

# CLLA

COMMERCIAL LAW LEAGUE OF AMERICA  
EXPERTISE • INSIGHT • RESULTS



**May 2-5, 2019**

**Rosen Shingle Creek Orlando**



# Key Dates In CLLA's First Century



- 1895** CLLA founded by William C. Sprague. First convention, which was held in Detroit, attracts 400 men and women, including lawyers, credit men, collection agents and list and directory publishers.
- 1901** The "League Bulletin of the Commercial Law League of America," forerunner to the current *Commercial Law Journal*, published.
- 1907** Permanent headquarters established in Chicago. Prior to that the Executive Secretary and his family moved to the city of the then President and the League office was housed in the office of the President.
- 1910** First Uniform Rate Schedule adopted.
- 1912** League adopts Canons of Professional Ethics, which had been adopted by the American Bar Association in 1908.
- 1929** First Handbook of the CLLA published and included a Roster of Members.
- 1955** Field of Commerce Award established by the Board of Governors.
- 1957** Junior Members Conference established and later became the Young Members' Section.
- 1964** President's Cup established.
- 1964** The Patron Fund established.
- 1968** The Declaration of Fair Practices of Collection Agencies is adopted by the Board of Governors.
- 1971** Agency and Young Members' Sections established.
- 1973** Eleven judicial districts reconstituted into the five current Regions of the League.
- 1974** Uniform Rate Schedule abolished.
- 1980** First of the Future Planning Conferences held in Lincolnshire, Illinois.
- 1980** Fund for Public Education incorporated.
- 1982** Formation of the Bankruptcy & Insolvency Section.
- 1986** *Commercial Law Journal* split into two publications: the quarterly *Commercial Law Journal* and the bi-monthly *Commercial Law Bulletin*.
- 1992** CLLA Academy for Commercial and Bankruptcy Law Specialists established to grant certification to Creditors' Rights and Business Bankruptcy Law Specialists.
- 1992** Creditors' Rights Section established.



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Join us as we commemorate the 125th CLLA National Convention, first held in 1895. This year's Meetings Committee and Education Committee have worked diligently to provide the membership with excellent educational programs, networking opportunities and family time as we celebrate this historic event in Orlando at the beautiful Rosen Shingle Creek.

## Happenings at the Convention

- ★ **Friday Morning Welcome & Opening Business Session**  
The annual Town Hall Meeting that will include the Annual Report from League President, and the Treasurer's Report.
- ★ **Nominating Debates** (when necessary)  
Make informed decisions on candidates running for office.
- ★ **Elections**  
Cast your ballot...vote!
- ★ **Change of Officers**  
Introduction of the newly installed officers.
- ★ **President's Cup**  
Selected recipient recognition.
- ★ **Quarter and Half Century League Members Recognized.**
- ★ **Archival History of CLLA**

## Educational Programs

Here's your chance to fulfill your CLE and CEU certification requirements by attending the educational programs starting on Friday and continuing through Saturday.

## Daily Networking Opportunities

Your registration includes your participation in all educational programs, networking events, and all meal functions. This is your opportunity to meet with attorneys, collection agency members, law list publishers, credit professionals, and other industry professionals to develop business relationships and foster friendships old and new.

## Poolside Cookout - Celebrate 125 Years

**Friday, May 3**

Lap Pool and Osceola Courtyard from 6:00 to 8:00 p.m.

## After Hours Party Hosted By the Young Members' Section

**Friday, May 3**

Edison Live @ Disney Springs  
9:00 - 11:00 p.m.; \$30 per person

*Wristbands will be provided; transportation on your own.*

## A Truly Unique Late-Night Destination

It's a lively place where you can sip on signature craft cocktails and hit the dance floor as The Pearl Street Players house band busts out bluesy renditions of old favorites.



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# Hotel Information



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## The Commercial Law League of America’s 125th National Convention is taking place the Rosen Shingle Creek Resort in Orlando, Florida.

The Rosen Shingle Creek opened September 2006, and is one of the largest full-service convention hotels in Central Florida. The 225-acre luxury resort offers 1,501 guest rooms and suites. To enhance your stay, the Rosen Shingle Creek is offering our membership numerous amenities, such as complimentary basic wi-fi in guestrooms and public areas, discounts at the Shingle Creeks restaurants on property, Spa at Shingle Creek, golf at the Shingle Creek Golf Club, and self-parking. In addition, the resort offers four outdoor swimming pools, two lighted tennis courts, a basketball court, nature trails and seasonal fishing amongst others.

### LOCATION

#### ROSEN SHINGLE CREEK ORLANDO

9939 Universal Blvd. ★ Orlando, Florida 32819

Toll Free: 1 (866) 996-9939

Local: (407) 996-9939

Fax: (407) 996-9935

### HOTEL RESERVATIONS

Make your hotel reservation as early as possible to ensure you receive the CLLA discounted rate (subject to availability). When calling the reservation line, be sure to mention you are with the Commercial Law League of America to receive the group rate (Group Code: GRPCLLA).

Making your reservation by phone, call the hotel directly at 1-866-996-6338 or 1-407-996-6338.

**Room Rate:** \$219/night – single/ double occupancy, plus applicable taxes (NO resort fee). **Room cut-off is Friday, April 5, 2019.**

Visit the [CLLA.org/Events](http://CLLA.org/Events) web page to access our special online reservation link to the hotel.

