

19th
ANNUAL

2022

SMALL LAW FIRM SYMPOSIUM

*(In-Person at the City Bar)
Earn Up To 4.0 CLE Credits*

NOVEMBER 10

Conference from 8:30 am – 5:00 pm

Reception from 5:00 pm – 6:30 pm

Presented by:
Small Law Firm Committee

Co-Sponsored by:
Small Law Firm Center

(212) 382-6663
NYCBAR.ORG/SLFS22

REGISTER TODAY

**NEW YORK
CITY BAR**

SPONSORS & EXHIBITORS

PLATINUM SPONSORS



CONFERENCE SPONSORS



EXHIBITORS



FOR SPONSORSHIP OPPORTUNITIES, PLEASE CONTACT
YELENA BALASHCHENKO, BUSINESS DEVELOPMENT & SPONSORSHIPS
MANAGER, AT YBALASHCHENKO@NYCBAR.ORG.

AGENDA (AT A GLANCE)

November 10 | 8:30 am – 5:00 pm

8:30 am – 9:30 am	Registration/Networking Breakfast/Exhibit Hall (Breakfast Provided)
9:30 am – 9:40 am	Welcome
9:40 am – 10:40 am	Practicing with the Machines (1.0 LPM CLE)
10:40 am – 11:00 am	Coffee Break/Exhibit Hall
11:00 am – 12:00 pm	Track 1: Managing Your Firm’s Professional and Cyber Risks in a Hybrid World (1.0 LPM CLE) Track 2: How COVID-19 Changed the Law Firm’s Way of Working
12:00 pm – 1:20 pm	Networking Lunch/Exhibit Hall (Lunch Provided)
1:20 pm – 2:20 pm	Track 1: Get More Clients: An Integrated Approach to Online Marketing for Solos and Small Firms Track 2: The Value of Incorporating Diversity, Equity and Inclusion Principles into a Small Law Firm/Solo Practice (1.0 DEI CLE)
2:20 pm – 2:40 pm	Coffee Break/Exhibit Hall
2:40 pm – 3:40 pm	Track 1: Networking for Client Leads Track 2: Improving Your Firm’s Cash Flow through Compliant Online Payment and Accounting Practices
3:40 pm – 4:00 pm	Coffee Break/Exhibit Hall
4:00 pm – 5:00 pm	Conflicts, Contracts, and Costs: Tuning Up Your Ethics, Office Systems, Client Relationships and Operating Documents (1.0 Ethics CLE)
5:00 pm – 6:30 pm	Wine & Hor D’Oeuvres Reception and Giveaway (Giveaway at 5:15 pm)

AGENDA

Earn Up To 4.0 CLE Credits

8:30 am – 9:30 am

Registration/Networking Breakfast/Exhibit Hall

9:30 am – 9:40 am

Welcome Remarks

Susan J. Kohlmann, President, New York City Bar Association

9:40 am – 10:40 am

Practicing with the Machines

Speaker: Nicole Black, Legal Technology Evangelist with MyCase

Introduction: Paul G. Garjian, Law Offices of Paul G. Garjian

CLE Credit: 1.0 Law Practice Management

Artificial intelligence (AI) for law firms is a hot topic these days, and for good reason: AI has the potential to save lawyers time and money. AI technologies hold the promise of automating the mundane aspects of practicing law, allowing lawyers to focus on more interesting, high-level analytical tasks. However, AI software is still in its infancy and has a way to go before it becomes both useful and affordable for solo and small firm attorneys. The good news is that you don't need AI software to get started with automating your solo or small firm law practice. There are a host of tools already in existence that will automate your law firm's processes. In this talk you'll learn about technologies that will help you streamline your law firm, whether you're looking to automate document assembly, billing and invoicing processes, or case to-dos and deadlines. This course will educate lawyers about how AI tools, along with automation tools that are readily available, can help their firms run more effectively and efficiently.

10:40 am – 11:00 am

Coffee Break/Exhibit Hall

11:00 am – 12:00 pm

Track 1: Managing Your Firm's Professional and Cyber Risks in a Hybrid World

Speakers: Roger Gill, Lockton Affinity

Devika Kewalramani, Moses & Singer LLP

Adam Scott Wandt, John Jay College of Criminal Justice

CLE Credit: 1.0 Law Practice Management

The risks law firms face continue to evolve, especially in the hybrid work environment. These issues are found in both professional practice concerns and the management of data and systems. Our panel will outline the key risk issues law firms should be aware of and provide a roadmap for managing these risks. The course's learning objectives is to educate the audience on the professional risk and cyber issues facing law firms today.

AGENDA

Track 2: How COVID-19 Changed the Law Firm's Way of Working

Speakers: Michele Berdinis, Berdinis Law PLLC

David L. Cohen, David L. Cohen, PC & Kidon IP

Neena Dutta, Dutta Law Firm

William Funk, Law Office of William M. Funk

Cassandra Porsch, Scarola Zubatov Schaffzin PLLC

The panel discussion will address how COVID-19 impacted how lawyers do their work. To give broader context, the panel will review the results of a NYC Bar Association small firm survey and situate the (self-reported) impact in changes in the law, science, and overall workforce over the past 3 years. The panelists then will provide short, more detailed reviews followed by a spirited discussion, of how each of their practices changed due to COVID-19; what about those changes they found concerning or beneficial; and how the experience will impact their practices going forward.

