



5200 S.W. Meadows Rd.
P.O. Box 1689
Lake Oswego, OR 97035-0889

Negotiation Strategies and Ethics *with Marty Latz*

What Oregon bar members say
about Marty Latz's programs:

- ◆ "Marty shared some practical and strategic techniques to identify goals and reach results."
- ◆ "Interactive elements fit well with listening elements. Nice to receive the book to use for follow-up."
- ◆ "The panel-based presentation was . . . very effective . . . a good complement of experience and application."
- ◆ "The hypos were very good—the best I've experienced at an ethics program."



Negotiation Strategies and Ethics *with Marty Latz*

"Marty Latz is one of the most accomplished and persuasive negotiators I know. In [his book] *Gain the Edge!* you will see why." George Stephanopoulos, Anchor, ABC News *This Week with George Stephanopoulos*

"Practical and immediately applicable to my actual practice and the negotiations I must conduct on behalf of our corporate clients." Bruce Rosenthal, Nixon Peabody, New York, NY

Two half-day seminars!

- ◆ **Gain the Edge![®] Negotiation Strategies for Lawyers and Business Professionals *with Marty Latz***
3.5 General CLE or Practical Skills credits
- ◆ **Negotiation Ethics: Winning Without Selling Your Soul *with Marty Latz***
3 Ethics credits

Friday, December 7, 2007
Oregon Convention Center
Portland, Oregon

Negotiation Strategies and Ethics *with Marty Latz*

Friday, December 7, 2007

Oregon Convention Center
777 N.E. Martin Luther King Jr. Blvd.
Portland, Oregon

Gain the Edge![®] Negotiation Strategies for Lawyers and Business Professionals *with Marty Latz*

3.5 General CLE or Practical Skills credits

You negotiate every day. In fact, your ability to effectively negotiate may be the most critical skill you possess. Yet most negotiate instinctively or intuitively. This seminar will help you approach negotiations with a strategic mindset. And make no mistake—no matter how much you've negotiated, you can still learn. Adding that one new tactic may be the difference between winning and walking away empty-handed.

Negotiation Ethics: Winning Without Selling Your Soul *with Marty Latz*

3 Ethics credits

In real estate, it's location, location, location. In negotiation, it's reputation, reputation, reputation. A trustworthy reputation—once lost—can be difficult, if not impossible, to regain. In this seminar, Martin E. Latz plays Devil's Advocate in presenting a series of ethically challenging negotiation scenarios to a blue ribbon panel of Oregon practitioners.

Register by using this form or calling the OSB CLE Service Desk at (503) 684-7413, or toll-free in Oregon at 1-800-452-8260, ext. 413. For a full listing of OSB CLE seminars, please visit www.osbarcle.org.

Gain the Edge![®] Negotiation Strategies for Lawyers and Business Professionals *with Marty Latz*

8:00 Registration

9:00 **Your Morning with Marty Will Include:**

- ◆ Latz's Five Golden Rules of Negotiation
- ◆ Strategies to get past "No"—if all appears lost
- ◆ Ways to gain leverage when seemingly powerless
- ◆ Deadline and timing tips—manage them to gain the edge
- ◆ When to hold—and when to fold

Martin E. Latz, *Latz Negotiation Institute, Scottsdale, AZ*

12:30 Adjourn

One 15-minute break will be taken during the morning session.

Meet the presenter . . .

Martin E. Latz, founder of Latz Negotiation Institute, is one of the nation's leading instructors on negotiating techniques. Thousands of lawyers nationwide have consistently given his seminars and customized training programs the highest praise.

Mr. Latz is an Adjunct Professor—Negotiations at Arizona State University College of Law and also advises and negotiates on behalf of a wide range of private and public entities. From 1993 through 1995 he negotiated for the White House nationally and internationally on White House advance teams.

A cum laude Harvard Law School graduate, Mr. Latz is author of *Gain the Edge! Negotiating to Get What You Want*, and he has appeared as a negotiation expert on CBS's *The Early Show* and national business shows such as *Your Money* and *First Business*. He also writes a monthly negotiation column for *The Business Journal of Phoenix*.

