



ILLINOIS STATE BAR ASSOCIATION

# THE SPOTLIGHT

*The newsletter of the Illinois State Bar Association's Continuing Legal Education Committee  
Exclusively for ISBA's Law Ed Faculty (and those who want to become Law Ed Faculty)*

## Introduction from the Editor

*By Cathy A. Pilkington, Newsletter Editor*

**A**s Chair of the Faculty Development Focus Group for the ISBA's Standing Committee on Continuing Legal Education, I have learned that polishing up your "presentifying" skills is a crucial link to developing your professional identity. I have learned that with audiences, engagement is magical. Without it, you are lost. With it, you challenge your audience to think and to discover color and texture in otherwise ordinary, everyday, material. The material is dry. The PowerPoint just crashed. The microphone died. The lights went out. These are just speed bumps. To cross them, you need to apply the magic dust of engagement; namely, humor,

storytelling, tone, speed, content, voice. Roll by, and keep your audience engaged.

This newsletter, "The Spotlight," is the CLE Standing Committee's brainstorm to engage *you* to find the magic in your presentations and to build a good supply of the magic dust for those times when you really need it. Tremendous thanks to the ISBA members and staff, to the professional authors who have so graciously contributed articles, and to the many other unsung heroes working hard behind the scenes. Through "The Spotlight," we hope that you will find the magic of engagement. ■

## Making a good first impression

*By Judge Mark Drummond*

"The interviewer makes an immediate overall judgment about you within the first 5 seconds..."<sup>1</sup>

**S**ubstitute the word "audience" for "interviewer" in the sentence above and that is exactly what happens at any CLE program. Their first impression of you is crucial. So, how do you make a good first impression?

### 1. Start with some History

Let's pick something boring—mechanics liens. How can we make that interesting? Everything has a history. I typed "mechanics liens" into a search engine. Did you know that mechanics liens may have had their first roots in the Roman Empire? Did you know that mechanics liens were



Judge Mark Drummond

brought to the U.S. by Thomas Jefferson? Did you know that England didn't have any such laws?

In England, where land is not plentiful, land ownership was tied to class. The landed gentry were not about to give a tradesperson a chance at ownership rights. In America the reverse

was true. There was no shortage of land. Some say that the nation would never have developed

*Continued on page 2*

## INSIDE

**Introduction from the Editor..... 1**

**Making a good first impression..... 1**

**Making the camera your friend..... 4**

**Technology Corner—  
Creating a successful  
on-camera  
presentation ..... 5**

**The Book Corner: A  
review of *Talk Like Ted—  
The 9 Public-Speaking  
Secrets of the World's  
Top Minds* by Carmine  
Gallo ..... 5**

**Upcoming CLE  
programs ..... 6**

## Making a good first impression

*Continued from page 1*

so rapidly and successfully had builders not had some assurance that they would be paid.

Now, is that as scintillating as scandalous photos from social media in an evidentiary seminar? No, of course not. However, it is interesting and you know what? The audience that signs up for your mechanics lien seminar will not judge you by the same standards as the social media seminar.

Instead, they will judge you by past mechanics liens seminars they have attended. If your audience thinks, "Hey, she's actually taken the time to try to make this very dull subject a little bit interesting," you have them. To quote *Jerry Maguire*, "You had me at 'hello'."

### 2. Pictures

People remember 70-80% of what they see, but only 10-15% of what they hear. Can you start with a visual? Let's go back to our dull mechanics liens. A firm which specializes in mechanics liens had a Web site showing some of their construction projects. Get a picture of the skyscraper or power plant and have it on the screen as people walk in. It will pique their interest.

### 3. Begin with a Story.

The simple phrase, "I want to tell you a story," has a magical quality. You know your topic. Begin with your most dramatic, humorous or illustrative story to capture their attention.

### 4. The Best Sentence from a Document.

When I ran for circuit judge, I received questionnaires from both sides of the Pro-Life/Pro-Choice issue. The more strident letters had sentences such as, "If you don't respond within 10 days, we will work against you," or some less-than-veiled threat that if I did not agree with them, they would do everything in their power to defeat me. Displaying those sentences was a powerful way to start a presentation on the challenges of running for office.

