



**SIXTH ANNUAL
LAW PRACTICE MANAGEMENT
SYMPOSIUM**

Jumping In and Staying Afloat in Your Solo or Small Firm Practice

PRESENTED BY:

NEW YORK
CITY BAR

New York Law Journal

NOVEMBER 5, 2009 | 8:30am - 5pm
New York City Bar | 42 West 44th St. New York



AGENDA

TIME TRACK 1:

- 8:30 am - 9:00 am Networking Breakfast *Sponsored by Westlaw.*
- 9:00 am - 9:45 am Plenary Session: Cost-Effective Marketing...
- 10:00 am - 10:45 am Small Firm Startup on a Shoestring Budget
- 11:00 am - 12:30 pm Plenary Session: Escrow Accounts...
- 12:30 pm - 1:30 pm Networking Lunch
- 1:30 pm - 2:15 pm Best Strategies to Grow Your Small Firm...
- 2:30 pm - 3:00 pm Plenary Session: Client Base...LRS
- 3:00 pm - 4:00 pm Plenary Session: Work-Life Synergy...
- 4:00 pm - 5:00 pm Wind-Down Reception with Live Music
by the "Mad Jazz Hatters"

TIME TRACK 2:

- 8:30 am - 9:00 am Networking Breakfast *Sponsored by Westlaw.*
- 9:00 am - 9:45 am Plenary Session: Cost-Effective Marketing...
- 10:00 am - 10:45 am Small Firm Tech Support
- 11:00 am - 12:30 pm Plenary Session: Escrow Accounts...
- 12:30 pm - 1:30 pm Networking Lunch
- 1:30 pm - 2:00 pm Solo and Small Law Firms (Westlaw)
- 2:30 pm - 3:00 pm Plenary Session: Client Base...LRS
- 3:00 pm - 4:00 pm Plenary Session: Work-Life Synergy...
- 4:00 pm - 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

Accurate Building Inspectors	OfficeLinks
Amicus Attorney, PSN Solutions, Inc.	PC Law/I. Michael Cash & Associates
The David J. Yvars Group, Trust & Estate Services	Tabs3/PracticeMaster
HSBC Premier Corporate & Professional Legal Team	Thomson Findlaw
Hudson Valley Bank	Translation & Interpretation Agency
Law Firm Merchant Account	USI Affinity
Law Firm Suites	US Small Business Administration
LexisNexis	West Forms - ProDoc
MarketingPartners	West, Westlaw
Marsh	Your Wall Street Office, Inc.

REGISTRATION

REGISTER BY:

online www.nycbar.org • **fax** 212-768-8116
mail Small Law Firm Center, 42 West 44th St., 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 **October 27**. No refunds of Symposium Entry Fee after **November 5**.

***For membership information, visit www.nycbar.org or call 212-382-6665**

PLEASE INDICATE ALL SESSIONS YOU WILL BE ATTENDING

- Networking Breakfast
- Track #1 - Small Firm Startup on a Shoestring Budget
- Track #1 - Best Strategies to Grow Your Small Firm...
- Track #2 - Small Firm Tech Support
- Track #2 - Solo and Small Law Firms (Westlaw)
- Networking Lunch
- Plenary Session: Cost-Effective Marketing...
- Plenary Session: Escrow Accounts...
- Plenary Session: Expand Your Client Base...LRS
- Plenary Session: Cultivating Work-Life Synergy...

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 _____

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Signature _____



How did you find out about the Symposium:

- brochure by mail from NYC Bar
- email notice from NYC Bar
- from another organization _____ [list name]
- Other _____ [please specify]

If you have any questions about the Symposium, please send an email to aroytberg@nycbar.org

WORKSHOPS

9:00 am - 9:45 am

Plenary Session: Cost-Effective Marketing, Online Presence and Social Networking

Are you concerned where new clients will come from in a down economy? Do you worry that with the increased competition your existing clients may turn elsewhere? This session will help you deepen relationships with current clients, connect with referral sources, gain visibility for your services and communicate effectively with multiple audience "on and off" line.

MODERATOR: Anthony M. Verna, III, Weiss Imbessi PLLC

SPEAKERS: Carol Schiro Greenwald, MarketingPartners
Tony Loscalzo, Findlaw

Track 1: 10:00 am - 10:45 am

Small Firm Startup on a Shoestring Budget

Explore entity choice, startup banking, office space, insurance and legal research needs for a newly born law practice.

MODERATOR: Mark Josephson, Murray & Josephson, CPA, LLC

PANELISTS: Shelly Lawson, USI Affinity
Gabriel Luber, Your Wall Street Office, Inc.
Roy S. Lyons, Marsh
Usman Farooq, Hudson Valley Bank
Bill Franck, LexisNexis

Track 2: 10:00 am - 10:45 am

Small Firm Tech Support

Learn how the latest tech tools can help make your small practice operate more efficiently.

MODERATOR: Anthony M. Verna, III, Weiss Imbessi PLLC

PANELISTS: Paul Sans, Amicus Attorney, PSN Solutions, Inc.
Harry Salavantis, Tabs3/PracticeMaster
Michael Cash, PC Law/I. Michael Cash & Associates
Amy Porter, Law Firm Merchant Account

11:00 am - 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 and the IOLA Fund. 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: Stephen Brooks, General Counsel, IOLA Fund
Sherry K. Cohen, First Deputy Chief Counsel, Departmental
Disciplinary Committee, Supreme Court,
Appellate Division, First Judicial Department

Track 1: 1:30 pm - 2:15 pm

Best Strategies to Grow Your Small Firm in a Down Economy

Brush up on financing and accounting basics for your growing small firm. Learn how to build strategic alliances with other lawyers.

MODERATOR: Olivera Medenica, Wahab & Medenica, LLC

PANELISTS: Mark Josephson, Murray & Josephson, CPA, LLC
Martha Soffer, US Small Business Administration
Berk Saka, HSBC
Stephen T. Furnari, Law Firm Suites

Track 2: 1:30 pm - 2:00 pm

Solo and Small Law Firms: Equalizing the Legal Playing Field

Learn which tools solo and small law firms are employing to seize the momentum in today's competitive business environment. We'll show you the strategies these firms are using to close the gap between small and large law firms.

Please join us for a fast-moving interactive seminar. Whether your firm represents clients in litigation or transactional matters, information is power. We'll show you how to leverage the resources you have now and demonstrate the fastest way to drastically cut the time your firm spends on finding information – technology tools to make your firm more productive and profitable.

SPEAKER: Tina McCrea, West, Westlaw

2:30 pm - 3:00 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

3:00 pm - 4:00 pm

Plenary Session: Finding Your Coast of Utopia - Cultivating Work-Life Synergy for A Solo or Small Law Firm Practitioner

This workshop will help you build real skills and achieve personal and professional success by managing time, relationships and tasks in your legal and personal experience.

MODERATOR: Eileen Travis, Director of Lawyer Assistance Program,
New York City Bar

SPEAKER: Arnie Herz, Legal Sanity Learning Programs



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