

November Events

Small Law Firm Event

November 8, 2005 9 a.m. - 10 a.m.

Accepting credit cards, is it the right thing for attorneys to do? What are the advantages and disadvantages of accepting credit cards? What will accepting credit cards mean for your practice?

Speaker: Francisco J. Acosta, Executive Vice President of Internal Business Consulting

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

Small Law Firm Luncheon

Small Business Compliance with Environmental Regulations

November 10, 2005 12:30 p.m. - 2 p.m.

Taking care of our environment includes complying with various and complicated city, state and federal environmental regulations. How can a small business manage? What resources are available to help small businesses meet their obligations? Our panel will help you sort through the maze and provide useful advice for you and your clients. This luncheon is jointly sponsored by the Environmental Law Committee and the Small Law Firms Committee.

Moderator

Denise L. Quarles, Quarles & Associates, P.C.

Panelists

James R. Coyle, Environmental Program Manager, Small Business Assistance Program, NY State Environmental Facilities Corporation

Christine A. Fazio, Carter Ledyard & Milburn, LLP and Chair of the Environmental Law Committee

Registration by November 3 is necessary.

The fee for the luncheon is \$20 for members and \$30 for non-members. Please register online at www.nycbar.org or click here.

Supported by LexisNexis.

Holiday Business Cards

There are many schools of thought about using holiday business cards. Certainly it is always nice to spread good cheer to your clients, referral sources and colleagues, but is a holiday card the best way to create marketing impact for you?

Many marketing experts advise to avoid sending a card in December because that is when everyone else is sending a card. Since the purpose of the card is often to say thank you, why not say thank you at Thanksgiving? As an alternative, a card sent in early January wishing the recipient a happy new year may also avoid the holiday card pile. An even more personal touch would be to send a card to the recipient on his or her birthday or when the recipient just received some good publicity.

It is very important to take into consideration that your intended recipients may not celebrate the same holidays that you do. It is best to stay away from religious, Santa, and other denominationally-specific images and messages. For example, if you think that Thanksgiving may not be a holiday that your recipient celebrates, the card should be more of a "thank you" card than a "Happy Thanksgiving" card, thereby capturing the spirit of the holiday but not emphasizing it.

What ever time of the year you decide to send a card, it is better to send it by postal mail rather than email. Email is fine for everyday communications but the point of the card is to be special and stand out, so do not send it by email. The thought and effort communicated to your recipient through postal mail will be worth the extra time and expense.

Similarly, your card should have a handwritten message and you should sign your name. A card sent with your firm name imprinted inside, without more, lacks the personal touch. It will be viewed as coming from an administrative assistant rather than from you, or worse, that you did not want to take the time to sign it. If possible, the envelope should also be handwritten and marked "Personal," so that it will actually be opened by the recipient rather than his or her administrative assistant.

NOVEMBER 1, 2005

2ND Annual Law Practice Management Symposium

Putting It All Together: Building
a Successful Law Practice

CLICK HERE FOR MORE DETAILS

Forms and Information Available Online

CD-ROM Forms at the Library

Just click on the desktop icon "CD-Rom Titles for Members" at any library computer terminal and 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.nycbar.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@nycbar.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.nycbar.org or click here.

Holiday Business Cards CONTINUED

While a holiday card may briefly remind the recipient that you are still "open for business," and appreciative of business or a referral, it does not convey much more than that. Sometimes a clipping of an interesting article with a handwritten note has more marketing punch, if you are looking to do more than saying "thank you." E-mail newsletters containing valuable and interesting information for the recipient (done in accordance with current email, opt-in and SPAM regulations) provide an opportunity for creating valuable communication and the possibility of further dialogue, which would not happen with a holiday card.

Before you send any communications, think about the message you want to convey and the amount of marketing impact that you want to make.

CLE Programs of Interest

How to Get & Keep Good Clients & Stay Out of Trouble

Tuesday, November, 1 2005 6-8 pm

Jay Foonberg, author of, among other titles, *How To Start & Build A Law Practice* and *How To Get & Keep Good Clients*, will discuss:

- How to keep the clients informed and avoid the "What's Happening On My Case?" calls
- Giving the client a road map to prepare the client for what the client will have to do at each stage of the matter.
- What the client must learn from you at the initial interview to avoid later complaints
- How to listen to the client and assure the client you are listening and interested in the client's matter
- When and how to discuss and document fees to avoid fee complaints
- How to tell the client the truth when the client's matter probably won't be successful and not lose the client
- When & how to get out of a matter where the client does not cooperate or pay their bill
- Learn about "Evergreen Trust Accounts" to assure timely payment

This program is part of the New York City Bar's 2nd Annual Law Practice Management Symposium: Putting It All Together: Building a Successful Law Practice.

To Register for the Symposium and this CLE program together, click here.

New Format for Free Member Posting Page

Our Free Member Posting page is now easier to read and navigate. Click here to view postings or review instructions on how to post your own message.