The State Bar of California

Earn up to 10 Hours MCLE Credit (Includes Legal Ethics, Competency Issues & Legal Specialization)

California Solo & Small Firm Summit

June 18 – 20, 2015
Newport Beach Marriott Hotel & Spa

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.

Connections

www.calbar.org/solosummit

This is not your ordinary weekend CLE program!

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 more than 30 workshops and programs, and much more!

Earn up to 10 hours of MCLE credit.

Get credit in *Legal Ethics and Competency Issues* (formerly *Detection/Prevention of Substance Abuse).* Select courses also offer legal specialization credit.

Registration includes admission to education programs, program materials, continental breakfast and lunch. (Meals are available to Paid Registrants only.)

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

Visit with 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.

Register Online at www.calbar.org/solosummit

Inside

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

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.

SCHEDULE AT A GLANCE

Thursday, June 18, 2015

11:30 am	Opening General Session & Lunch
1:15 pm	Concurrent Workshops
5:00 pm	General Session & Daily Wrap-Up
6:00 pm	Open Night Reception
All Day	Exhibits Open

Friday, June 19, 2015

8:30 am	General Session & Continental Breakfast
9:45 am	Concurrent Sessions
12:15 pm	Lunch
1:30 pm	Concurrent Sessions
4:00 pm	General Session & Wrap-Up
5:00 pm	Solo & Small Firm Section Myer Sankary Award Reception
All Day	Exhibits Open

Saturday, June 20, 2015

8:00 am	Continental Breakfast
8:30 am	Concurrent Sessions
12:00 noon	End of Day – Time to Enjoy the Local Area

California Solo & Small Firm Summit Partner

CalBar connect

Thursday, June 18, 2015
11:30 AM - 1:00 PM

(1) Opening General Session and Lunch: What Do You Want? Moving from a Job to a Law Practice and from a Law Practice to a Business

Many attorneys in small firms continue to struggle year after year, finding just enough clients to keep them busy, but never able to move to the next level. In this hard-hitting session you will learn the three stages of growth for law firms; the ingredients for moving from a job to a law practice; and the three keys for taking your practice and building a 7-figure business.

MCLE: Not for MCLE Credit
Speaker: Stephen Fairley

Thursday, June 18, 2015
1:15 PM - 2:15 PM

(2) Mandatory Fee Arbitration: The Good, The Bad, There Is No Ugly

This program reviews the Mandatory Fee Arbitration Program which offers attorneys and clients the opportunity to resolve their fee disputes outside of the court system and the State Bar's discipline system. Speakers will offer preventative tips to help avoid fee disputes.

MCLE: 1.0 Hour Ethics
Speakers: Ken Bacon; Joel Mark

(3) Retain Your Law Firm Clients: A Roadmap to Effective, Ethical Client Service

Many lawyers forget that law is a service profession. Studies show that the most frequent reason for losing clients is poor service; and retaining clients in a volatile economy is crucial to your law practice. This program will provide the tools you'll need to consistently deliver exceptional service, retain and develop more business from current clients, and increase referrals. Learn the best practices that will exceed client expectations; how to eliminate the most common causes of client dissatisfaction; deal effectively with all types of client complaints; and handle angry clients.

MCLE: 1.0 Hour
Speaker: Roy S. Ginsburg

(4) Time Mangement for the Busy Attorney

Time is an attorney's most valuable asset. This presentation is filled with practical tips and procedures to assist the busy attorney to prevent the loss of time to predictable interruptions, and to maximize their productive time during the day.

MCLE: 1.0 Hour
Speaker: Neil Pedersen

Thursday, June 18, 2015
2:30 PM - 3:30 PM

(5) Got Insurance? Top Five Insurance Policies Attorneys Didn't Know They Needed

This program provides an in-depth look at five commonly overlooked risks and the insurance that covers them. Learn about the risks faced by exposure in excess of a primary policy, disability, long term care, uninsured motorist, and accidental death associated with life policies. Panelists will cover the statistical probability of these risks, the evolving nature of risk, and the coverage afforded by the policies.

