This program reviews the history of lawyer advertising, the Rules of Professional Conduct that impact advertising and solicitation by lawyers (Rules 7.1-7.6), the impact lawyer advertising has on ethics and professionalism, how different types of law firms view advertising and monitor compliance with ethics rules, large firm marketing as advertising, trends in the profession’s regulation of advertising, and the future of advertising and marketing in an electronic age. Speakers include a professor who presents frequently at CLE programs on ethics and professionalism; lawyers from small, medium, and large firms; and marketing professionals who specialize in legal marketing and electronic communication.

The CLE has been approved for 3.5 hours of dual CLE credit. The cost is free, but advance registration is required.

Speakers

Jerry Summers is the founding member of the Chattanooga law firm Summers, Rufolo & Rodgers. Summers is one of approximately five attorneys in the State of Tennessee who has been selected for membership in the major honoraries based on legal ability and ethical criteria. He is a fellow in the International Academy of Trial Lawyers, American College of Trial Lawyers, International Society of Barristers, and the American Board of Trial Advocates. He is one of three attorneys in Tennessee invited to join the American Board of Criminal Lawyers. Summers has a popular blog, which addresses lawyer advertising issues. Mr. Summers is a founder of the Center for Advocacy and Dispute Resolution and has served as President of the Tennessee Trial Lawyers Association and the Tennessee Criminal Defense Lawyers Association. He has served on the national boards of the American Association for Justice and the National Association of Criminal Defense Lawyers, and he is a life member of both the state and national organizations.

Lisa Ramsay Cole is president and managing shareholder of Lewis Thomason and the managing partner of the firm’s Nashville office. She is also an ex-officio member of the firm’s Board of Directors and Shareholder Compensation Committee. She practices in the areas of employment law, medical malpractice, workers’ compensation, and general casualty defense litigation. Cole routinely defends public entities in medical malpractice and civil rights matters. She works extensively with the firm’s client development efforts.

Emily Spiller is the business development and marketing administrator at BakerHostetler, an AmLaw 100 firm with more than 940 lawyers across the country. She has ten years of experience in legal marketing and works closely with attorneys across the firm to foster and manage client relationships. Spiller leverages content, technology and interpersonal exchanges to build trust between the firm and its internal and external audiences. She is a member at large of the Legal Marketing Association and a former events co-chair for the Atlanta Chapter. Her prior experience includes working with international firms such as McKenna Long & Aldridge and King & Spalding.

Charley Sexton is the creative director for Moxley Carmichael in Knoxville. Sexton works with the firm’s account executives to develop advertising, marketing and online strategies informed by design trends.
and social media innovations. He ensures that client branding and strategic goals relate to the consumer, a key part of successful campaign execution.

**Penny White** is the Elvin E. Overton Distinguished Professor of Law and the director of the Center for Advocacy and Dispute Resolution at the College of Law.