

WELCOME TO THE 2008 PRIMERUS
National Conference

THE BROADMOOR, COLORADO SPRINGS, COLORADO
OCTOBER 22-26, 2008





WELCOME TO THE 2008 PRIMERUS NATIONAL CONFERENCE!

It's a time to build relationships, while reconnecting with old friends and making new ones. This year we're hosting the annual Primerus National Conference in majestic Colorado Springs, Colorado, at The Broadmoor. As with past National Conferences, Primerus members will have the privilege of benefiting from the expertise of a distinguished group of speakers, sure to challenge and inspire!

Speakers scheduled to appear include:

John Remsen

The Remsen Group

www.theremsengroup.com

“Building and Sustaining A Marketing Culture At Your Firm”

The continuing education portion of the conference will include a presentation entitled "Building and Sustaining a Marketing Culture at Your Firm" by John Remsen, of The Remsen Group, one of the country's leading authorities on law firm marketing. After serving as in-house marketing director at two major law firms, John formed The Remsen Group, a marketing consulting firm that works exclusively with law firms to help them develop long-term marketing strategies and implement proven, cost-effective business development programs. Since 1997, he has worked with over 150 law firms and thousands of lawyers. Most of his clients are mid-size commercial law firms with offices in the Southeastern United States.

John is a frequent speaker and author on law firm marketing topics. He has spoken at national and regional conferences of the Legal Marketing Association, the Association of Legal Administrators, and numerous state and local Bar associations. His articles have appeared in such well-respected publications as ABA Journal, Asian Lawyer, Florida Bar News, For the Defense, Law Practice Management, Lawyers Weekly, Legal Management, Marketing for Lawyers, Marketing the Law Firm, Managing Partner, New York Law Journal, Rainmaker's Review and Wisconsin Lawyer.

Jack Marshall

ProEthics, Ltd.

www.proethics.com

“Ethics Blues”

Back by popular demand will be Jack Marshall, founder of ProEthics Ltd., with a new musical seminar called "Ethics Blues." With live piano accompaniment, Ethics Blues combines immortal songs by artists such as Gershwin, Rogers and Hart, Cole Porter, Irving Berlin, and others with such current issues as "hearing too much" and the prospective client; courtroom tricks; internet and technology issues; sudden conflict; waivers and more. Jack has taken the experience gleaned from a diverse career in law, public policy, academia and theater and applied it to the field of legal, business and organizational ethics.

Jack Marshall founded ProEthics, Ltd., ten years ago, and is the president and CEO of the firm. He is also Adjunct Professor of Legal Ethics for the Washington College of Law at American University in Washington, D.C., and the author of The Ethics Scoreboard (www.ethicsscoreboard.com). Jack has developed more than 100 programs for bar associations, law firms, Fortune 500 companies, trade associations and non-profit organizations.

Speakers scheduled to appear include :
John Remsen (left)
&
Jack Marshall (right)



2008 PRIMERUS NATIONAL CONFERENCE

GENERAL AGENDA

WEDNESDAY, OCTOBER 22

6:30 pm – 8:30 pm Opening Cocktail Reception

THURSDAY, OCTOBER 23

7:30 am Continental Breakfast

8:00 am Welcome by John C. (“Jack”) Buchanan

8:15 am – 9:30 a.m. “Ethics Blues” presented by
Jack Marshall

9:30 am – 9:45 am Break

9:45 am – 10:45 am “Ethics Blues” presented by
Jack Marshall

10:45 am – 11:45 am Practice Group Business
Meetings

11:45 am Lunch for meeting attendees

Afternoon for group and personal leisure activities

7:00 pm Steak Fry Western Style Dinner

Enjoy an evening of fun and relaxation at Cheyenne Lodge. Shuttles will take attendees to the lodge with beautiful views of the valley. Casual attire (Blue jeans are appropriate.)

FRIDAY, OCTOBER 24

7:30 am Continental Breakfast

8:00 am Announcements by John C. (“Jack”) Buchanan

8:15 am – 9:45 am “Building and Sustaining a
Marketing Culture at your Firm”
presented by John Remsen

