

Greetings!

Our customer email last month was a smashing success -- or should we say mashing? It celebrated National Potato Lover's month. By popular demand we're bringing it back for St. Patrick's Day and extending the offer through March 31st.

Happy Potato Lover's Month! I would like to share one of my favorite potato recipes with you. I hope that you will love this recipe so much that you might decide to become a Great Potato Franchise Attorney.

If you do, our [NEW book California Franchise Law and Practice](#) will guide and help you through the law behind any franchise, including the Great and Only California Potato Franchise. [California Franchise Law and Practice](#) is the first and only book on the topic for California attorneys. It's timely, too. The State Bar just recently created a Certified Specialty in this practice area.

So, give it a try and let me know what you think. Send me one of your favorite recipes or fun facts about potatoes, and I will happily offer a **10% DISCOUNT OFF** your order of [California Franchise Law and Practice](#), sprinkled with **FREE SHIPPING**, if you place this order with me before the end of March.



Parmesan Scalloped Potatoes

Scalloped potatoes with Parmesan cheese.

Ingredients:

4 cups very thinly sliced potatoes

1 medium onion, thinly sliced
2 tablespoons flour
2 tablespoons grated Parmesan cheese
salt and pepper
2 tablespoons butter
1 1/4 to 1 3/4 cups hot milk

Preparation:

Place a layer of potato slices and onion slices in the bottom of a 1 1/2-quart lightly buttered casserole. Sprinkle with some of the flour, Parmesan cheese, salt, and pepper. Dot with small pieces of butter. Repeat, ending with a layer of potato. Dot with butter. Add enough hot milk to almost cover potatoes. Cover and bake at 375° for 45 minutes. Uncover and bake for 15 minutes longer, until potatoes are tender and golden brown. Parmesan scalloped potato recipe serves 4.

Bon Appetite,

Scott Valentino
CEB Sales Representative
Los Angeles/Santa Barbara/Ventura Counties
TEL: 1-800-988-4340
Scott.Valentino@ceb.ucla.edu


Your Partner in Practice
University of California
State Bar of California

Subject line: WIN A BOOK! Celebrate National Library Week

Hello readers,

April 12th-18th is NATIONAL LIBRARY WEEK! Being an avid reader myself, I believe that this holiday is a very important one and should be celebrated by offering you a chance at a FREE best-selling book.

All you have to do is to take this quiz. If you answer all 5 questions correctly, you will have a chance* to win a terrific prize: the book of your choice from the hardcover fiction or nonfiction *New York Times Best Sellers Lists*. We let you know you won; you let us know which book you want. Entries are due no later than April 20.

Here are the questions:

1. Please name the author of and number of published books in the bestselling children's horror series *Goosebumps*, which sold more than 300 million copies in the 1990s.
2. Which Chinese book was one of the best-printed books in history (an estimated 5 to 6.5 billion copies)?
3. *The Guinness Book of Records* holds a world record as the best-selling copyrighted series of all-time. What year was it first published?
4. Edgar Rice Burroughs is best known for his creation of the fictional jungle hero Tarzan. Bestseller sequels sold more than 50 million copies worldwide. What was the name of another famous heroic fictional character created by Edgar Rice Burroughs?
5. From what college and when did Noah Webster, the founder of best-selling *Merriam-Webster's Collegiate Dictionary*, graduate?

While having fun researching answers to the 'Library Week game,' please check out **CEB's Best Sellers list**. You might want to add them to your shelf!

CEB BEST SELLER LIST

1. [California Criminal Law Procedure and Practice \(CR32119\)](#)
2. [Jefferson's California Evidence Benchbook \(CP32630\)](#)
3. [Drafting California Revocable Trusts \(ES33610\)](#)
4. [Advising California Employers & Employees \(BU33680\)](#)
5. [California Trust Administration \(ES33300\)](#)
6. [California Government Tort Liability Practice \(TO94130\)](#)
7. [Forming and Operating Limited Liability Companies \(BU42615\)](#)
8. [California Decedent Estate Practice, Volumes 1 & 2 \(ES35660\)](#)
[California Decedent Estate Practice, Volume 3 \(ES30860\)](#)

9. [Advising California Nonprofit Corporations \(BU33940\)](#).
10. [2009 Practice Under the California Family Code: Dissolution, Legal Separation, Nullity \(FA31959\)](#).

