

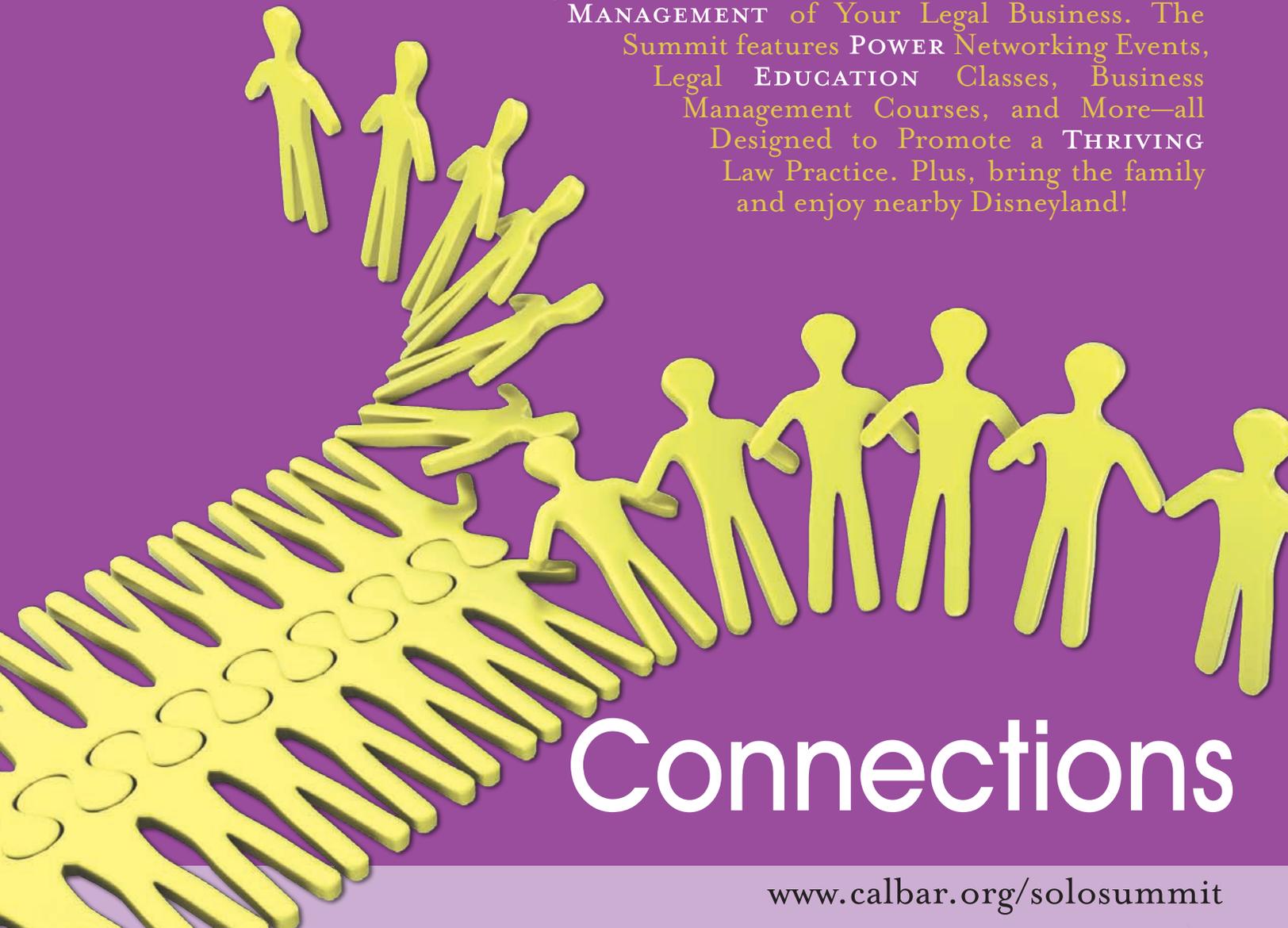


The State Bar of California

California Solo & Small Firm Summit

June 23 – 25, 2011
Anaheim Marriott Hotel

The Summit is THE Event of the Year for California's Solo and Small Firm Practitioners and Office Staff! Expand Your NETWORK, Knowledge and Skills, and LEARN Key Approaches to BUILD a Successful Client Referral Network. Take away Strategic SOLUTIONS for the Practice of Law and the MANAGEMENT of Your Legal Business. The Summit features POWER Networking Events, Legal EDUCATION Classes, Business Management Courses, and More—all Designed to Promote a THRIVING Law Practice. Plus, bring the family and enjoy nearby Disneyland!



