

EVENTS

NYC BAR EVENTS OF INTEREST

SMALL LAW FIRM BREAKFAST
First of the four part series

EFFECTIVE STRESS MANAGEMENT FOR SOLOS AND SMALL FIRMS IN TODAY'S ECONOMY

Overcoming Money Problems
October 7, 2008 8:30 a.m. - 10:00 a.m.
registration limited to 20 people

SMALL LAW FIRM MANAGEMENT LUNCHEON
First of the four part series

DECISION-MAKING IN THE SMALL FIRM
October 14, 2008 12:30 p.m. - 2:00 p.m.
registration limited to 30 people

SMALL LAW FIRM LUNCHEON
(A three part luncheon series.)

GROWING YOUR PRACTICE
October 23, 2008 12:30 p.m. - 2:00 p.m.

CLE PROGRAMS OF INTEREST

DISTRESSED MARKETS: CURRENT ISSUES IN DEBT TRADING, INVESTING & CHAPTER 11 REORGANIZATION
October 14, 2008 6:00 p.m. - 8:00 p.m.

SUBPRIME MARKET MELTDOWN- THE CRIMINAL PROSECUTIONS BEGIN
October 15, 2008 6:00 - 9:00 p.m.

CURRENT LEGAL ETHICAL ISSUES
October 23, 2008 6:00 - 9:00 p.m.

WATCH OUT! A GUIDE TO ETHICAL PRACTICES IN START-UPS & SMALLER FIRMS

A NOTE FROM THE SLFC DIRECTOR...

The only way in which a nation can make itself wealthy and prosperous is by good housekeeping; that is, by providing for its wants in the order of their importance, and allowing no money to be wasted on whims and luxuries until necessities have been thoroughly served.

- George Bernard Shaw

Dear Solo and Small Firm Practitioners,

Amid the economic crises which have been pounding the headlines of our newspapers, dominating our television sets and popping up on our internet blogs during the last few weeks, the obvious question at the forefront of the minds of many solo and small firm lawyers has been the following: how can I help my practice survive and thrive in such uncertain times? Do I dare to start my own practice in this market? The Small Law Firm Center at the New York City Bar has designed a series of programs to specifically help solo and small firm practitioners overcome potential economic challenges.

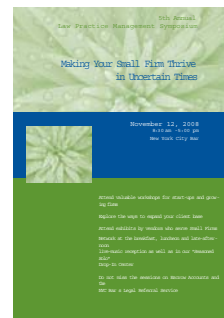
Don't forget to register for our **Fifth Annual Law Practice Management Symposium on November 12, 2008**, which is entitled "**Making Your Small Firm Thrive in Uncertain Times**". The next few pages contain details on the Symposium workshops, networking opportunities and other activities. The nominal \$25 fee for members allows entry to all workshops and Exhibit Hall and includes breakfast, lunch and a wind-down reception with live music.

This month the Small Law Firm Center launches 2 new program series, a 4 part breakfast series on **Stress-Management for Solos and Small Firm Practitioners** starting on October 7 (to find out more or register [click here](#)) and a 4 part **Small Firm Practice Management luncheons**, starting on October 14 (to find out more or register [click here](#)), tailored specifically to the needs of Small Firms rather than Solo Practitioners.

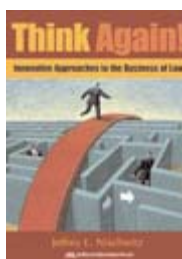
Please remember that if you would like to schedule an appointment to brainstorm about your law practice you can reach me by email at aroytberg@nycbar.org. I look forward to seeing you at our October events and at the Symposium on November 12.

With Best Regards,

Alla Roytberg, Esq.



ABA BOOK OF THE MONTH



Regular Price:
\$84.95 USD

Member Price:
\$72.00 USD



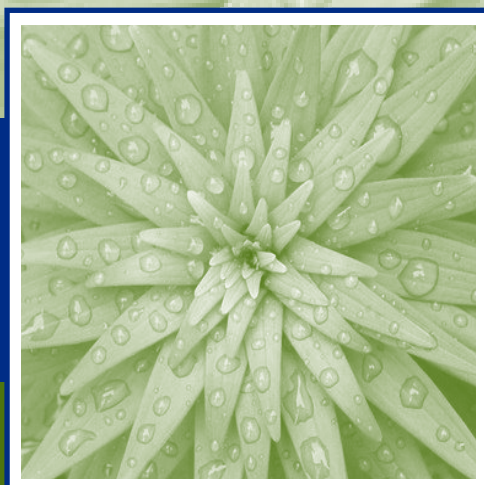
Regular Price:
\$149.95 USD

Member Price:
\$127.00 USD

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

5th Annual
Law Practice Management Symposium

Making Your Small Firm Thrive in Uncertain Times



November 12, 2008

8:30 am - 5:00 pm

New York City Bar

- Attend valuable workshops for start-ups and growing firms
- Explore the ways to expand your client base
- Attend exhibits by vendors who serve Small Firms
- Network at the breakfast, luncheon and late-afternoon live-music reception as well as in our "Seasoned Solo" Drop-In Center
- Do not miss the sessions on Escrow Accounts and the NYC Bar's Legal Referral Service