MCLE: 1.0 Hour
Speakers: Margie Lariviere; Demian Oksenendler

(6) The Paperless Office - Using Technology to Maximize Efficiency and Profit

This program offers a practical, step-by-step guide on how to convert your office to a digital environment. Learn various efficient approaches to access those files remotely, and other efficiencies created by digitizing documents in the office. Topic matter will include security measures to assure confidentiality and access in the digital environment.

MCLE: 1.0 Hour
Speaker: Neil Pedersen

(7) Avoiding the State Bar Disciplinary System

An experienced prosecutor from the State Bar of California's Office of the Chief Trial Counsel will provide an overview of the State Bar's attorney disciplinary system and the most common ethical violations that get attorneys into trouble. Learn how to avoid getting caught up in the system.

MCLE: 1.0 Hour Legal Ethics
Speaker: Brooke A. Schafer

Thursday, June 18, 2015
3:45 PM - 4:45 PM

(8) Client Trust Accounting Fundamentals

An experienced prosecutor from the State Bar of California's Office of the Chief Trial Counsel will provide an overview of attorneys' client trust accounting responsibilities pursuant to the California Rules of Professional Conduct and relevant case law. Take away key information to avoid ethical problems in handling client trust funds.

MCLE: 1.0 Hour Legal Ethics
Speaker: Kimberly G. Anderson

(9) Emerging Issues on the Impact of Social Media in the Workplace

This program will address the impact that social media has in the workplace as it pertains to human resource functions, and will review recent court decisions and agency decisions/positions on an employer's use of an employee's social media posts and the various privacy concerns.

MCLE: 1.0 Hour
Speakers: Cynthia Elkins; Teresa McQueen

(10) Earth(quake), Wind, Fire & Flood: Disaster Planning for the Law Practitioner

Four things are certain in life: death, taxes and disasters. The fourth? The disaster won't manifest itself in the way you expect nor when you expect it. This program broadens your perception of what a disaster is and – should one occur – guides you through preparing and planning for continuity in your law practice.

MCLE: 1.0 Hour
Speaker: Perry L. Segal

Thursday, June 18, 2015
5:00 PM - 6:00 PM

(11) General Session and Wrap Up: 15 Deadly Sins That Will Destroy Your Law Firm Client Intake & Kill Your Conversion Rate

We have secret shopped more than 1,000 law firms and discovered the biggest mistakes they make when trying to convert contacts into contracts. Discover the five biggest mistakes attorneys make when answering the phone; three tips you can immediately apply to double your conversion rate; why you may not ever want to do another phone consultation; and how a small law firm doubled their revenues in 6 months…without spending any more money on marketing.

MCLE: Not for MCLE Credit
Speaker: Stephen Fairley

Thursday, June 18, 2015
6:00 PM - 7:00 PM

(12) Opening Night Reception

Connections – meet and learn from your peers during the Summit's opening night networking event. Visit with vendors ready to showcase products and services geared especially for solo and small firm practitioners. Please RSVP for this event on the course selector.

Friday, June 19, 2015
8:30 AM - 9:30 AM

(13) General Session and Continental Breakfast: Social Media Strategy: Using Facebook and LinkedIn to Get More Referrals

According to the ABA, more than 90% of attorneys are on LinkedIn, but very few of them generate any referrals from it. Facebook is one of the most cost-effective marketing tools, but it's overlooked by most attorneys. In this fast-paced session you will learn the top 10 steps to jumpstart your referrals on LinkedIn; how to use Facebook to connect with potential clients and referral sources; and three low-cost marketing tools for maximizing your results from social media.

MCLE: Not for MCLE Credit
Speaker: Stephen Fairley

Friday, June 19, 2015
9:45 AM - 10:45 AM

(14) Dealing with Difficult Clients

This program will discuss identification of the difficult client, and legal and personal strategies to maintain a productive working relationship, and minimize conflict.

