



The Florida Bar Business Law Section 18th Annual Retreat

**August 30 - September 2, 2013
Boca Raton Resort & Club, Boca Raton**



“The Business of Law”

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***The 2013 Fall Retreat Committee
Welcomes you to the Boca Raton Resort & Club!***

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**BOCA RATON
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Welcome!

Message from Michael Chesal, 2013 Retreat Committee Chair

This year's Retreat Committee welcomes you to the Business Law Section's 2013 Annual Fall Retreat at the magnificent Boca Raton Resort & Club's Yacht Club.

The Committee has been hard at work for months creating what we hope will be a memorable weekend, with non-stop opportunities for networking, education, relaxation and of course, good old-fashioned fun.

Every evening should prove to be culinarily pleasing as well as entertaining. Friday night's Key West Casual Dock Party will offer a delicious assortment of Key West-style foods and all the fun and flavor of Key West. Saturday evening's Family Dinner and Casino Night will offer a variety of all-American favorites and an opportunity to win great prizes. On Sunday night, we're taking a luxurious dinner cruise, featuring Italian cuisine, aboard the 170 foot *Lady Windridge* yacht. Plus, every evening you can join us for more late night socializing and networking opportunities at our Hospitality Suite in the Yacht Club's Commodore Lounge.

The CLE program for the Retreat begins Friday afternoon with an "Overview of the Recent Amendment to Florida's LLC Act," featuring a top level review of this newly enacted legislation by several of the lawyers who helped spearhead its passage. On Sunday morning you can choose from our three-track line-up of concurrent CLE presentations: (1) learning how to make the best use of social media, (2) law firm economics and the business of law, and (3) traditional, substantive law programs. You can follow one track, or pick and choose as you please.

Several federal and state court judges will once again be in attendance, including Supreme Court Justice Charles Canady, our featured luncheon speaker. And once again, Florida's top business court judges from around the state will participate on Saturday afternoon in a roundtable discussion on procedures and practices in Florida's various business and complex litigation courts.

And there is no shortage of extracurricular activities: a fantastic walking tour of the beautiful, historic hotel grounds and gardens, a cooking class and lunch with one of the hotel's premier chefs, golf, tennis, kayaking and our first ever 5K run! Along with the hotel's many amenities, including its beach, pools, spa, gym, jet skiing, catamaran and much more, there will certainly be no shortage of things for you and the family to do.

The Committee invites you to take advantage of as much as you can, and please provide us with your feedback so that the 2014 Fall Retreat can be even better!

I want to thank our Section's Chairman, Steph Nagin, for his leadership and vision, as well as the entire Retreat Committee for their exceptional, sustained hard work and all the Wednesday afternoons (and billable hours) they sacrificed to participate on our telephone planning conferences.

Last, but certainly not least, the Retreat simply could not happen without the commitment and financial support of our sponsors. Please take the time to let our sponsors know how much we appreciate their involvement and please consider them for matters in which their expertise and experience can benefit you and/or your clients.

Enjoy,

Michael Chesal, Chairman, 2013 Fall Retreat



Message from Steph E. Nagin, 2013 - 2014 Section Chair

On behalf of the Executive Team – **Stephen Nagin**, Chair; **Bill Van Nortwick**, Chair-Elect; and **Alan Howard**, Secretary/Treasurer, welcome to the 18th Annual Labor Day Weekend Retreat. Michael Chesal and the entire Retreat Committee have overcome a monumental challenge to achieve what promises to be a truly stellar weekend.

For those who especially have enjoyed previous Retreats on the Florida Gulf Coast at the fabulous Ritz-Carlton Beach Resort on Vanderbilt Beach, north of Naples, you will see numerous similarities this year at the Boca Raton Resort and Club. However, a few aspects are new or novel because of the changed venue (due to complete closure for reconstruction and refurbishing of that fabulous Ritz-Carlton).

This changed venue offers an opportunity to experiment: try new approaches to the opening Reception; expand the CLE programs to Friday afternoon; provide greater value to our Sponsors in numerous ways you will see; emphasize in Sunday morning CLE programs the "Business of Law" rather than solely address "Business Law"; and add a dinner cruise on Sunday night (not just duplicate the dine-around-town-on-your-own approach). As Michael Chesal's companion message explains, these modifications created challenges and opportunities galore. The Retreat Committee has risen to the task. Not only have we completely taken over every room in the classy Yacht Club, there are numerous sleeping rooms reserved at both the Beach and in the Tower – every room at significantly discounted rates.

