



**FINANCIAL POISE WEBINARS  
ONE HOUR LAW SCHOOL 2.0 -  
TELL ME WHAT I NEED TO KNOW 2017**

Sponsored by: EisnerAmper

**SERIES OVERVIEW**

Looking for a practical introduction to some of the issues facing business people and businesses of all sizes? In this program, you'll learn (1) the obligations and key considerations with regard to data privacy and security, both as a consumer and a vendor; (2) considerations for safe use of copyrighted material in advertising, earned media, and professional communications; (3) basics for establishing, maintaining, and minimizing liability with respect to employee benefits plans; and (4) establishing and maintaining non-profit organizations.. Each episode is delivered in Plain English understandable to business owners and executives without much background in these areas. Yet, each episode is proven to be valuable to seasoned professionals. As with all Financial Poise Webinars, each episode in the series brings you into engaging, sometimes humorous, conversations designed to entertain as it teaches. And, as with all Financial Poise Webinars, each episode in the series is designed to be viewed independently of the other episodes, so that participants will enhance their knowledge of this area whether they attend one, some, or all of the episodes.

**EPISODE SUMMARIES**

**EPISODE #1**

**Data Privacy & Security - 101**

**September 25, 2017 at 2pm CST**

Information technology systems are at the core of the way we live, work, and play; they impact virtually every aspect of our lives today, and businesses of all kinds are increasingly data driven. But businesses must understand and protect against the legal, business and reputational risks from actual or perceived misuse such data. And they must navigate these waters in a world where data knows no boundaries, and in which governments and others apply differing standards and have carry differing expectations. Experts further warn (and sometimes daily news seems to suggest) that data breaches are inevitable, and businesses must plan for the operational, legal and reputational fallout of such



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events. Get up to speed with us on a topic that will continue to grow in importance in today's data-driven marketplace.

### **EPISODE #2**

#### **Using Copyrighted Material Without Violating Copyright Law: The Fair Use Doctrine**

**October 26, 2017 at 2pm CST**

Content on the internet is generally free, readily accessible and easily copied. Yet, copyright laws place significant restrictions on the use and reproduction of such content. And media companies don't take kindly to unauthorized use, regularly policing and frequently threatening suit and severe penalties for copyright violations. Still, non-media oriented businesses frequently trip on copyright laws, facing claims for clips or excerpts in marketing materials, publications, blog postings or any number of other innocent activities. Learn the ropes of copyright compliance with us in this practical, informative program.

### **EPISODE #3**

#### **Employee Benefit Law for the Non-Expert**

**November 16, 2017 at 2pm CST**

Move beyond the sales rhetoric and economics of benefit plans in this program, and learn what you or your HR team should be doing to ensure compliance with the law. In this webinar we focus on the Employee Retirement Income Security Act (ERISA), the typical compliance failures faced by businesses offering health and welfare benefits and best practices to ensure benefit plans are an asset, not a liability, to your organization.

### **EPISODE #4**

#### **Representing a Not-For-Profit**

**December 14, 2017 at 2pm CST**

Not every organization exists to benefit its owners. Learn the basics of mission-driven organizations – not-for-profits – so you can start one or serve one as an advisor, volunteer, director or employee. In this webinar we cover the key differences between for-profit and not-for-profit organizations,



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including their capitalization, taxation and governance, and provide tips for assuring continued tax-exemption and continued operations.