



# Solo and Small Firms: Branding and Marketing

In this webinar, Glenn Honda will be talking about how to focus on marketing and building your brand so that you can enhance your business. He will talk about how he got to a brand that he actually wanted to build, including how he developed the corporate identity and core values. Finally, he will talk about how, based on that brand, you can start to deploy your marketing plan.

**Location:** This livestream webinar will be available through your HSBA CLE Classroom for HSBA Members. If you are a Non-HSBA Member or Law Student Bar Card Member, please contact the HSBA CLE Department for instructions on how to view the livestream webinar.

**Cost:** \$40 for HSBA Members  
 \$50 for Non-HSBA Members  
 \$0 for Law Student HSBA Bar Card Members

\*Live Webcast Only

**Credit:** This seminar qualifies for 1 CLE Credit

**Contact:** HSBA CLE Department  
 at 808-537-1868  
 or CLE@hsba.org

**Presented by:**



**Glenn Honda**  
*Recovery Law Center*

Complete and mail this form to Hawaii State Bar Association, 1100 Alakea Street, Suite 1000, Honolulu HI 96813 OR fax (808) 521-7936 OR email CLE@hsba.org

Print Full Name \_\_\_\_\_ J.D. Number (if applicable) \_\_\_\_\_

Phone \_\_\_\_\_ Email Address \_\_\_\_\_

\$40 - HSBA MEMBER (LIVE WEBCAST)  \$50 - NON-HSBA MEMBER (LIVE WEBCAST)

\$0 - LAW STUDENT HSBA BAR CARD MEMBER (LIVE WEBCAST)

TOTAL PAYMENT \$ \_\_\_\_\_

PAYMENT TYPE:  Check  Visa  Mastercard  Discover  American Express

Credit Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_ Security Code \_\_\_\_\_

Billing Address \_\_\_\_\_

Print Card Holder's Name \_\_\_\_\_ Card Holder's Signature \_\_\_\_\_

ADA Accommodation (please request at least 2 business days in advance):

**Cancellation/Refunds:** Cancellation requests must be received in writing (to cle@hsba.org or by mail) by Tuesday, July 6, 2021 for a full refund. There will be no refunds for no shows.

**Notice of Videotaping:** With the permission of guest speakers, the HSBA selectively webcasts and videotapes CLE seminars for attorneys not physically present in the seminar room. As an in-person attendee your voice and likeness may be included in the webcast or videotape. By attending the seminar you are authorizing the HSBA to include name, voice and likeness to the extent included in the webcast or video recording. Video recordings may be made available for purchase and viewing on the HSBA website.