At this Retreat we commence work on the important Strategic Statement for the future of our Section. Several Task Forces are considering 2014 proposed legislation to address important issues in Florida law. Every few days closer to the Retreat new topics are raised in a number of Committees. Interesting stuff! We'll have much to discuss.

With regard to facilities, for the first time we will be using "risers" to provide a more inclusive ambiance in the larger meetings, better acoustics, and closer seating to one another. We'll have a high luminosity projector with Internet connectivity at our disposal. We bought it and will be using it at every meeting and CLE program in the future. We aggressively and robustly are utilizing a new Social Media Committee and mission to help transition communications to social media platforms and to provide better, targeted outreach to younger potential members. If you are not on LinkedIn, Twitter or Facebook you will learn why they are important and how to use them for maximum benefit.

Most of all, as active members of the Section we're again together in a beautiful setting, with family members and Sponsors joining in activities, and unlike the majority of Florida Bar Sections, numerous Judges will be participating in all our activities (including CLE programs). Two people deserve special recognition: our indefatigable Retreat Chair, Michael Chesal, and perhaps the best Section Administrator in the entire Bar, Mary Ann Obos. Without you two, this event would not be what it is. Thank you, so much.

Steph Nagin, Chair,
on behalf of The Executive Committee
of the Business Law Section of The Florida Bar

Section Officers/Committee Chairs



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PROGRAM ADMINISTRATOR

Mary Ann Obos, The Florida Bar, mobos@flabar.org, (850) 561-5630



Retreat Schedule

Wi-Fi Access Available in All Meeting Rooms
All Events Resort Casual

Friday, August 30

2:00 p.m. – 6:00 p.m. *Yacht Club Lobby*
Retreat Registration

4:00 p.m. – 5:40 p.m. *Amalfi*
CLE Presentation: “Recent Amendments to the Limited Liability Company Act”
Sponsored by Berger Singerman
Speakers: Steve Lear, Greg Marks, Mark Nichols, Phil Schwartz
CLE Credit Available: 2.0 Hours General (1.5 Hours Business Litigation Certification)

4:00 p.m. – 6:00 p.m. *Venetian*
Bankruptcy Judicial Liaison Committee Meeting

6:30 p.m. – 7:30 p.m. *Marina*
Sponsor Reception (Sponsors Only)
Hosted by BLS Executive & Retreat Committees

7:30 p.m. – 9:30 p.m. *Cathedral Room and Marina*
Key West Casual Dock Party
Sponsored by:

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Navigant Consulting, LLC
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Gold Sponsor
Polenberg, Cooper, Saunders & Reisberg, PL

Silver Sponsors
Shumaker Loop & Kendrick, LLP
Shutts & Bowen, LLP
Greenberg Traurig, LLP

9:30 p.m. – 12:00 a.m. *Commodore Lounge*
Hospitality Suite
Sponsored by:

Gold Sponsor
Bilzen Sumberg Baena Price & Axelrod LLP

Silver Sponsor
Kaufman, Rossin & Co., P.A.

Saturday, August 31

7:00 a.m. *Sign Up at Registration Desk*
Bike Tour

8:00 a.m. – 4:00 p.m. *Yacht Club Lobby*
Retreat Registration

8:00 a.m. – 9:00 a.m. *Hotel Lobby*
Garden Tour
Sponsored by:
Silver Sponsor
Fowler White Boggs, P.A.

7:30 a.m. – 9:30 a.m. *Venetian Terrace*
Continental Breakfast
(Registered Section Members and Sponsors Only)
Sponsored by:
Silver Sponsors
Phil Bates, P.A.
Trenam Kemker

8:00 a.m. – 8:30 a.m. *Venetian*
All Committee Chairs Meeting

8:30 a.m. – 9:50 a.m.
COMMITTEE MEETINGS

- CLE Committee *Portofino Salon I*
- Communications Committee *Portofino Salon II*
- Diversity Committee *Venetian*
- E-Discovery Committee *Amalfi*
- Legislation Committee *Capri*
- Pro Bono Committee *Santa Margherita*

10:00 a.m. – 4:00 p.m. *Resort Pool and Beach Club Pool*
BLS Cabana Hours
Complimentary Soft Drinks and Water Available
Sponsored by:

Silver Sponsor
Schneider Rothman IP Law Group, PLLC

10:00 a.m. – 11:50 a.m.
COMMITTEE MEETINGS

- Bankruptcy/UCC Committee *Venetian*
(CLE Credit Available: 1.5 Hour General CLE Credit)
- Business Litigation Committee and State/Federal Judicial Liaison Committee *Amalfi*
- Corporations, Securities & Financial Services Committee *Capri*
- Intellectual Property Committee *Santa Margherita*
CLE Credit Available: 1.0 Hour General (1.0 Hour of Business Litigation Certification and IP Certification)

11:00 a.m. – 5:00 p.m. *Commodore Lounge*
BLS Concierge Lounge Hours
Games and Snacks Available for Retreat Attendees
Sponsored by:

Silver Sponsor
Marcum LLP
Shook Hardy & Bacon, L.L.P.

12:00 p.m. – 1:15 p.m. *Great Hall North*
Luncheon (Registered Section Members Only)
Speaker: Justice Charles T. Canady
Topic: “Objectivity and the Business of Judging”
Sponsored by:

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Silver Sponsor
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1:30 p.m. – 2:20 p.m. *Santa Margherita*
Business Court Judges Roundtable
Sponsored by Carlton Fields
Moderator: Rick Gross
Panelists: Hon. John W. Thornton, Hon. Jeffrey Streitfeld, Hon. Lisa T. Munyon, Hon. Paul L. Huey, & Hon. Jennifer D. Bailey
CLE Credit Available: 1.0 Hour General (1.0 Hour Business Litigation Certification)

Retreat Schedule

2:00 p.m. – 4:00 p.m. *Pick up is at Marina – next to Resort Pool*

Catamaran Cruise

Sponsored by:

Gold Sponsor

WealthCounsel, LLC

2:30 p.m. – 4:30 p.m.

COMMITTEE MEETINGS

- Computer and Technology Committee *Amalfi*
- CLE Credit Available: 1.0 Hour General
- Membership Committee *Portofino Salon I*
- Opinion Standards Committee *Portofino Salon II*
- Proceedings Supplementary Task Force *Venetian*
- Social Media Task Force *Capri*

6:30 p.m. – 7:30 p.m.

Family Night Reception

Sponsored By:

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Morris, Manning & Martin, LLP

7:30 p.m. – 10:00 p.m.

Family Dinner and Casino Night

Sponsored by:

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Bush Ross, P.A.

10:00 p.m. – 12:00 a.m.

Hospitality Suite

Sponsored by:

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Sunday, September 1

7:00 a.m.

5K Charity Fun Run

Sponsored by:

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Higer Lichter & Givner

8:00 a.m. – 1:00 p.m.

Retreat Registration

8:00 a.m. – 10:00 a.m.

Family Breakfast / Omelet Station – All Welcome

Sponsored by:

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Akerman Senterfitt

Silver Sponsor

Hill Ward Henderson

10:00 a.m. – 4:00 p.m.

BLS Cabana Hours

Complimentary Soft Drinks and Water Available

Sponsored by:

Silver Sponsor

Baker Hostetler LLP

11:00 a.m. – 5:00 p.m.

BLS Concierge Lounge Hours

Games and Snacks Available for Retreat Attendees

Sponsored by:

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Shook Hardy & Bacon, L.L.P.

CONCURRENT CLE SESSIONS

SM – Social Media Track

BL – Business of Law Track

SL – Substantive Law Track

9:00 a.m. – 9:50 a.m.

SESSION 1:

SM: **LinkedIn in One Hour**

Speaker: Allison Shields

Venetian

BL: **Financial Review of the Legal Industry 2013**

Speaker: Jeff Grossman, Wells Fargo

Santa Margherita

SL: **Emerging Issues in Bankruptcy and Other Things**

Lawyers and Law firms Ought to Know

Speakers: Hon. Jerry Funk, Paul Singerman & Michael Goldberg

Sponsored by Akerman Senterfitt and Berger Singerman

Amalfi

10:00 a.m. – 10:50 a.m.

SESSION 2:

SM: **Lawyers and Social Media: Benefits,**

Best Practices and Ethics

Speaker: Nicole Black

Venetian

BL: **Why You Need To Understand the**

Economic Risk Factors in Your Client's Business

Speaker: Gary Colbert

Sponsored by Nperspective

Santa Margherita

SL: **Florida's Adoption of the Daubert Standard**

and What it Means for Florida Litigators

Speakers: Hon. Catherine McEwen, Hon. Michael Williamson,

Hon. Thomas Smith, Steve Mahle

Sponsored by Stahl Consulting

Amalfi

11:00 a.m. – 11:50 a.m.