Presented by:

**NEW YORK
CITY BAR**

New York Law Journal



ASSOCIATION OF LEGAL ADMINISTRATORS®
The Source of Legal Management Information and Knowledge
New York City Chapter

WORKSHOPS

9:00 - 9:45 am: Small Firm Startup on a Shoestring Budget

Explore entity choice, office space, billing and client database programs, and insurance needs for a newly born law practice.

Moderator: **Mark Josephson**, Murray & Josephson, CPAs, LLC
Panelists: **Renard Wright**, Bertholon-Rowland Corp.
Stephen Lubner, Your Wall Street Office Inc.
Roy S. Lyons, Marsh Affinity Group Services
Paul Sans, PSN Solutions

9:00 - 9:45 am: Growing Your Firm Responsibly

How do you grow your small law firm in a cost-effective way. Which laws apply to the employment process? How do you manage your staff? How do you select a retirement plan for your office and how do you use your website to expand your client base?

Moderator: **Joseph Tremitti**, Tremitti LLC
Panelists: **Rita Thompson**, ALA
John Doyle, ABA Retirement Funds
Tony Loscalzo, Findlaw
Marcia Helfeld, Paychex, Inc.

10:00 - 10:45 am: Small Firm Marketing and Finance on a Shoestring Budget

What options are available when you need money to launch your practice? How can the US Small Business Administration help solo and small firm practitioners? Learn cost-effective marketing techniques which will help you along the way.

Moderator: **Mark Josephson**, Murray & Josephson, CPAs, LLC
Panelists: **Martha Soffer**, US Small Business Administration
Carol Schiro Greenwald, MarketingPartners

10:00 - 10:45 am: Small Firm Tech Support

Learn how to make your email work for you as an effective business tool and how to find reliable tech support. Get information on computer programs that can help your practice operate more efficiently.

Moderator: **Anthony M. Verna, III**, Law Offices of Anthony M. Verna, III
Panelists: **Alex Khan**, RPost
Harry Salavantis, Tabs3
Michael Cash, PC Law/I. Michael Cash & Associates
Ian Jackson, Inspired Professionals LLC

11:00 - 12:30 pm: Plenary Session - Escrow Accounts: Learn the Rules/ Avoid the Pitfalls

Learn what every solo and small firm practitioner needs to know about attorney escrow accounts. Get practical information on Attorney Trust Accounting and Recordkeeping, and court rules regarding missing client funds and dishonored checks.

Moderator: **Deborah Rosenthal**, Rosenthal Attorneys at Law, P.C.
Panelists: **Timothy O'Sullivan**, Executive Director and Counsel,
NYS Lawyers' Fund for Client Protection

Michael J. Knight, Deputy Counsel, NYS Lawyers' Fund for Client Protection
Sherry K. Cohen, First Deputy Chief Counsel, Departmental Disciplinary Committee, Supreme Court, Appellate Division, First Judicial Department

1:30 - 2:15 pm: Business Plans for Lawyers

Learn what it takes to write a Business Plan and why it is imperative to do it as a solo practitioner or a small firm. Review Business Plan Components - the Executive Summary, Firm Description, Market Analysis and Marketing Strategy, Competitors and Finance. Learn how to optimize your relationship with your bank once you have assessed your financing needs.

Moderator: **Robin Kravitz**, Law Office of Robin Kravitz
Panelists: **Ira Davidson**, Director, Pace University
Small Business Development Center
Berk Saka, HSBC Premier Corporate & Professional Legal Team

1:30 - 2:00 pm: Giving a Small Firm Litigator an Upper Hand to successfully compete with "the Big Guys"

Find out how to easily and cost-effectively navigate every stage of the litigation workflow. Learn to evaluate the case, your opponent's expert witnesses, and to understand a judge's thought process. This fast paced session will give you ideas and tips for streamlining your work to get more done in less time, and confidence to know that you will have the upper hand on your opponent.

Speakers: **Dustin Allen**, Field Sales Representative, Westlaw
Joseph Kraemer, Regional Field Manager, Westlaw

2:30 - 3:00 pm: Measurable, Cost-Effective Client Development Online

Learn how to develop clients online in a measured, cost-effective way. The session will explore the basics of Internet lead generation and ROI measurement.

Speaker: **Clay Cazier**, LexisNexis Martindale-Hubbell

2:00 - 2:45 pm: Real Estate Practitioners' Roundtable

How can real estate practitioners successfully overcome the challenges of today's housing market? This workshop will address latest real estate market trends and help solo and small firm practitioners effectively restructure their residential real estate practice.