### SHUTTLE SERVICE

Book your shuttle to/from the Orlando International Airport with Mears Transportation by calling 1-855-463-2776.

Visit the [CLLA.org/Events](http://CLLA.org/Events) web page for a direct link to discounted shuttle services.

### PARKING

Discounted rates: Self-parking is \$9/ day; Valet parking is \$26/day.

### RENTAL CARS

Enterprise Car Rental is located on property.

# 125th National Convention

May 2-5, 2019

Rosen Shingle Creek Orlando

## Important Information

### Code of Conduct

The Commercial Law League of America has zero-tolerance for discrimination and all forms of harassment, including but not limited to sexual harassment. Our zero-tolerance policy means that no form of discriminatory or harassing conduct by or towards any CLLA member, exhibitor, presenter, attendee, vendor or staff member will be tolerated. CLLA expects all attendees to comply with this policy. By registering for this event, you agree to accept the Code of Conduct Policy.

### CLE Credit

The Commercial Law League is applying for CLE with those states that require CLE credits for their licensed attorneys. All attendees will receive a CLE Attendance Record form in their registration packet. At the conclusion of the conference, please submit your form at the Registration Desk or via email by Friday, May 17, 2019.

### Special Needs

Commercial Law League of America is happy to assist you with any special needs or requirements you may have. Visit the Registration Desk and a staff member will be happy to assist.

### Dress Code

All CLLA Convention events are business casual.

### Presentation Information

Commercial Law League of America's 2019 National Convention presentation materials will be available to view/download through a link provided via email the week after the meeting.

### Cell Phones

Please be considerate in your cell phone use. CLLA requests that electronic devices be silenced in all sessions as a courtesy to the presenters and attendees.

### Weather

Average Orlando temperatures for early May are high 80/low 60. Rain is always a possibility. Be prepared.

### Name Badges

The Commercial Law League of America requires all attendees to properly display their name badge at all conference sessions and events.

### Travel

Rosen Shingle Creek is conveniently located on Universal Boulevard just off of the Beachline Expressway (SR528, Exit #2) and a half mile east of the Orange County Convention Center. This location is also minutes away from the Orlando world famous attractions.



# CLLA's 125th National Convention

May 2-5, 2019

Rosen Shingle Creek Orlando

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## Sponsorship Opportunities



Sponsorship will provide you with exposure to attorneys, agencies and commercial collection professionals. This is a great opportunity to showcase your company name as one of the sponsors at the 125th National Convention. Show your support and sponsor today!

### Sponsorship Benefits

All sponsors will be listed on

- ★ the CLLA website event page
- ★ all event communications
- ★ all event promotions
- ★ event advertising
- ★ event marketing materials
- ★ event on-site signage

### Exclusive Opportunities

- ★ Lanyards - \$750 **SOLD**
- ★ Notepads - \$350 **SOLD**
- ★ Pens - \$350 **SOLD**

### General Opportunities

- ★ Welcome Reception - \$1,500
- ★ Farewell Reception - \$1,500
- ★ After Hours Party @Edison Live - \$1,500
- ★ Pocket Guide - \$750
- ★ Continental Breakfasts - \$500
- ★ Poolside Cookout - \$500
- ★ Women's Networking Event - \$500
- ★ Convention Breaks - \$350
- ★ General Convention Sponsor - \$250



Register online and **SAVE** or download a *Register-By-Mail* form at [www.CLLA.org/Events](http://www.CLLA.org/Events).

# 2019 CLLA National Convention Registration Information

**REGISTER EARLY AND SAVE!**

## ONLINE REGISTRATION FEES

*Save up to \$100. First-Fifty Sold Out.*

# OF REGISTRANTS	1-50	51-100	101-150	151+
<b>CLLA Members</b>	\$750	\$800	\$850	\$900
<b>Agency Members (CLLA &amp; IACC)</b>	\$650	\$700	\$750	\$800
<b>Non-Members</b>	\$1,900	\$1,900	\$1,900	\$1,900
<b>Spouse/Guest</b>	\$350	\$350	\$350	\$350
ADDITIONAL FAMILY MEMBERS				
<b>Ages 20 &amp; under</b>	\$100			

## MEMBER/NON-MEMBER REGISTRATION FEE INCLUDES:

- ★ Welcome Reception
- ★ Educational Sessions
- ★ Continuing Legal Education (CLE)
- ★ Two (2) Continental Breakfasts
- ★ AM/PM Breaks
- ★ Two (2) Luncheons
- ★ Poolside Cookout
- ★ Farewell Reception

## SPOUSE/GUEST (AGES 21+) REGISTRATION FEE INCLUDES:

- ★ Welcome Reception
- ★ Two (2) Continental Breakfasts
- ★ Annual Awards Luncheon
- ★ Poolside Cookout
- ★ Farewell Reception

\* Please note that business colleagues are not eligible to register under this category.

## ADDITIONAL FAMILY MEMBERS (AGES 20 & UNDER) REGISTRATION FEE INCLUDES:

- ★ Annual Awards Luncheon
- ★ Poolside Cookout

## BY-MAIL or FAX REGISTRATION FEES

The following apply when you register by mail or by fax.