### 5. An Exercise.

When I am trying to illustrate my point that first impressions are crucial, I begin by asking everyone to stand up, find someone they don't know, and describe their favorite

meal for 30 seconds. I then put characteristics up on the screen and ask people to pick three characteristics of the person they just talked to. They enjoy the exercise.

### 6. Polling.

Let the audience set the agenda. Have them list the five things they want to get out of the seminar. Give them five minutes, then start in the front and ask the first person for their number one topic. Ask for a show of hands as to how many others had that same topic. Even with a large group, you'll find that issues get distilled down into five to 10 topics. It really shows you are focused on their needs.

### 7. Advanced Polling

Afraid of working without a net? Then do exactly the same thing, but well before the seminar. Have the seminar organizers send out e-mails to the audience and let them set the agenda.

### 8. Audio Clip.

We once did a seminar on right to counsel. As people came in we played a tape of the oral argument in *Gideon v. Wainwright*. It really created a buzz in the room as people asked questions such as, "What is that?" or "Is that a Supreme Court argument?" and "Is that from *Gideon v. Wainwright*?"

### 9. Humor.

If you are truly funny. If you are not truly funny, can you find a cartoon on your topic that you can put on the screen?

### 10. Video Clip.

Doing a talk on cross examination? How about starting with the "Code Red" scene from *A Few Good Men*?

### 11. Steal from Letterman.

Create a Top Ten List for your topic that will help them remember and will also become your notes.

### 12. Use a Mnemonic Device. ■

1. "Make Every Second Count in an Interview," *Chicago Tribune*, YourJob Column by Carol Kleiman

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The articles in this newsletter are not intended to be used and may not be relied on for penalty avoidance.

## IMPROVING YOUR PRESENTATION SKILLS ISBA'S LAW ED FACULTY DEVELOPMENT SERIES: THE ART OF EFFECTIVE COMMUNICATION

*Exclusively for ISBA Law Ed Faculty  
(And for those who want to become Law Ed Faculty)*

Grand Geneva Resort & Spa  
7036 Grand Geneva Way  
Lake Geneva, Wisconsin  
*(during ISBA's Annual Meeting)*

Friday, June 20, 2014

### EFFECTIVE PRESENTATIONS

8:30 - 11:45 a.m.

3.0 hours MCLE credit, including 3.0 hours Professional Responsibility  
MCLE credit *(subject to approval)*

Giving a presentation before an audience or in a courtroom is one thing, but giving a presentation that's memorable and impactful is quite another. Don't miss this opportunity to get the tips and insight you need for creating effective presentations! Topics include: creating great introductions; the nuts and bolts of delivering a great presentation; adult learning styles and what this means for instructors; engaging your audience; using interactive learning techniques to enhance your delivery; and selecting methods of instruction for the most effective results.



Judge Mark A. Drummond has been an instructor with the National Institute for Trial Advocacy (NITA) since 1986 and is a program director at large for NITA. He has taught trial advocacy skills for both large and small firms, corporations, the United Nations, U.S. Department of Justice, and the Attorney General's offices for Illinois and New York, as well as the Department of the Navy. He has trained judges in presentation skills for the Administrative

Office of the Illinois Courts for judges who lecture at the Education Conference and New Judge seminar. He has trained over 200 judges on how to present his anti-drug and alcohol program for schools, "The Seven Reasons to Leave the Party," which has been presented to over 100,000 students throughout Illinois since 2008. In October 2008, Judge Drummond traveled to Japan to train attorneys in jury trial advocacy in advance of their adoption of the jury trials in criminal cases. He recently worked with lawyers in Kosovo and Macedonia for the U.S. Department of Justice. Judge Drummond has trained barristers at the Inner Temple of London on techniques for making evidence visual and trained barristers at the Middle Temple on general advocacy skills. He is the author of "The Eight Keys to the Art of Presentation" and he writes the "Practice Points" column for Litigation News for the Section of Litigation of the American Bar.

