

SMALL LAW FIRM CENTER NEWSLETTER

2009 | OCTOBER

A Note From The SLFC Director

**"There is no substitute for hard work"
- Thomas Edison**

Dear Solo and Small Firm Practitioners,

Amid the continued economic gloom of 2009 it takes a leap of faith, a healthy dose of optimism and lots of planning to start a small law firm. Some of you have been dreaming about this for years, others are being forced into it by layoffs. Unlike thousands of people in various industries who have lost their jobs, your degree provides you with the unique opportunity to be your own boss. However, it must be done the right way. To answer your questions and address your needs, the Small Law Firm Center of the New York City Bar has developed this year's Sixth Annual Law Practice Management Symposium, entitled "Jumping in and Staying Afloat in Your Solo or Small Firm Practice." Its focus is on how solo and small firm practitioners can start up, maintain and grow their firms most efficiently during a tough economic climate.

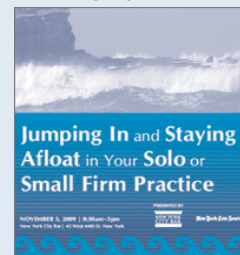
The Symposium will be held on Thursday, November 5, 2009 from 8:30 a.m. until 5 p.m. at the House of the Association, and is co-hosted with the New York Law Journal. The workshops, which will be divided into two tracks, will include information on office space, entity choice, tech support, equipment, marketing and networking "on and offline" and finance. There will be workshops on how to properly maintain escrow accounts, achieve a work-life balance and join the Legal Referral service at the New York City Bar. In addition to attending the sessions you can get advice from the Small Business Administration, discuss your office needs with vendors who cater to small law firms, and brainstorm with experienced solo practitioners in our "Seasoned Solo" Drop-In Center.

Most of the workshops will last 45 minutes and will provide participants with helpful handouts and checklists



to use in their practice. The cost of attendance is \$25 for New York City Bar members (\$50 for nonmembers) and includes admission to all workshops, the exhibit hall, breakfast, lunch and the music reception. To register, please visit our website at www.nycbar.org and click on the events calendar. If you have any questions, please email aroytberg@nycbar.org.

For more details on the Symposium click on the brochure:



Looking forward to seeing you at the Symposium,

Alla Roytberg, Esq.

Save With FedEx!

NYC Bar members can already save up to 26% on select FedEx® shipping service. Now you're also entitled to save up to 20% on select FedEx OfficeSM copy and print services and 10% off other select services at more than 1,800 FedEx Office locations.*



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EVENTS | NYC BAR

LONG TERM CARE PLANNING IN A RECESSIONARY ENVIRONMENT

OCTOBER 6, 2009
6:00 PM

CITY BAR CONTEMPLATIVE LAWYERS GROUP

PRACITICING LAW
AND CULTIVATING
WISDOM: A MEDITATIVE
PERSPECTIVE

OCTOBER 20, 2009
7:00 PM

LETTING IT ALL
HANG OUT: BETTER
LAWYERING
THROUGH AWARE-
NESS OF CLIENT &
SELF

TUESDAY
OCTOBER 6, 2009

Registration
5:30 PM

Workshop
6:00 PM - 8:30 PM

GROWING YOUR PRACTICE - A THREE PART LUNCHEON SERIES

SESSION 1: INTEGRATED NETWORKING: MEET,
TALK, TWEET, BLOG

OCTOBER 22, 2009 - 12:30 PM - 2:00 PM

SAVE THE DATE!

6th ANNUAL LAW PRACTICE MANAGEMENT SYMPOSIUM

NOVEMBER 5, 2009
8:30 AM - 5:00 PM

[CLICK HERE TO REGISTER](#)

GROWING YOUR PRACTICE - a three part luncheon series

SESSION 2: ADAPTING YOUR BUSINESS
DEVELOPMENT STRATEGY TO TODAY'S ECONOMY

NOVEMBER 12, 2009
12:30 PM - 2:00 PM

AN IMPROVED BENEFIT FOR MEMBERS!

