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# Small Law Firm Practice Management Symposium '18

**NOVEMBER 8, 2018**  
8:30 AM - 5:00 PM

NEW YORK CITY BAR ASSOCIATION  
42 WEST 44TH STREET • NEW YORK, NY 10036



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Schedule your 5-minute photo session by The Booth for Business. Register early as space is limited. You will receive the link to schedule your time once you register for the Symposium.

# Program

## ▶ Check-In/Networking Breakfast 8:30 AM - 9:00 AM

### OPENING PLENARY/ WELCOME: 9:00 AM - 10:00 AM

## ▶ Increase Your Productivity and Improve Your Quality of Life Five Simple Lessons to Help You Earn More, Stress Less, and Be Awesome

Take control of your life and your practice so that you can serve your clients better than ever. Yes! You really can increase your productivity and improve your practice and your quality of life. In this presentation, Nora shares five strategies from her book 50 Lessons for Lawyers that you can put to work right now to help you do just that.

Here's what you'll learn:

- Why there's no such thing as time management and what you can do about it.
- How the habit of planning can change your world for the better.
- How to manage interruptions to get – and stay – in your zone of productivity.
- Why working with the right clients will increase your productivity and your bottom line.
- How not thinking can make you a better and more productive lawyer and a happier person.

Speaker:

**NORA RIVA BERGMAN, J.D.**, Certified Atticus Practice Advisor; Founder, Real Life Practice

### TRACK 1: START-UP FIRMS 10:00 AM - 10:45 AM

## ▶ Technology for the Small Firm Overview: A User's Perspective

A discussion of the technology tools available to help solo and small firm attorneys run a more efficient, and profitable practice.

Moderator:

**JOSEPH V. DeMARCO**, DeVore & DeMarco LLP

Speakers:

**JENNA F. KARADBIL**, Law Office of Jenna F. Karadbil, P.C.

**THOMAS GIUFFRA**, Rheingold Giuffra Ruffo & Plotkin LLP

### TRACK 2: GROWING FIRMS 10:00 AM - 10:45 AM

## ▶ How Rainmakers Convert More Prospects Into Paying Clients The Essentials To Improving Lead Conversion Rates

Converting prospective clients into paying clients and winning more business is an essential skill. Mastering your lead conversion skills will provide you with the strongest possible opportunity to uniquely position yourself in the marketplace and increase your bottom line.

At this session you will learn to:

- Understand the decision-making process of today's legal consumer.
- Avoid the pricey mistake that attorneys make in their initial client consultations that causes them to lose clients and credibility.
- Create a different client experience that wows your prospects and costs you nothing.
- Craft a unique consultation approach.
- Escape the commodity trap and differentiate your firm so it stands out in the sea of competition.

Speaker:

**LIZ WENDLING**, Rainmaking Academy; Author; and a practice development consultant for attorneys

▶ **Coffee/Networking Break** 10:45 AM - 11:15 AM

▶ **Seasoned Solo Drop-In Session** 11:00 AM - 1:00 PM

Brainstorm about your practice with your colleagues.

**TRACK 1: START-UP FIRMS** 11:15 AM - 12:05 PM

▶ **Create Your Best Networking Strategy**

Networking is a primary technique to connect lawyers to their audience of referrers and potential clients. It is both a technique and a strategy that you use to become visible and relevant to your key audiences. Join us to learn how to create a networking strategy, the best techniques to use to be an effective networker and tips for making networking fun.

Moderator:

**ANNE LABARBERA**, Law Office of Anne LaBarbera

Panelists:

**SABINE FRANCO**, Franco Law Firm PC

**VAUGHN BUFFALO**, Buffalo & Associates PC

**TRACK 2: GROWING FIRMS** 11:15 AM - 12:05 PM

▶ **Protecting Your Firm: Top 10 Mistakes to Avoid**

*CLE Credit Pending*

Today's environment is more challenging than ever for the solo attorney and small law firm. Whether it's bringing on a new client or managing a long-term relationship, there are several risks facing attorneys in their daily practice. At this practical session, you will walk away with the steps you need to take to avoid the most common mistakes made by lawyers, and build a successful and profitable practice.

Moderator:

**ROGER GILL**, Senior Vice President, Lockton Companies

Speakers:

**TODD HAMPTON**, SVP Claims from Berkeley Select

**LISA SHREWSBERRY**, Partner at Traub Lieberman Straus & Shrewsberry LLP

▶ **Networking Lunch** 12:05 PM - 12:50 PM

**PLENARY** 12:50 PM - 1:35 PM

▶ **Lessons Learned: Small Law Firm Owners Roundtable**

Panelists will give their unique perspective on major challenges and lessons learned as their practices grew from one person to multi-attorney, multi-jurisdictional operations. We will discuss overcoming the challenge of choosing and maintaining a partnership practice and expanding services and practice areas to grow your business. Audience participation is encouraged as we hope to have a lively discussion of issues of particular interest to audience members.

