

Lawyers in over 40 states have given Latz
a thumbs up - way up!
About Marty



Renowned negotiation expert and Founder of Latz Negotiation Institute and ExpertNegotiator Planning and Management Software, Marty has trained over 50,000 lawyers and business professionals around the world to negotiate more effectively. He has trained or consulted on negotiations with numerous Fortune 500 companies.

Marty was an adjunct professor of negotiation at Arizona State University College of Law from 1995 to 2005 and has negotiated nationally and internationally on the White House Advance Teams.

A Harvard Law graduate, *cum laude*, Marty is the author of *Gain the Edge!*

Negotiating to Get What You Want (St. Martin's Press, 2004) and has appeared as a negotiation expert on CBS' *The Early Show* and such national business shows as *Your Money* and *First Business*. He also writes a monthly negotiation column for *The Arizona Republic*. For more on Latz, visit www.NegotiationInstitute.com.

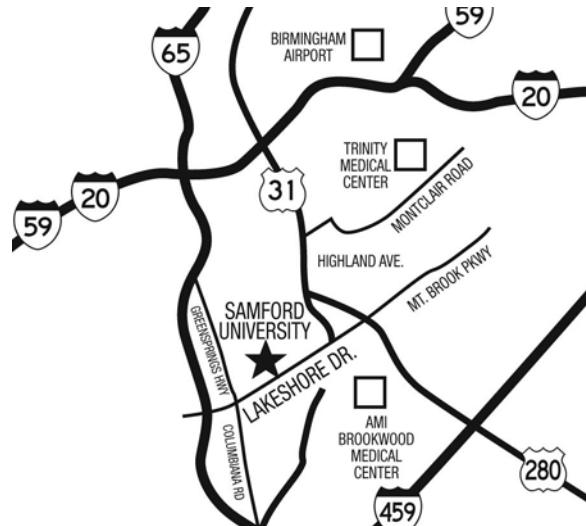
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Seminar Location

Cumberland School of Law

Samford University
800 Lakeshore Drive
Birmingham, AL 35229

Exit #255 from Interstate I-65. Cumberland School of Law, Memory Leake Robinson Hall, is located on Riley Road on the Samford Campus. For specific directions, call Cumberland CLE at (205) 726-2391 or 1-800-888-7454.



Cumberland School of Law
CLE
800 Lakeshore Drive
Birmingham, AL 35229



SAMFORD UNIVERSITY
CUMBERLAND
SCHOOL of LAW

**Negotiation Strategies in a
Tough Economy**
featuring Martin Latz,
national negotiation expert

"...no matter how much you've negotiated, you'll learn things."

Friday
December 18, 2009
Cumberland School of Law, Samford University
Birmingham, Alabama
6 CLE hours, including 1 hour of ethics

Negotiation Strategies in a Tough Economy

6
CLE
hours

Network with your colleagues on
Friday, December 18, 2009, at
Cumberland School of Law

1
ethics
hour

Quick and Easy Registration

Negotiation Strategies

December 18, 2009, Birmingham, Alabama

8:00	Registration
8:30	Introduction- Negotiations Best Practices Story and Our Biggest Challenges as Negotiation Managers
8:50	Golden Rules of Negotiation and their Creation and Implementation
10:00	Networking Break
10:15	Best Practices (continued) Negotiation Ethics Scenarios*
11:45	Lunch provided at Cumberland
12:45	Prepare to Implement Negotiation Best Practices in a Simulation Simulation and Debriefing Analyze Negotiation Simulation and Best Practices Implementation
2:15	Networking Break
2:30	Discuss Best Practices Implementation Process
2:45	Discuss Effective Management of Negotiation Best Practices
3:30	Discuss Negotiation Ethics Scenarios*
4:00	Adjourn

*approved for 1 ethics hour

FREE Expert Negotiation Advice After the Seminar Ends

You will receive:

- Latz's critically acclaimed book *Gain the Edge! Negotiating to Get What You Want* (St. Martin's Press 2004)
- An email subscription to Latz's monthly negotiation column in *The Arizona Republic* -- so you will never stop honing your skills
- A 30-day subscription to Latz's ExpertNegotiator Planning & Management Software (www.ExpertNegotiator.com)

ExpertNegotiation Planning Management Software includes powerful tools to help you save time and money including:

- **Strategic Planning Tool** so you can design a strategic plan based on the experts' research
- **The Five Golden Rules Method** to help you execute your plan to maximize your effectiveness
- **Counterpart Intelligence Bank** that empowers you with an efficient way to capture critical intelligence about your counterparts' reputations and styles
- **ExpertAdvice Center** so you get 24 hour expert advice, if needed, and
- **Negotiation Best Practices Management System** so you manage your teams with virtual window into their moves

About Latz's seminars and writings

"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*

"Excellent topic and presenter--his is very practical material."

Trevor Bowers, Adtran, Inc., Huntsville, AL

"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

Bring your laptop enabled for wireless internet access if possible.
We will be reviewing and using web-based software in the seminar.

If you don't have a laptop, paper worksheets will be provided.

\$329 Advance Registration includes materials on CD/download

\$349 At the Door includes materials on CD

Online Registration and Payment: Go to <http://cumberland.samford.edu/cle>, click on

"Schedule of Events" and use a credit card

Fax completed form to (205) 726-2616; **Phone** (205) 726-2391 or 1-800-888-7454

Mail completed form with credit card information or send with a check (payable to Samford University Cumberland School of Law) to Cumberland School of Law, Samford University, Attn: CLE, P.O. Box 292275, 800 Lakeshore Drive, Birmingham, AL 35229

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Registration fee: Includes admission to the program, comprehensive materials on a CD, and lunch. We encourage advance registration.

CLE credit: Approved for 6 hours of CLE credit in Alabama, which includes 1 hour of ethics credit. Cumberland is an approved sponsor in other states where the amount of credit may vary.

Cancellations/Refunds: Prepaid registration fee will be refunded, upon request, up to 48 hours before the beginning of the seminar. Arrangements for substitutions may be made anytime prior to the seminar. **Non-lawyers welcome:** Cumberland programs are designed for practicing attorneys, but other professionals are welcome to attend.

To request disability accommodations or tuition assistance: Contact Patricia Muse at (205) 726-8665, email: pgmuse@samford.edu.