



STATE BAR OF WISCONSIN  
**PINNACLE**  
*Your Practice. Our Purpose.*



# Write Away: Effective Legal Writing in 2019

**Program dates start December 13. Register today!**

**4 CLE**

# Write Away: Effective Legal Writing in 2019

*This program is endorsed by the Appellate Practice Section of the State Bar of Wisconsin*

## Pack away your ineffective writing methods

Learning to write well is a journey, not a destination. Continue your quest to becoming a more effective communicator with help from *Write Away: Effective Legal Writing in 2019*. Our presenters will share valuable techniques that you can immediately put to use in your daily practice.

## You'll learn:

- Storytelling techniques for presenting your case's Statement of Facts in a more interesting but neutral way
- Tips for infusing more creativity into your writing
- Methods for getting your point across in more succinct ways

You'll also review the role typography plays in creating effective legal documents and have time to ask any citation questions that you have.

## Who should attend:

- All lawyers
- Paralegals
- Legal assistants

## How you'll benefit:

- Gain tips for immediately improving your legal writing
- Learn how to write more persuasively
- Understand why typography matters
- Draft a brief that's actually enjoyable to read

**Register now** to revitalize your writing and win your next case!

## Schedule

- 8:00 AM Registration**
- 8:30 AM A Bit of the Ol' Razzle-Dazzle: Spicing Up Legal Writing**  
*Chad Baruch*
- 9:20 a.m. Drafting a Persuasive But Neutral Statement of Facts**  
*Michael D. Bess*
- 10:10 AM Break**
- 10:25 AM Citation Writ Large: "Tyranny of the Inconsequential" or Consequential Necessity?**  
*Dylan O. Drummond*
- 10:55 AM Rockstar Brief Writing: Tips to Make Your Writing Brilliant**  
*Melissa Love Koenig, Jonathan H. Koenig*
- 11:45 AM Legal Typography in Wisconsin – Making Your Briefs More Readable and Persuasive**  
*Dylan O. Drummond*
- 12:15 PM Program Concludes**

*Following start time, webcast replay schedule will vary slightly from above listed times.*

## Book Sale!

### *Wisconsin Guide to Citation*

**Save 20%** on *Wisconsin Guide to Citation*. Discover how to properly format Wisconsin citations and ensure you're in compliance with court standards.

Use **discount code CA2983** when you order online or by calling (800) 728-7788.\* Plus, all seminar attendees receive a free two-week trial of the *Books UnBound*® version.

**Print Book:** #AK0230; 54+ pp.; 9th ed. 2018-19  
Member: ~~\$35~~ \$28 | Nonmember: ~~\$45~~ \$36

**Books UnBound® Subscription:** # AE0230\_SUB  
Member: ~~\$175~~ \$140 | Nonmember: ~~\$219~~ \$175.20

\*Discount applies to both print and digital Books UnBound® editions of this title and cannot be applied to previous purchases. Offer valid as long as CLE credit is available for this program. For Books UnBound users, discount may be applied to purchase of individual Books UnBound title only and may not be used on purchase of full library.



## Faculty

### Program Chair

#### Chad Baruch

Johnston Tobey Baruch  
Dallas, TX

### Presenters

#### Michael D. Bess

Michael Best  
Chicago

#### Dylan O. Drummond

Gray Reed  
Dallas, TX

#### Melissa Love Koenig

Marquette University Law School  
Milwaukee

#### Jonathan H. Koenig

U.S. Attorney's Office for the Eastern  
District of Wisconsin  
Milwaukee

## Credits

This program has been submitted to the Wisconsin Board of Bar Examiners for up to **4 CLE credits**. It does not qualify for EPR credits.

## Dates Location

### Live Pewaukee Seminar

Friday, December 13, 2019

#### The Ingleside Hotel

(Formerly Country Springs Hotel)  
2810 Golf Road  
Pewaukee, WI  
(262) 547-0201

### Live Webcast

Friday, December 13, 2019

### Webcast Replays

Friday, December 27, 2019

Tuesday, December 31, 2019

Saturday, January 4, 2020

Tuesday, January 7, 2020

Wednesday, January 15, 2020

Additional webcast replay dates are available for this program. Visit [wisbar.org/seminars](http://wisbar.org/seminars) for more information and to register.

## Registration

**ONLINE:** [www.wisbar.org/seminars](http://www.wisbar.org/seminars) » *credit card or Ultimate Pass only*

**PHONE:** **(800) 728-7788** » *credit card or Ultimate Pass only*

**FAX:** **(608) 257-5502** » *credit card or Ultimate Pass only*

**MAIL:** **State Bar PINNACLE Registrations**  
**P.O. Box 7158, Madison, WI 53707-7158**  
*check, credit card, Passbooks, or Ultimate Pass*

**State Bar CLE/PINNACLE Passbook Registrations:** Passbook Certificates must be received by the State Bar at least one business day prior to the event. For live seminars, walk-in registrations with Passbook Certificates are welcome.

