE	NEWS	PUBLICATIONS & PRESENTATIONS
<p>In his counsel to public and private companies, Randy Bridgeman often serves as deal steward and outside corporate counsel, quarterbacking the deal process from pre-sale preparations through to closing and positioning clients for expansion, strategic partnerships and changes in ownership.</p> <p>Randy's recent acquisition and sales counsel includes several brand acquisitions for multinational companies with complex intellectual property assets, a series of dealership roll-ups for an industrial equipment OEM and a cross-border co-manufacturing joint-venture for a global food manufacturer.</p> <p>Steering Sophisticated Transactions to Closing</p> <p>Randy has structured numerous traditional and non-conventional transactions to help clients realize long-term strategies. As owners of privately held companies increasingly explore succession and liquidity transactions that allow for company longevity and retirement security, Randy has been creating sophisticated frameworks and win-win arrangements for all interested parties. His deal experience and background include the full range of corporate issues and strategic transactions, such as:</p>			<p>Areas of Focus ▾</p> <p>PRACTICES</p> <ul style="list-style-type: none"> • Corporate • Private Equity • Mergers & Acquisitions • Venture Capital • Emerging Companies & Venture Capital • Corporate Finance • Corporate Governance & Securities • Capital Markets <p>INDUSTRIES</p> <ul style="list-style-type: none"> • Mining

Rx: Make it Stick With Specifics



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VCARD • EMAIL

OVERVIEW

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Randy's recent acquisitions include a complex intellectual property border co-manufacturing joint-venture for a global food manufacturer.

Steering Sophisticated Transactions to Closing

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& PRESENTATIONS

- Mergers & Acquisitions
- Venture Capital
- Emerging Companies & Venture Capital
- Corporate Finance
- Corporate Governance & Securities
- Capital Markets

INDUSTRIES

- Mining

Rx: Make it Stick With Specifics



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V CARD • EMAIL

OVERVIEW

EXPERIENCE

NEWS

PUBLICATIONS & PRESENTATIONS

BRAND ACQUISITIONS FOR BEAM INC.

Represented Beam Inc. in its acquisition of the assets comprising the 2 Gingers Irish Whiskey brand. In a previous transaction for Beam, Randy led the spirits maker in acquiring Skinnygirl Margarita. Both deals involved brands driven by the celebrity status of their owners, trademarks and other intellectual property issues, and compliance with TTB regulations.

MANAGEMENT BUYS ILLINOIS TRANSPORT, INC.

Represented Illinois Transport, Inc., a regional leader in the intermodal container storage, maintenance and repair business, in the sale of all of its stock to management to effect the owner's succession plan.

STRATEGIC CROSS-BORDER JOINT-VENTURE FOR GLOBAL MANUFACTURER

Represented a global manufacturer in the structuring, negotiation and formation of a joint-venture with an Australian co-manufacturer to expand the client's supply chain and solidify the client's international capabilities with respect to its global customers.

DEALERSHIP AND MANUFACTURING ACQUISITION STRATEGY FOR UNICARRIERS AMERICAS CORP.

Advised the forklift manufacturer, which is a venture owned by Nissan Motor Co. Ltd., Hitachi Construction Machinery Corporation Ltd. and Innovation Network Corporation of Japan, in a strategic acquisition and in the acquisition of an independent dealership.

Areas of Focus


PRACTICES

- Corporate Law
- Private Equity
- Mergers & Acquisitions
- Venture Capital
- Emerging Companies & Venture Capital Law
- Corporate Finance
- Corporate Governance & Securities
- Capital Markets

INDUSTRIES

- Mining
- Retail & Consumer Products
- Food & Beverage
- Wineries, Breweries & Distilleries


Diagnosis: *Suffocation by Text*


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[THE FIRM](#)
[DIVERSITY](#)
[CAREERS](#)

PROFESSIONALS



Albert Gidari, Jr. | Partner
[Profile](#) | [Experience](#) | [News / Publications](#) | [Events](#)

Albert Gidari is a partner at Perkins Coie LLP where he represents a broad range of companies on privacy, security, Internet, electronic surveillance and communications law. His practice also includes both civil and criminal litigation, investigations and regulatory compliance counseling.

Privacy

Mr. Gidari is a nationally recognized privacy lawyer. In 2011, he negotiated the first-ever "privacy by design" consent decree with the Federal Trade Commission on behalf of Google Inc., in regard to the company's Buzz social networking service. The Consent Decree was the first FTC Privacy and EU Safe Harbor settlement and the first to include a comprehensive privacy program to implement the Decree. He also successfully settled claims relating to Google Buzz in a multi-district class action filed in federal court.

From 2010 to present, Mr. Gidari also has successfully represented Google in regard to its Wi-Fi collection activities via Streetview, defending the company before the U.S. Department of Justice, Federal Trade Commission, Federal Communications Commission, a multi-state Attorney General

Education

- University of Washington School of Law, LL.M., 1994
- George Mason University School of Law, J.D., with distinction (top 1%), 1985
- Tulane University, B.A., History, 1978

Bar Admissions

- District of Columbia
- Washington

Court Admissions

- U.S. Supreme Court
- U.S. District Court for the Western District of Washington

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PROFESSIONALS

JD PhD LL.M. LL.M. LL.M.

Albert Oldari, Jr. | Partner

(Profile) | (Experience) | (News / Publications) | (Events)

Albert Oldari is a partner at Perkins Cole LLP where he represents a broad range of companies on privacy, security, Internet, electronic surveillance and communications law. His practice also includes both civil and criminal litigation, investigations and regulatory compliance counseling.

Privacy

Mr. Oldari is a nationally recognized privacy lawyer. In 2011, he negotiated the first-ever "privacy by design" consent decree with the Federal Trade Commission on behalf of Google Inc., in regard to the company's Buzz social networking service. The Consent Decree was the first FTC Privacy and EU Safe Harbor settlement and the first to include a comprehensive privacy program to implement the Decree. He also successfully settled claims relating to Google Buzz in a multi-district class action filed in federal court.

From 2010 to present, Mr. Oldari also has successfully represented Google in regard to its WiFi collection activities via StreetView, defending the company before the U.S. Department of Justice, Federal Trade Commission, Federal Communications Commission, a multi-state Attorney General inquiry, and globally in response to inquiries from Data Protection Authorities and other agencies.

His other successes include successfully defending Google in response to the 2008 FTC Court Computing inquiry in 2008 and in 2008 against a Department of Justice subpoena seeking billions of customer search queries and Web pages from Google search in *Google v. Google*, 334 F.R.D. 674 (U.S. CA 2008). See Post Hearing CIVIL Interview here.

Within the communications industry, Mr. Oldari is a recognized authority on the use, disclosure and access to Customer Proprietary Network Information or "CPNI." Mr. Oldari has represented numerous wireless carriers and CTIA-the Wireless Association before Congress, the Federal Communications Commission and state agencies in responding to proposed new rules to combat "pretexting" or the unlawful access to CPNI by data brokers. On behalf of numerous carriers, Mr. Oldari and his litigation team successfully sued and enjoined number data brokers to prevent unlawful pretexting of customer information. Mr. Oldari represents Sprint Mobile in defending multi-district class action claims against the company and its handset manufacturers and software maker Carrier IQ regarding the use of network monitoring tools on the handset.