Negotiation Ethics: Winning Without Selling Your Soul *with Marty Latz*

12:30 Registration

1:30 Negotiation Ethics Hypotheticals (Using the Oregon Rules of Professional Conduct)

Watch as the Devil's Advocate (skillfully played by Marty Latz) presents ethically challenging negotiation hypotheticals to a diverse panel of Oregon practitioners. The Devil's Advocate and the panel will:

- ◆ Discuss effective—and ethical—negotiation strategies
- ◆ Evaluate where to draw the line between lying and puffery
- ◆ Share their secrets of successful negotiation

Moderator: Martin E. Latz, *Latz Negotiation Institute, Scottsdale, AZ*

Amber L. Bevacqua-Lynott, *Oregon State Bar, Lake Oswego*

Ann L. Fisher, *AF Legal & Consulting Services, Portland*

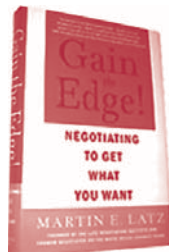
Christopher R. Hardman, *Attorney at Law, Portland*

Richard J. Vangelisti, *Vangelisti Kocher LLP, Portland*

4:30 Adjourn

One 15-minute break will be taken during the afternoon session.

Each participant will receive a free copy of Mr. Latz's book, *Gain the Edge! Negotiating to Get What You Want*, plus ongoing negotiation advice after this seminar ends. You also can sign up to have Mr. Latz's negotiation columns emailed to you each month so you'll never stop honing your skills!



Video Replays

This seminar will be videotaped and shown in its entirety at the following locations if three or more registrations are received at least a week prior to the replay date. To find out if a replay will be shown, please visit the Seminars link at www.osbcle.org and click "View" on the date of the scheduled video replay. Or you may call the CLE Video Replay Hotline at 1-800-452-8260, ext. 502. The Hotline is updated each Tuesday for that week's video replay schedule.

- ◆ **Astoria—Friday, March 14**
Lavis DiBartolomeo PC
1139 Exchange St.
- ◆ **Coos Bay—Friday, March 7**
Daniel M. Hinrichs PC
590 Commercial Ave.
- ◆ **Eugene—Friday, March 14**
Gaydos Churnside & Balthrop PC
440 E. Broadway, Suite 300
- ◆ **Grants Pass—Thursday, March 6**
Josephine County Courthouse, Room 222
N.W. 6th and "C" Streets
- ◆ **Hood River—Friday, March 7**
Wyers Haskell Davies PC
216 Columbia
- ◆ **Klamath Falls—Friday, March 7**
Boivin Uerlings & DiIaconi PC
803 Main St., Suite 201
- ◆ **LaGrande—Friday, March 7**
Mautz Baum & O'Hanlon LLP
1902 Fourth St.
- ◆ **Lake Oswego—Wednesday, March 12**
Oregon State Bar Center
5200 S.W. Meadows Road
- ◆ **Medford—Friday, March 14**
Frohn Mayer Deatherage
2592 E. Barnett Road
- ◆ **Newport—Friday, March 14**
Macpherson Gintner & Diaz
423 North Coast Highway
- ◆ **Pendleton—Friday, March 14**
Mautz Baum & O'Hanlon LLP
101 S.E. Byers Ave.
- ◆ **Redmond—Friday, March 14**
Bryant Emerson & Fitch
888 W. Evergreen
- ◆ **Roseburg—Thursday, March 6**
Douglas County Counsel's Office
Law Library, Room 319
1036 S.E. Douglas
- ◆ **Salem—Friday, March 7**
The Vandermay Law Firm
Capitol Center Building
388 State St., Suite 340
- ◆ **Vale—Friday, March 7**
Butler & Looney PC
292 Main St. S.

Negotiation Strategies and Ethics with Marty Latz

Friday, December 7, 2007

Bar # _____ Name _____

Firm Name _____

Email _____ Phone _____ Fax _____

Address _____

City _____ State _____ Zip Code _____

SEMINAR REGISTRATION

Please check one:

- PORTLAND (December 7, 2007) or
 VIDEO REPLAY (Please see video replay schedule below)

Location:

NEGOTIATION STRATEGIES AND ETHICS (Register for both half-day sessions and save!)