Connections

www.calbar.org/solosummit



SCHEDULE AT A GLANCE

Thursday, June 23, 2011

11:30 am General Session & Lunch
 1:15 pm Concurrent Workshops and Computer Lab
 5:00 pm General Session & Daily Wrap-Up
 6:00 pm Vendor Reception
 All Day – Exhibits Open

Friday, June 24, 2011

8:30 am General Session & Continental Breakfast
 8:30–1:15 pm Exhibits Open
 9:45 am Concurrent Workshops and Computer Lab
 11:00 am General Session & Wrap-up
 12:00 noon Lunch
 1:15 pm Substantive Law Seminars & Computer Lab
 6:00 pm Evening on Your Own

Saturday, June 25, 2011

8:30 am Substantive Law Seminars
 12:00 noon Time to Enjoy the Local Area

KEY DEADLINES

May 26 Hotel Reservation Deadline

June 16 Pre-Registration Deadline

The State Bar of California is a State Bar of California approved MCLE provider.

Why *You* Should Join Us

The Summit content is geared to California attorneys who are in a solo or small firm practice.

One low registration fee gives full choice among 40 workshops and programs, and use of “Technology Lab”.

Earn up to 10 hours of MCLE credit (of which 1 hour may apply to Detection/Prevention of Substance Abuse and 3.5 hours may apply to Legal Ethics) and legal specialization credit in select areas.

2 days continental breakfast and lunch, Thursday welcome reception, and free daily parking [parking with advance reservation] included in registration fee.

Receive a set of comprehensive materials on a USB drive and up-to-date information on the new issues and trends in the law.

Meet vendors exhibiting products and services tailored to Solo & Small Firm Practitioners.

Have your learning environment serve as the perfect summer getaway for you, your family and friends. Discount tickets available for nearby Disneyland park.

California Solo & Small Firm Summit Partners



This is not your ordinary weekend CLE program!

Come prepared to take away workable strategies to manage your office, build a client referral network, and stay on top of key developments in various substantive areas of law.

INSIDE

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Thursday, June 23, 2011
11:30 a.m. - 1:00 p.m.

(1) Opening General Session and Lunch

Law Firm Marketing Strategies in a Social Media World: How to Use Facebook, LinkedIn and Twitter to Connect with Clients, Prospects and Referral Sources: Part 1

Social media is one of the fastest growing areas where attorneys can generate high quality leads and build relationships with potential referral sources. Yet many attorneys are still trying to figure out the “secrets to success” when it comes to social media.

In part 1 nationally recognized law firm marketing expert Stephen Fairley will lay out a step-by-step plan on how to capitalize on the growing phenomenon of Facebook, LinkedIn, and Twitter to rapidly build a massive platform of interested prospects using cost effective strategies. Much more than a simple overview, you will walk away with specific strategies you can immediately implement in your law firm. Attendees will discover:

- The 7 social media networks every law firm needs to use
- Specific steps to “build your platform” using social media
- Practical tips for attorneys just getting started on social media
- How to tap into Facebook, the fastest growing social network on the planet
- Using Facebook Fan pages and Groups to attract highly qualified prospects
- Case studies of how attorneys are using Facebook to get qualified leads
- Which practice areas are finding clients on Facebook...and which ones are not
- Where and how to build your online presence using LinkedIn
- The power of Groups on LinkedIn: How to use them to generate referrals

- How to focus your efforts on Twitter to drive traffic to your blog and website



Stephen Fairley

MCLE: Not for MCLE Credit
Speaker: Stephen Fairley

Thursday, June 23, 2011
1:15 p.m. - 2:15 p.m.

(2) Ethical Risks in Cyberspace

Ethical risks surrounding Cloud Computing and Social Media.

MCLE: 1 Hour Legal Ethics

Speakers: Glen Olson
Wondie Russell



Wondie Russell



Glen Olson

(3) Making the Right Impression with Proper Courtroom Demeanor and Decorum

This interactive program will provide you with the knowledge to navigate the courtroom with confidence. A panel of judges and attorneys will discuss courtroom conduct, proper appearances, interaction with court staff, conduct at hearings, poise, and much more.



Anne Adams

MCLE: 1 Hour General
Speakers: Anne Adams
Patricia McCabe



(4) How to Say “No”: Sound Financial Consideration for Running a Practice

Understanding the entire scope of finances needed to operate a law practice—from paying taxes, dues or working with a CPE—will help you to determine when to say “yes” or “no” to taking on a new client. Speakers will share personal experiences and essential lists or “black binder” indices of key financial considerations in running a practice.



Anne Kepner

MCLE: 1 Hour General

Speakers: Anne Kepner
Craig Needham



Technology Lab – Sponsored by Law Practice Management & Technology Section. Interactive demonstrations using provided computers, and **limited to 25 people**. Certain lab topics repeated.

(5) Tech Topic: Law Practice Management Software Overview and Test Drive

Reviews software products available for practice management, including systems used on the computers in your office as well as those used in the cloud (i.e., hosted on someone else’s computers). The hands-on portion of the lab will use the popular Time Matters program to demonstrate several features, followed by Q & A. *This session will be repeated on Thursday, June 23, 2:30 p.m. - 3:30 p.m.*

MCLE: 1 Hour General



Neil Quateman

Speaker: Neil Quateman

Thursday, June 23, 2011
2:30 p.m. - 3:30 p.m.