Location-based services in the wireless industry present significant privacy challenges and Mr. Oldari likewise is an authority and industry thought leader on these issues. He first wrote about location capability in two articles in *Cellular Business* magazine in 1995, and has since been a frequent speaker on the subject at international conferences. He drafted CTIA's petition to the Federal Communications Commission in 2001 to establish technology-neutral fair location information practices. Likewise, he was the rapporteur for International GSM Association's working group on the development of international location privacy principles in Rome in 2002.

He continues to represent wireless carriers in the implementation of a new generation of location-based services for asset tracking, public safety, telematics and law enforcement needs. To address the significant privacy issues that may arise with location-based services, CTIA - the Wireless Association asked Mr. Oldari to develop an industry-wide set of best practices and guidelines for location-based service providers. CTIA's *Best Practices and Guidelines for Location-Based Services* were adopted in Spring 2005, and substantially amended and updated to reflect current location business practices. The Guidelines serve as the benchmark for addressing user privacy in location products and services. In June 2009, Mr. Oldari spoke at the Berkman Center for Internet & Society addressing the topic of location privacy in a mobile world in a speech entitled "They Know Where You Are: Location Privacy in a Mobile World." Today, Mr. Oldari represents a broad range of location application providers, mobile device operating system developers and others in responding to privacy concerns regarding location tracking and monitoring.

In the area of law enforcement, Mr. Oldari has represented communications companies for over fifteen years in the implementation of the Communications Assistance for Law Enforcement Act ("CALEA"). He was the key legal advisor to the wireless industry for the development of JSTD-025, the first technical standard for electronic surveillance in the United

Education

- University of Washington School of Law, LL.M., 1994
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- District of Columbia
- Washington

Court Admissions

- U.S. Supreme Court
- U.S. District Court for the Western District of Washington
- U.S. Court of Appeals for the District of Columbia Circuit
- U.S. Court of Appeals for the Ninth Circuit

Highlights

Perkins Cole Named
Among Top Firms in
Chambers USA 2011



States. In the support of the Telecommunications Industry Association, for his work in that regard, he received CTIA's President's Award for excellence in 1995. Mr. Oldari successfully represented the American Library Association and the Association of American Research Libraries before the Federal Communications Commission to obtain an exemption from CALEA. Likewise, Mr. Oldari successfully represented a coalition of advanced research and education networks such as the Pacific Northwest Gigapop, National LambdaRail and the Corporation for Education Network Initiatives in California or "CENIC" before the Federal Communications Commission and the U.S. Court of Appeals for the District of Columbia in challenging the extension of CALEA to private networks.

A recognized authority on the Wiretap Act and the Electronic Communications Privacy Act, Mr. Oldari is a frequent commentator on electronic surveillance issues. He testified before the House of Representatives Committee on the Judiciary, Subcommittee on the Constitution, Civil Rights, and Civil Liberties, on May 5, 2010, regarding SOPA reform and digital due process. In 2011, he spoke at Brookings regarding Reforming the Electronic Communications Privacy Act.

In addition to the implementation of CALEA, Mr. Oldari assists communications service providers in developing security office procedures to comply with lawfully authorized electronic surveillance orders. He assists companies in reviewing and responding to legal process under the Electronic Communications Privacy Act, the Foreign Intelligence Surveillance Act and the Wiretap Act.

Mr. Oldari's work encompasses international and cross-border requests for information through Mutual Legal Assistance Treaties and international conventions. In 2005, Mr. Oldari served as an expert witness on the scope of USA PATRIOT Act for the Government of British Columbia in British Columbia Government and Service Employees' Union v. Minister of Health Services and Medical Services Commission (V04029) (Supreme Court of British Columbia), and he has filed expert declarations in proceedings in Brazil and France.

Security

As with privacy, Mr. Oldari is a noted authority on the development and implementation of security best practices to meet the requirements of Sarbanes-Oxley as well as the Payment Card Industry or "PCI" data security standard for electronic financial services. Mr. Oldari has handled dozens of security breach investigations and notices to customers under state security breach notification laws. He maintains the popular state security breach notification laws chart at Perkins Cole's Web site.

Internet and E-Commerce

In 1995, Mr. Oldari co-founded the Internet Law and Policy Forum, a global consortium of Internet-centric companies addressing policy and legal issues raised by the global nature of Internet communications and commerce. He served as its first Executive Director from 1995 - 1999. In that capacity, he addressed the OECD Ministers Meeting in Ottawa, Canada, and presented a milestone paper titled *Observations on the State of Self-Regulation of the Internet*.

Mr. Oldari co-authored the path-breaking *Survey of State Electronic & Digital Signature Legislative Initiatives in 1997*, which became the foundation for the development of international principles for electronic authentication. He has remained an active participant in the firm's electronic financial services practice for over a decade, advising clients in development of payment processes, compliance with money transmitter and exchange statutes and in new and emerging financial services models. His advice is augmented by his private sector experience as the CEO of a proposed all-Internet bank in 2002, the founder of a financial services company in 2000, and as an advisor to emerging companies in the payments area.

Regulatory issues abound in Internet law and present compliance challenges. Mr. Oldari has worked closely with clients in the development of online marketing initiatives. He was a participant in the Federal Trade Commission's May 2003 Spam Forum, and he was instrumental in advising CTIA and other clients on the passage of the CAN-SPAM Act. Section 14 of the CAN-SPAM Act addresses requirements for mobile service commercial messages or "SMS/IVR" and Mr. Oldari advises both wireless carriers and applications providers regarding compliance with the law.

He works closely today in selling key word advertising and search engine policies and practices, as publishers, advertisers, search providers and social networking sites face potential liability for carrying advertisements for products or services deemed to be unlawful. Mr. Oldari counsels clients regarding compliance with online gambling laws, and he represented Google in defense of class action claims in 2005 that such advertisements violated California law in *Canter v. Google et al.* Mr. Oldari also represented Google and numerous companies in responding to grand jury inquiries about such ads as well as online companies and individuals regarding investment decisions in online gambling businesses and jurisdictional issues.

Mr. Oldari has represented the pioneers of the Internet, including such companies as Amazon, Google and Microsoft. He represented Comstream by Boeing, the first airborne commercial ISP, Amazon.com in the roll out of its auction services, and wireless service providers in the development of the wireless Web.



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Practices

Privacy & Security
Communications
& Commerce
Marketing & Advertising
Regulatory Litigation
Electronic Financial
Services
Investigations & White
Collar Defense
Interactive Entertainment
Clearance
Social Media
Class Action Defense

PROFESSIONALS

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Albert Oldari, Jr. | Partner

(Profile) | (Experience) | (News / Publications) | (Events)

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From 2010 to present, Mr. Oldari has been involved in several high-profile cases, including the DOJ's investigation of the FBI's collection activities via Wi-Fi, the Federal Trade Commission's inquiry, and other agencies.