SESSION 3:

SM: **Twitter for Lawyers**

Speaker: Mac McCoy

Sponsored by Michael Moecker & Associates

Venetian

BL: **What They Didn't Teach Us in Law School**

About the Business of Law

Speaker: Chris Fritsch

Sponsored by Thompson Reuters

Santa Margherita

Retreat Schedule

SL: **Nice Attorneys Finish First – Embracing the Seven Virtues of Good Lawyering by Eliminating the Seven Deadly Sins of Unethical Behavior** *Amalfi*
Speakers: Ray Abadin, Mark Criser, Howard Hunter
Sponsored by Florida Lawyer's Mutual Insurance Company and Hill Ward Henderson

12:00 p.m. – 12:50 p.m.

SESSION 4:

SM: **How to Use Social Media Effectively: Setting Goals & Choosing The Right Platforms** *Venetian*
Speakers: Allison Shields, Nicole Black, and Mac McCoy

BL: **Identifying Business Opportunities: A Study of the BP Deepwater Horizon Court-Supervised Settlement** *Santa Margherita*
Speaker: Stan Murphy
Sponsored by Navigant

SL: **The Greatest Movie Moments in IP Law... or What David Bowie, Eddie Murphy, Denzel Washington, Lisa Kudrow and Other Stars Can Teach Us About Patents, Trademarks and Copyrights** *Amalfi*
Speaker: Steven Peretz
Sponsored by Peretz, Chesal & Herrmann, P.L.

1:00 p.m.

Free Time or Lunch On Your Own

1:30 p.m. – 5:30 p.m. *Resort Golf Course*
Golf

2:00 p.m. – 5:00 p.m. *Spanish River Park – Transportation to launch site on your own*
Kayaking
Sponsored by:
Silver Sponsor
Beggs & Lane

3:00 p.m. – 5:00 p.m. *Resort Tennis Court*
Tennis
Sponsored by:
Gold Sponsor
Kozyak Tropin & Throckmorton

6:30 p.m. – 7:30 p.m. *Cloister Garden*
Reception and Boarding for Yacht Cruise
Sponsored by:

Gold Sponsor
GrayRobinson, P.A.

Silver Sponsor
Stahl Consulting Group, P.A.

7:30 p.m. – 10:00 p.m. *Poolside Marina*
Dinner and Yacht Cruise Aboard the Lady Windridge (Dress Casually and Wear Flat Shoes)
Sponsored by:

Platinum Sponsor
Michael Moecker & Associates, Inc.

Silver Sponsor
Lott & Fischer, P.L.

Contributing Sponsor
Florida Lawyers Mutual Insurance Company

10:00 p.m. – 12:00 a.m. *Commodore Lounge*
Hospitality Suite
Sponsored by:

Silver Sponsors
Dineen Pashoukos Wasylik, P.A.
Kluger, Kaplan, Silverman, Katzen & Levine

Monday, September 2

8:00 a.m. – 10:00 a.m. *Venetian*
Continental Breakfast
Executive Council Meeting Attendees Only

8:30 a.m. – 9:30 a.m. *Venetian*
Strategic Planning Committee
BLS Committee Chairs Only

9:30 a.m. – 12:30 a.m. *Venetian*
Open Executive Council Meeting – All Registrants Welcome





CLE Programs

(Order same as it appears in the Retreat schedule)

Friday, August 30

RECENT AMENDMENTS TO THE LIMITED LIABILITY COMPANY ACT

Sponsored by Berger Singerman

Speakers: Steve Lear, Greg Marks, Mark Nichols and Phil Schwartz

General Credit: 2.0 hours, Business Litigation: 1.5 hours

A panel discussion and brief overview of the recent amendments to Chapter 605, by members of the BLS who spearheaded passage of the legislation.

Saturday, August 31

PREDICTIVE CODING: DISCOVERY, LITIGATION

Sponsored by Bankruptcy/UCC Committee

Speakers: Latasha Johnson and Naj Bueno

General Credit: 1.5 hours

Predictive coding is a lawyer driven, yet computer assisted, automated review of electronically stored information. While the technology behind predictive coding is as inventive as its name suggests, the process for using predictive coding in discovery is quite simple. This CLE will focus on practical considerations in using e-discovery technology, the lawyer's role in reviewing data, and recent legal authority addressing predictive coding. Through case studies and the presenters' personal experiences with computer assisted review, this course will also demonstrate how the technology enables lawyers to process voluminous amounts of electronic data efficiently, expedites discovery, and reduces the costs associated with traditional document review.