*Register online to save money!*

ATTENDEE REGISTRANTS	EACH
<b>CLLA Members</b>	\$950
<b>Agency Members (CLLA &amp; IACC)</b>	\$850
<b>Non-Members</b>	\$1,900
<b>Spouse/Guest</b>	\$350
ADDITIONAL FAMILY MEMBERS	
<b>Ages 20 &amp; under</b>	\$100

### Cancellation Policy

Cancellations must be submitted in writing. Registration fee refunds will be granted on the following schedule. Cancellation notice received by April 12, 2019 will receive 100% refund less \$50 processing fee, between April 13 -21, 2019 will receive a 50% refund, and no refund after April 22, 2019.



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## THURSDAY, MAY 2

7:30 a.m. - 5:00 p.m.

REGISTRATION *LAKE TOHO FOYER*

8:00 a.m. - Noon

BOARD OF GOVERNORS *SUITE 1601*

Noon - 1:00 p.m.

LEADERSHIP LUNCH FOR ALL REGIONS, SECTIONS AND COMMITTEES *LAKE TOHO ROOM*

### COUNCIL, SECTION & COMMITTEE MEETINGS HOSPITALITY SUITES LOCATION

TIME	1601	1602	1603	1604	1702	1703
1:00 - 2:00 p.m.	Western Region Executive Council Members	Eastern Region Executive Council Members	Southern Region Executive Council Members	Midwest Region Executive Council Members		
2:00 - 2:15 p.m.	BREAK					
2:15 - 3:15 p.m.	Creditors' Rights Section Executive Council Members	Bankruptcy Section Executive Council Members	Young Members' Section Executive Council Members	Agency Members' Section Executive Council Members	Association of Law List Publishers	Long Range Planning Committee Meeting
3:15 - 3:30 p.m.	BREAK					
3:30 - 4:30 p.m.	Education Committee Meeting	Meetings Committee Meeting	Marketing Committee Meeting	Membership Committee Meeting	Government Affairs Committee Meeting	Board of Associate Editors Committee Meeting
4:30 - 5:30 p.m.	First Time Attendee's Reception (BY INVITATION ONLY)					<i>Gatlin North Foyer</i>
4:30 - 5:30 p.m.	NCBJ Committee Meeting	Nominating Committee Meeting				
6:00 - 7:00 p.m.	WELCOME RECEPTION WITH EXHIBITORS					<i>Gatlin North Foyer</i>
7:30 p.m.	Recording Secretary Dinner (BY INVITATION ONLY)					

## Poolside Cookout - Celebrate 125 Years!

Friday, May 3

Bring the entire family and celebrate 125 years since the first convention!

6:00 to 8:00 p.m.

Lap Pool and Osceola Courtyard



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## FRIDAY, MAY 3

7:00 a.m. - 6:00 p.m. REGISTRATION *Gatlin North Foyer*

7:30 a.m. - 8:30 a.m. CLLA Past Presidents' Breakfast (BY INVITATION ONLY) *Suwanee 20*

CONTINENTAL BREAKFAST WITH EXHIBITORS *Gatlin North Foyer*

8:30 a.m. - 9:30 a.m. WELCOME/OPENING BUSINESS SESSION *Conway Room*

### EDUCATION SESSIONS

TIME	Gatlin A1	Gatlin A2	Gatlin A3
9:30 - 10:30 a.m.	What Bankruptcy and Collections Attorneys Need to Know Before Filing That Bankruptcy Proof of Claim <i>Speaker: Steve Sather</i>	Avoiding Burnout and How To Deal With Difficult People <i>Speaker: Ellen Hirsch de Haan</i>	What Do You Do, If You Get Sued for FDCPA? <i>Speaker: Dale Golden</i>
10:30 - 10:45 a.m.	NETWORKING BREAK WITH EXHIBITORS <i>Gatlin North Foyer</i>		
10:45 - 11:45 a.m.	Ron Peterson's Annual Bankruptcy Case Law Update <i>Speaker: Ron Peterson</i>	How To Effectuate Culture Change in Your Office and Investing In Your Workforce <i>Speaker: Timothy Wan</i>	Forum Selection Clauses <i>Speaker: Peter Dubowsky</i>
Noon - 1:00 p.m.	BUFFET LUNCHEON (INCLUDED WITH REGISTRATION) <i>Conway Room</i>		
1:15 - 2:15 p.m.	Recognition of Enforcement of International Judgments <i>Speaker: Lorna Walker</i>	Buying Your Own Building: The Benefits and Pitfalls <i>Speakers: Ted Hamilton, Jim Engelmann</i>	
1:15 - 2:45 p.m.	Interactive Group Analysis of Current Bankruptcy Issues and Case Law <i>Speakers: Judge Catherine McEwen, Judge Laurel Isicoff</i> SEATING IS LIMITED. PRE-REGISTRATION REQUIRED!		<i>Gatlin A4</i>
2:15 - 2:30 p.m.	NETWORKING BREAK WITH EXHIBITORS <i>Gatlin North Foyer</i>		
2:30 - 3:30 p.m.		How's Your Reputation? Dealing with Online Defamation and Reputation Repair <i>Speaker: Jeff Folkersen</i>	
3:00 - 4:00 p.m.	The Student Loan Crisis: A Debate & Discussion on How to Address the Increasing Debt of Student Loans In and Out of Bankruptcy <i>Speakers: Judge Laurel Isicoff, Ed Boltz, Gary Weiner, Zach Shelomith</i>		
4:00 - 4:15 p.m.	NETWORKING BREAK WITH EXHIBITORS <i>Gatlin North Foyer</i>		
4:15 - 5:15 p.m.	Basic Bankruptcy From F to C (Filing to Confirmation): For the Casual and Non-Bankruptcy Practitioner; <i>Speakers: Jay Welford, Reuel Ash, Debbie Rubin</i>	Driving New Client Traffic to Your Firm Through the Internet <i>Speaker: Jeff Folkersen</i>	The Expert's Expert <i>Speaker: Don Mausar</i>
4:30 - 5:30 p.m.	WOMEN'S NETWORKING EVENT <i>Suwanee 20</i>		
6:00 - 8:00 p.m.	POOLSIDE COOKOUT - 125TH CELEBRATION! (INCLUDED WITH REGISTRATION) <i>Lap Pool &amp; Osceola Courtyard</i>		
9:00 - 11:00 p.m.	AFTER HOURS PARTY HOSTED BY YOUNG MEMBERS' SECTION <i>Edison Live @ Disney Springs</i>		