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Practices

Privacy & Security
Communications
& Commerce
Marketing & Advertising
Regulatory Litigation
Electronic Finance
Services
Investigations & White
Collar Defense
Interactive Entertainment
Clearance
Social Media
Class Action Defense



States, under the auspices of the Telecommunications Industry Association. For his work in that regard, he received CTIA's President's Award for excellence in 1995. Mr. Oldari successfully represented the American Library Association and the Association of American Research Libraries before the Federal Communications Commission to obtain an exemption from CALEA. Likewise, Mr. Oldari successfully represented a coalition of advanced research and education networks, such as the Pacific Northwest Gigapop, National LambdaRail and the Corporation for Education Network Initiatives in California or "CENIC" before the Federal Communications Commission and the U.S. Court of Appeals for the District of Columbia in challenging the extension of CALEA to private networks.

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Mr. Oldari's work encompasses international and cross-border requests for information through Mutual Legal Assistance Treaties and international conventions. In 2008, Mr. Oldari secured

potential liability for carrying advertisements for products or services deemed to be unlawful. Mr. Oldari counsels clients regarding compliance with online gambling laws, and he represented Google in defense of class action claims in 2005 that such advertisements violated California law in *Cianci v. Google et al.* Mr. Oldari also represented Google and numerous companies in responding to grand jury inquiries about such ads as well as online companies and individuals regarding investment decisions in online gambling businesses and jurisdictional issues.


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Rx: Right Size the Super Sized


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Winthrop B. Reed, III, Member

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Winthrop B. ("Win") Reed, III is a trusted adviser to clients in complex matters relating to antitrust, information technology, commercial litigation, health care, class action, and franchise law. Win built his practice by developing strong personal and professional relationships in the business community in St. Louis and across the region, and he is known for his enthusiastic commitment to his clients. Win's clients know they can reach him day or night, no matter the issue.

Win thrives when his clients bring him their big, complex problems, and he has a knack for quickly getting to the heart of an issue. Win and his team tackle every case head-on with a creative, resourceful approach, offering a great value to his clients.

As a respected attorney in the Firm, Win serves on the Firm's Management Committee and is also a long-time member of the Firm's E-Discovery Committee.



Win Reed: Enthusiastic Commitment

Enthusiastic Commitment

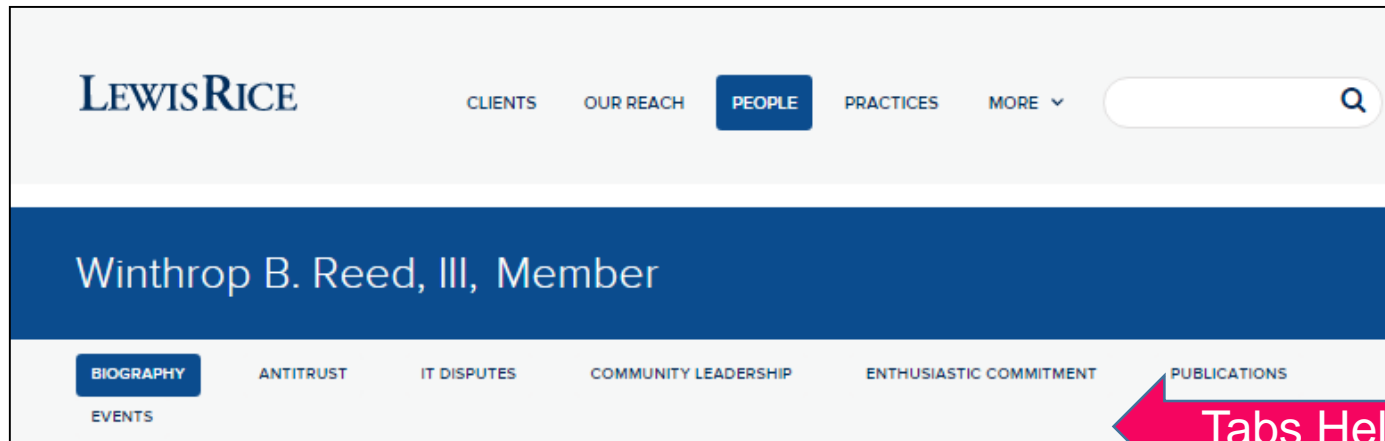
Practice Areas

- Antitrust
- Health Care
- Information Technology
- Cybersecurity & Data Privacy
- Class Action
- Franchise & Other Distribution
- Commercial Litigation
- Technology Licensing

Navigation

White Space

Rx: Design-Boosted Content



Rx: Design-Boosted Content



Generous white space

Hero font opener

Rx: Maximize Real Estate



As a Gulf Coast native and the daughter of a career marine-insurance claims adjuster, Candace Ourso was introduced to the insurance and legal industries at a very young age. After law school, she naturally followed her maritime roots and found a home amongst some of Houston's most well-respected and successful admiralty and trial lawyers. International marine disasters forced her to learn quickly that effective crisis management hinges upon critical analysis and smart decisions made in record time. And she still carries coveralls and steel-toe boots in the back of her car.

Rx: Break it Up

JONATHAN C. BACON
PARTNER

"Avoiding reactive and formulaic approaches to litigation is key to resolving lawsuits quickly, efficiently and favorably. I believe my clients are best served by an early and proactive focus on creative solutions."

Practices Memberships Recognition

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Overview Experience News & Publications

In his civil litigation defense practice, Jonathan C. Bacon has extensive experience managing complex construction defect claims, construction product claims, and environmental claims.

Developing an in-depth understanding of technical issues and demanding accountability from technical, scientific, and medical experts has been a key to Jonathan's record of litigation achievements.

Construction Litigation

In the construction arena, Jonathan has represented California and national construction product manufacturers as lead counsel in state-wide and out of state litigation involving window and siding products. He has managed a broad range of commercial and residential construction defect matters with emphasis on exterior cladding systems, waterproofing systems, window and door products, earth movement and concrete failures. Also, he serves as a private mediator and Special Master in multiparty construction defect and product litigation. Resisting formulaic, reactive strategies, he instead chooses to explore creative approaches to construction litigation with an eye toward early resolution when possible.