If you place an order with me before the end of April for any CEB best seller, I will happily offer you a **10% DISCOUNT OFF** your order, along with **FREE SHIPPING** as a book mark.

Enjoy your reading,

**The winner will be chosen by drawing. Please contact me at... for more information.*



Dear Loyal CEB Customer,

As you know, CEB is now your sole source for new and renewal subscriptions to OnLAW, the electronic version of our publications. For 10 years, many CEB titles were available in electronic format through LexisNexis. However, the contract between CEB and LexisNexis ended March 30.

Pay per use access also ended March 30. If you have a contract with LexisNexis which includes CEB electronic access, that access will continue through the end of your contract or September 30, 2009, whichever comes first.

Over 130 CEB titles are available to you electronically on OnLAW, including practice guides, Action Guides, and reporters. At **significant** discounts, you can subscribe economically to all of OnLAW, select OnLAW Libraries for each practice area, create your own collection across practice areas, or subscribe to individual titles.

To continue your access electronically to CEB, please contact me at Suzanne.Smith@ceb.ucla.edu or 1-800-721-6090 for an OnLAW subscription proposal.

Best wishes,

A handwritten signature in black ink that reads "Suzanne Smith". The signature is fluid and cursive, with a long horizontal flourish extending to the right.

Suzanne Smith
CEB Sales Representative

Suzanne.Smith@ceb.ucla.edu
1-800-721-6090

February , 2009

Company Name
Street Address
City, State, Zip

Dear ,

I'd like to introduce myself as your new CEB Sales Representative. CEB has created a new, fourth sales territory comprised of Silicon Valley and Central California in order to provide major customers such as yourself closer attention and better service.

I've been with CEB for over 10 years, most recently as the Los Angeles – Orange County Sales Representative. I was pleased to be asked to represent CEB in your area. I live nearby.

I'd like to meet with you soon to get to know you and find out more about your company. I'd also be glad to answer any questions about CEB you might have and let you know about new developments here.

I'll give you a call to set up an appointment or you can reach me by phone at 1-866-850-8360 or email at Doris.Black@ceb.ucla.edu. I'd be happy to discuss discounts and specials available to you only through me.

Speak with you soon,

Doris Black
CEB Sales Representative

toll-free: 1-866-850-8360
email: Doris.Black@ceb.ucla.edu

Greetings!

It seems all we hear about now is bad economic news, but falling home values and foreclosures aren't just contemporary problems.

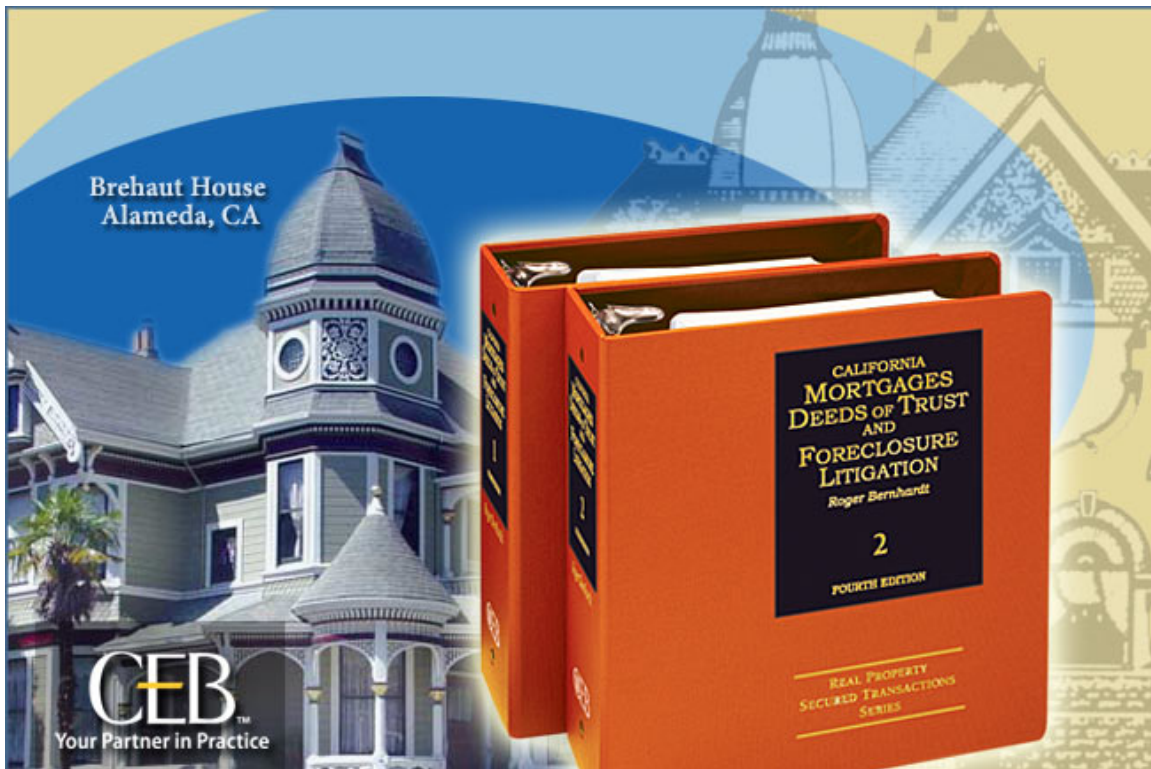
Despite their architectural elegance and technological advancements, in October 1873 house prices for better Victorian houses in San Francisco dropped from \$4,500 to \$3,000 due to the "Panic of 1873."