Moderator: **Nathan Erlich**, Nathan Erlich, P.C.
Panelists: **Marc Lawrence**, American Land
Jason Auerbach, Wells Fargo
Alvin Ubell, Accurate Building Inspectors
Joseph M. Insalaco, 1031 Investment Services LLC
Bill Mayweather, Easy Soft

3:00 - 4:00 pm

Plenary Session

Expand Your Client Base - Business Opportunities through the Association's Legal Referral Service

Find out how to join the oldest and largest legal referral service in New York State. Learn how NYC Bar's LRS works and how it can help you expand your client base.

Speaker: **Allen Charne**, Executive Director, Legal Referral Service, a Joint Service of the New York City Bar & NYCLA

TIME	TRACK 1: START-UP FIRMS	TRACK 2: GROWING FIRMS
8:30 - 9:00 am	Networking Breakfast <i>Sponsored by Westlaw</i>	
9:00 - 9:45 am	Small Firm Start-up	Growing Your Firm Responsibly
10:00 - 10:45 am	Small Firm Marketing and Finance	Small Firm Tech Support
11:00 - 12:30 pm	Plenary Session Escrow Accounts: Learn the Rules/Avoid the Pitfalls	
12:30 - 1:30 pm	Networking Lunch <i>Sponsored by LexisNexis</i>	
1:30 - 2:15 pm	Business Plans for Lawyers	Giving a Small Firm Litigator... <i>(ends 2:00pm)</i>
2:00 - 2:45 pm		Real Estate Practitioners' Roundtable
2:30 - 3:00 pm	Client Development Online	
3:00 - 4:00 pm	Plenary Session Expand Your Client Base... Legal Referral Service	
4:00 - 5:00 pm	Wind-Down Reception with Live Music by the "Mad Jazz Hatters"	

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

EXHIBITORS

ABA Retirement Funds	Inspired Professionals LLC	RPOST
Accurate Building Inspectors	LexisNexis	Tabs3/PracticeMaster
ALA Association of Legal Administrators	LoisLaw	Thomson Findlaw
American Land	MarketingPartners	Translation & Interpretation Agency
Bertholon-Rowland Corp.	Marsh Affinity Group Services	US Small Business Administration
Easy Soft	Paychex, Inc.	Wells Fargo Home Mortgage
HSBC Premier Corporate & Professional Legal Team	PC Law/I. Michael Cash & Associates	Westlaw
	PSN Solutions, Inc.	Your Wall Street Office Inc.
		1031 Investment Services LLC.

REGISTRATION

REGISTER BY:

fax 212-768-8116 • online www.nycbar.org
 mail Small Law Firm Center, Attn. Alla Roytberg
 42 West 44th Street, New York, NY 10036

ADMISSION

- \$25 Members \$50 Non-members

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

Space is limited. Please register for Symposium sessions no later than **November 2**. No refunds of Symposium Entry Fee after **November 5**.

PLEASE INDICATE ALL SESSIONS YOU WILL BE ATTENDING

- Track #1 - Small Firm Start-up...
- Track #1 - Small Firm Marketing and Finance...
- Track #1 - Business Plans for Lawyers
- Track #1 - Cost-Effective Client Development Online
- Track #2 - Growing Your Firm Responsibly
- Track #2 - Small Firm Tech Support
- Track #2 - Giving a Small Firm Litigator...
- Track #2 - Real Estate Practitioners' Roundtable
- Networking Breakfast
- Plenary Session - Escrow Accounts...
- Networking Lunch
- Plenary Session - Expand Your Client Base-...LRS
- Wind-Down Reception with Live Music

REGISTRANT

Name _____

Firm _____

Address _____

Tel. _____

Email _____

METHOD OF PAYMENT

Check enclosed for \$_____ made payable to the **New York City Bar**

Charge \$_____ to my Mastercard Visa Amex
 If you are paying by credit card, you may fax this form to (212) 768-8116.

Account # _____

Expiration Date _____

Cardholder's Name _____

Signature _____

If you have any questions about the Symposium,
 please send an email to aroytberg@nycbar.org.
 For membership information, visit www.nycbar.org
 or call (212) 382-6665.

**SMALL LAW FIRM
FACILITIES -
A UNIQUE FREE BENEFIT
TO MEMBERS**

Attorney Work Space

Mon-Thur 9:00 a.m. - 8:30 p.m.
Fri 9:00 a.m. - 6:00 p.m.
Sat 10:00 a.m. - 3:00 p.m.

Conference Room

Mon-Thur 9:00 a.m. - 8:30 p.m.
Fri 9:00 a.m. - 6:00 p.m.
Sat 10:00 a.m. - 3:00 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 rmrvs@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.