Environmental Toxic Torts Injuries

Community acquired illness cases, such as Legionnaire's disease, food-borne illnesses, mold-related injury and other toxics-based injury claims are actions Jonathan defends. His clients include business

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Education

Golden Gate University School of Law, J.D., 1981
Ithaca College, B.A., 1978

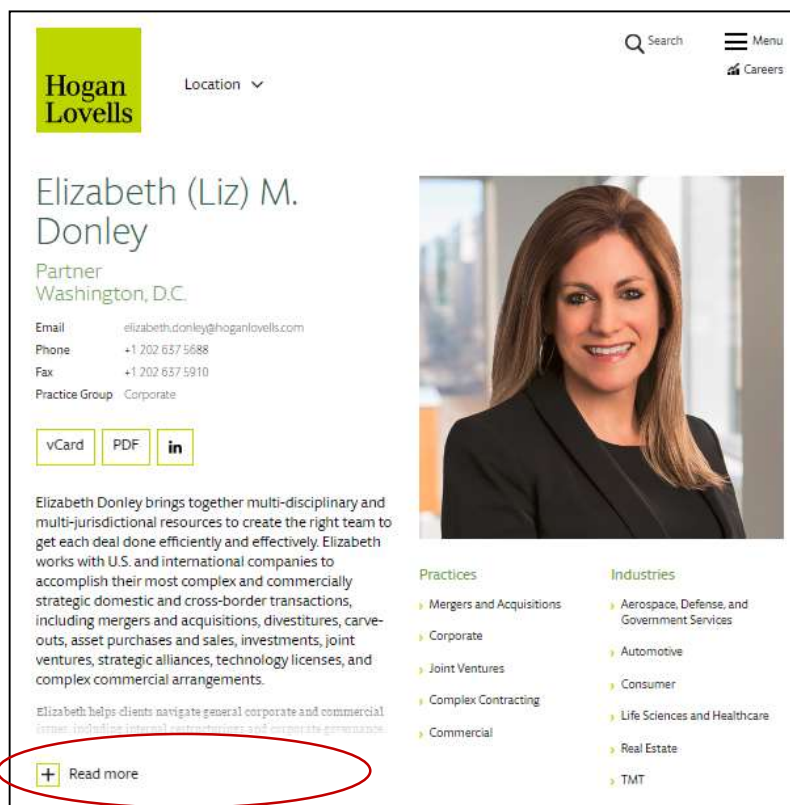
Admission

State Bar of California, 1983
U.S. District Court, Northern and Eastern Districts of California

Short sentences

Subheadlines

Rx: More Button



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Elizabeth (Liz) M. Donley
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Practice Group: Corporate

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Elizabeth Donley brings together multi-disciplinary and multi-jurisdictional resources to create the right team to get each deal done efficiently and effectively. Elizabeth works with U.S. and international companies to accomplish their most complex and commercially strategic domestic and cross-border transactions, including mergers and acquisitions, divestitures, carve-outs, asset purchases and sales, investments, joint ventures, strategic alliances, technology licenses, and complex commercial arrangements.

Elizabeth helps clients navigate general corporate and commercial issues, as well as corporate governance and corporate governance.

Practices

- » Mergers and Acquisitions
- » Corporate
- » Joint Ventures
- » Complex Contracting
- » Commercial

Industries

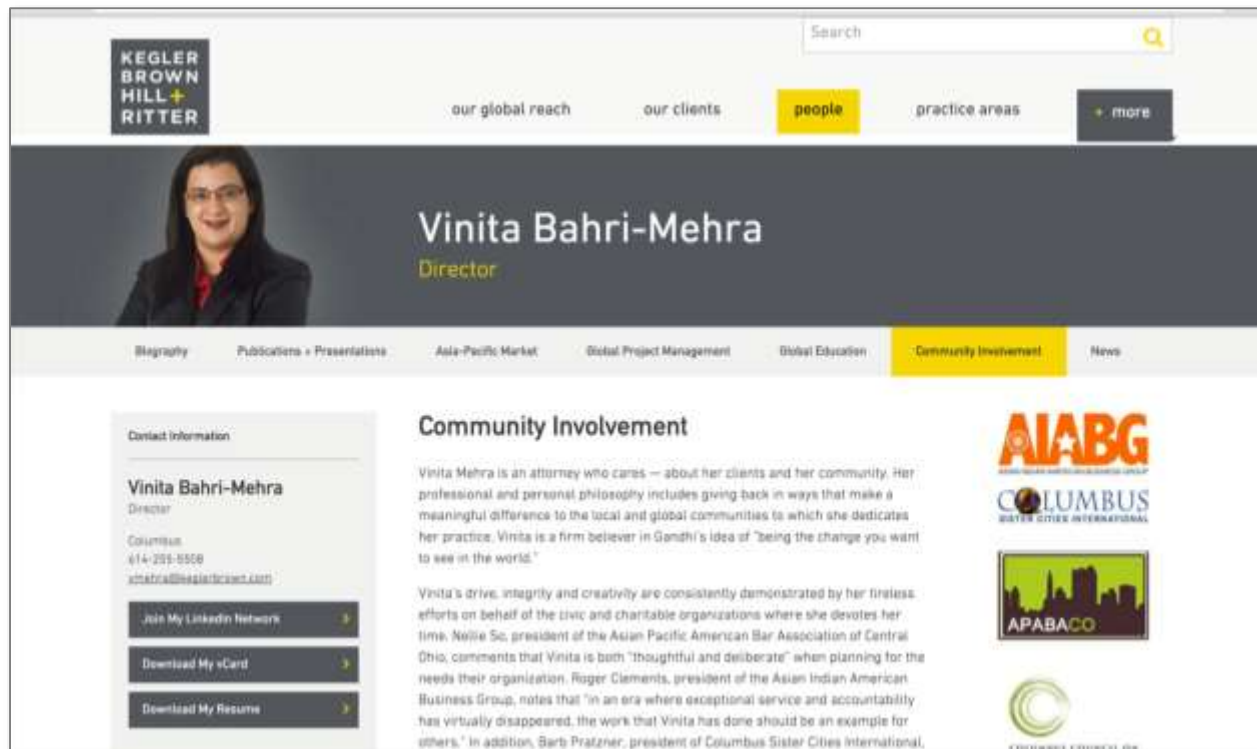
- » Aerospace, Defense, and Government Services
- » Automotive
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- » Life Sciences and Healthcare
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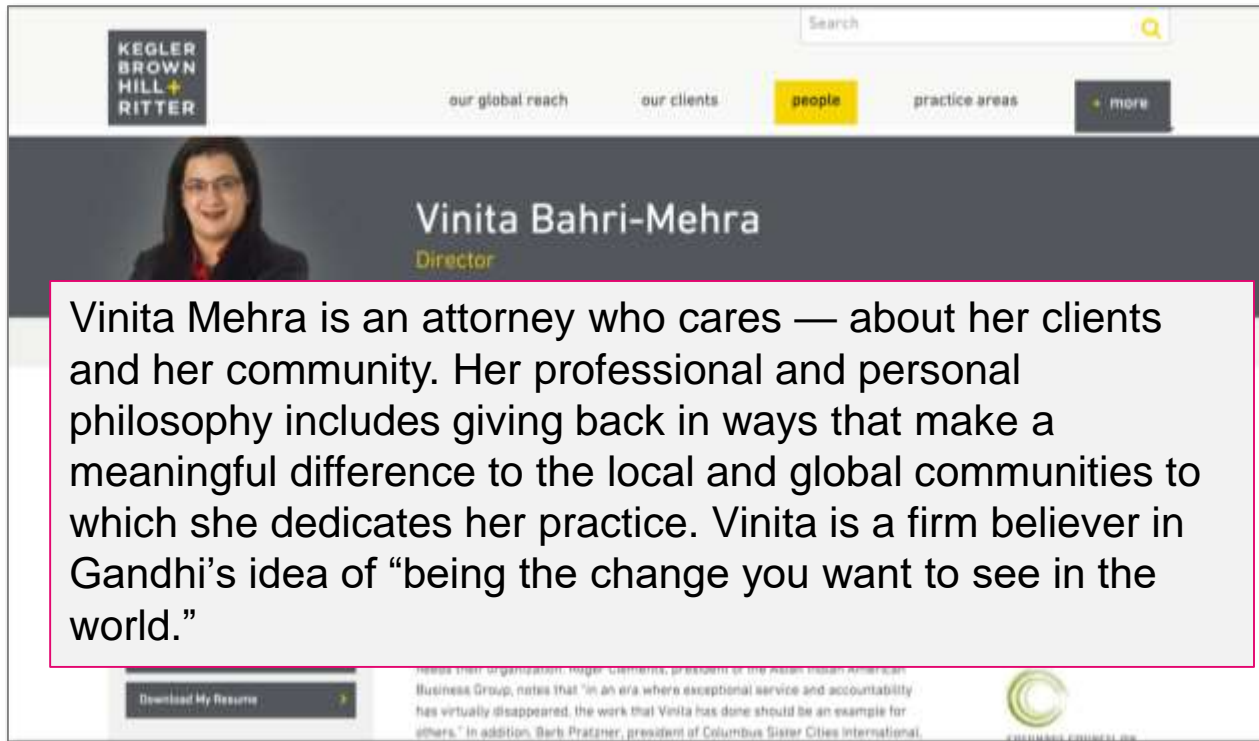
Diagnosis: *Homo Sapiens Absens*