In 1888-1889 the land speculation boom in Southern California collapsed. A real estate boom and bust in 1888 in Los Angeles can be compared to the recent unfortunate developments in California real estate 120 years later.

Our very timely **NEW EDITION of California Mortgages, Deeds of Trust, and Foreclosure Litigation** will guide and help you through the current crisis whether you represent lenders or borrowers. This new edition includes even more information on foreclosures, loan workouts and bankruptcies – and all in one book! Plus, I can save you money.

If you place this order with me before the end of March, I will happily offer a 10% **DISCOUNT OFF** your order of **California Mortgages, Deeds of Trust, and Foreclosure Litigation**, along with **FREE SHIPPING**.

Sincerely,



CEB on Lexis email (final)

Subject line: CEB on Lexis Ends March 31, 2009!

For the past 10 years, many CEB titles have been available in electronic format through LexisNexis. The contract for this service ends today. As of April 1, CEB is your sole source for new and renewal subscriptions to an electronic version of our publications. OnLAW[®], a Web-based product that puts CEB's analysis and expertise on your desktop, includes the latest and most up to date electronic version of CEB's publications. In addition, over 130 CEB titles are available to you on OnLAW[®], many more than through Lexis.

For those of you who have been using CEB on Lexis, you may be surprised to learn how affordable it is to buy directly from CEB. I would be glad to explain the various money saving ways of subscribing to OnLAW[®].

I'm excited I can offer you more CEB online in several very affordable alternatives. I will be contacting you soon to discuss the benefits of subscribing directly with CEB. Feel free to contact me after March 31, 2009.

Sincerely,

Some features of **OnLAW[®]**

- The largest source of Web-based California legal commentary and analysis
- All citations of California cases and codes in the text are linked to the primary law
- Forms are easy to find and use
- Available anywhere you have an Internet connection

SELL SHEET

Title: California Franchise Law and Practice (BU33820)

Edition: New book

Practice Area: Business Law

Publication Date: 2009

Cost: \$169

Format: softcover; complimentary forms CD (BU23820)

Pages: approx. 450

Volumes: 1

Who would buy this book?

- Attorneys who represent franchisees and potential franchisees
- Attorneys who represent franchisors and potential franchisors
- General business lawyers who want a reference book on franchising
- Any firm that handles commercial or business litigation
- Government agencies: attorneys at the State of California Department of Corporations and the Federal Trade Commission
- Out-of-state attorneys who represent franchisors interested in selling franchises within the State of California

What customer needs does this book fill?

- State Bar implemented certified specialty in 8-10 practice areas
Franchise law is one of those areas
- This book is the first one ever to address California franchise law and practice

Selling Features:

- First and only book available anywhere in California or the U.S. on this topic
- Timely: State Bar developed specialty on franchise law
- Practical in orientation, comprehensive
- Covers all relevant state and federal laws
- Includes discussion of federal and state disclosures that must be given to persons interested in buying franchises
- Very practice oriented, but also includes review of major California and federal laws applicable to franchising
- Handy – because it covers both law and practice
- One volume: physically easier to handle
- Paperback is cheaper for clients
- Includes set of forms that helps attorneys who represent franchisors

What authority to write this book do the authors have? Will author(s) name(s) help sell? And why?