9:45 am – 10:00 am Break

10:00 am – 12:00 pm Practice Group Meetings

Afternoon for group and personal leisure activities

Evening in the Czar's Palace

7:00 pm Cocktails

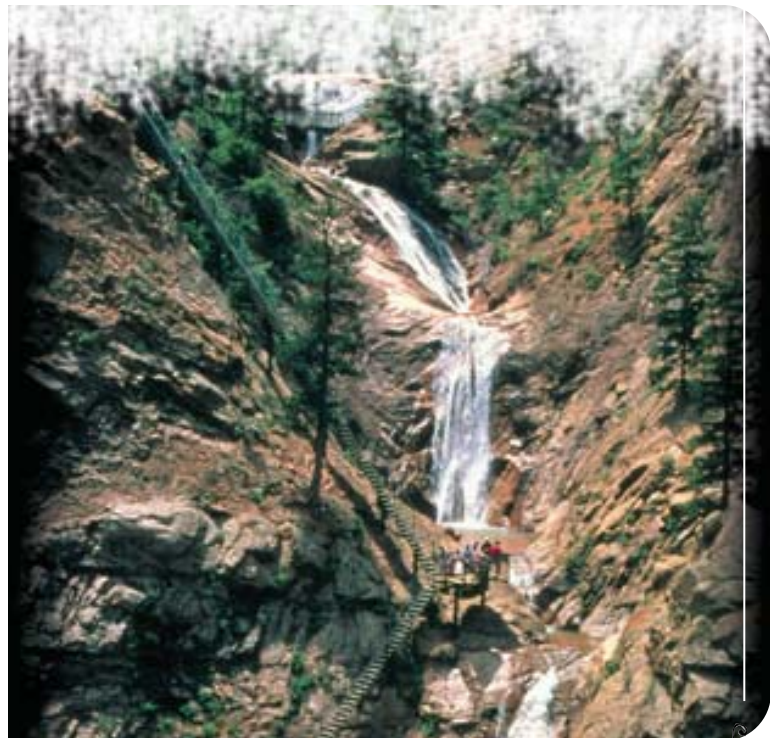
7:45 pm Dinner (Black tie optional)

SATURDAY, OCTOBER 25

Leisure Activities

SUNDAY, OCTOBER 26

Leisure Activities



2008 PRIMERUS NATIONAL CONFERENCE

LEISURE ACTIVITIES

A variety of leisure activities at The Broadmoor make the National Conference relaxing and fun. Primerus is planning several group leisure activities for your enjoyment.

PLANNED PRIMERUS GROUP LEISURE ACTIVITIES SCHEDULE

Please see registration form to sign up for activities.

THURSDAY, OCTOBER 23

Spouse/Guest Tour

9:30 a.m. - Light breakfast (fruit, juice, rolls)

10:00 a.m. - Walking tour with Juliet Penrose, wife of the founder of the hotel. Enjoy a historical tour with guide in period costume with the tales of the many colorful, larger-than-life figures that were instrumental in the development of the property. (No charge)

Primerus Golf Challenge

1:00 p.m. shotgun - With tree-lined fairways and amazing mountain views, The Broadmoor East Course is ranked among the best in the country. It has been home to many major tournaments, including the 1959 U.S. Amateur which was Jack Nicklaus' first major win, the 1964 U.S. Amateur and more recently the 1995 U.S. Women's Open which was Annika Sorenstam's first major title. It will also serve as the host course for the 2008 United States Senior Open Championship providing a groomed championship course for Primerus members. With large trees that can alter your shots, and putting greens that can be difficult to read, the

best tip we can offer for this open course is to remember that putts break away from the mountains. Primerus has reserved 36 spots at a rate of \$165.00 per person.

Tennis Tournament

1:30 p.m. - Relax or competitively compete with a colleague on the court. Recently rated the 3rd finest tennis resort in the country by Tennis Magazine, The Broadmoor Tennis Club features seven plexi-cushion courts including one stadium court. Two of the courts are covered by an illuminated, heated bubble during the winter months, allowing for year-round enjoyment. \$36 per person.

Drawing/Sketching Class

2:00 p.m. - This 2 hour class provides a fun atmosphere suited for aspiring and advanced artists using water soluble paints. Attendees will learn composition, line, perspective, and master the values from dark to light. Class can accommodate 6-12 people. \$130 per person and includes all art supplies, photo shoot of you with your finished project, matting, and mailing are included.

Mountain Biking

2:00 p.m. - For a more adventuresome experience, revive in the fresh mountain air during a guided biking excursion. This guided 2 hour ride may include gravel roads and single track mountain trails. Mountain bike and helmets provided. Comfortable clothes and proper attire recommended for the weather. \$40.00 per person (Limited to 5 people).





FRIDAY, OCTOBER 24

Gentle Tai Chi at the Spa

9:30 a.m. - Enjoy an hour of slow-motion, healthy movements derived from Chinese lineage. Designed to calm, focus, strengthen, and invigorate the body, mind, and heart providing meditation in motion. Limited to 15 people (no charge, however reservation required).