Moderator:

**KELLY CLIFFORD**, Chief Operating Officer, LEAP Legal Software USA

Panelists:

**LISA D. BENTLEY**, Aguilar Bentley

**JOHN M. CLAPP**, Clapp Kelner PLLC

**ALLA ROYTBERG**, The Law Firm and Mediation Practice of Alla Roytberg, P.C.

**PLENARY 1:35 PM - 2:25 PM**

## ▶ 4 Key Strategies to Achieve FREEDOM in Your Law Firm

Most attorneys start a law firm with little or no education or training on how to build a small business. So they do what they believe lawyers do: They build a practice, and focus on doing quality work for their clients, and being the best lawyer they can be. Months or years later they find themselves working harder than they ever thought they would have to, with less financial security than they believed the profession would afford, and, worst of all, not making the difference in the way they thought they would and if they're honest, these same lawyers realize that they're also not serving their clients with the attention and quality they know they deserve. Mr. Anderson will discuss 4 key strategies to help law firm owners turn this around, and build a law firm business that works for them.

- Understand WHY Your Law Firm Business Exists
- Why having a plain-English business plan is critical for your growth.
- Learn to describe 7 main parts of every successful law firm and how to get them working FOR you
- Learn the Two Jobs of Marketing, and Use Them
- Stop Doing What You Shouldn't Be Doing

And more! Your business is there to provide you with everything you went to law school to achieve. It's time that it does!

Speaker:

**CHRISTOPHER T. ANDERSON**, How to Manage a Small Law Firm

**TRACK 1: START-UP FIRMS 2:25 PM - 3:15 PM**

## ▶ Unleashing the Power of Casemaker

*CLE Credit: NY: 1.0 Law Practice Management*

This informative program will instruct you on how to effectively use Casemaker, The New York City Bar's comprehensive, online legal research tool available to members. A step-by-step demonstration will reveal the wealth of information available to you and will demonstrate key features.

Speaker:

**REBECCA SKEELES**, Casemaker

**TRACK 2: GROWING FIRMS 2:25 PM - 3:15 PM**

## ▶ Improving Online Presence to Grow Your Firm (and Your Brand)

Online tools such as LinkedIn, Twitter, FaceBook and Google have made it easier (and more effective) than ever for smaller firms and solo practitioners to gain a competitive edge in building relationships, which can lead to new business, new referrals or new connections.. And the best part is that they aren't expensive to use.

Content marketing is a critical channel for lead generation and brand building for law firms of every size. It's imperative your firm stands out from your competitors and engages with target audiences with compelling, impactful content. Even small firms with limited budgets, resources and time can successfully build a strong content strategy if they are creative, efficient and focused. In this session, you will learn how to create compelling content using a client-centric approach on key social media platforms.

Topics will include:

- What are other law firms doing that is working well?
- How to generate new business using content/social media
- Best practices for creating and distributing compelling content to engage with various target audiences
- The secrets to effectively repurposing content
- How to use visuals and hashtags to your advantage
- How to structure social media posts that will result in maximum engagement
- How to utilize no cost/low cost tools
- Secrets to using analytics to enhance your content marketing efforts

Speaker:

**STEFANIE M. MARRONE**, Tarter Krinsky & Drogin LLP

▶ **Coffee/Networking Break** 3:15 PM - 3:30 PM

**PLENARY** 3:30 PM - 4:30 PM

▶ **Ethics in Evolving Compliance Requirements**

*CLE Credit: NY: 1.0 Ethics*

Many laws now exist to prevent money laundering, terrorism and tax evasion — but what small firm attorneys don't know about them can result in fines, and possibly cost them their license. Learn the laws and governing agencies to watch, and the conflicts that can arise between compliance requirements and ethics guidelines. This seminar will cover the current lay of the land and discuss the potential impact of legislation now pending.

Speaker:

**GARTH JACOBSON**, CT Corporation

▶ **Wine Reception and Raffle** 4:30 PM - 5:00 PM

You must be present to win.



# Registration

**Program Fee:**

\$65 for Members | \$100 for Non-Members

For more information and to register, please visit [www.nycbar.org](http://www.nycbar.org)  
or call Customer Relations at **212.382.6663**.