(6) Lawyers as Employers—Top 10 Tips and Traps of Managing Employees

A focus on the top 10 tips on documenting employee issues, and crucial information on the most common mistakes lawyers make as employers. These mistakes can create liability in the area of wage and hour compliance, personnel management and employment law compliance.



Cynthia Elkins

MCLE: 1 Hour General

Speaker: Cynthia Elkins

(7) Protecting your Solo Practice or Small Firm—Managing Risks from All Directions

From years of personal experience and years in supporting solo practitioners and small firms in a variety of insurance matters, the speakers know how to make sure your practice is guarded against the unforeseen risks that, unchecked can destroy a small practice. (And much more.)



Robert Scott

MCLE: 1 Hour General

Speakers: David Coher
Robert Scott

(8) The Overlooked Retirement Asset: The Value of your Practice



Roy Ginsburg

Learn how to retire with revenue, relevance and relaxation!

MCLE: Not for MCLE Credit

Speaker: Roy Ginsburg



 **Technology Lab** – Sponsored by Law Practice Management & Technology Section Interactive demonstrations using provided computers, and **limited to 25 people**. Certain lab topics repeated.

(9) Tech Topic: Law Practice Management Software Overview and Test Drive

Learn about the software products available for practice management, including systems used on the computers in your office as well as those used in the cloud (i.e., hosted on someone else's computers). The hands-on portion of the lab will use the popular Time Matters program to demonstrate several features, followed by Q & A.

MCLE: 1 Hour General

Speaker: Neil Quateman

Thursday, June 23, 2011
3:45 p.m. - 4:45 p.m.

(10) Employment Relationships in a Social Media Environment: From First Amendment to Facebook and Beyond

This session will analyze the trends, legal developments, and the constitutional parameters at the intersection of the workplace and the social media explosion.



John Marcin



Lisa Miller

MCLE:
1 Hour General

Speakers:
John Marcin
Lisa Miller

(11) Dealing with Difficult Clients and Opposing Counsel: Successful Strategies and Tactics

What lawyer hasn't had a difficult legal client or opposing counsel? Often, these people can be so frustrating that it can ruin your practice while you are dealing with that person. Moreover, you will spend more time and resources on that one person than you may on the entire practice. Learn proven strategies on how to handle a difficult client or opposing counsel, how to set boundaries, and how to enhance your effectiveness in communicating with these people.



Steven Mehta

MCLE: 1 Hour General

Speaker: Steven Mehta

(12) Legal Career Makeover

Learn ways to refresh and refocus your future.

MCLE: Not for MCLE Credit

Speaker: Roy Ginsburg

 **Technology Lab** – Sponsored by Law Practice Management & Technology Section. Interactive demonstrations using provided computers, and **limited to 25 people**. Certain lab topics repeated.

(13) Tech Topic: Virtual Meetings, Collaborative Drafting and Video Webinars and, Oh My!

In this hands-on tech-lab filled with real-time demos, attendees will be exposed to tools that enable real-time audio and video remote meetings with clients, prospective clients, witnesses, committees or any other desired audiences. To bring home the power



The State Bar of California

of available web platforms, the presenter will be on the East Coast! *This session will be repeated on Friday, June 24, 9:45 a.m. – 10:45 .am.*



Robert Brownstone

MCLE: 1 Hour General

Speaker: Robert Brownstone

Thursday, June 23, 2011
5:00 p.m. - 6:00 p.m.

(14) General Session and Wrap Up

Law Firm Marketing Strategies in a Social Media World: How to Use YouTube, Avvo, and Your Blog to Connect with Clients, Prospects and Referral Sources: Part 2

Whether you are still skeptical of whether “social media works for law firms” or you already have a presence on social media, you will be amazed when Stephen Fairley reveals the secrets to social media success. Using real world case studies and proven results, he will help you uncover the truth about how to leverage the power of social media using YouTube, Avvo, JDSupra and your blog. Listen in and discover for yourself:

- The #1 factor that can double your website visitor conversion rates
- Attracting leads from Avvo: How to maximize your profile
- Advanced strategies for law firms who already have a social media presence
- Using YouTube to rank higher and faster on Google
- The 2 things Google loves most
- 4 secrets about blogs: How often do you need to post? What blog platform does Google rank faster? How to drive traffic to your blog? How to convert visitors into paying clients?

- Steps for using “freemiums” to capture website visitors contact information
- Case studies from law firms currently using social media
- The Rainmaker Social Media Blueprint

MCLE: Not for MCLE Credit

Speaker: Stephen Fairley

Thursday, June 23, 2011
6:00 p.m. - 7:00 p.m.

(15) “Wine & Cheese” Reception

Connections – meet and learn from your peers at the Summit’s opening day party. Visit with vendors ready to enlighten you with products and services geared toward solo and small firm practitioners. Serving wine and cheese to jump start your evening in Anaheim.

Friday, June 24, 2011
8:30 a.m. - 9:30 a.m.