Rx: Make it Personally Professional



Rx: Getting to Know You



The screenshot shows the website of the law firm Kepler Brown Hill Ritter. At the top left is the firm's logo. To the right is a search bar and a navigation menu with links: "our global reach", "our clients", "people" (highlighted in yellow), "practice areas", and "more". Below the navigation bar is a large banner featuring a portrait of Vinita Bahri-Mehra on the left and her name and title, "Vinita Bahri-Mehra Director", on the right. Below the banner is a text box containing a quote about her philosophy. At the bottom left of the banner area is a "Download My Resume" button. At the bottom right, there is a quote from the National Hispanic American Business Group and a logo for the Columbus Council on the Arts.

KEPLER
BROWN
HILL
RITTER

our global reach our clients people practice areas more

Vinita Bahri-Mehra
Director

Vinita Mehra is an attorney who cares — about her clients and her community. Her professional and personal philosophy includes giving back in ways that make a meaningful difference to the local and global communities to which she dedicates her practice. Vinita is a firm believer in Gandhi's idea of "being the change you want to see in the world."

Download My Resume

...notes that organization, Kepler, Clements, president of the National Hispanic American Business Group, notes that "in an era where exceptional service and accountability has virtually disappeared, the work that Vinita has done should be an example for others." In addition, Barb Pratzner, president of Columbus Sister Cities International.

COLUMBUS COUNCIL ON THE ARTS

Rx: Talk to Your Client

 **SHULMAN FAMILY LAW GROUP**
SFLG Attorneys - Mediators

800-230-1770



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MAYA SHULMAN, ESQ.

Known for her counsel to prominent entertainers, athletes and high-net worth individuals, Maya Shulman has developed deep experience in resolving the most difficult divorce and family law issues, including *interstate*, *international* and *move away* cases that commonly occur among her mobile, multi-residential clients. Discretion and confidentiality are paramount in her client-attorney relationships and equally evident in how she *protects the privacy of clients* in today's celebrity-driven culture. Maya is well-versed in the power of resolving conflicts outside of the courtroom through the use of *private judging mediation alternatives*.

"Most clients come to me in emotionally charged and life altering circumstances. I help them move to the next stage in their lives by being a communicative, cost-effective and ardent advocate," Maya shares. She has advised clients through hundreds of divorces, asset divisions, custody disputes, adoptions, surrogacy and other family law issues during her more than 15 years of practicing law. Maya represents all parties in matrimonial and family law cases, including same-sex couples, minors and grandparents.

Maya is frequently called upon by clients to tackle the highly complex and entangled divorce, custodial and surrogacy-related issues that other lawyers have deemed impossible. For one client, she resolved a seemingly intractable divorce, stalled by more than three years in litigation, after just two weeks of her leading negotiations. As Maya puts it, "I get it done and am realistic with clients. I will not shy away from a tough case if I believe there is a

AREAS OF PRACTICE

Family Law
Adoptions

Rx: How I Can Help You

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MAYA SHULMAN, ESQ.

“Most clients come to me in emotionally charged and life altering circumstances. I help them move to the next stage in their lives by being a communicative, cost-effective and ardent advocate,” says Maya

AREAS OF PRACTICE

Family Law

Bio Killers



Bio Killers

Roadblocks

Legalese, parentheses, semicolons

Bio Killers

Roadblocks

Legalese, parentheses, semicolons

Her experience further includes negotiating and drafting **(including AIA modifications)** construction contracts and related management agreements, subcontracts and agreements for provision of architectural and engineering service for public and private projects throughout the United States. In addition, Ms. Smith represents solar energy providers in connection with solar energy and water harvesting projects located in various states and is involved in documenting and negotiating agreements related **thereto**, including solar power purchase, lease and sublease agreements, solar easements, and master engineering procurement and construction agreements.

Bio Killers

Marcia Marcia Marcia



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Consistency vs Monotony

The screenshot shows a professional website profile for a lawyer named Neil. The navigation bar at the top includes 'Global Reach', 'Insights & Resources', 'Profile', and 'Sectors & Services'. A circular graphic on the right contains the text: 'Client service involves more than just informed advice about the law - it's about knowing where the law is heading and ensuring that the client's reputation is protected.'

Neil is also co-leader of the firm's [in-house group](#).

CONSTRUCTION LAW

Neil is an expert in construction law as certified by the Law Society of Upper Canada, a [Lawyer-Selected Lawyer](#) for construction law, and has been ranked in [Best Lawyers in Canada](#) for construction law for more than a decade. He divides his practice between solicitor and dispute resolution work.

Neil's solicitor expertise includes negotiating and drafting all types of construction contracts -- including CCDC, CCA, DCA, AIA, tenders and bids -- and providing construction management advice, including handling of delay claims, termination of contracts, retention of completion contractors and bond claims. He regularly advises lenders, municipalities and universities in project finance. A significant portion of Neil's practice involves acting for U.S. and European clients building in Canada.

As a litigator, Neil has appeared in all levels of court in Ontario and Nunavut, and has also appeared before the Supreme Court of Canada. He has arbitrated and mediated national and international cases in almost every province. In addition to the prosecution of lien, bond and trust claims, Neil has assumed litigation in the course of relationships, enforced warranty and deficiency claims under contract as well as for provincial new home regulations, acted in disputes amongst joint venture partners, between owners and contractors, between consortiums and infrastructure regulators, and between developers and constructors of solar, wind and alternate energy power projects, and handled expropriation claims and mass tenancy terminations for the purpose of city and community building.