2013 CHANGES TO THE USPTO PROFESSIONAL CONDUCT AND ETHICS RULES: IMPLEMENTATION AND ENFORCEMENT OF ETHICAL STANDARDS FOR ALL IP PRACTITIONERS

Sponsored by the Intellectual Property Committee

Speaker: Debra Faulk

General Credit: 1.0 hours, IP Certification CLE Credit: 1.0 hours, Business Litigation: 1.0 hours

Effective May 3, 2013, the USPTO adopted new Professional Responsibility and Ethics Rules based on the ABA Model Rules of Professional Conduct. These rules apply to all practitioners who practice before the office and therefore apply to all patent and trademark practitioners. This seminar will provide an overview of the new rules that were implemented to provide consistent, updated professional conduct standards throughout the nation.

BUSINESS COURT JUDGES ROUNDTABLE

Panel: Hon. John W. Thorton Jr. (FL 11th Judicial Circuit), Hon. Jeffrey E. Streitfeld (FL 17th Judicial Circuit), Hon. Lisa Taylor Munyon (FL 9th Judicial Circuit), Hon. Alice Blackwell (FL 9th Judicial Circuit), Hon. Paul Huey (FL 13th Judicial Circuit)

Moderator: Rick Gross

General Credit: 1.0 hours, Business Litigation: 1.0 hours

The program will follow a panel format with an attorney moderator and a panel of state court judges assigned to Business Court and/or Complex Litigation Divisions from around the State. The program will update participants on the progress and success of the Business Court

model, as applied in different circuits. Judges will also share local practices and preferences for handling complex business litigation cases, including discovery, motion practice, case management, and special issues posed in the trials of complex business cases.

THE DIFFERENCES BETWEEN THE NEW FLORIDA ESI RULES AND THE FEDERAL ESI RULES

Sponsored by Computer and Technology Committee

Speaker: Steven Tepler

General Credit: 1.0 hours, Business Litigation: 1.0 hours

Florida recently enacted new rules of civil procedure to address electronic discovery issues. This was a focus of the Electronic Discovery subcommittee of the Computer & Technology Law Committee, Steve was a major player in that committee (chaired by Doug Cherry), and the focus of the Electronic Discovery CLE that was part of the Presidential Showcase at the 2013 Annual Meeting. But, the new Florida rules are not the same as the Federal rules, and there is a risk that attorneys may think that they are. Steve plans to cover the differences, and the pitfalls for attorneys who are not aware of them. This also raises ethical considerations, including competence of attorneys who practice under the rules.

Sunday, September 1

LINKEDIN IN ONE HOUR

Speaker: Allison Shields

General Credit: Pending

LinkedIn is known as the 'professional network,' and as social media gains in popularity, more and more people are using LinkedIn. It's the easiest social media point of entry for lawyers. But LinkedIn is more than just a static profile service, and there is much more that lawyers can do to boost their visibility and even get business from LinkedIn. In this program, you'll learn what LinkedIn is, why lawyers need to know about it and how to:

- Create a robust, dynamic profile that will attract clients
- Build your connections
- Maximize your presence with special features of LinkedIn
- Monitor your network
- Optimize your settings for privacy concerns
- Develop a LinkedIn strategy to grow your legal network

FINANCIAL REVIEW OF THE LEGAL INDUSTRY 2013

Speaker: Jeff Grossman, Wells Fargo

General Credit: 1.0 hours, Business Litigation: 1.0 hours

This session will cover 2012 financial results as well as 2013 six month review, looking at all aspects of financial performance, including hours, rates, expenses, profitability, staffing as well as overall trends.

EMERGING ISSUES IN BANKRUPTCY AND OTHER THINGS LAWYERS AND LAW FIRMS OUGHT TO KNOW

Sponsored by Akerman Senterfitt and Berger Singerman

Speakers: Hon. Jerry Funk, Paul Singerman and Michael Goldberg

General Credit: 1.0 hours, Business Litigation: 1.0 hours

An update on recent developments and opinions out of law firm bankruptcies and bankruptcy claims against lawyers and law firms with discussion on how they may impact the business of practicing law.