(16) General Session - Breakfast

Proven Strategies for Using Websites and Internet Marketing to Generate More Leads

Most law firms have a website, yet many of them have never generated a significant amount of revenue from their website—in spite of spending substantial amounts on it! Would you like to know why your website isn’t working and exactly what you can do to fix it? In this fast paced workshop internet marketing expert for attorneys Stephen Fairley will pull back the curtain on how top attorneys are consistently generating 6 figure revenues from their websites and blogs. Prepare yourself for an eye opening journey into the world of internet marketing when you discover:



- What Google wants you to believe is important to achieve high rankings for your website
- The truth about what factors Google really uses to rank some law firm websites higher than others
- Understand what Search Engine Optimization (SEO) is and the major components of it
- Why almost everything you have heard about SEO is wrong...and we can prove it
- The real reason why you must be on page 1 of Google
- Why your website is broken and how to fix it
- Real world case studies: What 5 law firms did to get on the 1st page of Google in the areas of bankruptcy law, personal injury, DUI, divorce, and immigration
- Why blogs can be one of the most effective lead generation tools—if you do it right
- How to give Google what it loves most
- Top 2 strategies to dominate your competition on the internet

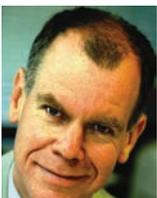
MCLE: Not for MCLE Credit

Speaker: Stephen Fairley

Friday, June 24, 2011
9:45 a.m. - 10:45 a.m.

(17) Professional Responsibility Traps for the Unwary

Professional responsibility practice tips focusing on solo and small firm practitioners.



Robert Hawley

MCLE: 1 Hour Legal Ethics

Speaker: Robert Hawley

(18) The Paperless Office—Being Good to Yourself and Benefitting the Environment

Ready for a vacation but afraid to leave it all behind for even a week? Learn how to go paperless, use technology to be able to seamlessly access your law office from anywhere in the world, and do so while complying with ethics rules surrounding confidentiality and file retention issues.



Helena Younossi

MCLE: 1 Hour Legal Ethics

Speaker: Helena Younossi

(19) Mandatory Fee Arbitration: The Good, the Bad and There Is No Ugly

An overview of the Mandatory Fee Arbitration program, which offers attorneys and clients the opportunity to resolve their fee disputes outside of the court



Joel Mark



Malcolm Sher

MCLE: 1 Hour Legal Ethics

Speakers:

Stephanie Bolden
Joel Mark
Malcolm Sher



Technology Lab – Sponsored by Law Practice Management & Technology Section. Interactive demonstrations using provided computers, and **limited to 25 people**. Certain lab topics repeated.



(20) Tech Topic: Virtual Meetings, Collaborative Drafting and Video Webinars and, Oh My!

In this hands-on tech-lab filled with real-time demos, attendees will be exposed to tools that enable real-time audio and video remote meetings with clients, prospective clients, witnesses, committees or any other desired audiences. To bring home the power of available web platforms, the presenter will be on the East Coast!

MCLE: 1 Hour General

Speaker: Robert Brownstone

- The 5 stages of lead conversion and a system for doubling your conversions in 90 days
- 3 steps to measure your return on investment from your marketing efforts
- Secret strategies of top attorneys to convert more prospects into paying clients
- How to overcome price objections while increasing your prices
- Tips for creating more balance in your life with a “lifestyle law firm”

MCLE: Not for MCLE Credit

Speaker: Stephen Fairley

Friday, June 24, 2011
11:00 a.m. - 12:00 noon

(21) General Session

From Lead Generation to Client Retention: Secrets of Highly Successful Rainmakers

There are 3 major areas attorneys must focus on to be successful: (1) lead generation—attracting more qualified clients, (2) lead conversion—converting more prospects into paying clients, and (3) client retention—consistently offering high quality services so clients will come back and send more referrals. Specific strategies will be presented that focus on how attorneys can improve in each of these areas.

In working with over 7,000 attorneys from small and solo law firms, The Rainmaker Institute has found several common characteristics of top Rainmakers that will be profiled in this workshop. Attendees will discover:

- 3 proven techniques for generating more referrals and repeat business
- A simple (and free) tool you can use for tracking and monitoring leads

Friday, June 24, 2011
12:00 p.m. - 1:00 p.m.

(22) Friday “Networking” Lunch

Join us for lunch and network with other solo and small firm lawyers.

MCLE: Not for MCLE Credit



Friday, June 24, 2011
1:15 p.m. - 2:15 p.m.

(23) Discharging Taxes in Bankruptcy

Learn the fundamentals with respect to the tax aspects of bankruptcy and insolvency. Clients considering bankruptcy often owe significant amounts to both the IRS and California Franchise Tax Board. Learn effective strategies and techniques for discharging the taxes and how to best counsel your clients facing collection activities by taxing authorities. This course includes the rules for short sales and cancellation of indebtedness income.

MCLE: 1 Hour General.