### TECH TALKS: USING TECHNOLOGY TO IMPROVE YOUR PRESENTATION AND ENGAGE YOUR AUDIENCE

1:30 - 4:30 p.m.

*(No MCLE credit)*

Stop by the Faculty "Green Room" for speed dating-like table clinics to get important tips from ISBA's own "experts" on a variety of technology and presentation topics! Table clinics start at 1:30, 2:30 and 3:30 - giving you ample opportunity to network among your peers as you move from table to table throughout the afternoon for each 30-minute clinic.

**FOR MORE INFORMATION, PLEASE VISIT: [WWW.ISBA.ORG/CLE/FACULTY](http://WWW.ISBA.ORG/CLE/FACULTY)**

# Making the camera your friend

By Bill Moller

**M**ore often attorneys today are finding themselves on the business end of a camera—not so much in television news interviews but in conducting video CLE programs.

What follows are pointers that will improve the delivery of your content and help ensure that the information presented will be retained.

## Content

Have a goal in mind for the interview. What are the top points you want to get across? What are the intended or hoped-for takeaways for your audience? Consider how much they know about the material you are planning to deliver. Are they in your practice area...that is, what level of familiarity do they have with what you are going to tell them? Structure your presentation accordingly. Present your information in a logical order that allows facts to be understood and retained. Short declarative sentences are best. Shun any jargon that might be lost on the audience.

Make your presentation interesting. Open with a story and pepper the content with illustrative anecdotes and first-person experiences. Look for ways to personalize points you are making. This makes abstract concepts more easily digestible. We all love stories. Our parents read them to us when we were toddlers, and we go to movies, watch the news, and read newspapers because of the stories. After a presentation people will come up to talk with you...not about the dry facts of the tax code or the governing principles of antitrust law...they want to hear more about the stories you shared. Stories entertain and enlighten. They keep the audience awake.

## Preparation

Don't spend all of your time writing out what you are going to say. It is best to have the material loosely memorized. Bullet points on paper or index cards can be a handy aid. PowerPoint graphics and bullets can be used as signposts to guide you.

For a smooth, relaxed, confident delivery, respect your audience enough to devote a lot of time to practice. If you have the content down, then you don't have to use your

brain to remember WHAT you are saying but instead HOW you are saying it. Practice before a camera to be sure you are using the full expressive range of your face and voice. Speak with enthusiasm and conviction. And remember this...**SPEAK WITH MORE ENERGY THAN IN NORMAL CONVERSATION.** And that means volume...**LOUDNESS!** It's hard to accurately gauge a proper dynamic range for the voice, and most of us speak with a more muted sound than is optimal. Practice in front of someone whose opinion you trust and solicit their honest feedback.

So...Enthusiasm. Conviction. A slightly louder volume. Nothing puts an audience to sleep more than a bland, monotonous, and uninspiring speaker.

You're not announcing...you're really not presenting—even though it may just be you and the camera in the room. You are speaking to people. So make it sound conversational as though you're talking with a new hire in your office. Smile, convey warmth, and laugh a little when appropriate.

## Delivery

On the day of your presentation, before you sit down in front of the camera and put on your microphone, work on relaxing your body...walk around and, if you can, stretch a little. Be loose when you walk in and not tense as if sitting in a dentist's chair. If you can find an empty room (or elevator), practice warming up your voice. Make a humming sound from low pitch to high and back down again. Do this several times. Stretch the facial muscles...make silly faces.

Drink warm tea or room temperature water beforehand. No carbonated drinks, chilled water, or anything sour or sweet...and no milk lest you over-salivate or be left with an overly dry mouth.

You will likely be seated at a desk. Sit forward in the chair leaning slightly ahead...have shoulders back with hands clasped naturally in front of you...not in your lap. Men, pin the mike on your tie and hide the wire behind it. Women, run the wire under the outer garment (jacket, sweater).