**Small Law Firm
Center Online
Discussion
Forum**

*If you would like to post a
question click [here!](#)*

Small Law Firm Breakfast - First of the four part series

**EFFECTIVE STRESS MANAGEMENT FOR SOLOS AND SMALL FIRMS
IN TODAY'S ECONOMY - *Overcoming Money Problems***

Tuesday, October 7, 2008 8:30 a.m. - 10:00 a.m.

In this economy, lawyers in solo practices or small firms may find themselves struggling more financially -- so it is especially important to make the most of the business opportunities which you have. Do you have trouble billing promptly, raising rates appropriately or collecting from reluctant clients? It's time to stop avoiding issues around money. Come hear a psychiatrist and former lawyer talk about emotional impediments to making money -- and ways to solve them.

Speaker: Elizabeth Tillinghast, M.D., J.D.

Registration by October 1 is necessary. The fee, which includes breakfast, is \$15 for members; \$20 for non-members. Attendance is limited to 30 people. Please register online at www.nycbar.org.

Small Law Firm Management Lunch - First of the four part series

Session One: Decision-Making in the Small Law Firm

Tuesday, October 14, 2008 12:30 p.m. - 2:00 p.m.

Decision-making in small partnerships is difficult because there is typically no "decider" and partners. Poor or unmade decisions often have significant negative consequences. This seminar is intended to help decision-makers understand the issue in context and to assess their firm's decision-making qualities. At the end of the session, participants will receive a decision-making checklist and template for use in their firms.

Presenters: Frank Schneiger, Ph.D., President, SK Associates
James Kearney, Senior Vice President, SK Associates

Panelists: Mindy Stern, Partner, Schoeman Updike and Kaufman
Todd Pickard, Partner, Balber Pickard Maldonado and Van Der Tuin

NOTE: This Luncheon Program is tailored specifically to the needs of Small Firms rather than Solo Practitioners.

Registration by October 8 is necessary. The fee, which includes lunch, is \$25 for members; \$50 for non-members. Attendance is limited to 20 participants. Please register online at www.nycbar.org.

BENEFITS FOR SOLOS AND SMALL FIRM

A BRIEF LIST OF LIBRARY RESOURCES FOR SOLOS AND 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
<http://www.nycbar.org/Library>

SAVE THE DATE!

Small Law Firm Luncheon
(A three part luncheon series.)
Growing Your Practice
Thursday, November 13, 2008
12:30 - 2:00pm

&

**Small Law Firm
Management Lunch -**
Second of the four part series
**Session Two: Recruiting and
Hiring the Right People**
November 18, 2008
12:30 p.m. - 2:00 p.m.

SMALL LAW FIRM LUNCHEON - A three part luncheon series.

Growing Your Practice

Thursday, October 23, 2008 12:30 p.m. - 2 p.m.

Budgeting for Growth, Session 1: Do you have a plan? Have you determined the goals for your practice? Have you considered various business aspects of developing and growing your solo practice or small firm? This luncheon will assist you with: understanding the need for a budget; planning for the year, five years, ten years and beyond; understanding cost controls; anticipating office space and employee needs, and tax considerations.

Moderator:

ROBIN KRAVITZ

Law Office of Robin Kravitz

Speakers:

MARK A. JOSEPHSON, CPA, CFP, CFE

Murray & Josephson, CPAs, LLC

Sponsored by Lexis/Nexis



Registration by October 20 is necessary. The fee, which includes lunch, is \$25 for members; \$35 for non-members. The fee, which includes lunch, is \$25 for members; \$35 for non-members. Please register online at www.nycbar.org.

NETWORKING GROUPS ARE SEEKING NEW MEMBERS - SPACE IS LIMITED

The Small Law Firms' Committee sponsors three networking groups, each of which is seeking new members. Each group meets monthly. One group meets monthly on Fridays at 6:30pm; another meets on the last Tuesday of the month for lunch; and the third group meets on Wednesday for Lunch. The luncheon meetings commence at 12:30pm. All meetings are held at the New York City Bar Association. The Friday group is comprised only of attorneys and is open to solo and small law firm practitioners. The other groups have non-attorney members. Each group has an exclusivity rule; that is, only one person in each practice area may be represented.

If you are interested and would like further information, please send an email with the subject line "Networking Group".

Friday evening group contact: Noreen Giusti, Esq. at noreengiusti@gmail.com

Tuesday luncheon group contact: Martin Klein, Esq. at mlkein@kamso.com

Wednesday luncheon group contact: Deborah Rosenthal, Esq. at info@deborahrosenthal.com

All emails should include your practice area, telephone number, and the name of your firm.

The Small Law Firms Committee at the NYC Bar has a few open slots. If you are interested in becoming a member of the committee email your resume to:

omedenica@wrlawfirm.com