Legal Specialization: 1 Hour Taxation

Speaker: A. Lavar Taylor

(24) Loan Mod 101—Everything You always Wanted to Know about Loan Modification but Were Afraid to Ask

The program will discuss the ethics of a loan modification practice with emphasis on the ethical pitfalls a practitioner can experience and how to avoid those pitfalls. The State Bar prosecution of loan modification matters also will be discussed to alert practitioners on what to avoid.

MCLE: 1 Hour Legal Ethics

Speaker: Suzan Anderson

(25) Burnout! A Solo's Survival Guide

Lawyering is widely recognized as one of the most demanding professions. Insight from recent behavioral and neuroscience studies will help you understand the role chronic unrelieved stress plays in substance abuse and mental illness. A proactive strategy for dealing with stress can help you avoid burnout and these serious problems.



Andrew Elowitz

MCLE: 1 Hour Detection/Prevention of Substance Abuse

Speaker: Andrew Elowitz



Technology Lab – Sponsored by Law Practice Management & Technology Section. Interactive demonstrations using provided computers, and **limited to 25 people**. Certain lab topics repeated.

(26) Tech Topic: Earth, Wind, Fire, Flood & ESI: Disaster-Planning for the Law Office

A 'disaster' encompasses a lot more than you might think. The 'physical' office is covered; what about the 'virtual' office? If you suffer a catastrophic failure on Monday, can you be back in business Tuesday morning? Are there ethical issues? It's 2 am. Do you know where your data is? *This session will be repeated on Friday, June 24, 2:30 p.m. 3:30 p.m.*



Perry Segal

MCLE: 1 Hour of which .5 Applies to Legal Ethics

Speaker: Perry Segal

Friday, June 24, 2011
2:30 p.m. - 3:30 p.m.

(27) Automated E-Discovery Document Review Levels the Playing Field for Small Firms and their Clients

The cost of document production in complex litigation under electronic discovery rules often costs millions of dollars and requires hordes of young associates to meet discovery deadlines—thus putting larger cases out of the reach of small litigation firms. But now there is an alternative—automated document review, in which a (properly trained) computer decides which documents are



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producible. Is this really possible? Is it reliable? Is it defensible? This program will address e-discovery taken to the next level, and how law firms can take on their BigLaw brethren with complete confidence that their inexpensive alternative to e-discovery technology is not just as good as a manual review by a battalion of associates—it's better.



MCLE: 1 Hour General

Speaker: Robert Spanner

Robert Spanner

(28) Tax and Family Law—The Fundamentals

This authoritative course covers the crucial fundamentals of tax issues that arise in a family law practice. As your clients face separate, divorce or support conflicts, they will rely on you to guide them through their family disputes. Understanding the tax laws as they relate to family law issues is key in providing effective counseling.

MCLE: 1 Hour General. Legal Specialization: 1 Hour Taxation and Family Law

Speaker: Hal Bartholomew

(29) The Plaintiff Employment Lawsuit: From Potential Client Intake to Execution of the Engagement Letter

This program will feature several prominent plaintiff employment attorneys who will discuss the types of employment cases you should take, best practices for interviewing and evaluating potential clients, clients you should avoid, what to do with a case that isn't quite ripe, how to form the attorney-client relationship, and what types of precautionary warnings should be provided to the client. Plenty of form documents will be provided.

MCLE: 1 Hour General

Speakers: Andrew Friedman
Kelly Knight
Supreeta Sampath
Raven Sarnoff



Andrew Friedman



Kelly Knight



Supreeta Sampath



Raven Sarnoff



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(30) Tech Topic: Earth, Wind, Fire, Flood & ESI: Disaster-Planning for the Law Office

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MCLE: 1 Hour of which .5 Applies to Legal Ethics

Speaker: Perry Segal



Friday, June 24, 2011
3:45 p.m. - 4:45 p.m.

(31) Trust Accounting Boot Camp

Do you represent trustees? Do you know everything you should about trust accounting? This one-hour, skill-building program will strengthen your ability to counsel trustees with regard to their duty to account.

MCLE: 1 Hour General

Speaker: Margaret Hand

**(32) Get Organized and Get Things Done!
Practical Time Management for Lawyers**

Are you carrying a heavy case load, completing legal work at the last minute, plagued by constant interruptions, inundated with information, drowning in paper, over-loaded by e-mail, handling too much of the workload by yourself, or spending too much time at the office? In short, do you seem to have too much to do and not enough time? This fast paced and entertaining seminar provides practical strategies and techniques to help you get your law office organized to get things done.



Irwin Karp

MCLE: 1 Hour General

Speaker: Irwin Karp

**(33) Consumer Bankruptcy 101: What Every
Lawyer Needs to Know about Consumer
Bankruptcy**

A general guide to Chapters 7 and 13 bankruptcy. Everything you need to know for your creditor and debtor clients in today's economy.



Elissa Miller

MCLE: 1 Hour General.
**Legal Specialization: 1 Hour
Bankruptcy**

Speakers: Michael O'Halloran
Elissa Miller

Saturday, June 25, 2011
8:30 a.m. - 9:30 a.m.