LAWYERS AND SOCIAL MEDIA: BENEFITS, BEST PRACTICES, AND ETHICS

Speaker: *Nicole Black*

General Credit: *Pending*

This talk will address on the effects and ethical implications of the use of social media by attorneys in their law practices. The Introduction will consist of a broad overview of the concepts, including defining social media and a description of the most popular platforms. Statistics regarding the broad-scale adoption of social media by the public and lawyers will be provided. Then, the ethical issues presented when lawyers use social media will be analyzed, with recommendations regarding best practices.

WHY YOU NEED TO UNDERSTAND THE ECONOMIC RISK FACTORS IN YOUR CLIENT'S BUSINESS

Sponsored by Nperspective

Speaker: *Gary Colbert*

General Credit: *1.0 hours, Business Litigation: 1.0 hours*

Discussion includes: General discussion of economic risks, Discussion of the 2008 financial meltdown, Impact on complacency, credit market and business in general, New regulatory issues, changes to consider, and recommendations.

FLORIDA'S ADOPTION OF THE DAUBERT STANDARD AND WHAT IT MEANS FOR FLORIDA LITIGATORS

Sponsored by Stahl Consulting

Speakers: *Hon. Catherine McEwen, Hon. Michael Williamson, Hon. Thomas Smith, Steve Mahle*

General Credit: *1.0 hours, Business Litigation: 1.0 hours*

A panel discussion on *Daubert* covering the new Florida standard for expert challenges. It will cover the legislative process, differences between *Daubert* and *Frye* and the key elements of an expert's opinion.

TWITTER 101: A FLORIDA LAWYER'S INTRODUCTION TO THE TWITTERVERSE

Sponsored by Michael Moecker, Moecker & Associates

Speaker: *Mac McCoy*

General Credit: *1.0 hours, Ethics: 1.0 hours*

This interactive session will provide a step-by-step guide for Florida lawyers and law firms on how to create and use a Twitter account for professional purposes. In addition to describing the basic functions of Twitter, the program will also highlight key ethical implications for lawyers and law firms using Twitter for legal advertising and business development.

WHAT THEY DIDN'T TEACH US IN LAW SCHOOL ABOUT THE BUSINESS OF LAW: SUCCESSFUL MARKETING AND BUSINESS DEVELOPMENT TOOLS & TECHNIQUES FOR LAWYERS

Sponsored by Thompson Reuters

Speaker: *Chris Fritsch*

General Credit: *Pending*

Marketing tools and techniques for lawyers.

NICE ATTORNEYS FINISH FIRST – EMBRACING THE SEVEN VIRTUES OF GOOD LAWYERING BY ELIMINATING THE SEVEN DEADLY SINS OF UNETHICAL BEHAVIOR

Sponsored by Florida Lawyer's Mutual Insurance Company and Hill Ward Henderson

Speakers: *Ray Abadin, Mark Criser and Howard Hunter*

General Credit: *1.0 hours, Business Litigation: 1.0 hours*

This presentation is intended to provide an overview of best practices and practical tips for avoiding legal malpractice claims. By way of panel discussion, recent cases and the Rules Governing The Florida Bar, we will emphasize seven virtues of good lawyering, while identifying and curing the seven deadly sins of unethical behavior. The program will introduce new lawyers to a variety of potential ethical pitfalls and also serve as a refresher on some of the more prominent ethical issues for more experienced lawyers.

HOW TO USE SOCIAL MEDIA EFFECTIVELY: SETTING GOALS & CHOOSING THE RIGHT PLATFORMS

Speakers: *Allison Shields, Mac McCoy and Nicole Black*

General Credit: *1.0 hours*

This panel will focus on how lawyers can use social media effectively in their law practices. The panelists will discuss the importance of setting realistic goals for social media use and selecting the appropriate social media platforms to accomplish those goals before beginning to interact with others on social media. Using real-world examples from those using social media in the legal industry, the panel will cover "dos" and "don'ts" that every lawyer should be mindful of when embarking on the use of social media in their practice.