The moment you are "on," wear a bright pleasant expression...with an eager smile...nothing tense or artificially serious. Show that you're glad to be there. Your viewers

Be sure to check out Bill Moller's **Top Tips for On-Camera Presentations for ISBA Faculty**, available at: <https://www.youtube.com/watch?v=k5OUSoWpRws>.

Bill helps you prepare for your next CLE studio presentation and on-camera courtroom appearance with his prize-worthy presentation tips—from preparing your notes and organizing your presentation, to presenting your information on-camera with comfort and ease!

will respond more favorably to you if they find you warm, friendly, and approachable—someone who has good news for them in the information he or she is about share.

Take a slow, deep breath before speaking your first words. Don't lift your shoulders. Keep the chest relaxed, and pull the air into the bottom of your lungs.

Be in the moment...clear your mind of all the tasks and demands in your life. Think only about your audience and the information you are about to give them.

As you speak don't be too rigid in your body position. Move your head, arms, and hands naturally to express yourself. Don't overdo it to the point that movement becomes a distraction...try to use physical gestures only to make key points and do not wave your arms around in a continuous motion. Keep shoulders back and head up.

Do not stare at the camera. It's more comfortable for the people watching you on a screen to see you break eye contact. Look away, look down...even for a fleeting moment. It will be easier to watch.

Speak at a comfortable pace with plenty of pauses. We process information in packets. Brief pauses allow the listener to understand and mentally catalogue what you are saying. Speaking too quickly or without breaks makes it very difficult for the listener to retain information. If you say something you know will be written down (a quote, Web site address, phone number), make sure to give your audience plenty of time to do that.

Remember a big warm smile at the end. ■

## Technology Corner—Creating a successful on-camera presentation

By Staci Howard Curtis

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**A**re you preparing for your first ISBA on-camera CLE presentation? It is likely that you are, because the demand for online CLE continues to grow. It is important that you adjust your presentation skills to accommodate this new presentation format. We sat down with Drew Pertl, the CLE Videographer for ISBA programming, to discuss some of the things you need to consider before stepping in front of the camera:

**Appearance.** Wear solid-color clothing that fits and is comfortable. Avoid patterns and shiny fabrics as they can cause problems for the camera and the viewer. Also avoid jewelry that makes noise, which could be distracting. Consider that that lavalier microphone will need to be clipped on the upper body, so clothing that allows us to securely

clip the microphone and hide the resulting wire are preferred. If you wear make-up, wear generous amounts, as the camera and lighting can make you appear washed out. Consider powder to avoid a shine.

**Interaction.** ISBA recommends two or more presenters and a moderator for on-camera presentations—similar to a talk show. In this format, you will split your attention between your co-presenters and the camera. This will help the off-site viewers feel more engaged and will stimulate their feedback through the online chat box. Do not read your notes—it's okay to occasionally refer to them, but don't read verbatim. Follow the structure of your written materials and pre-planned discussion questions. Smile as naturally as possible.

**Preparation.** Even experienced presenters can feel anxiety when preparing for a live webcast. Knowing what to expect prior to the program can help alleviate this tension. Watch similar ISBA webcasts to get acquainted with the format—or stop by the ISBA Chicago office to see the studio setup and have your questions answered. Develop PowerPoint slides for visual interest during the presentation, since online viewers will see both you and the slides on-screen. (Visit [www.isba.org/cle/faculty](http://www.isba.org/cle/faculty) for tips on developing effective PowerPoint presentations). Practice in front of a mirror, and learn how to deliver your presentation with enthusiasm. Of course, the best preparation is to know your materials and be yourself. ■

## The Book Corner: A review of *Talk Like Ted—The 9 Public-Speaking Secrets of the World's Top Minds* by Carmine Gallo

By Jeanne B. Heaton, ISBA Director of CLE

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**M**ost of us have heard of “TED” Talks—those memorable 18-minute presentations from the Technology, Education, Design conferences posted online for free viewing—and, if you haven't, please go online and search for them. There is a TED talk on just about anything you'd like to know about.