**(34) Continental Breakfast and Program
Multitasking Gone Mad: How to Practice
Effectively in a Wired, Demanding,
Distracting World**

Attorneys must cope with a wired, demanding, distracting world in order to practice law effectively and ethically. Technology has made it easier to stay connected to work. At the same time, it has created more pressure to work faster and always be "on" in and out of the office. This program will address the emotional and physiological consequences of always being connected, as well as the negative potential impact on legal work. Learn how to practice effectively and resist a tendency to multitask.

MCLE: 1 Hour General

Speaker: Irwin Karp

Saturday, June 25, 2011
9:45 a.m. - 10:45 a.m.

(35) Brush Up Your Hearsay!

Covers practical problems in hearsay for both the civil and criminal litigator.

MCLE: 1 Hour General

Speaker: Paul Marks



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(36) Trusts and Estates: Managing a Client-Focused Practice

Experienced attorneys will discuss strategies for a successful trusts and estates practice including: marketing to develop client base; client screening and intake; use of checklists, forms and document assembly applications; effective use of staff; client data base management; fees and billing.



Jim Lamping



Jennifer Wilkerson

MCLE: 1 Hour General

Speakers:
Jim Lamping
Jennifer Wilkerson

(37) Family Law—Nuts and Bolts

This session will provide a broad and pragmatic overview of family law, from the initial consultation to entry of judgment. Procedural topics include jurisdiction, venue, initial paperwork, importance of disclosure issues, and obtaining temporary orders. Finalization, whether by trial, MSA or stipulated judgment will also be covered. Alternative methods of resolution will be discussed.



Sherry Peterson

MCLE: 1 Hour General. Legal Specialization: 1 Hour Family Law

Speakers: Sherry Peterson
Mark Ressa

Saturday, June 25, 2011
11:00 a.m. - 12:00 noon

(38) Crisis Control: Client Arrested, Search Warrant Served, Police at the Door—Learn to React Wisely

This program will be a first responder's guide for when law enforcement begins an investigation or someone is arrested. This includes the investigation of individuals,

companies, and yes, even law firms. Many times difficult ethical decisions need to be made with little or no time to examine the consequences.



Kate Corrigan

MCLE: 1 Hour General Legal Specialization: 1 Hour Criminal Law

Speakers: Kate Corrigan
Richard Kaplan

(39) Basic Family Law Enforcement

An in depth program focused on enforcement of Court Orders (support, equalization & fees), including wage assignments, execution and levies, affidavits of identity, EWOs, personal property liens, examinations and DCSS and SDU issues.

MCLE: 1 Hour General. Legal Specialization: 1 Hour Family Law

Speaker: Raymond Goldstein

(40) Mediating the Employment Law Case

This program will feature several prominent employment plaintiff and defense attorneys and a well-known mediator who will discuss the tips, tricks, and strategies for mediating the employment case.



Andrew Friedman



Anthony Oncidi

MCLE: 1 Hour General

Speakers:
Andrew Friedman
Anthony Oncidi

Enjoy the afternoon in neighboring Anaheim!



SIGN ME UP!

REGISTRATION FORM

USE A SEPARATE FORM FOR EACH REGISTRANT

DEADLINE: JUNE 16, 2011

For advance registration, complete this Registration Form and the Course Selector on the reverse side. Keep a photocopy for your records and mail or fax this form before the June 16 deadline.

REGISTER

For registration information call (415) 538-2508.

ONLINE AT: www.calbar.org/solosummit

BY FAX: (415) 538-2368

Registrations with credit card payments only. If advance registration form is faxed, do not mail the original form. Fax registrations cannot be confirmed by telephone, but you will receive an email confirmation.

BY MAIL: Program Registrations/Solo Summit
State Bar of California,
180 Howard Street, San Francisco CA 94105

CA State Bar Number _____

Name _____

Firm _____

Address _____

City/State/Zip _____

Email (required) _____

Phone _____

- Your contact information may be released to other attendees/sponsors/exhibitors. Check here if you do not want your contact information released.

Non-Lawyer Spouse/Guest Name _____

If your spouse/guest is not an attorney, registration is complimentary. If your spouse/guest is an attorney he or she must complete a separate form and pay the registration fee.

PARKING

Your registration fee also includes a daily parking pass, Thursday through Saturday, with advance reservation only. **Parking may not be available for late or onsite registrations.**

- Yes, I require one complimentary parking pass for the following date(s):
 - Thursday, June 23
 - Friday, June 24
 - Saturday, June 25

REGISTRATION FEE

Registration fee includes admission to education programs, program materials, continental breakfast (Friday/Saturday) lunch (Thursday/Friday) and Thursday Reception. See also PARKING.

	Registration Fee if Received by June 16	Fee if Received After June 16 and On-site
<input type="checkbox"/> Attorney	\$375	\$475
<input type="checkbox"/> Paralegal and other non-attorney legal professional	\$300	\$400

REGISTRATION PAYMENT

Registration fees may be paid by check, VISA or MasterCard (no other credit cards will be accepted.) Make checks payable to The State Bar of California.