Mountain Course Golf

1:00 p.m. - Primerus members have the opportunity to play a wonderfully redesigned course. Working in collaboration with Jack Nicklaus' company, Nicklaus Design, a wonderfully scenic and playable golf course has been created that gives the appearance that it has been in place since the beginning of the property in 1918. The renovated Mountain Course plays to a maximum of 7,700 yards, par 72. The course features wide, forgiving fairways and large greens with beautiful vista views. Primerus has reserved 12 spots available to members at a rate of \$155.00 per person in a shotgun start format. NOTE: Our group will be playing with another group of resort guests.

Fly Fishing

1:00 p.m. - Guided fly-fishing trip for both the experienced angler and people who are new to the sport in beautiful Big Horn Sheep Canyon offering plentiful schools of brown trout. Experienced guides provide complete instruction appropriate for your level of experience or as requested. Catch and Release is practiced on all guided fishing trips - a valid Social Security number is needed to obtain a Colorado fishing license. Enjoy a 5 hour roundtrip (1½ hour transfer with 2 hours of fishing with a 2:1 guide ratio). Waders, tackle, flies, and transportation included. Location could change based

on weather or fishing conditions. Minimum of 6 needed for activity to occur. \$260 per person.

Hiking in Cheyenne Canyon

1:45 p.m. - Cheyenne Canyon has miles and miles of trails with scenic waterfalls, forests and geologic formations. Let one of the guides take you on a hike in the Colorado high country. Cheyenne Canyon's alpine setting is only 5 minutes from the hotel. (Shuttle service available to trail) \$20.00 per person and limited to 15 people.

SATURDAY, OCTOBER 25

Pikes Peak COG Railway

12:30 p.m. - 5:30 p.m. Sit back and relax as the world's highest cog train takes you up 14,110 feet to the top of Pikes Peak, America's best-known mountain, on this 3½ hour train ride. Since 1891, the Manitou and Pikes Peak Railway, the highest Colorado railroad and highest train in the United States, has taken passengers to the summit of Pikes Peak. \$99.00 per person (includes transportation to and from hotel). Minimum 15 people needed for event to occur.

“The highlight of the National Conference is the opportunity it gives attending members to network and get to know each other professionally and socially – absolutely invaluable! The educational presentations geared toward marketing and managing smaller firms are unlike anything you can find elsewhere.”

Bob Bivins, Bivins & Hemenway, P.A.



ALTERNATE LEISURE ACTIVITIES
(MAKE ARRANGEMENTS ON YOUR OWN)

Cheyenne Mountain Zoo

America's "highest" zoo, at 6,800 feet on 50 acres, with more than 700 diverse and exotic creatures. Hotel transportation available.

Cave of the Winds

The oldest attraction in the Pikes Peak region through subterranean chambers to get different perspectives on Colorado's geological wonders. Tours are available.

Shopping in Old Colorado City

Just a short drive from the hotel, avid shoppers can enjoy local boutiques, antique shops, handcrafts and imports.

“I thought it was an excellent program; very interesting and the social events were great.”

“I thought the overall conference was outstanding.”

2007 National Conference attendees

Garden of the Gods

This 1,300-acre park, a Registered National Natural Landmark of towering red sandstone rock formations is set at the foot of Pikes Peak. Walking and horse trails, picnic facilities and a visitor's center make this a great experience.

Royal Gorge Bridge

The Royal Gorge Bridge & Park is a one-of-a-kind place to make memories that will last a lifetime! Experience the awe-inspiring panoramic views of the Gorge from the world's highest Suspension Bridge that hangs 1,053 feet high and spans a quarter mile across the canyon!

Air Force Academy

View the wonderful architectural style and take a tour of this facility. Approximately 30 miles from Colorado Springs.

Seven Falls

Known as "The Grandest Mile of Scenery in Colorado." Drive along a box canyon through amazing rock formations. An express elevator tunnels into the mountainside and goes 130 feet up to the Eagle's Nest Platform. A 224-step stairway beside the falls leads to panoramic overlooks of Colorado Springs and eastern Colorado. Located within a few minutes of The Broadmoor.

THE BROADMOOR SPA

The Spa at The Broadmoor is consistently rated one of the premier resort spas in the country. Spa services are available as well as a state-of-the-art fitness center, indoor and outdoor pools, and a relaxation room designed to whisk your worries away. Settle into a chaise lounge pool-side and enjoy healthy, appetizing spa cuisine. Whatever you want, whatever you need, you will find it.

Recently, The Spa underwent a magnificent physical transformation. TAG Galyean, master architect for some of the most exclusive resort spas in the world, brought his magic to this project by designing not only new and expanded interior space, but also two new signature hydrotherapy treatments.

Experience the luxury and pampering at The Spa. Explore spa services online at www.broadmoor.com/spa-services-all.php or call to book your relaxing getaway. In Colorado call 719-577-5770. Out-of-state callers, please call toll-free at 866-686-3965.