So when best-selling author Carmine Gallo, former communications coach to Steve Jobs and other top executives, wrote a book titled “Talk Like TED—The 9 Public-Speaking Secrets of the World's Top Minds,” it caught my interest and should catch yours as well. As an ISBA Law Ed faculty member, you will be able to glean great tips from this book on how to make your next presentation both unforgettable and effective.

After analyzing 500 of the most popular TED talks—talks that have been viewed millions of times on the Internet—Gallo concludes that the most successful fall into three categories: presentations that are emotional, novel and memorable. In his book, he shares three secrets in each of those categories,

steering us to those TED talks online that exemplify those nine secrets.

Gallo points to Bryan Stevenson's March 2012 TED talk, “We Need to Talk About An Injustice,” as a supreme example of master storytelling. Stevenson, a civil rights attorney and executive director of the Equal Justice Initiative, argues cases before the U.S. Supreme Court, and his TED talk was a stunning example of storytelling, the ultimate tool of persuasion. Gallo points to research that shows our brains are more active when hearing stories. Stories use the whole brain, including our language, sensory, visual, and motor areas. The use of stories in professional presentations is like taking your audience on a field trip: it helps them experience the content in a more immediate, personal way. Gallo gives concrete steps to help you recognize and develop stories for your next presentation as a way to connect with your audience on an emotional level.

Another of Gallo's nine tips is to make your presentation memorable by sticking to the 18-minute rule—the time limit for TED

talks. While ISBA usually asks you to speak at least 30 minutes in a Law Ed presentation, the discipline of honing your presentation to a shortened version will ultimately produce a much-improved end product. Gallo points to research showing that too much information actually prevents the successful transmission of ideas. He also notes that, when planning your presentation, your creativity will thrive under shortened time constraints.

Gallo offers a wide range of tips for improving your presentations, including outlines and guides to using both audio-visual aids and effective body language.

As you prepare your next CLE presentation, you may think it doesn't matter because your presentation won't be viewed by 1.5 million viewers, but it is likely to be recorded for the ISBA's FastCLE/Free CLE store, where hundreds of your peers may view it.

Take the TED Talk challenge and use Gallo's great tips to make your next ISBA Law Ed presentation your best ever! ■

# Upcoming CLE programs

To register, go to [www.isba.org/cle](http://www.isba.org/cle) or call the ISBA registrar at 800-252-8908 or 217-525-1760.

## July

**Tuesday, 7/1/14- Webinar**—Introduction to Fastcase Legal Research. Presented by the Illinois State Bar Association – Complimentary to ISBA Members Only. 3:00.

**Tuesday, 7/1/14- Teleseminar**—Picking the Right Trust: Alphabet Soup of Alternatives. Presented by the Illinois State Bar Association. 12-1.

**Tuesday, 7/8/14- Teleseminar**—Asset Based Finance- Part 1. Presented by the Illinois State Bar Association. 12-1.

**Wednesday, 7/9/14- Teleseminar**—Asset Based Finance- Part 2. Presented by the Illinois State Bar Association. 12-1.

**Wednesday, 7/9/14- Webinar**—Advanced Tips to Fastcase Legal Research. Presented by the Illinois State Bar Association – Complimentary to ISBA Members Only. 3:00.

**Thursday, 7/10/14- Webinar**—Boolean (Keyword) Searches on Fastcase. Presented by the Illinois State Bar Association – Complimentary to ISBA Members Only. 3:00.

**Tuesday, 7/15/14- Teleseminar**—Employment Taxes Across Entities. Presented by the Illinois State Bar Association. 12-1.

**Thursday, 7/17/14- Teleseminar**—Estate Planning for Real Estate- Part 1. Presented by the Illinois State Bar Association. 12-1.

**Friday, 7/18/14- Teleseminar**—Estate Planning for Real Estate- Part 2. Presented by the Illinois State Bar Association. 12-1.

**Tuesday, 7/22/14- Teleseminar**—Opinion Letters in Transactions Involving LLCs and S Corps. Presented by the Illinois State Bar Association. 12-1.