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## SATURDAY, MAY 4

7:00 a.m. - 3:00 p.m.

REGISTRATION

Gatlin North Foyer

7:30 a.m. - 8:30 a.m.

CONTINENTAL BREAKFAST WITH EXHIBITORS

Gatlin North Foyer

### EDUCATION SESSIONS

TIME	Gatlin A1	Gatlin A2	Gatlin A3
8:30 - 9:30 a.m.	Agency Members' Section General Membership Meeting	Bankruptcy Section General Membership Meeting	Creditors' Rights Section General Membership Meeting
Young Members' Section General Membership Meeting			Gatlin A4
9:30 - 10:30 a.m.	<b>The CLLA Operative Guides</b> <i>Speakers: Wanda Borges, John Pucin</i>	<b>Anatomy of a Law Firm Cyber Breach</b> <i>Speaker: Will Weicker</i>	
10:30 - 10:45 a.m.	NETWORKING BREAK WITH EXHIBITORS Gatlin North Foyer		
10:45 - 11:45 a.m.	<b>Hot &amp; Emerging Topics in Collections</b> <i>Speakers: Tim Grimes, Bill Mann</i>	<b>Images of Lawyers in Pop Culture</b> <i>Speaker: Nancy Rapoport</i>	
11:45 - 1:30 p.m.	<b>ANNUAL AWARDS LUNCHEON</b> Conway Room Attendance is a must, to see the installation of the new CLLA Board of Governors and incoming President, Timothy Wan! Plus, the presentation of the President's Cup Award!"		
1:45 - 2:45 p.m.	<b>Bias in the Law &amp; The #MeToo Movement</b> <i>Speakers: Lorna Walker, Wanda Borges, David Goch</i>		
2:45 - 3:00 p.m.	BREAK Gatlin North Foyer		
3:00 - 4:00 p.m.	<b>Recent Legislative Changes in the FDCPA and CFPB</b>  <i>Speakers: June Coleman, James Kozelek</i>	<b>Effective Use of Credit Application</b> <i>Speaker: Patrick Kilburn</i>	
3:00 - 4:45 p.m.	Board of Governors Meeting Gatlin A4		
4:00 - 4:15 p.m.	BREAK Gatlin North Foyer		
4:15 - 5:15 p.m.	<b>A Review of the CLLA's Hill Day Activities</b>  <i>Speakers: Peter Califano, Daniel Kerrick, Reuel Ash, David Goch</i>	<b>Counterclaims: Prevention &amp; Risk Management Strategies for Creditors</b> <i>Speaker: Steve McCartan</i>	

5:30 - 6:30 p.m.

FAREWELL RECEPTION/GAME SHOW (INCLUDED WITH REGISTRATION)

SUWANEE 13/14

## SUNDAY, MAY 5

### Stay-and-Play Golf

A golfers dream! Golf with your fellow CLLA colleagues at the AAA Four Diamond Rosen Shingle Creek® Arnold Palmer Design Company golf course.

TEE TIMES: 1:57 p.m. - 2:06 p.m.