Total Amount Enclosed
or to be Charged for Registration Fees \$ _____

Account Number _____

Exp Date _____

Cardholder's Name _____

Cardholder's Signature _____

REFUNDS/CANCELLATIONS

Registration refund requests **MUST BE IN WRITING AND BE RECEIVED BY THE STATE BAR** by June 16, 2011, and are subject to a \$50 service charge. Refunds are not available after June 16.

GROUP DISCOUNT

SAVE when you send multiple staff from the same office. Register two or more people and receive \$25 off the pre-registration fee for each registrant. Everyone in the "group" must register at the same time to qualify. Online registrations not accepted for group discount. Call (415) 538-2508 for further information.



COURSE SELECTOR

Your Name _____ Your Bar Number _____

Use this form to select the events and education courses that you plan to attend. Keep a copy for your records.
Note that the Technology Lab is limited in size, and will sell-out early.

Thursday, June 23

11:30 a.m.-1:00 p.m.

- [1] Lunch and Opening General Session: "Law Firm Marketing Strategies in a Social Media World, Part 1"

1:15 p.m.-2:15 p.m.

- [2] Ethical Risks in Cyberspace
- [3] Making the Right Impression with Proper Courtroom Demeanor and Decorum
- [4] How to Say "No": Sound Financial Consideration for Running a Practice
- [5] Tech Topic: Law Practice Management Software Overview and Test Drive (limited to 25 people)

2:30 p.m.-3:30 p.m.

- [6] Lawyers as Employers--Top 10 Tips and Traps of Managing Employees
- [7] Protecting your Solo Practice or Small Firm--Managing Risks from All Directions
- [8] The Overlooked Retirement Asset: The Value of your Practice

- [9] Tech Topic: Law Practice Management Software Overview and Test Drive (limited to 25 people)

3:45 p.m.-4:45 p.m.

- [10] Employment Relationships in a Social Media Environment: From First Amendment to Facebook and Beyond
- [11] Dealing with Difficult Clients and Opposing Counsel: Successful Strategies and Tactics
- [12] Legal Career Makeover
- [13] Tech Topic: Virtual Meetings, Collaborative Drafting and Video Webinars and, Oh My! (limited to 25 people)

5:00 p.m.-6:00 p.m.

- [14] General Session and Wrap Up: "Law Firm Marketing Strategies in a Social Media World, Part 2"

6:00 p.m.-7:00 p.m.

- [15] "Wine & Cheese" Reception

Friday, June 24

8:30 a.m.-9:30 a.m.

- [16] Continental Breakfast and General Session: "Proven Strategies for Using Websites and Internet Marketing to Generate More Leads"

9:45 a.m.-10:45 a.m.

- [17] Professional Responsibility Traps for the Unwary
- [18] The Paperless Office--Being Good to Yourself and Benefiting the Environment
- [19] Mandatory Fee Arbitration: The Good, the Bad and There Is No Ugly
- [20] Tech Topic: Virtual Meetings, Collaborative Drafting and Video Webinars and, Oh My! (limited to 25 people)

11:00 a.m.-12:00 noon

- [21] General Session: "From Lead Generation to Client Retention: Secrets of Highly Successful Rainmakers"

12:00 noon-1:00 p.m.

- [22] Friday "Networking" Lunch

1:15 p.m.-2:15 p.m.

- [23] Discharging Taxes in Bankruptcy

- [24] Loan Mod 101--Everything You always Wanted to Know about Loan Modification but Were Afraid to Ask
- [25] Burnout! A Solo's Survival Guide
- [26] Tech Topic: Earth, Wind, Fire, Flood & ESI: Disaster-Planning for the Law Office (limited to 25 people)

2:30 p.m.-3:30 p.m.

- [27] Automated E-Discovery Document Review Levels the Playing Field for Small Firms and their Clients
- [28] Tax and Family Law--The Fundamentals
- [29] The Plaintiff Employment Lawsuit: From Potential Client Intake to Execution of the Engagement Letter
- [30] Tech Topic: Earth, Wind, Fire, Flood & ESI: Disaster-Planning for the Law Office (limited to 25 people)

3:45 p.m.-4:45 p.m.

- [31] Trust Accounting Boot Camp
- [32] Get Organized and Get Things Done! Practical Time Management for Lawyers
- [33] Consumer Bankruptcy 101: What Every Lawyer Needs to Know about Consumer

Saturday, June 25

8:30 a.m.-9:30 a.m.

- [34] Continental Breakfast and Program "Multitasking Gone Mad: How to Practice Effectively in a Wired, Demanding, Distracting World"

9:45 a.m.-10:45 a.m.