**Friday, 7/25/14- Teleseminar**—Ethics and Lateral Transfers of Lawyers Among Law Firms. Presented by the Illinois State Bar Association. 12-1.

**Monday, 7/28/14- Teleseminar**—Small Commercial Leases: Negotiating and Draft-

ing Issues. Presented by the Illinois State Bar Association. 12-1.

**Tuesday, 7/29/14- Teleseminar**—Structuring For-Profit/Non-Profit Joint Ventures. Presented by the Illinois State Bar Association. 12-1.

## August

**Friday, 8/1/14- Teleseminar**—Choice of Entity Considerations for Nonprofits. Presented by the Illinois State Bar Association. 12-1.

**Tuesday, 8/5/14- Teleseminar**—Selling to Consumers: Sales, Finance, Warranty & Collection Law- Part 1. Presented by the Illinois State Bar Association. 12-1.

**Wednesday, 8/6/14- Teleseminar**—Selling to Consumers: Sales, Finance, Warranty & Collection Law- Part 2. Presented by the Illinois State Bar Association. 12-1.

**Wednesday, 8/6/14- Webinar**—Introduction to Fastcase Legal Research. Presented by the Illinois State Bar Association – Complimentary to ISBA Members Only. 11:00.

**Thursday, 8/7/14- Webinar**—Advanced Tips to Fastcase Legal Research. Presented by the Illinois State Bar Association – Complimentary to ISBA Members Only. 11:00.

**Monday, 8/11/14- Webinar**—Boolean (Keyword) Searches on Fastcase. Presented by the Illinois State Bar Association – Complimentary to ISBA Members Only. 11:00.

**Monday, 8/11/14- Teleseminar**—Ethics of Beginning and Ending an Attorney-Client Relationship. Presented by the Illinois State Bar Association. 12-1.

**Tuesday, 8/12/14- Teleseminar**—Defending Business Audits- Part 1. Presented by the Illinois State Bar Association. 12-1.

**Wednesday, 8/13/14- Teleseminar**—Defending Business Audits-Part 1. Presented by the Illinois State Bar Association. 12-1.

**Thursday, 8/14/14- Teleseminar**—Alternatives to Trusts. Presented by the Illinois

State Bar Association. 12-1.

**Tuesday, 8/19/14- Teleseminar**—Planning in Charitable Giving- Part 1. Presented by the Illinois State Bar Association. 12-1.

**Wednesday, 8/20/14- Teleseminar**—Planning in Charitable Giving- Part 2. Presented by the Illinois State Bar Association. 12-1.

**Wednesday, 8/20-Thursday, 8/21/14- Oakbrook, Oak Brook Hills Resort.** Adult Protection and Advocacy Conference. Presented by the Illinois Department of Aging; Co-sponsored by the ISBA Elder Law Section. 10:45-4:30; 8:30-10.

**Tuesday, 8/26/14- Teleseminar**—Early Stage Capital for Growing Businesses: Venture Capital and Angel Investing- Part 1. Presented by the Illinois State Bar Association. 12-1.

**Wednesday, 8/27/14- Teleseminar**—Early Stage Capital for Growing Businesses: Venture Capital and Angel Investing- Part 2. Presented by the Illinois State Bar Association. 12-1.

**Thursday, 8/28/14- Teleseminar**—Planning with Special Needs Trusts. Presented by the Illinois State Bar Association. 12-1.

## September

**Thursday, 9/4/14- Teleseminar**—Employment Agreements- Part 1. Presented by the Illinois State Bar Association. 12-1

**Friday, 9/5/14- Teleseminar**—Employment Agreements- Part 2. Presented by the Illinois State Bar Association. 12-1.

**Monday, 9/8/14- Webinar**—Introduction to Fastcase Legal Research. Presented by the Illinois State Bar Association – Complimentary to ISBA Members Only. 1:00.

**Tuesday, 9/9/14- Teleseminar**—UCC Toolkit: Promissory Notes. Presented by the Illinois State Bar Association. 12-1. ■