

City Bar Small Law Firm Center

May 2005 Newsletter

May Events

Small Law Firm Center Event Protecting Your Livelihood: Proper Escrow Account Management

Tuesday, May 10, 2005 9-10 am

Improper management of escrow funds is one of the leading causes of attorney disciplinary complaints, often leading to suspension and even disbarment. A single misstep in maintaining your escrow accounts can mean the loss of your livelihood. Make sure this does not happen to you.

Speaker:

Michael J. Garibaldi, CPA/ABV

President and CEO

Israeloff, Trattner & Co., P.C.

There is no fee for this event and coffee will be served.

Small Law Firm Center Luncheon The Necessities of Opening Your Own Practice

Thursday May 12, 2005, 12:30 – 2 PM

This program will address a number of important issues faced by attorneys who are considering the exciting opportunity of opening their own law practices. Some of the important topics which will be covered include: how to get clients, choosing the correct area of practice, finding office space, choosing the right equipment and supplies for your practice, and opening bank accounts.

Moderator:

Martin J. Leahy

Law Office of Martin J. Leahy

Speakers:

Lisa M. Bluestein, Small Law Firm Center Director, The Association of the Bar of the City of New York

Scott L. Fenstermaker, Law Offices of Scott L. Fenstermaker, P.C.

Mark A. Josephson, Attorney and CPA, CFP, CFE; Murray & Josephson, CPAs, LLC

Registration by May 7 is necessary.

The fee, which includes lunch, is \$20 for members, \$30 for non-members. Click here to register or visit www.abcnyc.org.

Supported by LexisNexis.

Marketing and Networking Tips to Try

For the next event that you plan to attend, try some of these tips:

- Before the event – Prepare a short introduction of yourself that is relevant to the people who might be attending. If a registration list is available beforehand, check for clients and registrants you would like to meet (the “target registrants”). Prepare variations of the introduction, if necessary, for the target registrants.
- If a registration list is not available before the event, arrive early to review the registration list or name tags. Even if you have already seen the registration list, you may also find last minute registrants and confirm if target registrants are still attending.
- If you don't feel comfortable just saying hello to perfect strangers, offer to pass out program materials. It gives you an excuse to say hello and talk to people.
- Some conversation starters you can try: “So what brought you to this event/program?” or “How did you get started at XYZ Company or in the ____ business/field?”
- During breaks, be approachable. Don't spend your entire break on the phone. Introduce yourself to the people sitting on either side of you if you haven't already done so. Ask them how they are enjoying the event/program so far.
- Don't hand out your business cards indiscriminately. Screen the people with whom you have made contact – determine whether you would be willing to contact or meet with them again to get business, and if not, do not offer a business card unless specifically asked.
- Follow up with target registrants and new contacts within a week of the event. Offer to meet for coffee to discuss each other's businesses.
- Continue follow up with those target registrants and contacts with whom you believe you can provide information, contacts and referrals, and with whom you believe you can develop a relationship. A lot of times you have to give to get something in return.

Ethical Perils and Pitfalls Facing Start-Up and Small-Firm Practitioners

Thursday, May 5, 2005 6:00 - 9:00 pm

CLE Credits: 3 in Ethics

Starting and maintaining your own law practice is challenging but incredibly rewarding. Small firm practitioners often have to be an attorney, office manager, accountant, and payroll clerk simultaneously. This course will examine everyday issues in ethics and professionalism and offer practical solutions to start-up and small firm practitioners. Using hypothetical situations as the basis for discussion, the speakers, who are the former First Deputy Chief Counsel and Deputy Chief Counsel to the Departmental Disciplinary Committee and current practitioners



The Association of the Bar of the City of New York

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Forms and Information Available Online

CD-ROM Forms at the Library — Did you know that research materials, including many popular form books are available at the library's computer terminals? Just click on the desktop icon "CD-Rom Titles for Members". You can obtain current federal tax information and forms; federal practice treatises and formbooks such as Moore's and Bender's forms; American Jurisprudence legal forms; NY Codes, Rules and Regulations; West McKinney forms; New York Supplement 2d cases; real estate transaction information and many others. Access to this online information as well as the FREE lexis and Westlaw access will make researching a snap.

Free Real Estate Forms — Free real estate forms prepared by the Association's real estate committees are available from the Association's website by visiting www.abcny.org or click here to access the pages directly.

Small Law Firm Center Facilities

Our Small Law Firm Center is available to you for meeting clients or getting some work done. The Center, on the third floor of the Association's House, includes three work stations equipped with computers and printers (generally available Monday through Friday 9:00-8:30, Sat 10:00 -4:30 on a walk-in basis), and a conference room (generally available by reservation Monday through Friday 9:00-8:30, Sat 10:00-4:30). A fax machine is also available for use. To reserve the conference room, please contact the Library reference desk at (212)382-6666. For questions regarding the Center, you may contact Ronald Mirvis at (212)382-6748 or rmirvis@abcny.org.

Free Member Postings on Our Website

Members can now post messages free of charge about the following, whether desired or available: office space; equipment and books; law practice for sale; affiliations/associations with other attorneys; and staff sharing. For further information, posting rules and to view the Member postings click on the Small Law Firm Center Section of the Association's website at www.abcny.org or click here.

Ethical Perils and Pitfalls Facing Start-Up and Small-Firm Practitioners (*cont.*)

in the field of professional ethics, will review the Code of Professional Responsibility, federal and state court decisions and bar association opinions to offer insights as to how to handle various ethical situations. Among the topics to be discussed are: procedural aspects of the disciplinary system; withdrawal from a case; conflicts of interest; letters of engagement and retainers; escrow accounts and record keeping; responsibilities of partners, associates and affiliated lawyers (e.g., of counsel) in small firms; and the avoidance of disciplinary complaints and legal malpractice actions.

Program Chair

Lisa M. Bluestein

Small Law Firm Center Director, The Association of the Bar of the City of New York

Faculty

Richard M. Maltz, Richard M. Maltz, PLLC

Deborah A. Scalise, Jones Sledzik Garneau & Nardone LLP

Please click here to register or visit our website at www.abcny.org.

Smart Marketing Series

Perfect for niche leaders, solos and small to midsize firms.

5/11: Smart Marketing: Media Success: Why Media Isn't Just for the Big Firms

5/25: Smart Marketing: Relationship Selling: Talking Your Way to Success

6/8: Smart Marketing: Client Relationships: the Heart of the Business

Speakers: **Carol S. Greenwald**, Professional Services Marketing Consultant

Walter Timoshenko, CMO, Weiser LLP

There is no charge for this series. Each program runs from 8:30 - 10:00 a.m.

For more information about each program in the series, please go to www.abcny.org.

To register for the series, please call (212)382-6624; email aakhtar@abcny.org; or click here to register or visit our website at www.abcny.org.

Save the Date

Small Law Firm Luncheon: June 9, 2005; 12:30 - 2 pm

How Judicial Writing Guides Can Help Lawyers Become Better Writers

November 1, 2005

2nd Annual Law Practice Management Symposium

Questions or Comments? Please e-mail feedback to slfc@abcny.org