Neil has developed a special interest in geotechnical issues, including slide on grade, integrity, concrete performance, tunneling, sanitary infrastructure and building in cold weather, including permafrost degradation.

CONSUMER FINANCIAL SERVICES

Neil is an expert in all aspects of consumer law, primarily from the perspective of lenders. His expertise includes drafting and analyzing cost of credit disclosures, consumer protection, privacy, and credit reporting terms and conditions, primarily in the form of conditional sales contracts, leases, loan agreements and guarantees.

Neil understands the rules and regulations nationally and locally with respect to consumer protection, consumer reporting, vehicle and equipment finance and personal security services. As a solicitor, Neil's clients include banks, institutional captive and independent finance companies, lease

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Neil has developed a special interest in geotechnical issues, including slab on grade, subgrade, concrete performance, tunneling, sanitary infrastructure and building in cold weather, including permeability degradation.

CONSUMER FINANCIAL SERVICES

Neil is an expert in all aspects of consumer law, primarily from the perspective of lenders. His expertise includes drafting and analyzing cost of credit disclosures, consumer protection, privacy, and credit reporting terms and conditions, primarily in the form of conditional sales contracts, loans, lease agreements and guarantees.

Neil understands the rules and regulations nationally and locally with respect to consumer protection, consumer reporting, vehicle and equipment finance and related consumer services. His solicitor client's such as banks, institutions

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Mark K. McCulloch, Esq. | Orlando Appeals Lawyer

www.appealslawgroup.com/our-attorneys/mark-k-mcculloch-esq.aspx •

Mr. McCulloch began his legal career in 2009 in the legal department at Liberty Mutual Insurance ... His practice focuses on comprehensive appellate advocacy.

George Telquist | TZMC Law

tzmlaw.com/team/george-telquist/ •

George is an experienced civil trial lawyer, having tried cases since 1997. His practice focuses on trial and litigation, mostly assisting people in personal injury ...

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Michael E. Brown | Senior Partner | Kightlinger and Gray ...

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Practicing law for over 30 years, his practice focuses on corporate and business litigation, insurance coverage and bad faith, and professional liability cases ...

The Attorney-client Privilege in Civil Litigation: ...

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Vincent S. Walkowiak - 2008 - Law

His practice focuses on property and liability insurance coverage litigation, ... and his J.D., magna cum laude, in 2003 from William Mitchell College of Law.

W. Taylor Hale | Hale Law Firm | Lake Charles, Louisiana

www.halelawfirm.com/Attorneys/W-taylor-Hale.shtml •

His practice focuses on serious personal injury and maritime law. He has litigated a variety of personal injury cases including those involving automotive/trucking ...

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Stevens, Littman, Biddison, Sharp & Weinberg LLC assists with legal matters involving personal injury law ... The majority of his practice focuses on family law.

Los Angeles Immigration Law Attorney | Santa Monica ...

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His practice focuses on immigration issues. For two years prior to attending law school

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Lori Baggett
Shareholder

lbaggett@carltonfields.com [vCard](#)


Tampa [PDF](#)

T: 813.229.4220
F: 813.229.4133

Lori Baggett represents companies in many aspects of labor and employment law, with a particular expertise in workplace safety and health (OSHA) issues. She is one of a handful of Florida lawyers with OSHA 30 certification. She represents clients dealing with catastrophic accidents and helps them resolve OSHA citations and whistleblower complaints. She also advises and counsels employers on workplace legal compliance issues and defends employment-related claims. Her clients represent numerous industries, including construction, propane and natural gas equipment and systems, and retail.


Ms. Baggett's experience defending companies in disputes with current or former employees includes federal and state lawsuits claiming discrimination, harassment, retaliation, failure to pay minimum or overtime wages, violations of the FMLA, and violations of non-compete restrictive covenants. She also represents companies in the

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Lori Baggett represents companies in many aspects of labor and employment law, with a particular expertise in workplace safety and health (OSHA) issues. She is one of a handful of Florida lawyers with OSHA 30 certification. She represents clients dealing with catastrophic accidents and helps them resolve OSHA citations and whistleblower complaints. She also advises and counsels employers on workplace legal compliance issues and defends employment-related claims. Her clients represent numerous industries, including construction, propane and natural gas equipment and systems, and retail.


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Lawyer bios account for 80% of legal website traffic

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Keyword Attraction

- Search volume & frequency
- Related keywords
- Search trends
- Competition

Keyword Attraction

Google Adwords: Keyword Planner

The screenshot displays the Google AdWords Keyword Planner interface. The top navigation bar includes links for Home, Campaigns, Opportunities, Reports, and Tools. The main heading is "Keyword Planner" with sub-tabs for "Find keywords" and "Review plan".

Targeting:

- United States
- All languages
- Google
- Negative keywords

Date range:

- Show avg. monthly searches for last 12 months

Customize your search:

- Keyword filters
- Keyword options
 - Show broadly related ideas
 - Hide keywords in my account
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- Keywords to include

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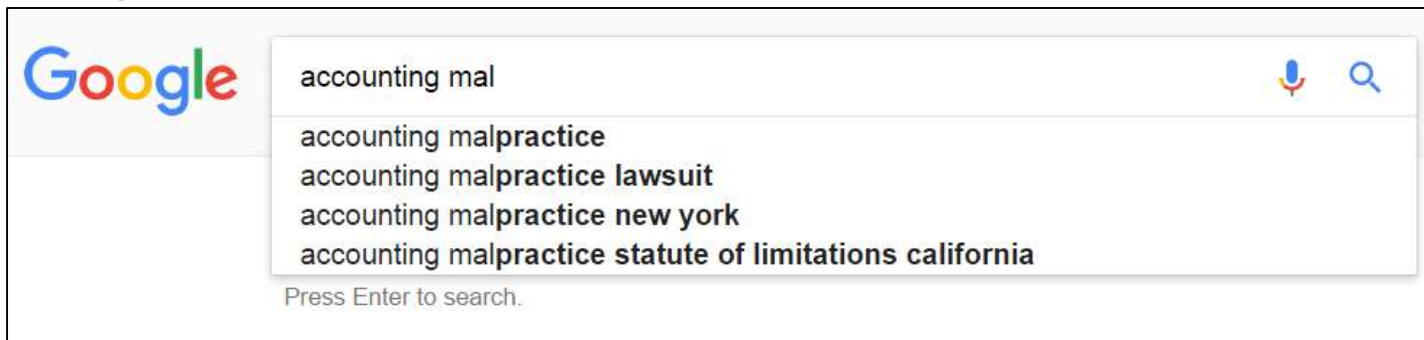
Average monthly searches for all ideas:
1M – 10M

Keyword ideas table:

Search terms	Avg. monthly searches	Competition	Suggested bid
price fixing	1K – 10K	Low	–
bid rigging	1K – 10K	Low	\$13.54
securities fraud	1K – 10K	Low	\$14.01
merger enforcement	10 – 100	Low	–
criminal antitrust law	–	–	–
civil antitrust law	–	–	–
per se antitrust	–	–	–

Keyword Attraction

- Google predictive search



- Subheadings

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 F: +1 713 300 6025

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Lawyer for landlords & tenants in lease, construction, operation of retail stores, and office facilities. Handles straightforward to very complex transactions.

