

# SMALL LAW FIRM CENTER NEWSLETTER

2009 | JUNE

## A Note From The SLFC Director

*"In the depth of winter I  
finally learned there was in  
me an invincible summer"*  
- Albert Camus

Dear Solo and Small Firm Practitioners,

Many of you have undoubtedly experienced the challenges of this year's economic upheavals. However, the financial uncertainty has also brought with it unprecedented opportunities to expand our thinking beyond "the box" of our prior work models. In May nearly 100 of you attended the NYC Bar CLE on how to start a Small Firm Practice. Only two days later, over 40 of you appeared at a NYC Bar Small Firm luncheon to network and learn how to change direction of your practice. For better or for worse, in New York City, more and more lawyers are hanging out their shingle every day, and they are turning to the New York City Bar in order to learn how to do it the right way.

In June, the Small Law Firm Center brings you two invaluable luncheon programs which will provide you with the competitive edge in the solo and small firm marketplace. First, on **June 11, 2009 at 12:30**, learn how you can get more clients by joining the Legal Referral Service at the New York City Bar, by attending our luncheon, entitled "**Business Opportunities Through the Association's Legal Referral Service**". To register for this program, please click [here](#). Second, on **June 18, 2009** at 12:30 p.m. the Small Law Firm Center will present a special 2 hour luncheon, entitled "**Helping the Solo/Small Firm Equalize the Legal Playing Field**



**and Dominate the Online Playing Field"**. The first part of this program will help the small firm litigator find creative ways to equalize the litigation playing field with the "Big Guys", while the second part will address the hottest topic of the day - how to build a website and optimize your firm's online presence. To register for this program, please click [here](#). In addition to providing valuable information, both luncheon programs offer solo and small firm practitioners the opportunity to network with each other as well as with program presenters. I wish all of you a pleasant and productive summer.

With Best Regards,

Alla Roytberg, Esq.

## Save The Date!

**6th ANNUAL LAW PRACTICE  
MANAGEMENT SYMPOSIUM  
NOVEMBER 5, 2009 8:30 a.m. - 5:00 p.m.**

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## EVENTS | NYC BAR

### FIRST THURSDAYS – NEW YORK WINE TASTING

**JUNE 4, 2009**  
**6:30 PM - 8:30 PM**

### BUSINESS OPPORTUNITIES THROUGH THE ASSOCIATION'S LEGAL REFERRAL SERVICE

**JUNE 11, 2009**  
**12:30 PM - 2 PM**

### GETTING BACK IN THE GAME: HOW TO RESTART YOUR CAREER IN A DOWN ECONOMY

**JUNE 16, 2009**  
**9:30 AM - 4:30 PM**

### SUMMER ASSOCIATES ANNUAL RECEPTION

**JUNE 18, 2009**  
**6 PM - 8 PM**

### HELPING THE SOLO/SMALL FIRM EQUALIZE THE LEGAL PLAYING FIELD AND DOMINATE THE ONLINE PLAYING FIELD

**JUNE 18, 2009**  
**12:30 PM - 2:30 PM**

#### Small Law Firm Luncheon - Business Opportunities Through the Association's Legal Referral Service

*Thursday, June 11, 2009 12:30 PM - 2 PM*

Are you looking to expand your client base? Would you like to join the panel to receive referrals from the Association's Legal Referral Service (LRS), which is the oldest and largest referral service in New York State and receives 300 to 500 calls each day from people looking for legal representation? Please attend this luncheon program to learn how LRS works and how it can help you.

Moderator:  
ROBIN KRAVITZ, Law Office of Robin Kravitz

Speakers:  
MARK A. JOSEPHSON, CPA, CFP, CFE, Murray & Josephson, CPAs, LLC  
MICHAEL C. RAKOWER, Law Office of Michael C. Rakower, P.C.  
DANIEL SEGAL, Managing Director Newmark Knight Frank

Sponsored by : 

Registration by May 18 is necessary. The fee, which includes lunch, is \$25 for members; \$35 for non-members.

Please register [here](#).

## ABA BOOK SALE



Regular Price:  
\$150.00 USD

Member Price:  
\$127.00 USD

50 Financial Tips to Help You  
and Your Firm Survive and  
Thrive in a Down Economy  
(Audio CD Package)



Regular Price:  
\$79.95 USD

Member Price:  
\$68.00 USD

Please note, that this price does not include shipping/handling and taxes, charged by ABA. To Order books please email [aroytberg@nycbar.org](mailto:aroytberg@nycbar.org)

## EVENTS | CLE

### UPDATES IN ELDER LAW ISSUES

**JUNE 2, 2009**  
**6 PM-9 PM**

### CURRENT ETHICAL ISSUES FOR THE ENTERTAINMENT LAWYER

**JUNE 15, 2009**  
**6PM - 9 PM**

### VIDEO REPLAY: ETHICS IN THE ELECTRONIC AGE: BE CAREFUL WHEN USING THAT CELL PHONE, BLACKBERRY, BLOG, SOCIAL NETWORK...

