



Please join us for a discussion with Diane Alverio's *Beyond the Shingle* on [December 6, 2010 at 6:00 pm at Zeldes, Needle & Cooper, 1000 Lafayette Boulevard in Bridgeport.](#)

Diane Alverio is a former Connecticut Hispanic Bar Association awards recipient and

nationally known Hartford – based communications consultant with over 20 years of marketing expertise. Ms. Alverio authored *Beyond the Shingle*, a comprehensive “field guide” to building a successful law practice for solo practitioners and small firms. At this event, Ms. Alverio will provide guidance in growing one’s legal practice, including marketing concepts, public relations skills, interview techniques, branding your practice and developing effective Web sites, among many other marketing tools and strategies.

Attendees will also have the opportunity to purchase signed copies of the book at the event. [This event is sponsored by the Connecticut Hispanic Bar Association, George W. Crawford Black Bar Association, South Asian Bar Association of Connecticut, Connecticut Asian Pacific American Bar Association and Zeldes, Neddle & Cooper.](#)

Space is limited. Please RSVP to Elizabeth Arana at [elizabeth.arana@xlgroup.com](mailto:elizabeth.arana@xlgroup.com) by Dec. 1, 2010. Refreshments and light fare will be provided.