12:00 pm – 1:20 pm

Networking Lunch/Exhibit Hall (Lunch is provided)

1:20 pm – 2:20 pm

Track 1: Get More Clients: An Integrated Approach to Online Marketing for Solos and Small Firms

Speakers: Keith Emmer, President, Startegix, PR & Strategic Communications

Claudia Hernandez, President, Innovate Online Marketing Group Inc.

Jillian Ivey, Principal, Jillettante Creative

Marcie Lord, Founder and Lead Digital Marketing Strategist, Digital Dynamo

Integrated marketing strategies, when used correctly, help solos and small firms effectively reach prospective clients. This can mean all the difference between sink or swim in our continually challenging economy. This panel will discuss how to get more clients by making the best use of multiple marketing channels such as a dynamic and fully responsive website, content strategy, search engine optimization (SEO), social media, and strategic public relations. An integrated marketing approach will provide clarity, consistency and maximum communications impact.

AGENDA

Track 2: The Value of Incorporating Diversity, Equity and Inclusion Principles into a Small Law Firm/Solo Practice

Speakers: Joam Alisme, Alisme Law LLC

Asia Scarlett-Jones, Asia Scarlett-Jones Law PLLC

Nydia Shahjahan, Nydia Shahjahan, Esq. P.C.

CLE Credit: 1.0 DEI

Starting a new solo/small law firm practice is a momentous, yet scary, venture. Economically sustaining the law firm business tends to be the ideal, if not only, goal for any solo or small law firm practitioner. While solo and small law firm practitioners find themselves well equipped to represent clients in the actual practice of law, the reality is that a solo or small law firm practice requires the firm principal to wear many hats. One way to ensure both the inclusivity and the sustainability of solo/small law firm practices is by incorporating diversity, equity and inclusion (DEI) principles into the foundation of firm business practices. This panel will discuss practical aspects of incorporating certain DEI policies and practices into solo and small firm business development and client services and how it can make an impact to the financial bottom line of a solo/small law firm practice.

2:20 pm – 2:40 pm

Coffee Break/Exhibit Hall

2:40 pm – 3:40 pm

Track 1: Networking for Client Leads

Speakers: Christopher Anderson, Sunnyside Services, Ltd.

Karl Dowden, Karl Dowden Law

Stephanie Messas, The Messas Law Practice

Daniel F. Pepitone, Law Office of Daniel F. Pepitone, PLLC

This panel will focus on questions that commonly arise when the discussion of networking comes up: What exactly is networking? How does someone network with an eye towards obtaining client leads? What happens during and after meeting with someone? Panelists will talk about various types of networking, reaching out to those you want to connect with, how to follow up, organize your contacts, and how to connect people.

AGENDA

Track 2: Improving Your Firm's Cash Flow through Compliant Online Payment and Accounting Practices

Speakers: Kelly Dow, PracticePanther

Libby F. Luff, PracticePanther

Moderator: Alexandre Leturgez-Coianiz, KBL Roche

In this course, we will discuss how law firms can maximize their cash flow and get paid faster through better billing and accounting practices. We will teach the importance and benefits of utilizing online payment tools to transact with clients as the world becomes increasingly digital, as well as the easiest way to complete and be compliant with Three-Way Trust Reconciliations. This course will cover: the current state of payments; the customer experience, common concerns with accepting credit cards, how online payments increase cash flow, ethical considerations when accepting payments, understanding three-way reconciliation, and how to eliminate human error in accounting.

3:40 pm – 4:00 pm

Coffee Break/Exhibit Hall

4:00 pm – 5:00 pm

Conflicts, Contracts, and Costs: Tuning Up Your Ethics, Office Systems, Client Relationships and Operating Documents

Speaker: Claude E. DuCloux, LawPay

Introduction: Lewis P. Trippett, Higgins & Trippett LLP

CLE Credit: 1.0 Ethics

This plenary session reminds every lawyer of the essential skills we need to have for a productive and ethical practice. We'll take you through a day, a week, and a year in the office and discuss interviewing skills, identifying conflicts, and maintaining realistic expectations between lawyer and client. Our full discussion of office operations will include contracts, privacy statutes, and the newest strategies for Cyber Security. We will move on to billing and collecting, and the proven strategies for maintaining both a high collection rate and client satisfaction.

Throughout this entertaining presentation, the applicable New York Rules of Professional Conduct will be identified and discussed. Lawyers attending this presentation will also receive a large collection of attorney fee forms and agreements, adaptable to any practice. You'll learn a lot, smile a lot, and enjoy this popular presentation.

5:00 pm – 6:30 pm

Wine and Hor D'Oeuvres Reception and Giveaway

(Giveaway at 5:15 pm)

Mix and mingle with conference attendees and make connections. Official rules for the giveaway posted online at: http://documents.nycbar.org/files/Giveaway_Rules_2022.pdf



**NEW YORK
CITY BAR**



REGISTER TODAY

[nycbar.org/SLFS22](https://www.nycbar.org/SLFS22)

\$120 for Members | \$170 for Non-Members
For more information and to register, please visit www.nycbar.org
Or call Customer Relations at 212-382-6663.