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# Education Program

## *Schedule & Descriptions*

### Friday, May 3

TIME & LOCATION		DESCRIPTION
9:30 - 10:30 a.m. Gatlin A1		<p><b>What Bankruptcy and Collections Attorneys Need to Know Before Filing That Bankruptcy Proof of Claim</b></p> <p>What you need to know before filing a proof of claim in a bankruptcy case and what to do if someone objects to your claim. Filing a proof of claim can be a mundane task. However, enterprising debtor's lawyers are not only challenging sloppy claims to reduce the amount that their clients must pay but generating revenue by suing creditors whose claims don't follow the rules. Learn the latest trends and how to respond. <b>Speaker: Steve W. Sather, Barron &amp; Newburger, PC</b></p>
9:30 - 10:30a.m. Gatlin A2		<p><b>Avoiding Burnout and How To Deal With Difficult People</b></p> <p>Whether you have worked for three years or for thirty years, some days are better than others. Over the years, it seems that people have gotten nastier; there has been an erosion of civility, an invasion of personal space. No one wants to wake up in the morning, and have to drag yourself out of bed because you dread going to work. And, there aren't enough "dream jobs" to go around. How can you learn to stop worrying and love your job, feel creative and energetic, and renew the excitement you felt before disappointment and negativity hit you in the face? <b>Speaker: Ellen Hirsch de Haan, J.D.; Wetherington Hamilton PA</b></p>
9:30 - 10:30a.m. Gatlin A3		<p><b>What Do You Do, If You Get Sued for FDCPA?</b></p> <p>If you are a commercial collection agency or attorney, what do you do when you are inevitably sued for an FDCPA violation? Hear from a creditor's defense attorney who can explain the best practices to deal with these kind of complaints. <b>Speaker: Dale J. Golden, Esq., Golden Scaz Gagain, PLLC</b></p>
10:30 - 10:45 a.m.		<b>NETWORKING BREAK WITH EXHIBITORS</b> <span style="float: right;"><i>Gatlin North Foyer</i></span>
10:45 - 11:45 a.m. Gatlin A1		<p><b>Ron Peterson's Annual Bankruptcy Case Law Update</b></p> <p>Renowned speaker Ron Peterson provides his Annual Case Law Update from the Supreme Court and the Courts of Appeal. <b>Speaker: Ron R. Peterson, Esq.; Jenner &amp; Block, LLP</b></p>
10:45 - 11:45 a.m. Gatlin A2		<p><b>How To Effectuate Culture Change in Your Office and Investing In Your Workforce</b></p> <p>This session will provide tips via a real-life account on how you can increase revenue, volume of business, and employee morale, by shifting the culture of your company and achieving employee buy-in. <b>Speaker: Timothy Wan, Esq.; Smith Carroad Levy Wan &amp; Parikh, PC</b></p>
10:45 - 11:45 a.m. Gatlin A3		<p><b>Forum Selection Clauses</b></p> <p>Where do you sue with a Forum Selection Clause? Legal principals and strategies for attorneys and collection agencies to outsmart debtors. Does the Clause say what you think it says? Can you ignore the Clause? Can you shove it in the debtor's face? Can ignoring it or invoking it come back to bite you? Among other issues... <b>Speaker: Peter Dubowsky, Esq.; Dubowsky Law Office, Chtd.</b></p>
Noon - 1:00 p.m.		<b>BUFFET LUNCHEON (included with registration)</b> <span style="float: right;"><i>Conway Room</i></span>
1:15 - 2:15 p.m. Gatlin A1	 	<p><b>Recognition of Enforcement of International Judgments</b></p> <p>This session will approach the enforcement of international judgments, and what the practitioner needs to know. <b>Speaker: Lorna Walker, Law Office of Sweet &amp; Walker, PC</b></p>

## Education Program Schedule & Descriptions

Friday, May 3 (continued)

TIME & LOCATION	DESCRIPTION
1:15 - 2:15 p.m. Gatlin A2	<p><b>ALL</b> <b>Buying Your Own Building: The Benefits and Pitfalls</b> This session will include an attorney and real estate broker who will cover in detail all aspects of purchasing your own building. Panelists will discuss the financial aspects of the transaction by reviewing real life examples of properties throughout the country. If you have ever thought of owning instead of leasing, this is the session for you. <b>Speakers: Theodore J. Hamilton; Wetherington Hamilton PA; Jim Engelmann; Commercial Partners Realty, Inc.</b></p>
1:15 - 2:45 p.m. Gatlin A4 <i>Seating Limited, Pre-registration required</i>	<p><b>BKY</b> <b>Interactive Group Analysis of Current Bankruptcy Issues and Case Law</b> Bankruptcy judges will lead the group in discussing hypothetical scenarios of relevant bankruptcy issues. Participants will be provided with materials and case law in advance and be encouraged to participate in the discussion. Topics will include avoidance issues. <b>Speakers: Hon. Judge Catherine McEwen, US Bankruptcy Court; Chief Judge Laurel Isicoff, US Bankruptcy Court</b></p>
2:15 - 2:30 p.m.	<b>NETWORKING BREAK WITH EXHIBITORS</b> <i>Gatlin North Foyer</i>
2:30 - 3:30 p.m. Gatlin A2	<p><b>ALL</b> <b>How's Your Reputation? Dealing with Online Defamation and Reputation Repair</b> Your online reputation can impact far more than you may realize. Reputation impacts everything from onboarding new clients, to search engine rank position, to even how likely your email newsletters are to reach your clients and prospects as opposed to getting filtered as SPAM. This session reviews the three parts of reputation, getting reviews, managing good and bad reviews, and marketing your reputation. Be prepared to leave with immediate actionable strategies. <b>Speaker: Jeff Folkersen, StudioHOF</b></p>
3:00 - 4:00 p.m. Gatlin A1	<p><b>BKY</b> <b>The Student Loan Crisis: A Debate &amp; Discussion on How to Address the Increasing Debt of Student Loans In and Out of Bankruptcy</b> <b>CRS</b> A presentation of the pros and cons of amending 11 U.S.C. § 523(a)(8) to lessen the burden for discharging student loans. <b>Speakers: Chief Judge Laurel Isicoff, US Bankruptcy Court; Ed Boltz, The Law Offices of John T. Orcutt, P.C.; Gary Weiner, Weiner Law Firm, PC; Zach Shelomith, Leiderman, Shelomith Alexander, et al.</b></p>
4:00 - 4:15 p.m.	<b>NETWORKING BREAK WITH EXHIBITORS</b> <i>Gatlin North Foyer</i>
4:15 - 5:15 p.m. Gatlin A1	<p><b>BKY</b> <b>Basic Bankruptcy From F to C (Filing to Confirmation): For the Casual and Non-Bankruptcy Practitioner</b> <b>CRS</b> An informative overview of the bankruptcy process geared towards those who have an interest in or occasionally representing clients in bankruptcy. <b>Speakers: Jay L. Welford, Jaffe, Raitt, Heuer &amp; Weiss, PC; Reuel D. Ash, Ulmer &amp; Berne, LLP; Deborah S. Rubin, Jaffe, Raitt, Heuer &amp; Weiss, PC</b></p>
4:15 - 5:15 p.m. Gatlin A2	<p><b>ALL</b> <b>Driving New Client Traffic to Your Firm Through the Internet</b> A fast paced review of the fundamentals of online search and online promotion, ending with a blistering fast overview of the newest technologies disrupting the internet traffic industry. The finale is 10X strategy that makes sites with as few as 100 visitors a month profitable client earning sites. Be prepared to take notes, and be engaged as the session is not for those ready to turn their online brochure into a new client capture tool. <b>Speaker: Jeff Folkersen, StudioHOF</b></p>
4:15 pm - 5:15 pm Gatlin A3	<p><b>CRS</b> <b>The Expert's Expert</b> A crash course on when to use an expert, how to use on expert, and why to use an expert. <b>Speaker: Donald Mausar, Weltman, Weinberg &amp; Reis Co., LPA</b></p>

