

EVENTS

October 2006 Events

SMALL LAW FIRM LUNCHEON
Networking as a Marketing Tool
Thursday, October 19, 2006
12:30 - 2 pm

This is the second program of the three-part Marketing Series. "Networking" went from buzz word to mainstream staple in any discussion of business. So how does networking affect you as a lawyer? Our panelists will examine what networking means for them as small firm practitioners and how networking helps their practices and can help yours.

Speakers:
MARTIN S. KLEIN
Kammerman, Meyrowitz & Soniker, P.C.

MAIA T. SPILMAN
Law Office of Maia T. Spilman

Registration by October 16 is necessary. The fee, which includes lunch, is \$25 for members; \$35 for non-members. Please register online at www.nycbar.org. Supported by Lexis-Nexis.

Save The Date

November 16th, 2006
12:30 - 2:00 pm

SMALL LAW FIRM LUNCHEON
Promotional Items and Your "Look"
as Part of Your Marketing Plan

**DON'T MISS THE 3rd ANNUAL
LAW PRACTICE MANAGEMENT SYMPOSIUM**

NOVEMBER 1, 2006

8:30 a.m. - 4:00 p.m.



[Register Now](#)

[See the Brochure](#)

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

Attorney Work Space

Mon-Fri 9 am - 8:45 pm
Sat 10 am - 4:45 pm

Available on a walk-in basis

Conference Room

Mon-Fri 9:30am - 7:30pm
Sat 10:30am - 4:45pm

To reserve for 2-hour intervals, contact Ronald Mirvis at (212) 382-6748 or e-mail rmirvis@nycbar.org

ABA Books of the Month



Regular Price: \$99.95
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Regular Price: \$79.95
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Legal Research:

LexisNexis special packages for solos and small firms

TECH TIPS OF THE MONTH - COMPUTER UPGRADES

"Where are those digital photos we need for court this afternoon?" "I'm still waiting for them to finish downloading."

Believe it or not, with today's demanding applications we are at the point that even a recently upgraded system might need to be upgraded again soon. There may be a variety of situations where the system you have is showing signs of falling behind what you need. Maybe your business is growing, or your competitors are investing in technology, or a partner firm requires you to install special software to do business electronically. The question is whether to upgrade, buy new, or even wait and make do for a while with what you already have.

So, how do you make the decision? Do you get advice from the local computer store? No way - they're always going to want you to buy something. Should you ask the friend of a friend who's supposed to be the big computer genius? No! You are the best judge of your own requirements, so you need to do your homework. Make the decision on your own by reading magazines, going online, and talking to other people. Don't be sold on a lot of fancy features you won't ever use. Remember that almost every salesperson works on commission and usually has goals or quotas for specific products. Just because he or she makes more on an item doesn't make it the best choice for you. The final part of the decision should be based on your finances.

Let's start by evaluating what you are using the computer for today and what you would like to be using it for in six months. List the things that you use the computer for now and rank them in order of value or importance. For example, 1-Quicken, 2-WordPerfect, 3-Web browsing, 4- E-mail; 5 - Chess. If the program that's causing you to want to upgrade is near the bottom of the list, you can probably wait a few months, but if it's above the halfway point then some upgrading is appropriate.

I give my clients this rule of thumb: take the computer you have now and figure out what it will cost to upgrade the computer to where you want it to be now, and how much it will cost to upgrade the computer to where you want to be in six months. Make sure that these upgrades are ones that you feel comfortable with. First, get prices for each item from two reputable sources, and make a list. At the same time, price out a new computer with the same capabilities. Then compare your options. Make sure that you are comparing prices for the same or similar items, in other words, don't compare the cost of a brand new, name brand part with the cost for the same thing used or refurbished. Don't forget to include the cost of having the upgrade or installation work done, or of time if you plan to do it yourself. If the price for replacement is close to the price of upgrading, then I recommend that you replace. If the cost to upgrade is much lower, there are still some other factors to consider:

Will the upgraded system be maxed out and no longer upgradeable in the future?

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SMALL FIRMS**

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For further information please visit www.nycbar.org and click on Small Law Firm Center.

- How long will it be usable after it is upgraded?
- Is it old enough that parts might be in danger of failing?
- Are there any ways to reduce the costs?
- Do I really want to transfer all my programs?
- Do I really need a new monitor, or can I use the old monitor with a new computer?

If the cost to replace is less than double the cost to upgrade, then replacement makes sense. For example, if the new system costs \$1,200.00 and the upgrade costs \$650.00, then $\$650 \times 2 = \$1,300$. Since the new system will come with a new warranty from one vendor, and now there will be two computers in the house, one for the kids and one for me, the higher cost may well be worth it. To reconfigure or upgrade your system, only to want another one in 3-6 months, can get you stuck in a vicious cycle that will take up more time than you think, and cost more in the long run. Sometimes a new computer is the right choice, and sometimes it's better to wait.

The Tech Tips of the Month have been contributed by Leonard H. Shostak of L&D Computer Consulting Corp., www.ldcomp.com

CLE PROGRAMS OF INTEREST

Residential Closings: Soup to Nuts
October 4, 2006 6:00 p.m. -9:00 p.m.

The Law, the Media and Your Clients
October 11, 2006 6:00 p.m. -9:00 p.m.

Employment Law Essentials: What New York Practitioners Need to Know about Leaves of Absence, Sexual Orientation, Discrimination, Overtime, Retaliation & More...
October 18, 2006 6:00 p.m. - 9:00 p.m.

New Ethical Rules for Attorney Advertising are Coming: Learn What You Should Be Gearing Up to Do
October 19, 2006 6:00 p.m. - 9:00 p.m.

You Don't Practice in the Area of Domestic Violence? What Do You Do if a Client or Friend Calls with a Domestic Violence Situation?
October 24, 2006 6:00 - 8:00 p.m.

PRO BONO/CLE OPPORTUNITIES

Forum: Re-Entry of Persons With Criminal Records
October 18th, 2006 3:00 - 6:00 pm
Training included; No Fee to Attend; 3 CLE Credits