

NEW YORK
CITY BAR

New York Law Journal

10TH ANNUAL

Small Law Firm Symposium

Workshops, Advice and Resources
for Your Small Law Firm
in the 21st Century



Thursday, November 14, 2013, 8:30 AM - 5:00 PM

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New York City Bar | 42 West 44th Street | New York, NY 10036 | www.nycbar.org

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Progress in Work LLC

Business Coaching

Tabs3/PracticeMaster

Billing Software

U.S. Small Business Administration

Government help for Small Firms

Westlaw

Legal Research and Practice Management

WORKSHOPS

9:00 am - 9:45 am

PLENARY

Client Development: Expanding Your Client Base Through Cost-Effective Startup Websites and Networking “On and Off” Line

In 2013 client development increasingly depends on referrals and networking. Virtually every potential client will google your law firm and view your website. How do you choose the best networking options amid hundreds of existing networking groups and opportunities? How do you build a cost-effective website that would present your own unique professional image to your target community?

MODERATOR: **Marty Klein, Esq.**, Kamerman & Soniker P.C.; Chair, New York City Bar Small Law Firm Committee Networking Group; Co-Chair, Gotham Dinner Group

SPEAKER: **Claudia Hernandez**, Innovate Websites; President, BNI Chapter 67

10:00 am - 10:45 am

TRACK I

Small Firm Startup on a Shoestring Budget

Explore entity choice and publication requirements, startup banking and accounting, minority business certification and available SBA help, health insurance, and startup tech support for a new law practice.

MODERATOR: **Mark Josephson**, Murray & Josephson, CPA, LLC

SPEAKERS: **Alex Engard**, LLC Publishing Corp. — Entity Choice; **City National Bank**; **Martha Soffer**, Small Business Administration; **Roy Lyons**, Marsh; **Mairim Vant**, Effective Solutions

10:00 am - 10:45 am

TRACK II

Growing Your Firm By Expanding and Nurturing Business Relationships

Learn how to make your small practice grow and operate more efficiently, by developing “of counsel relationships” and expanding from a solo into a partnership, get valuable tips on how to hire staff (part-time or full-time employees, independent contractors and interns) without getting into trouble.

MODERATOR/SPEAKER: **Olivera Medenica**, Wahab and Medenica LLC

SPEAKERS: **Michael Steger**, Steger Krane LLP; **Rachel J. Minter**, The Law Office of Rachel J. Minter

11:00 am - 12:00 pm

PLENARY

Benefits, Pitfalls and Ethics of Cloud-Based Technology

Learn how using cloud-based technology can act as a lifesaver for a solo or small firm practitioner by providing practice and contact management, billing and credit card acceptance “on the go.” Get the latest update on ethical considerations and Best Practices of Cloud Computing for Small Law Firms.

MODERATOR/SPEAKER: **Anthony M. Verna, III**, Kravitz & Verna LLC

SPEAKERS: **Ashwini Jayaratnam**, Friedman & Wittenstein, P.C.; **Amy Porter**, Law Pay; **Harry Salavantis**, Tabs 3/PracticeMaster; CLIO

1:15 pm - 1:45 pm **PLENARY** **Increasing Your Firm's Business By Utilizing NYC Bar Resources**

Join a Networking Group, Mentoring Circle or a Committee to develop lasting relationships, get help with your practice and learn more about your substantive legal area of interest. Find out how to participate in the New York City Bar Association's Pro Bono efforts or join the New York City Bar Association's Bar Legal Referral Service to get more clients. Get valuable information about legal research, membership benefits and programs specifically designed to help solos and small firm practitioners.