BROADMOOR TRANSPORTATION

Airport Transfer Service To/From The Broadmoor

Direct Airport Shuttle (Colorado Springs Airport Only)

Individual Fair:

\$21.50 one-way; \$33 round-trip

Flat Rate Transfer Ticket:

for Party of 2, 3 or 4 Guests:

\$43 one-way; \$66 round-trip

(Children 15 and under are Free. Fares are non-refundable.)

Your reserved airport service ground transportation tickets will be available at The Broadmoor Welcome Desk, conveniently located in the baggage claim area of the Colorado Springs Airport. Please use The Broadmoor Courtesy Phone if Desk is unattended.

Private Luxury Sedan

Colorado Spring (COS):

\$86 one-way; \$172 round-trip

Denver (DIA):

\$237 one-way; \$474 round-trip

Private Luxury Limousine

Colorado Springs (COS):

\$106 one-way; \$212 round-trip

Denver (DIA):

\$257 one-way; \$514 round-trip

Charges will be conveniently applied to your Broadmoor hotel room account, unless other arrangements have been made.

Call 1-888-577-5769 or ext. 5769 from hotel to contact Broadmoor Transportation.

DINING IN THE RESORT

Penrose Room

Charles Court

The Summit

Tavern

Espresso News

Golden Bee

Golf Club Grille

Hotel Bar

West Lobby Bar

Penrose Lounge

Reservations are highly recommended by calling 866-381-8432 toll free or 719-577-5733.



2008 PRIMERUS NATIONAL CONFERENCE REGISTRATION FORM



PLEASE SEE CONFERENCE BROCHURE OR WWW.PRIMERUS.COM FOR DETAILS
FAX COMPLETED FORM TO: (616) 458-7099

Firm Name: _____

Primerus Member Name: _____

Primerus Member's Spouse/Guest Name: _____

Bar ID# & State: (for CLE) _____

CONFERENCE REGISTRATION FEES:

Early Registration Deadline: **August 31, 2008**

	8/31/2008	9/1/2008	Amount to Charge
Primerus Member & Spouse/Guest (per couple)	\$1,875.00	\$1,975.00	\$ _____
Primerus Member attending without Spouse/Guest	\$1,300.00	\$1,400.00	\$ _____

(Registration fee includes; Networking opportunities, Group meals, and Continuing Legal Education)

Please indicate with an X the nights you will require a hotel room & please respond Yes or No to all activities:

Wed. Oct 22 Thurs. Oct 23 Fri. Oct 24 Sat Oct 25

Room rate: **\$280.00** plus applicable taxes & fees

(Note: Your credit card below will be provided to the hotel to reserve your room. You also will be responsible for any charges that result from the hotel should you cancel your reservation.)

Please select the activities you plan on attending: (Circle Responses)

	Member	Spouse/Guest
Wednesday Night: Cocktail Party w Hors D'oeuvres	Yes / No	Yes / No
Spouse/Guest Tour Thursday AM		Yes / No
Thursday Night: Western Steak Fry @ Cheyenne Lodge	Yes / No	Yes / No
Friday Night: at Czar's Palace	Yes / No	Yes / No

Please select optional leisure activities you plan on attending: (Circle Responses and enter cost on line)

	Member	Spouse/Guest	Amount to Charge
Thursday: Primerus Golf Challenge \$165/each	Y / N	Y / N	\$ _____
Thursday: Tennis Tournament \$36/each	Y / N	Y / N	\$ _____
Thursday: Drawing/Sketching Class \$130/each	Y / N	Y / N	\$ _____
Thursday: Mountain Biking \$40/each	Y / N	Y / N	\$ _____
Friday: Gentle Tai Chi at the Spa \$0/each		Y / N	\$ _____
Friday: Mountain Course Golf \$155/each	Y / N	Y / N	\$ _____
Friday: Fly Fishing \$260/each	Y / N	Y / N	\$ _____
Friday: Hiking in Cheyenne Canyon \$20/each	Y / N	Y / N	\$ _____
Saturday: Pikes Peak COG Railway \$99/each	Y / N	Y / N	\$ _____
TOTAL CONFERENCE & LEISURE FEES			\$ _____



Credit Card Authorization for Registration Fees, Hotel Reservations & Leisure Activity Fees:

Visa MasterCard Am Express Discover Today's Date: _____

Card Number: _____ Expiration Date: _____

Cardholder's Name: _____

Cardholder's Address: _____

I UNDERSTAND THAT FEES AUTHORIZED BY ME ON THIS FORM ARE NON-REFUNDABLE

Cardholder's Signature _____