Ivan Poullaos - Patent Litigation Attorney - Winston & Strawn

www.winston.com/en/who-we-are/attorneys/poullaos-ivan-m.html

Ivan Poullaos is an experienced IP law attorney with a concentration in pharmaceutical patent litigation, including Hatch Waxman and ANDA litigation.

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Ivan M. Poullaos is an attorney at the law firm Winston & Strawn. This page is a profile of Ivan M. Poullaos which lists the cases Ivan M. Poullaos has worked on ...

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- Wikipedia

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 USA Network Original Series. White Collar starring Matt Somer as con-man Neal Caffrey, and Tim DeKay as Special Agent Peter Burke.


White Collar (TV Series 2009–2014) - IMDb
www.imdb.com/title/tt1358522/ •
 Comedy. A white-collar criminal agrees to help the FBI catch other white-collar criminals using his expertise as an art and securities thief, counterfeiter, and ...
 Matt Somer. Episodes. Full Cast & Crew. Tim DeKay

White Collar (TV series) - Wikipedia
[https://en.wikipedia.org/wiki/White_Collar_\(TV_series\)](https://en.wikipedia.org/wiki/White_Collar_(TV_series)) •
 White Collar is a USA Network television series created by Jeff Sauer, starring Tim DeKay as FBI Special Agent Peter Burke and Matt Somer as Neal Caffrey. ...
 List of White Collar episodes · Tim DeKay · Willie Garson · Marisha Thomason

List of White Collar episodes - Wikipedia
https://en.wikipedia.org/wiki/List_of_White_Collar_episodes •
 White Collar is a crime/mystery television series that premiered on October 23, 2009, on the USA Network. The series stars Matt Somer as Neal Caffrey, a former ...

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White Collar
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The third time turns out to be the charm for criminal Neal Caffrey. ...
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 maximum-security facility, then is nabbed once again by Burke, Caffrey
 suggests ... More

First episode date: October 23, 2009
Final episode date: December 18, 2014

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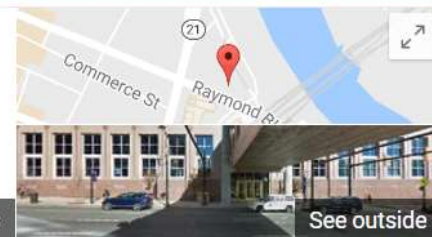
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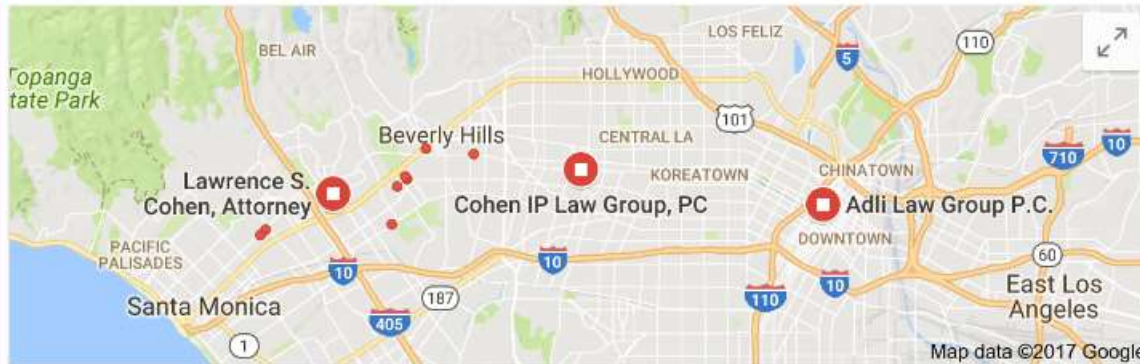
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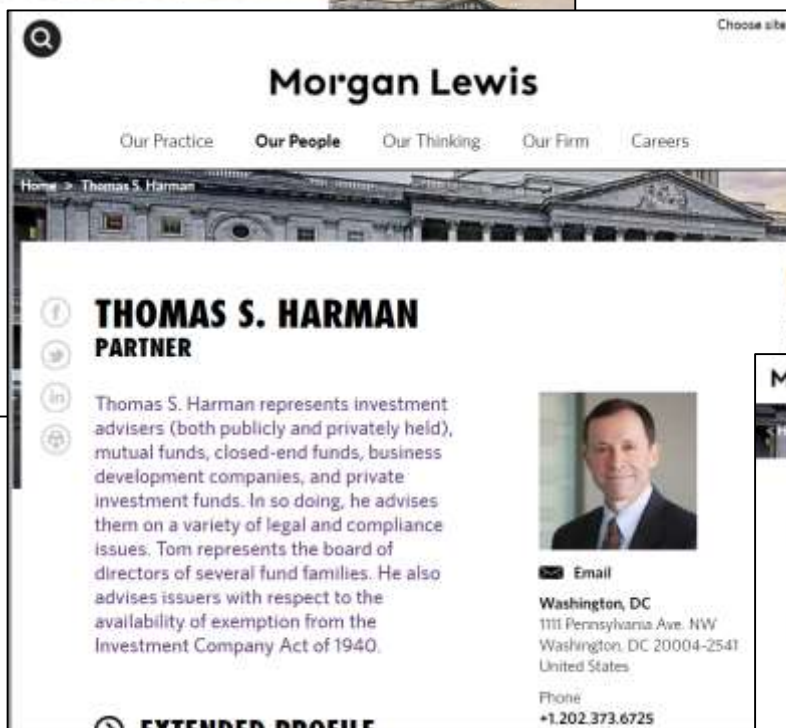
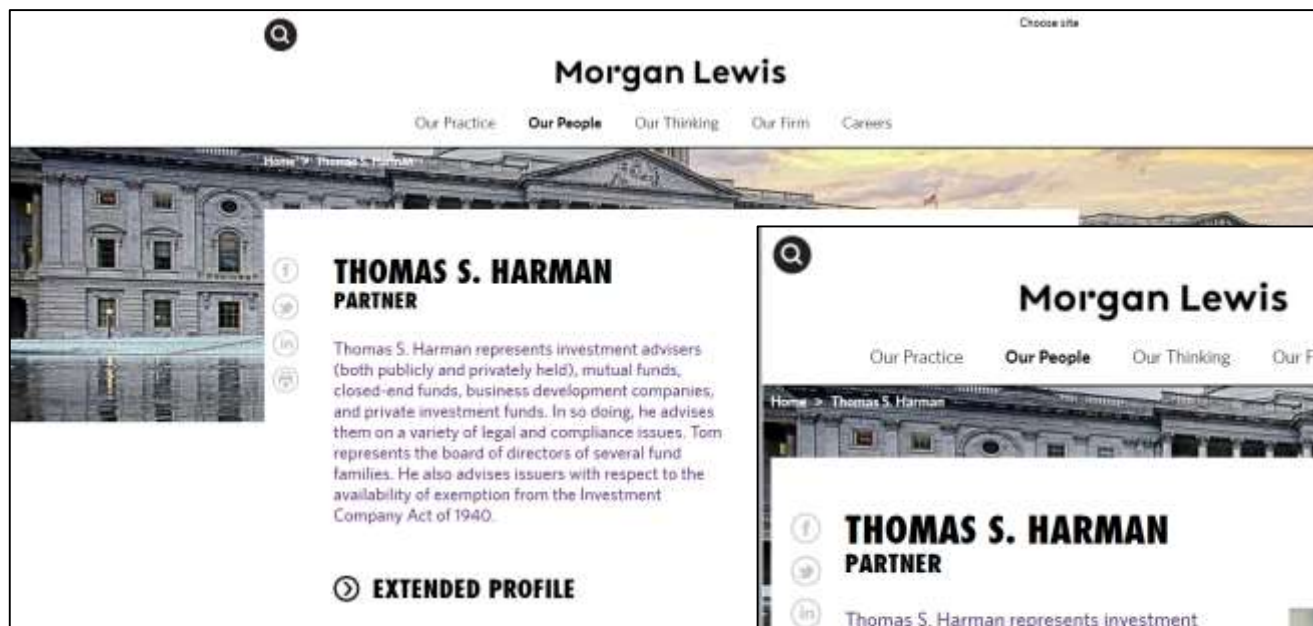
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International Lease Finance Corporation (ILFC)
James advised International Lease Finance Corporation (ILFC), one of the largest aircraft operating lessor companies, in connection with its US\$1.5 billion secured term loan, secured by 54 aircraft on lease to 25 airlines operating in Europe, Latin America, Asia and the Middle East. This complex transaction was awarded 2011 Commercial Loan Deal of the Year by Airfinance Journal.