- \$200 OSB Member—Early registration (received before noon, Monday, 12/3/07)..... \$ _____
- \$220 OSB Member—Regular registration (received after noon, Monday, 12/3/07)..... \$ _____
- \$230 Non-OSB Member..... \$ _____
- \$100 2007–2008 Season Ticket Showcase Speaker \$ _____
- \$0 50-year OSB members may attend free of charge..... \$ _____
- \$0 Oregon judges and their lawyer staff (see below) \$ _____
- Registrant is a judge
- Registrant is a lawyer staff member for the following judge

Judge (please print) _____

Signature of Judge (required) _____

INDIVIDUAL SEMINARS

OSB Member—Early Registration (received before noon, Monday, 12/3/07)

- \$120 Negotiation Strategies (NS07) (751) \$ _____
- \$120 Negotiation Ethics (NE07) (751) \$ _____

OSB Member—Regular Registration (received after noon, Monday, 12/3/07)

- \$140 Negotiation Strategies (NS07) (751) \$ _____
- \$140 Negotiation Ethics (NE07) (751) \$ _____

Non-OSB Member

- \$150 Negotiation Strategies (NS07) (751) \$ _____
- \$150 Negotiation Ethics (NE07) (751) \$ _____

2007–2008 Season Ticket Showcase Speaker

- \$60 Negotiation Strategies (NS07) (751) \$ _____
- \$60 Negotiation Ethics (NE07) (751) \$ _____

50-year OSB members may attend free of charge

- \$0 Negotiation Strategies (NS07) (751) \$ _____
- \$0 Negotiation Ethics (NE07) (751) \$ _____

Oregon judges and their lawyer staff (see below)

- \$0 Negotiation Strategies (NS07) (751) \$ _____
- \$0 Negotiation Ethics (NE07) (751) \$ _____
- Registrant is a judge
- Registrant is a lawyer staff member for the following judge

Judge (please print) _____

Signature of Judge (required) _____

TOTAL REGISTRATION FEES..... \$ _____

WB

SEMINAR PRODUCT ORDERS

Seminar products will be available approximately two weeks after the live program.

Negotiation Strategies with Marty Latz

- \$140 Audiocassettes and course materials (NS07.KAT).... \$ _____
- \$140 Audio CDs and course materials (NS07.KCD) \$ _____

Negotiation Ethics with Marty Latz

- \$140 Audiocassettes and course materials (NE07.KAT).... \$ _____
- \$140 Audio CDs and course materials (NE07.KCD)..... \$ _____

Subtotal: \$ _____

2007–2008 Season Ticket No. _____ discount—subtract 10%: \$ _____

Subtotal: \$ _____

Shipping and handling fee: \$ 7.00

TOTAL ORDER: \$ _____

WB

PAYMENT OPTIONS

- Check Enclosed: Payable to Oregon State Bar
- Credit Card (VISA or MasterCard only)

All information below required when paying by credit card.

Credit Card Number _____ Expiration Date _____

Name on Credit Card (please print) _____

Credit Card Billing Address _____

City _____ State _____ Zip Code _____

Authorized Signature _____

THREE WAYS TO REGISTER OR ORDER

Registrations and orders will not be processed without payment.

- PHONE:** 503-684-7413, or toll-free in Oregon at 1-800-452-8260, ext. 413
- FAX with VISA or MasterCard number:** 503-968-4456
- MAIL with check:** Oregon State Bar, CLE Registration, PO Box 1689, Lake Oswego, OR 97035

GENERAL INFORMATION

QUESTIONS? Call the CLE Service Desk at 503-684-7413, or toll-free in Oregon at 1-800-452-8260, ext. 413. For information about upcoming seminars, please visit the CLE Calendar at www.osbar.org.

CANCELLATIONS: Cancellation requests must be received at least 48 hours prior to the start of the seminar to qualify for a refund. Requests are accepted via phone, fax, or mail; please see “Three Ways to Register” for contact information. All cancellations are subject to a \$20 cancellation fee.

TUITION ASSISTANCE: Tuition assistance is available on the basis of financial need. Fax a request stating your financial situation to 503-968-4456 no later than one week before the seminar.

DIETARY RESTRICTIONS OR SPECIAL ACCOMMODATIONS: Call 503-431-6351, or toll-free in Oregon, 1-800-452-8260, ext. 351.

VHS OR DVD RENTALS: Call 503-431-6351, or toll-free in Oregon, 1-800-452-8260, ext. 351.

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