**Registration Cancellations:** Please visit [wisbar.org/cancellation\\_policy](http://wisbar.org/cancellation_policy) for information on PINNACLE registration cancellation policies.


**Course materials for those attending the seminar:** **Course materials are provided in PDF format** and are downloadable from *myStateBar* on [wisbar.org](http://wisbar.org) up to four days prior to and 90 days after your seminar. For live seminar attendees who prefer a printed format, please select the tuition option that includes printed materials for an additional \$20.

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For firm subscriptions contact Customer Service at (800) 728-7788.

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## Additional Learning Opportunities

### Annual Constitutional Law Symposium 2019

Find out what's in store for the law surrounding civil asset forfeitures after *Timbs v. Indiana*. Explore how *Mathena v. Malvo* may retroactively impact the sentencing of juveniles sentenced to life without parole. Understand due process limits on governmental measures to address public health emergencies. Examine the Third Amendment's modern day applicability. **6 CLE**

**Live Pewaukee Seminar & Live Webcast:** Dec. 12, 2019

**Webcast Replays:** Dec. 26, 2019 | Dec. 30, 2019 | Jan. 4, 2020 | Jan. 8, 2020 | Jan. 16, 2020  
Jan. 20, 2020 | Jan. 30, 2020 | Feb. 5, 2020

### A Cybersleuth's Guide to Conducting Effective Investigative Research – Featuring Levitt and Rosch

Find online research tips and tricks for discovery, trial preparation, background checks, and locating people. Successfully locate information from social media profiles. Learn how to use free public records sites and sites with publicly available information. **7 CLE**

**Live Madison Seminar & Live Webcast:** Dec. 20, 2019

**Webcast Replays:** Dec. 31, 2019 | Jan. 9, 2020 | Jan. 18, 2020 | Jan. 29, 2020

### The Articulate Attorney: Public Speaking for Lawyers – Featuring Brian K. Johnson

This National Presenter Series Program breaks down the components that are affected by performance pressure – your brain, body, and voice – and shows you exactly what to do to convey confidence and deliver a more persuasive presentation. **3.5 CLE**

**Live Milwaukee Seminar & Live Webcast:** Jan. 10, 2020

**Webcast Replays:** Jan. 17, 2020 | Jan. 21, 2020 | Jan. 29, 2020 | Feb. 13, 2020

### Wisconsin Civil Procedure Before Trial

Your roadmap to successfully navigating the complex rules found throughout Wisconsin statutes and case law, including the local rules of each jurisdiction. An invaluable resource to help both novice and veteran attorneys litigate cases more effectively. (Includes 2018-19 supplement)

**Print Book:** #AK0166; 1,244+ pp.; 2 vols.; 6th ed. 2017-18; **Member:** \$235 | **Nonmember:** \$295  
**Books UnBound® Subscription:** #AE0166\_SUB; **Member:** \$175 | **Nonmember:** \$219

### Wisconsin Trial Practice

This must-have resource walks you through each stage of a typical trial in order of occurrence. Whether you need basic info on filing requirements or guidance on selecting jury members, this should be a go-to resource for every Wisconsin litigator. (Includes 2017-18 supplement)

**Print Book:** #AK0090; 782+ pp.; 4th ed. 2019-2020; **Member:** \$195 | **Nonmember:** \$245  
**Books UnBound® Subscription:** #AE0090\_SUB; **Member:** \$175 | **Nonmember:** \$219

## Write Away: Effective Legal Writing in 2019

Priority Code: S3769B

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### Seminar Date/Location:

- Live Seminar:** Friday, December 13, 2019 – Pewaukee
- Live Webcast:** Friday, December 13, 2019
- Webcast Replay:** Friday, December 27, 2019
- Webcast Replay:** Tuesday, December 31, 2019
- Webcast Replay:** Saturday, January 4, 2020
- Webcast Replay:** Tuesday, January 7, 2020
- Webcast Replay:** Wednesday, January 15, 2020

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Nonlawyer Profession \_\_\_\_\_

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Firm Name \_\_\_\_\_

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City/State/Zip \_\_\_\_\_

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To purchase written course materials for those **not** attending this program, contact the State Bar at (800) 728-7788.

**NOTICE:** By attending this State Bar event, you understand and agree that you may be photographed and/or electronically recorded during the event and you hereby grant to the State Bar the right to use and distribute your name and likeness for promotional or educational purposes without monetary compensation. The State Bar assumes no liability for such use.

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