Lead arrangers in FPSO OSX-2 financing
James advised the lead arrangers in the financing of the FPSO OSX-2 (Floating Production Storage and Offloading) vessel, which is sponsored by OSX Leasing Group B.V., with a total project cost of US\$1.1 billion. This deal was selected as 2011 Americas Oil & Gas Deal of the Year by Project Finance International magazine, and as 2011 Latin American

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ADMISSIONS

New York

EDUCATION

Columbia University School of Law, JD,
1990

Harvard College, BA, 1983

LANGUAGES

Spanish

French

Hebrew

Jeffrey Stern, a partner in Winston & Strawn LLP's New York office and co-chair Structured Finance Practice, has more than 20 years of experience in structured and derivatives and has completed asset-based financings, securitizations, structured transactions, and derivatives transactions involving an exceptionally wide range of types. His practice includes energy structured finance (including commercial and PACE finance), derivatives documentation, collateralized loan obligations (CLOs), marketplace lending platforms, structured funds, cross-border trade receivables, commodity financings, structured insurance financings, and funding/advising special finance companies.



Mr. Stern has played a leading role in developing and refining new and emerging forms of domestic and cross-border structured financings, derivative structures, asset-based lending and structured credit facilities and alternate risk transfer transactions, representing investment and commercial banks, insurance companies, specialty finance companies, asset managers, and private funds, among others. Additionally, Mr. Stern regularly represents clients in structuring and documenting deals involving unusual, complex, and/or distressed assets. He also has worked in Latin America for more than 15 years, focusing on cross-border financings and energy and infrastructure transactions.



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Translations, word origin, and more definitions

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Social media optimization - Wikipedia
https://en.wikipedia.org/wiki/Social_media_optimization
 Social media optimization (SMO) is the use of a number of **social media** outlets and communities to generate publicity to increase the awareness of a product, service brand or event.
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Francis J. Aquila - Sullivan & Cromwell

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Frank Aquila has a broad multidisciplinary practice that includes extensive experience in mergers and acquisitions and corporate governance. He has been ...

Frank J. Aquila - Wikipedia

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Frank J. Aquila is an American corporate lawyer. His practice focuses on mergers and acquisitions and corporate governance matters. Aquila serves as partner ...

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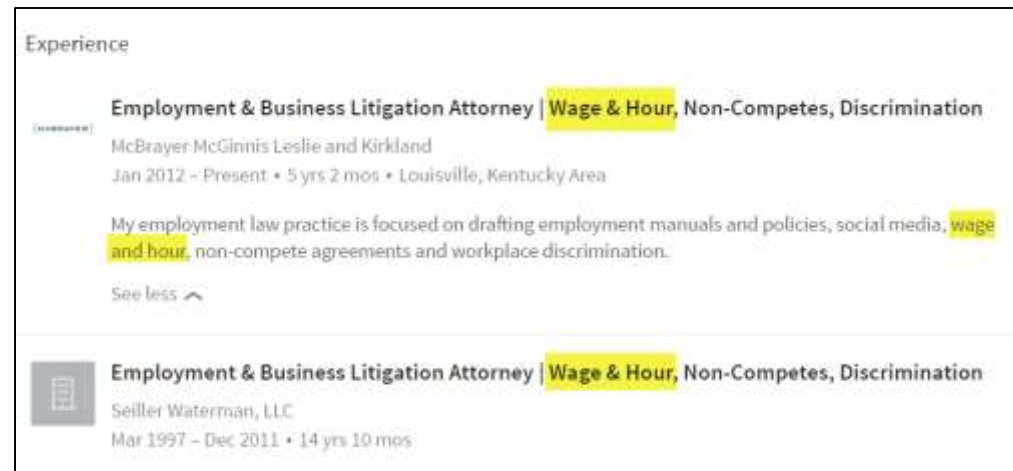
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say on pay frequency vote

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Just a short blog today to remind readers that companies must provide their shareholders with a separate resolution subject to a non-binding shareholder **vote** to determine whether future Shareholder **Say on Pay votes** will occur every one, two, or three years; no later than the annual meeting of shareholders held in the ... Sep 20, 2016

[Say on Pay Frequency Vote in 2017 - Winston & Strawn](#)

www.winston.com/en/executive...blog/say-on-pay-frequency-vote-in-2017.html

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Learning Outcomes

Identify the elements of a strong bio

Memorable, specific, right sized, personality

Recognize “bio killing” pitfalls that can derail effective bios

Roadblocks, monotony, scavenger hunts

Become familiar with ways to optimize bios online

Keywords, meta titles, semantic search,
social media optimization, dynamic content

Content Pilot 2016 FBP Study



Bio Rx: Making the Most of a Website Magnet

Q & A with M & A

Amy Spach

Marketing Content Manager
Perkins Coie LLP

Mary Trice

Digital & Marketing Communications Manager
Winston & Strawn LLP