- [35] Brush Up Your Hearsay!
- [36] Trusts and Estates: Managing a Client-Focused Practice
- [37] Family Law--Nuts & Bolts

11:00 a.m.-12:00 noon

- [38] Crisis Control: Client Arrested, Search Warrant Served, Police at the Door--Learn to React Wisely
- [39] Basic Family Law Enforcement
- [40] Mediating the Employment Law Case



GENERAL INFORMATION/HOTEL RESERVATIONS

Anaheim is an ideal destination for the 2011 California Solo & Small Firm Summit. It gives us the opportunity to plan an exceptional program for you, and is a fun summertime playground for the family and friends who may be joining you.

REGISTRATION/PROGRAM & SPEAKER CHANGES

Deadline: June 16, 2011

Advance registration deadline is June 16, 2011. Registration fees are outlined on the form. Register online at www.calbar.org/solosummit. Registration and/or ticket refund requests must be in writing and received by June 16, 2011, and are subject to a \$50 service charge.

Occasionally changes in the programs are made in response to speaker availability, participant demand or unforeseen circumstances.

PARKING

Deadline: June 16, 2011

Complimentary parking, Thursday to Saturday, will be provided to each paid registrant, *with advance reservations only*. A parking pass will be included in the Summit registration packet, and available onsite at the conference registration desk. You must RSVP to obtain the complimentary parking pass. Use the Registration Form (page 10) for this purpose. We regret that complimentary parking may not be available unless reserved in advance.

QUESTIONS

For registration information please call (415) 538-2508. For program content information or Special Assistance call (415) 538-2467.

DISCOUNT DISNEYLAND TICKETS

The Anaheim Marriott Hotel is one of a select few hotels in the Anaheim Resort Area that features a Disney Desk on site. The Disney Desk is a full-service ticket outlet located in the hotel, next to their concierge desk. Services available exclusively to Anaheim Marriott Hotel guests include purchasing discounted Disney Theme Park tickets (1 through 5-day Park Hopper® Plus Tickets.)

HOTEL INFORMATION

Deadline: May 26, 2011

Anaheim Marriott Hotel
700 W Convention Way,
Anaheim CA 92802-3424
(714) 750-8000

A block of rooms has been reserved at the Anaheim Marriott Hotel at the special Summit rate of \$199 single or double occupancy. **Reservations must be made by May 26.** Don't wait to book your reservations as the hotel block may sell out before the May 26 deadline. **Call the hotel directly at 1-800-228-9290 or (714) 750-8000.** Mention The State Bar of California Solo & Small Firm Summit to get the group rate. *Help us keep the Summit registration fees low, by booking your hotel reservation at our headquarter property hotel.*





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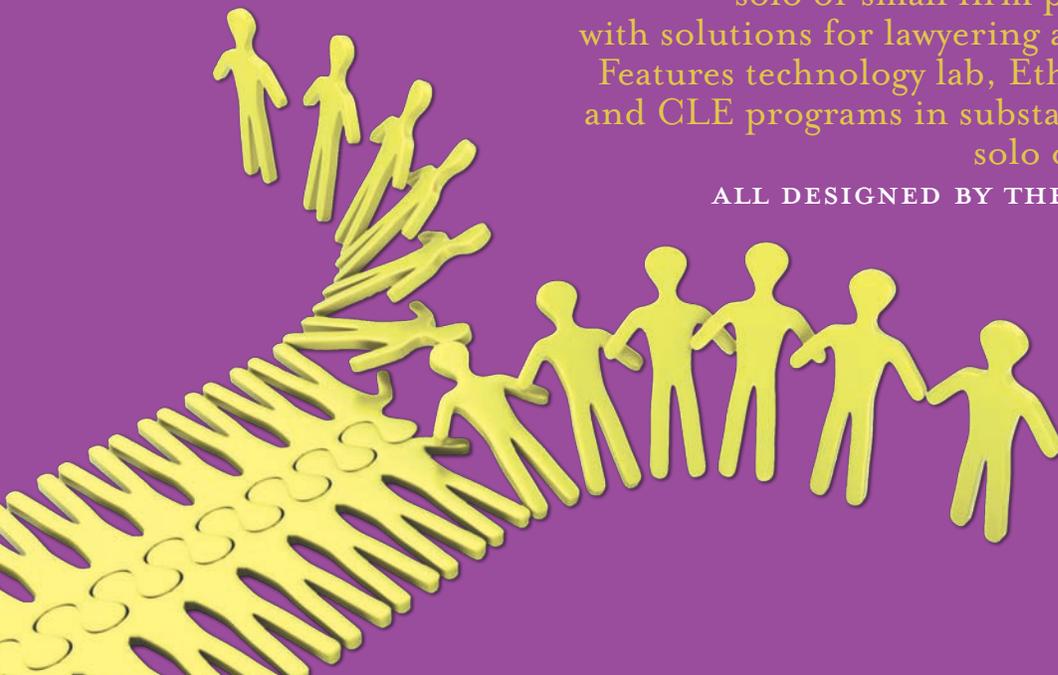


The State Bar of California

California Solo & Small Firm Summit

June 23 – 25, 2011
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