ABA Books at 15% Discount to Members of the NYC Bar Can Now Be Purchased DIRECTLY from the ABA

The Small Law Firm Center is pleased to announce that members of the NYC Bar are now able to purchase any books published by the American Bar Association at a 15% discount DIRECTLY from the ABA. To take advantage of this benefit, click on the following link, www.ababooks.org, and enter discount code PAB8ENYC upon checkout.

EVENTS | CLE

ETHICS, DISCIPLINE & REAL WORLD OBLIGATIONS

OCTOBER 6, 2009
6:00 PM - 9:00 PM

HOT TOPICS IN BANKRUPTCY LITIGATION 2009

OCTOBER 15, 2009
6:00 PM - 9:00 PM

ETHICAL ISSUES ROUTINELY CONFRONTED BY SOLO AND SMALL FIRM PRACTITIONERS

OCTOBER 21, 2009 - 6:00 PM - 8:00 PM

ACCOUNTING FOR LAWYERS: BEYOND THE BALANCE SHEET - RECOGNIZING THE RED FLAGS OF FRAUD

OCTOBER 7, 2009
9:00 AM - 1:00 PM

A WALK THROUGH THE COURTS

OCTOBER 19, 2009
6:00 PM - 8:00 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](#)

Examine Referral Patterns to Jumpstart Your Business

Contributed by Russ Korins, Esq., Russ Korins Consulting LLC

Many small law firms receive most of their business through referrals. No lead is better than from someone who can vouch personally for the quality of your work. A great way to jumpstart your business is to examine the kinds of sources referring business to your firm. There's no need to sit back and merely hope that your next referral is a good one. Instead, you can pursue its best work proactively and to target business development initiatives to those with the highest probability of success.

First, make a list of the active and recent client matters that have been best for your firm. These matters may be those for which your firm can rely on prompt payment, work resulting in a large number of billable hours, work in an area for which your firm wants recognition, or matters with promising opportunities to lead to more work from a client.

Then, for each of those best matters, determine how your firm received that business. Was it through a current or recent client? A professional contact of someone at the firm? A friend of someone at the firm?

Finally, examine the list for patterns. Do most of your firm's best matters come from people in a certain occupation or at a specific kind of company? Have certain business or personal situations been instrumental in spurring referrals? For example, a residential real estate practice may find that most of its referrals come from real estate brokers at a time when the brokers' clients are about to buy or sell homes. Determine the circumstances in which your referral sources mention your firm and refer business to it. A structured business development audit can ensure that this analysis is truly reflective of the firm's business intake and not skewed by anecdotal memories or a single attorney's experience. A firm may also benefit from perspective on effective referral channels for similar practice areas at other firms.

Become A Member of the Small Law Firms Committee!

The Small Law Firms Committee at the NYC Bar Association has a few open slots. If you are interested in applying to become a member, email your resume to:

omedenica@wrlawfirm.com

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 rmirvis@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.

Once a firm understands its referral sources, it can proactively pursue more of its best work. Consider the example of the real estate practice again. If this practice receives great referrals from real estate brokers, it should make sure every real estate broker known by every attorney at the firm knows about its work.

A firm's clients and contacts present an opportunity to increase referrals and jumpstart the business. A systematic examination of a firm's referral sources is an investment virtually certain to pay off in future work and recognition.

GROWING YOUR PRACTICE - a three part luncheon series

INTEGRATED NETWORKING: MEET, TALK, TWEET, BLOG

SESSION I: October 22, 2009 12:30 PM - 2:00 PM

How do you integrate all your networking options into a coherent, planned, targeted effort to attract new clients? At this session you will learn how to combine traditional networking activities with your web site and the new social web 2.0 options such as blogs and twitter.

Moderator: Mark A. Josephson, Esq., CPA, CFP, CFE
Murray & Josephson, CPAs, LLC

Speakers: David Birdoff of Counsel, Feldman, Weinstein & Smith
Ellen Auwarter of Auwarter Associates, Marketing Consulting

Sponsored By:



Registration by October 19 is necessary. The fee, which includes lunch, is \$25 for members, \$35 for non-members