

# LEGAL SOLUTIONS FOR GROWING YOUR BUSINESS

## Timely Business Updates:

- ✓ Red Flags Rule
- ✓ Improving Non-Competes

January 20, 2010

MG&E INNOVATION CENTER  
510 Charmany Drive  
Room 50 in Lower Level  
Madison, Wisconsin

## REGISTRATION FORM

PLEASE COMPLETE ALL INFORMATION

(Register early as capacity is limited)

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

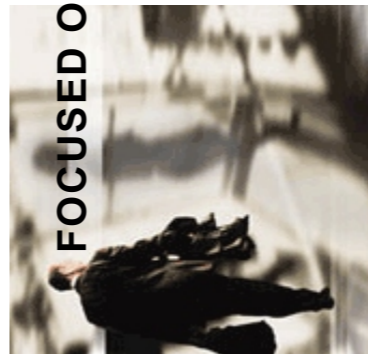
City: \_\_\_\_\_ State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Neider & Boucher, sc.  
Attorneys & Counselors



FOCUSED ON SOLUTIONS



NEIDER & BOUCHER, S.C.

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Presents

A Series of Seminars

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## LEGAL SOLUTIONS FOR GROWING YOUR BUSINESS

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Wednesday, January 20, 2010  
Registration 7:30 a.m.  
Program 8:00 a.m. to 10:00 a.m.

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## ABOUT THE PROGRAM

### Applying The Lessons of *Star Direct* to Make Your Non-Competition Agreements Shine.

One of the toughest things for employers is to draft non-competition agreements that actually protect their legitimate business interests and yet are still legally enforceable. Too often in the past, achieving one of those goals has been at the expense of the other. Join our experienced attorneys as we review the surprising lessons learned from the Supreme Court's recent decision in *Star Direct, Inc. v. Dal Pra* and discuss how those lessons can be applied in the real world of your business to craft both functional AND enforceable agreements.

### Identity Theft, Privacy and Information Security.

Identity theft, privacy and information security are concerns shared by businesses and consumers. Most businesses are subject to government and industry regulations that require privacy and security safeguards. For example, the Federal Red Flags Rule applies to over 10 million small businesses. Best practices fulfill ethical as well as legal responsibilities. They also reduce risks and liabilities associated with lax practices, and serve to reduce workplace fraud. Best practices provide competitive benefits such as customer assurance and market differentiation. We will discuss these topics the four-step process to integrate privacy and information security best practices into operations.

## ABOUT THE SPEAKERS



### Bonnie A. Wendorff

Bonnie concentrates her practice on employment law and litigation. She has more than 17 years of experience advising and representing clients on all aspects of employment law. She is a frequent speaker for the State Bar of Wisconsin and other groups on employment-related topics. Bonnie

graduated cum laude from UW Law School in 1987. Prior to that, she taught high school in Rhinelander, Wisconsin.



### Joseph Campana, Ph.D.

Joseph Campana, Ph.D. is a privacy and identity theft prevention expert. He has appeared on radio, TV and in various publications. Dr. Campana's practice areas include privacy and information security compliance and employment background investigations. He writes regularly about identity theft, privacy and information security topics of interest to small businesses as a featured columnist for Examiner.com.

Dr. Campana earned a business and government Certified Information Privacy Professional designation from the International Association of Privacy Professionals. He is a Certified Identity Theft Risk Management Specialist and licensed special investigator. Dr. Campana serves on several continuing professional education faculties including the Wisconsin Bar Association.

Dr. Campana authored several white papers including **Identity Theft: The Business Time Bomb, Data Breach Risk Factors: 2005-2008: A Resource Guide** and he recently wrote a book, a small business guide to privacy compliance, **Privacy MakeOver: The Essential Guide to Best Practices**. Copies of the book will be available at a reduced price of \$10.00.



## ABOUT 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.

## ABOUT THE SEMINAR SERIES

Neider & Boucher, S.C. is offering this series of seminars to provide guidance for businesses of all sizes. We will be covering both general business and human resources topics with an emphasis on creative thinking and practical solutions.

## GENERAL INFORMATION

Programs in our seminar series will be offered approximately four times per year. This program will be held on Wednesday, January 20, 2010, at the MG&E Innovation Center, Room 50 in lower level, located at 510 Charmany Drive, Madison, Wisconsin.

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

We ask that you register by January 13, 2010. You can register in four convenient ways:

- \* By telephone: 608.661.4500
- \* By fax: 608.661.4510
- \* By e-mail: [seminar12010@neiderboucher.com](mailto:seminar12010@neiderboucher.com)
- \* By mail: Neider & Boucher, S.C.  
PO Box 5510  
Madison, WI 53705-0510

## PROFESSIONAL CREDIT

We will apply for continuing legal education (CLE) credits.

## WATCH FOR FUTURE PROGRAMS

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