

**MAIL IN REGISTRATION:**

CRXJEM CONSULTING LLC

P.O. Box 93

Mohnton, PA 19540

**PHONE REGISTRATION:** (646) 645-8172

**ONLINE REGISTRATION:**

www.crxjemconsult.com/CLE.html

At CRXJEM, we strive to bring you CLEs with the most current topics and information, presented by subject matter experts, at convenient locations. Meals, beverages, and snacks are provided to save you time. All locations have WiFi, so feel free to bring your laptop or tablet to keep on top of your work during breaks.

***Come and experience the CRXJEM difference!***

**Accepted Payment Methods:**

*PayPal, , Business Check, Cash*

# P.R.E. Rule 7.4 Specialization

## Distance Learning

**December 11 from 12 PM to 1 PM EST**

Online Registration at:  
www.crxjemconsult.com/CLE.html

**P.R. E. Rule 7.4 Specializations (\$50.00)**

December 11 from 12 to 1 PM EST

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

Phone: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_

Supreme Court #: \_\_\_\_\_

TOTAL AMOUNT: \$ \_\_\_\_\_

Credit Card Information:

All Major credit cards accepted thru PayPal

\*Please check one of the following boxes:



Enclosed Business Check

CASH IN PERSON

Starting January 2020, law firms requesting the 4 hour Rule 7 & Marketing non CLE credit presentation and workshop should contact the Events Department to schedule.

New version of this CLE is anticipated to be ready in 2022

### **Please Note**

Walk-in registrations on the day of the event may be limited, due to space constraints. Please call ahead to find out if space is available. *No membership required. No hidden walk-in or late fees.*

For NJ and other states ask for multistate credit forms, which are provided at seminar



This program has been approved by the Pennsylvania Continuing Legal Education Board for 0 hour of substantive law CLE credit and 1.0 hours of ethics, professionalism or substance abuse CLE credit.



CRXJEM Consulting is PA accredited CLE provider #9283

## **After attending you will:**

This is an advanced seminar on Rule 7 of Pennsylvania Professional Responsibility which covers how to market, advertise, and solicit clients. While our signature live CLE on Rule 7 is being updated for 2022 this will be its place.

- ◇ Know what is specialization under the ethics rules.
- ◇ Avoid marketing your firm and skills to the wrong clients.
- ◇ Reduce your risk of miscommunication to your client, and reduce your risk of malpractice and disciplinary actions.
- ◇ Understand how legal marketing can utilize other marketing methods.
- ◇ Understand courts policies on defining what is communicating to clients.
- ◇ Know how to differentiate yourself in the legal marketplace.
- ◇ Know what is the difference between licensing and certification.
- ◇ Know which practice areas can be certified.
- ◇ Prior Rule 7 attendees are welcome to hone their understanding of Rule 7.

## **SPEAKERS**

**Professor Lester Wills**, Ph.D, ASIP, received his Ph.D, from Macquarie University, Sydney, Australia. He earned his MBA from Imperial College, London, UK, with BS in Psychology and a BS in teaching. He has co-authored two books on marketing, teaches marketing and business courses, has extensive experience working in a variety of business, in areas including international marketing and finance, and has consulted with governments. Other CLE's he has taught are: Bridge the Gap— Client communications & Ethics, Rule 5 and Management.

**Christopher Rabzak**, JD, MBA, BS Aerospace Engineering, owner of CRXJEM Consulting LLC, a management consulting firm. He earned his J.D. and M.B.A. from Widener University, and his B.S. from Penn State. He has worked in a variety of businesses including aerospace (NASA, Boeing), automotive (AMP, Tyco), and government. He consults on strategy, marketing, and operations for various businesses including the legal sector, from solo to mid size law firms. He moderates and teaches Bridge the Gap, Ethics Rule 5 and Management and numerous other PA CLE's.

## **FEATURES**

- ◇ Live Webcast
- ◇ Q & A thru chat.
- ◇ Formally prepared professional education seminar materials and presentation
- ◇ Paperless PA CLE credit processing immediately through AS-APNEXUS, the PA CLE Board's on-line credit and processing system.
- ◇ Reference materials for use after the course.
- ◇ Access to exclusive password protected CRXJEM e-learning platform with additional materials — supplied at the seminar.