## Education Program Schedule &amp; Descriptions

SUGGESTED AUDIENCE KEY:



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## Saturday, May 4

TIME & LOCATION		DESCRIPTION
9:30 - 10:30 a.m. Gatlin A1		<b>The CLLA Operative Guides</b> An essential program for all agency forwarders, and receivers of business, as the CLLA revamps and revises the Operative Guides. <b>Speakers: Wanda Borges, Borges &amp; Associates, LLC; John Pucin, Caine &amp; Weiner</b>
9:30 - 10:30 a.m. Gatlin A2		<b>Anatomy of a Law Firm Cyber Breach</b> This session will show you from a hackers perspective, the mindset, vulnerabilities and attack vectors of cyber cases impacting today's law firms. You will walk away with an understanding of how to protect yourself and your law firm from targeted attacks ranging from data breaches, extortion, wire fraud, or pivoted attacks of your key clients. <b>Speaker: William Weicker, Mattleman, Weinroth &amp; Miller, PC</b>
10:30 - 10:45 a.m.		<b>NETWORKING BREAK WITH EXHIBITORS</b> <i>Gatlin North Foyer</i>
10:45 - 11:45 a.m. Gatlin A1		<b>Hot &amp; Emerging Topics in Collections</b> A roundtable discussion of issues affecting the collections industry today! <b>Speakers: Timothy Grimes, BARR Credit Services, Inc.; William Mann, Joseph, Mann &amp; Creed</b>
10:45 - 11:45 a.m. Gatlin A2		<b>Images of Lawyers in Pop Culture</b> How do our clients "know" about legal ethics, or about bankruptcy and bankruptcy-related law? They "know" it, in part, by what they read and what they see on TV and in the movies. Professor Nancy Rapoport will use pop culture to illustrate some ethics, bankruptcy, and bankruptcy-adjacent principles. <b>Speaker: Nancy B. Rapoport, William S. Boyd School of Law, UNLV</b>
11:45 - 1:30 p.m.		<b>ANNUAL AWARDS LUNCHEON</b> <i>Conway Room</i> Attendance is a must, to see the installation of the new CLLA Board of Governors and incoming President, Timothy Wan! Plus, the presentation of the President's Cup Award!"
1:45 - 2:45 p.m. Gatlin A1	 	<b>Bias in the Law &amp; The #MeToo Movement</b> This program will discuss the legal ramifications of harassment, and the impact that the #METOO movement has had in the business world, including within the CLLA. The panel will present and discuss examples of what is, and is not, acceptable in today's world. <b>Speakers: Lorna Walker, Law Office of Sweet &amp; Walker, PC; Wanda Borges, Borges &amp; Associates, LLC; David Goch, Webster, Chamberlain &amp; Bean</b>
2:45 - 3:00 p.m.		<b>BREAK</b> <i>Gatlin North Foyer</i>
3:00 - 4:00 p.m. Gatlin A1	 	<b>Recent Legislative Changes in the FDCPA and CFPB</b> A review of the changes in the law impacting our industry. <b>Speakers: June Coleman, Carlson &amp; Messer, LLP; James Kozelek, Weltman, Weinberg &amp; Reis Co., LPA</b>
3:00 - 4:00 p.m. Gatlin A2		<b>Effective Use of Credit Application</b> Without question, the credit application can be the creditor's best friend. Those creditors who successfully obtain credit applications will dramatically improve their delinquent recoveries and minimize delinquencies overall. <b>Speaker: Patrick J. Kilburn, Lloyd &amp; McDaniel, PLC</b>
4:00 - 4:15 p.m.		<b>BREAK</b> <i>Gatlin North Foyer</i>

# Education Program Schedule & Descriptions

SUGGESTED AUDIENCE KEY:



## Saturday, May 4 (continued)

### TIME & LOCATION

### DESCRIPTION

4:15 - 5:15 p.m.  
Gatlin A1



#### A Review of the CLLA's Hill Day Activities

Come and listen to those CLLA members who attended Hill Day in February 2019, and what they did. **Speakers:** Peter C. Califano, Cooper, White & Cooper, LLP; Daniel C. Kerrick, Hogan McDaniel; Reuel Ash, Ulmer & Berne, LLP; David Goch, Webster, Chamberlain & Bean



4:15 - 5:15 p.m.  
Gatlin A2



#### Counterclaims: Prevention & Risk Management Strategies for Creditors

This seminar will walk attendees through potential scenarios for countersuits and how to minimize the creditor's exposure through strategic documentation and communication planning. **Speaker:** Steven M. McCartan, Shook, Hardy & Bacon, LLP

# Become Part of the CLLA History!

Purchase an ad in the Commemorative Program of the 125th National Convention.