**JUNE 24, 2009**  
**6 PM- 8:45 PM**

## RESOURCES | SOLO & SMALL FIRMS

- Westlaw and Lexis available in Library free to members;
- Remote and Library electronic access to law reviews and/or journals Via HeinOnline;
- Numerous print treatises and forms also in CD format;
- Library server-based access to Matthew Bender treatises/forms and McKinney's Forms;
- Remote access to limited Westlaw forms;
- Copy service fax and e-mail (PDF) requests;

For Further Information - [Click here](#)

## **SMALL LAW FIRM LUNCHEON - Helping the Solo/Small Firm Equalize the Legal Playing Field and Dominate the Online Playing Field**

*Thursday, June 18, 2009 12:30 p.m. - 2:30 p.m.*

This two-hour program will feature two educational sessions presented by subject-matter experts from two Thomson Reuters businesses, West and FindLaw, designed to improve your solo or small firm's efficiency and effectiveness in order to enable you to compete with the "Big Guys".

### **Part I - Helping the Solo/Small Firm Equalize the Legal Playing Field**

This session takes you through a hypothetical litigation workflow process. Starting with intake and case evaluation, we will show you how to compare potential cases and develop negotiation strategies by reviewing jury verdicts & settlement summaries. Next, this one hour seminar will take you through the litigation process and show you the electronic tools and strategies that will help you. Topics will include case management, motions and memoranda, research, discovery, and the deposition process.

Speakers: Kelly Montgomery, West Research Specialist  
Tina McCrea, West Research Specialist  
Lindsay Florek, Esq., Research Specialist

### **Part II - Helping the Solo/Small Firm Dominate the Online Playing Field**

You need a steady flow of clients to sustain a successful law practice, and there are varying ways to fill your new client pipeline. This session will give you an overview of the steps successful solo and small law firms have taken to attract and convert qualified prospects, addressing obstacles and pitfalls. The session will provide you with options to understand the breadth of marketing options, learn how the Internet can help your firm enter or grow new practice areas, and evaluate your current marketing strategies.

Speaker: Tony Loscalzo, Regional Manager, FindLaw

Registration: NYC Bar Member Price: \$25.00; Non City Bar Member Price: \$35.00.

Lunch Included

## **Marketing Now is Smart Marketing**

Contributed by Carol Shiro Greenwald of  
MarketingPartners

It seems counterintuitive to spend time and money on marketing to current clients, lining up leads, and preparing collateral pieces now. But think again. Studies of past downturns show that those who plan now so they are ready to step forward when the economy turns up are more profitable sooner. Here are five tips to help you get started.

## **FREE WORK SPACE | NYC BAR MEMBERS ONLY**

### **Attorney Work Space**

Mon-Thur 9:00 a.m. - 8:30 p.m.  
Fri 9:00 a.m. - 6:00 p.m.

### **Conference Room**

Mon-Thur 9:00 a.m. - 8:30 p.m.  
Fri 9:00 a.m. - 6:00 p.m.

**NOTE:** Attorney Work Space is available on a walk-in basis, except during the hours of 12:00 p.m. and 2:00 p.m. Between 12:00 p.m. and 2:00 p.m. it must be reserved as a conference room. The Conference room can be reserved for 2 hour intervals daily except during the hours of 12:00 p.m. and 2:00 p.m. If you wish to reserve a conference room between 12:00 p.m. and 2:00 p.m. the Attorney Work Space currently serves as a secondary conference room during those times. To make a reservation contact the reference desk of the Library at (212) 382-6666 or email [rnrvis@nycbar.org](mailto:rnrvis@nycbar.org).

Due to the increase in demand for the Small Law Firm Center members will be limited to making no more than 2 reservations per week.

1. Rethink your current goals. Envision where you want to be in six months, one year and two years. Be specific: numbers and kinds of clients, growth practice areas, marketplace visibility, and revenue growth. Plan strategies to reach these goals.
2. SWOT yourself. Create a grid showing your own strengths and areas of weakness vis-à-vis the goals you've set, and then the opportunities and threats from the outside. Who is the competition? What resources do you need to edge them out? What strengths can you reinforce tomorrow?
3. Focus on your clients. Cuddle your best clients. Learn all you can about them, their whole business [not just the part you work on] and the economic trends impacting them. Then consider ways you can be relevant to them as they address their problems.
4. Drop the dead weight. Shift your "D" clients to someone else who will be able to work more effectively with them. Use the time you recover to find more "A" clients. Reorganize your support staff to increase teamwork. Make sure you are using technology to save time and money.
5. Bill effectively. Your bill is your most important marketing piece. Make sure it not only records time, but how you spent the time. Also, consider offering alternative fees - flat, contingency, merit based - to meet client needs for predictability.  
Begin today.