

# REGISTRATION FORM

## LEGAL SOLUTIONS FOR GROWING YOUR BUSINESS

### ▪ Social Media in the Workplace - It's No Party ▪ March 8, 2012

MG&E Innovation Center  
510 Charmany Drive  
Room 50 - Lower Level  
Madison, WI

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

**You are encouraged to register early, capacity is limited.**

We ask that you register by March 1, 2012.

By phone 608.661.4500

By fax 608.661.4510

By email seminar3812@neiderboucher.com

By mail Neider & Boucher, S.C.

PO Box 5510

Madison, WI 53705-0510



Neider & Boucher, s.c.  
Attorneys and Counselors

University Research Park • 401 Charmany Drive • Suite 310 • P.O. Box 5510 • Madison, WI 53705-0510



Neider & Boucher, s.c.  
Attorneys and Counselors

## SEMINAR SERIES

### LEGAL SOLUTIONS FOR GROWING YOUR BUSINESS

### ▪ Social Media in the Workplace - It's No Party ▪

**March 8, 2012**

8:00 am REGISTRATION

8:30 am - 10:30 am PROGRAM

MG&E Innovation Center  
510 Charmany Drive  
Room 50 - Lower Level  
Madison, WI

## THE PROGRAM

**Social media is the hottest topic in the workplace today. Join our panel of experienced attorneys for a guided tour of this brave new Wonderland in the workplace.**

Topics to be covered include:

- Back to School - A Primer on Social Media
- Social Media and Hiring - Is it Worth the Risk?
- Social Media and Free Speech
  - When is speech free?
  - What privacy interests do employees have in social media?
  - Social media as a forum for protected activity - or not - under the National Labor Relations Act, OSHA, and other employment statutes
  - Crafting social media employment policies to meet your needs
- Social Media and the Genetic Information Nondiscrimination Act (GINA) - How to Buy Trouble Without Really Trying
- Social Media and Your Business
  - Crafting and using social media disclaimers
  - Who owns social media?
  - Protecting intellectual property in a social media world
- Social Media and Discovery in Employment Litigation
  - Preserving social media
  - Discovering and being discovered

Professional Credit:

- We will apply for CLE credits

## THE SPEAKERS



**BONNIE A. WENDORFF**  
608-441-7279  
bwendorff@neiderboucher.com

Bonnie concentrates her practice in labor and employment law. Drawing on her previous experience as a public school teacher and debate coach, as well as nearly 25 years of legal experience, Bonnie focuses on providing business clients with up-to-date information and practical solutions to their everyday legal problems, with an eye on avoiding litigation whenever possible, and resolving claims quickly and successfully when they arise.



**ERIK W. IBELE**  
608-661-4522  
eibele@neiderboucher.com

Erik focuses his practice on two areas: (1) intellectual property, and (2) international transactions. He works with businesses in identifying, acquiring and protecting rights in intellectual property like copyrights, trademarks and trade secrets; and in structuring agreements involving intellectual property. Erik also works with businesses, both US and foreign, in structuring transactions involving the export and import of products and services; licensing of technology; and the establishment of operations abroad. Erik works regularly with US clients doing business in Germany, and German companies doing business in the US, and speaks fluent German.

## THE SEMINAR SERIES

Neider & Boucher, S.C. is offering this series of seminars to provide both general business and human resources topics with an emphasis on creative thinking and practical solutions.

Programs in our seminar series will be offered approximately four times per year.

## GENERAL INFORMATION

### ■ Social Media in the Workplace - It's No Party ■ March 8, 2012

MG&E Innovation Center  
510 Charmany Drive  
Room 50 - Lower Level  
Madison, WI

#### How to register:

We ask that you register by March 1, 2012.

By phone 608.661.4500  
By fax 608.661.4510  
By email seminar3812@neiderboucher.com  
By mail Neider & Boucher, S.C.  
PO Box 5510  
Madison, WI 53705-0510

There is no charge for our programs or materials and parking will be available on site. A complimentary continental style breakfast will be available.

## NEIDER & BOUCHER, S.C.

Neider & Boucher provides the highest quality legal services and counseling to businesses and individuals. Through creative thinking and extraordinary legal competence, we provide our clients with the necessary focus to help define and reach their goals.