MODERATOR: **Alla Roytberg**, Director, New York City Bar Small Law Firm Center

SPEAKERS: **Clara Schwab**, Managing Attorney, New York City Bar Legal Referral Service (LRS); **Arlene Bein**, Director of Membership & Marketing, New York City Bar; **Ronald Mirvis**, Head Librarian, New York City Bar Library; **Lynn Kelly**, Executive Director, New York City Bar Justice Center

2:00 pm - 2:45 pm **TRACK I** **Ethics and Social Media**

How powerful is social media for online marketing? Being a blogger clearly helps get new clients, but does a fear of violating ethics guidelines for online marketing and social media keep you away from the Web? Do you know what to watch out for? Find out what's legal and what's not with real-life examples of online law firm marketing that violate ethics rules, and how to avoid repeating them. Get an overview of social media, the opportunities it presents for client development, and tips to steer clear of ethical violations.

- Establishing a Social Media Presence: Key design and content decisions for law firm blog sites and social media profiles
- Joining the Conversation: How to participate in blogging and social media, include tips for LinkedIn, Twitter, Facebook, and YouTube
- Thought Leadership: Blogging best practices and pitfalls to avoid
- Customer Validation: Guidance for online use of testimonials and case histories

SPEAKER: **John Falcone**, Product Manager, and the Martindale-Hubbell team

2:00 pm - 2:45 pm **TRACK II** **Billing To Get Paid: Billing Practices Roundtable**

Discuss Alternative Billing, learn Unbundled Services and Limited Scope Representation and how Best Billing Practices can help improve your bottom line. Brainstorm about how to overcome obstacles when talking to clients about money.

MODERATOR: **Mira B. Weiss**, Weiss Law Group, PLLC

SPEAKERS: **Doron Zanani**, Law Office of Doron Zanani; **Richard Roth**, The Roth Law Firm PLLC; **Olivera Medenica**, Wahab & Medenica LLC; **Sheryl A. Odentz**, Progress in Work LLC

3:00 pm - 4:00 pm **PLENARY** **Worst Case Scenario - The Do's and Don'ts of Case Selection, Management and Client Communications**

A live demonstration of a claim dispute between a lawyer and his/her client to highlight best practices, risk management issues and common mistakes lawyers make pertaining to client relations, case selection, etc. Learn about malpractice coverage implications and an insurance

MODERATOR: **Michael Furman**, Furman Kornfeld & Brennan LLP

SPEAKERS: **Colleen McNicholas**, Director of Professional Programs, Zurich; **Gina Fonseca**, Senior Underwriter, Zurich Professional Liability Programs; **Role Plays:** **Elizabeth Charters**, Zurich, and **Andrew Jones**, Furman Kornfeld & Brennan LLP

REGISTRATION

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Attn. Alla Roytberg

ADMISSION:

Register on or before October 15, 2013:

\$35 Member \$65 Non-members*

Register after October 15, 2013:

\$45 Member \$80 Non-members*

Admission includes exhibition hall, workshops, networking breakfast, lunch, plenary sessions, and wind-down reception with live music.

No refunds of Symposium Registration Fee after November 1.

*For membership information, visit www.nycbar.org or call 212-382-6665

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AGENDA

Please indicate all sessions you will be attending:

TRACK I

- 8:30 AM - 9:00 AM **Networking Breakfast**
- 9:00 AM - 9:45 AM **Plenary Session:** Client Development:
Expanding Your Client Base Through Cost-Effective Startup Websites and Networking "On and Off" Line
- 10:00 AM - 10:45 AM Small Firm Startup on a Shoestring Budget
- 11:00 AM - 12:00 PM **Plenary Session:** Benefits, Pitfalls and Ethics of Cloud Based Technology
- 12:00 PM - 1:00 PM **Networking Lunch** *Sponsored by*  **CITY NATIONAL BANK**
The way up.™
- 1:15 PM - 1:45 PM **Plenary Session:** Increasing Your Firm's Business by Utilizing NYC Bar Resources
- 2:00 PM - 2:45 PM Ethics and Social Media
- 3:00 PM - 4:00 PM **Plenary Session:** Worse Case Scenario: The Do's and Don'ts of Case Selection, Management and Client Communication
- 4:00 PM - 5:00 PM **Networking Reception** *Sponsored by*  LexisNexis™

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"Seasoned Solo" Drop-In Networking Center
Brainstorm about your practice with your colleagues in the "Seasoned Solo" Drop-In Center