

# Beverly Hills Bar Association

*Lead. Advocate. Serve.*

## MARKETING WITH FOCUS AND NOT BY ACCIDENT

*Presented by BHBA Managing Partners Forum*

Join our distinguished speaker



1ST CENTURY BANK

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**Sanford L. Michelman**  
Michelman & Robinson, LLP

Sanford L. Michelman is co-founder of Michelman & Robinson, LLP, a national law firm recognized by Vault as one of the top law firms in the country. A leading trial attorney, Mr. Michelman is also highly regarded in the area of law firm marketing and management. He has lectured, written and taught seminars on both topics to trade associations, national and regional law firms, among others. The core of his marketing approach is to deploy firm resources effectively and with focus.

### TIME

**Thursday, April 7, 2016**  
7:30 a.m. - Registration/Breakfast  
8:00 a.m. - 9:00 a.m. - Program

### LOCATION

**Beverly Hills Bar Association**  
9420 Wilshire Blvd, 2<sup>nd</sup> Floor  
Beverly Hills, California 90212  
(Parking at 241 N. Canon Drive)

### COST

\$50 per person  
*This is a Managing Partners only event*

**RSVP at [www.bhba.org/MPF](http://www.bhba.org/MPF)**

The Managing Partners Forum is chaired by  
Steven Mindel, CFLS\* of Feinberg Mindel Brandt & Klein, LLP