- Executive editor David E. Holmes, is a top CA franchise attorney. He chaired the committee which developed the certified specialty in franchise law
- Leading franchise lawyers in California

What other CEB books can we sell with this book?

- Transactional:
 - Drafting Business Contracts (BU30800) - \$205; (OnLAW - \$175)
 - California Law of Contracts (BU33610) - \$219; (OnLAW - \$189)
 - Sales and Mergers of California Businesses (BU33450) - \$205; (OnLAW - \$175)
- Litigation:
 - CA Business Litigation (BU33570) - \$249; (OnLAW - \$219)

What is the competition for our book? Why would a customer buy ours, not theirs?

- None

Contents: (see Table of Contents)

SALES UNIT PROJECT PROPOSAL

Winter CLE Fair 2009

Source code S09-4065

PROJECT DESCRIPTION

Winter CLE Fairs 2009 marketing materials - for use by CEB Sales Representatives.

Due Date

December 29, 2008

Purposes

- Decorate booths (tables)
- Increase booth traffic
- Identify products
- Promote and sell products
- Identify CEB sponsorship of events

FORMAT/DESIGN

See description for each piece.

TARGET AUDIENCE

- Attendees of the 2009 Winter CLE Fairs.
- Current and potential CEB customers.

FULFILLMENT:

Sales Unit will process any orders resulting from this project.

GRAPHIC THEME:

Happy New Year! The main focus of the booth: Start New Year with CEB. "New Year Resolution – CEB Solution." Possible imagery to be associated with a New Year celebration and appear to be bright, fun, festive and cheerful: champagne bottle, champagne glasses, confetti, masks, balloons, etc. Intent is to promote the idea of CEB products being an integral part of customers' New Year business activities.

SPECIFIC SUBPROJECTS:

1. Signage – 2 signs to carry through the New Year theme, and a separate set of generic signs to be used by sales reps for various shows, etc. **All signs, except noted, should be 11" x 17", rollup, vinyl with easel back, full color, printed in Kinko's** (approx. cost - \$20 each)

A. Events sign, 11" x 17," with CEB new logo and the New Year theme
Proposed copy: Happy New Year! Out with the old in with the new!
Quantity - 4

B. Raffle sign, 11" x 17," with CEB new logo and the New Year theme
Proposed copy: Leave Your Card Here and Win a Fabulous Grand Prize!
Quantity – 4

C. Set of generic signs, unless noted, 11" x 17," with CEB new logo, to be used at various events. Quantity – 4 sets

Sign #1. New Books from CEB (already designed)
To be converted to the vinyl sign

Sign #2. '10% Discount sign'
Proposed copy: 10% Discount on all CEB products for Attendees!* (large type)
*This offer is valid for the purchase of CEB books or Action guides only and excludes Forms CDS, OnLaw titles, annual publications, and publications distributed but not published by CEB (small type).

Sign #3. CEB sign – with CEB new logo and a tagline.
To be converted to the vinyl sign

Sign #4. CEB sign, 31.75" x 77.75," full color, vinyl, with retractor banner stand, to be printed at Kinko's.

Visually and graphically attractive. Graphic theme to include promotion of CLE, OnLaw and New Books and new CEB branding with a new logo and a tagline. Nature or abstract background.

Proposed copy:

Below CEB logo with a new tagline, to add:

www.ceb.com

Continuing Education of the Bar • California

University of California • State Bar of California

2. Comprehensive Order Form: January-July 2009

Based on a job # 3193, b/w. Front cover to be redesigned, copy (pricing, etc.) throughout to be updated. Project # V09-4004.
Quantity – to be determined.

3. OnLaw Brochure Update

Based on a job # 3192A, full color. Copy (pricing, etc.) throughout to be updated.
Quantity – to be determined.

4. OnLaw Libraries (Slices) flyer Revision 1.

Based on a job # 4450C, full color. Layout revision. Project # V09-4450C.
Quantity – to be determined.

5. Young Lawyers Flyer/Order Form.

Similar in layout to CLE flyer/order form (#4003) – 4 color, 1-sided, no bleeds. To promote the Young Lawyers CEB benefits.
Quantity – to be determined.