Half-page, full-page, and quarter page ads are available for you to advertise your business or to send a congratulatory message.

Look for the *Commemorative Program Email Blast* or contact [info@ccla](mailto:info@ccla) for more information.

## Key Dates In CLLA's First Century



- 1895 CLLA founded by William C. Sprague. First convention, which was held in Detroit, attracts 400 men and women, including lawyers, credit men, collection agents and list and directory publishers.
- 1901 The "League Bulletin of the Commercial Law League of America," forerunner to the current *Commercial Law Journal*, published.
- 1907 Permanent headquarters established in Chicago. Prior to that the Executive Secretary and his family moved to the city of the then President and the League office was housed in the office of the President.
- 1910 First Uniform Rate Schedule adopted.
- 1912 League adopts Canons of Professional Ethics, which had been adopted by the American Bar Association in 1908.



- 1929 First Handbook of the CLLA published and included a Roster of Members.
- 1955 Field of Commerce Award established by the Board of Governors.
- 1957 Junior Members Conference established and later became the Young Members' Section. President's Cup established.
- 1964 The Patron Fund established.
- 1964 The Declaration of Fair Practices of Collection Agencies is adopted by the Board of Governors.



- 1971 Agency and Young Members' Sections established.
- 1973 Eleven judicial districts reconstituted into the five current Regions of the League.
- 1974 Uniform Rate Schedule abolished.
- 1980 First of the Future Planning Conferences held in Lincolnshire, Illinois.
- 1980 Fund for Public Education incorporated.

