



FINANCIAL POISE WEBINAR ONE SHEET ONE HOUR LAW SCHOOL - SUMMER/FALL 2019 EDITION

ABOUT THIS SERIES

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) establishing and maintaining non-profit organizations; (4) RICO related issues that may impact business practices; and (5) best practices and business considerations with regards to Fair Debt Credit Reporting Act.

As with every Financial Poise webinar, each episode in this series is delivered in Plain English understandable to investors, business owners, and executives without much background in these areas, yet is also valuable to attorneys, accountants, and other seasoned professionals. And, as with every Financial Poise webinar, each episode brings you into engaging, sometimes humorous, conversations designed to entertain as it teaches. 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 episodes.

EPISODE SUMMARIES

About Episode #1

Data Privacy & Security-101

June 18, 2019 at 2:00 PM 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 of 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 events. Get up to speed with us on a topic that will continue to grow in importance in today's data-driven marketplace.

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About Episode #2

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

July 16, 2019 at 2:00 PM 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.

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About Episode #3

Representing a Not-For-Profit

August 13, 2019 at 2:00 PM 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. This webinar covers the key differences between for-profit and not-for-profit organizations, including their capitalization, taxation and governance, and provide tips for assuring continued tax-exemption and continued operations.

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About Episode #4

RICO

September 17, 2019 at 2:00 PM CST



RICO, the Racketeer Influenced and Corrupt Organizations Act, was passed in 1970. The original intent of this federal law was to combat organized crime in the United States. Interestingly, the law has proven to be quite flexible and, in addition to being used to prosecute members of the mafia, it has also been used to prosecute the Hells Angels motorcycle gang, and Operation Rescue, an anti-abortion group, and other groups not traditionally considered to be part of an “organized crime” syndicate.

Our panel of experts will explore RICO’s provisions for prosecution of and civil penalties for racketeering activities, such as illegal gambling, bribery, kidnapping, murder, money laundering, counterfeiting, embezzlement, drug trafficking, and slavery, performed as part of an ongoing criminal enterprise.

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About Episode #5

Fair Debt Credit Reporting Act

October 15, 2019 at 2:00 PM CST

The Fair Credit Reporting Act (FCRA), passed in 1970 and amended twice, is a federal law that regulates credit reporting agencies. It requires these agencies to ensure the information they gather and distribute is a fair and accurate summary of a consumer’s credit history. Although the law was aimed at the three major credit reporting agencies, Experian, Equifax and TransUnion, it also applies to banks, credit unions and agencies that sell medical records and check writing or rental history records, as well as any businesses that use information on credit reports for hiring purposes.

This panel of experts will discuss the purpose of the FCRA as well as explore the specific guidelines placed on the methods credit reporting agencies use to collect and verify information, and examines when and why that information can be released. Also, learn how our instant access to information via technology has impacted the protections offered to consumers by this Act.

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