IDENTIFYING BUSINESS OPPORTUNITIES: A STUDY OF THE BP DEEPWATER HORIZON COURT- SUPERVISED SETTLEMENT

Sponsored by Navigant

Speaker: *Jason Guild*

General Credit: *1.0 hours, Business Litigation: 1.0 hours*

More than two years after the Deepwater Horizon offshore drilling rig exploded in the Gulf of Mexico, the BP Deepwater Horizon Settlement Fund was established and business economic loss claims are being filed and paid. Many business owners and their advisers in the affected area have assumed incorrectly that only a limited number of industries and businesses qualify for compensation from the BP Deepwater Horizon Settlement Fund.

This discussion will provide an overview of the main terms of the approximately 1,200 page BP Deepwater Horizon Settlement Agreement including the eligibility requirements, claim calculations and documentation requirements. This discussion will also assist practitioners to better understand this unique opportunity which will help them identify which of their clients may qualify to recover funds.

THE GREATEST MOVIE MOMENTS IN IP LAW... OR, WHAT DAVID BOWIE, EDDIE MURPHY, DENZEL WASHINGTON, LISA KUDROW AND OTHER STARS CAN TEACH US ABOUT PATENTS TRADEMARKS AND COPYRIGHTS

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Speaker: *Steven Peretz*

General Credit: *1.0 hours, Business Litigation: 1.0 hours, Intellectual Property: 1.0 hours*

This presentation will address various IP issues based upon famous Hollywood movie clips.

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Immerse yourself in the history of this landmark luxury resort

The illustrious history of this luxury resort explains why the Boca Raton Resort & Club has achieved such monumental longevity and renown when so many others have simply vanished into the past. Discover the rich legacy and refined architecture of this historic hotel in South Florida.

- 1926** On February 6, 1926, the Cloister Inn opens as the most expensive 100-room hotel of its day.
- 1928** The Cloister Inn is purchased by Philadelphia magnate Clarence Geist and expands to include the former Cabana Club and a new golf course.
- 1930** After \$8 million in renovations, the Cloister Inn re-opens as the Boca Raton Club and is run as a private club until Geist's death in 1938.
- 1940** U.S. Army Air Corps trainees occupy the resort during World War II, citing the property as "the most elegant barracks in history."
- 1944** Real estate and theater entrepreneur J. Meyer Schine buys the club for just \$3 million and opens it as the Boca Raton Hotel and Club.
- 1956** Arthur Vining Davis, former CEO of Alcoa, buys the hotel and surrounding property for \$22.5 million.
- 1969** Davis' namesake company Arvida Corp. begins a \$14 million expansion, adding the 27-story tower, golf villas and a conference center to serve business needs as well as leisure travelers.
- 1980** The Boca Beach Club replaces the old Cabana Club, a \$20 million dollar addition set on half a mile of private Atlantic Ocean beach.
- 1983** The Boca Raton Hotel and Club is sold to the Boca Raton Hotel & Club Limited Partnership and VMS Realty Corp.
- 1988** The property becomes known as the Boca Raton Resort & Club and acquires the Boca Country Club, comprising luxury homes and condominiums, a golf course, tennis courts, fitness center and dining facilities.
- 1991** The Boca Raton Resort & Club undergoes an \$11 million renovation.
- 1993** The Boca Raton Management Company replaces VMS Realty Corp. as the general partner for Boca Raton Hotel & Club Limited Partnership.
- 1996** A \$10 million tennis and fitness center opens as construction begins on the Mizner Center.
- 1997** H. Wayne Hulzenga and Florida Panther Holdings Inc., now Boca Resorts Inc., buy the resort for \$325 million. The Resort Golf Course undergoes a \$6.5 redesign by famed golf architect Gene Bates.
- 1998** Mizner Center opens as a comprehensive meeting and conference facility.
- 2000** The Grand Piazza is completed, including Bar Luna and restaurant Lucca.
- 2001** The resort unveils Spa Palazzo, a sanctuary of health and well-being in an exquisite building modeled after Spain's Alhambra Palace.
- 2002** The luxurious Yacht Club opens along with an exclusive 32-slip marina at the base of the eight-story Yacht Club.
- 2003** Salon di Palazzo opens; a new golf practice green and new croquet green debut.
- 2004** An affiliate of the Blackstone Group purchases the Resort for \$1.2 billion.
- 2005** Refurbishment of the Resort begins with a new lobby, redesigned rooms, Boca Bungalows and Cielo restaurants.
- 2007-2009** Ongoing expansion and redesign of the Resort, including the Beach Club, the Palm Court, a new sushi bar by Masaharu Morimoto of "Iron Chef" fame and New York's *Serendipity*.





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