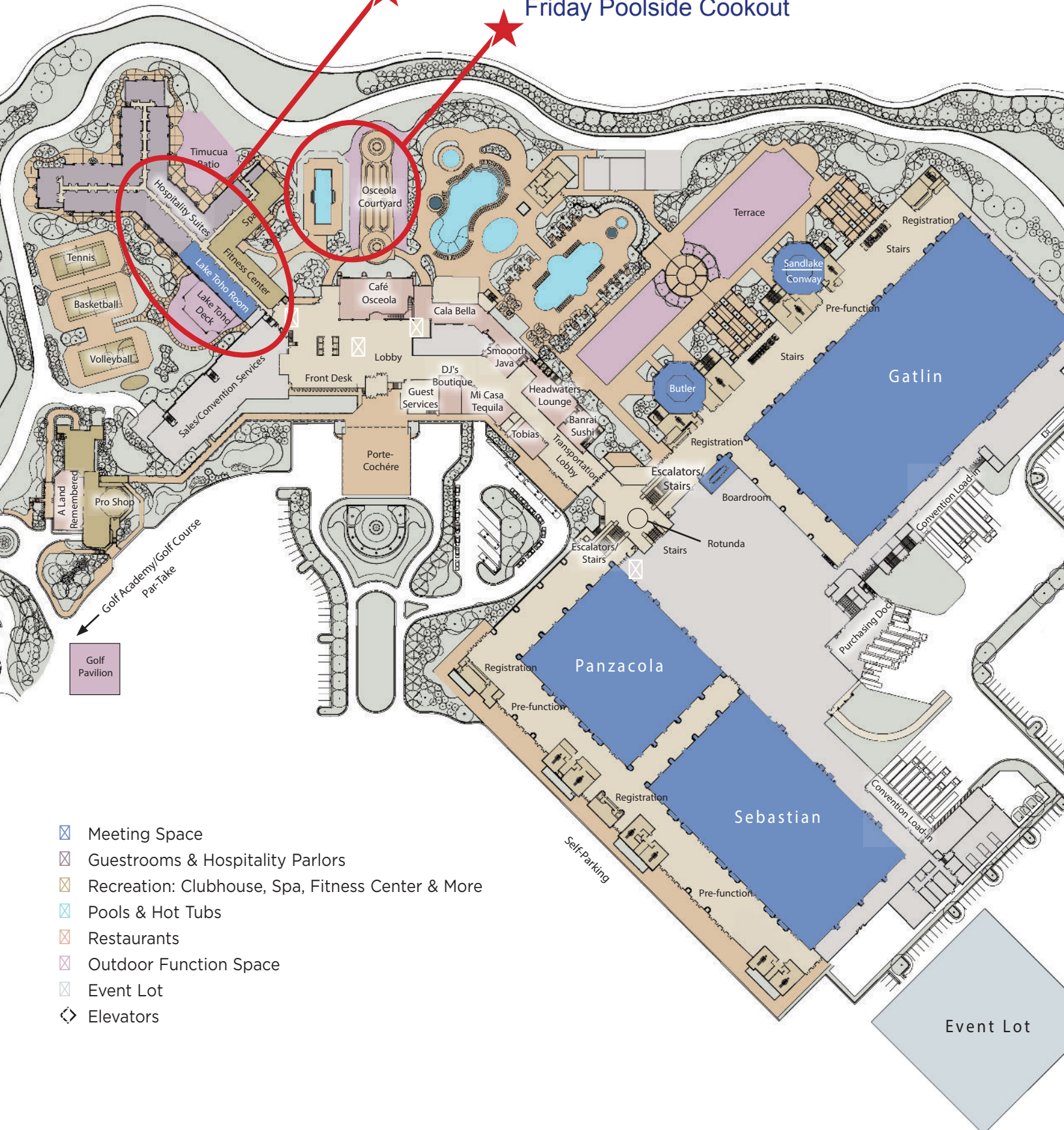


- 1982 Formation of the Bankruptcy & Insolvency Section.
- 1986 *Commercial Law Journal* split into two publications: the quarterly *Commercial Law Journal* and the bi-monthly *Commercial Law Bulletin*.
- 1992 CLLA Academy for Commercial and Bankruptcy Law Specialists established to grant certification to Creditors' Rights and Business Bankruptcy Law Specialists.
- 1992 Creditors' Rights Section established.

# Rosen Shingle Creek Resort GROUND FLOOR

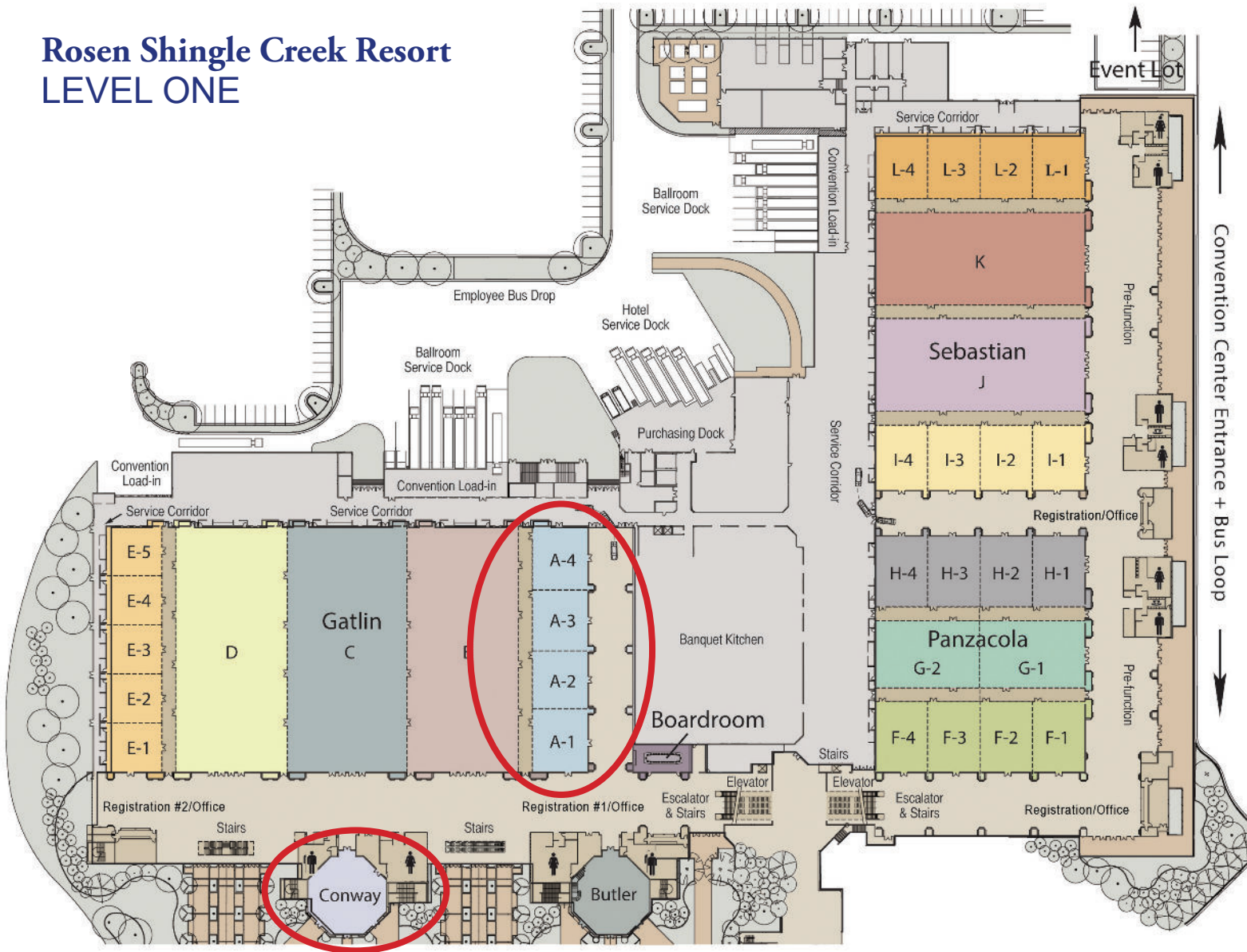
Thursday Meetings Only

Friday Poolside Cookout



- ⊠ Meeting Space
- ⊠ Guestrooms & Hospitality Parlors
- ⊠ Recreation: Clubhouse, Spa, Fitness Center & More
- ⊠ Pools & Hot Tubs
- ⊠ Restaurants
- ⊠ Outdoor Function Space
- ⊠ Event Lot
- ⊠ Elevators

# Rosen Shingle Creek Resort LEVEL ONE



# Rosen Shingle Creek Resort LEVEL TWO