MCLE: 1.0 Hour Legal Ethics
Speakers: Robert Brain; David Majchrizak; Robert Simon; Michelle Trausch

(15) Cyber Security Principles for Attorneys

With new cyber security threats being developed daily, attorneys are in a unique position because they need to protect themselves and their personal data, and protect their client's data in their possession. This program will review the cyber security steps that attorneys may take to protect themselves and their law clients.

MCLE: 1.0 Hour
Speaker: David Coher

(16) Law Practice for Sale: Strategies for Sellers and Buyers

Over the course of your legal career you've invested your time and talent in the growth of a successful law practice. Now, it's time to think seriously about retirement. Your law practice is a valuable asset; don't make the mistake of leaving it on the table. Learn what your practice is worth, how to locate a potential buyer, and how to negotiate a fair and balanced deal. Alternatively, you might be a younger lawyer seeking a bigger practice. You can grow your practice the old-fashioned way by doing good work and consistently networking, or take a more aggressive approach – jump-starting this process with the strategic acquisition of an existing book of business within your target market. Sell for security; buy for growth.

MCLE: 1.0 Hour
Speaker: Roy S. Ginsburg

Friday, June 19, 2015
11:00 AM - 12:00 PM

(17) Ethics for the Solo and Small Firm Practitioner

This program will examine common ethical dilemmas that solo and small firm practitioners encounter and provide professional responsibility and risk management tips.

MCLE: 1.0 Hour Legal Ethics
Speakers: Wendy Chang; Larry Doyle; Suzanne Burke Spencer

(18) Low Cost and Free Software Tools For Preparing Your Case for Trial

This program is for attorneys who take cases against much larger firms and are the underdogs as far as resources go. Learn about free or low cost software to help narrow that gap from the discovery phase through trial.

MCLE: 1.0 Hour
Speaker: Jeff Bennion

(19) What Do you Mean You're My Client?

This program will review the often murky rules concerning the identity and ethical obligations to individuals involved in your legal representation - some may be deemed to be your client while others may not, and it's not always clear which is which. Panelists discuss confidentiality, privilege and best practices, and will various areas of law including criminal defense, probate, estate planning, bankruptcy and corporate litigation.

MCLE: 1.0 Hour Legal Ethics
Speakers: Nancy Goldstein; Alex Lubarsky; Megan Zavieh

Friday, June 19, 2015
12:15 PM - 1:15 PM

(20) Friday Lunch Program: From Barrister to Global Entrepreneur: Channeling Your Skills as a Lawyer to Unlock Other Opportunities.

Hear from Orla Kelly, BL about how she successfully revolutionized her solo legal practice in the UK to become an award winning Tech CEO. Having built the online business platform "Briefed" from the ground up and reconciled a world of horsehair wigs with cloud technology, Orla can provide the solo attorney with unique insights into business development, profitability and channeling your skills as a lawyer to unlock other opportunities. This session does not offer MCLE credit, but is a must for all attorneys!

MCLE: Not for MCLE Credit
Speaker: Orla Kelly

Friday, June 19, 2015
1:30 PM - 2:30 PM

(21) Make Sure You Get Paid!

Experts on fee arbitration will discuss proper fee agreements and billing practices and ways to avoid getting into trouble with clients and the State Bar. Block billing, charging for paralegals, team meetings, and other billing issues will be addressed.

MCLE: 1.0 Hour Legal Ethics
Speakers: Nick Migliaccio; Malcolm Sher

(22) Ethics of Attorney Advertising on Social Media

This program will cover the ethics of advertising on social media. Panelists will discuss pending State Bar COPRAC opinions on attorney advertising using social media.

MCLE: 1.0 Legal Ethics
Speakers: Vanessa Candelaria; Katie Clunen; Ireneo Reus

(23) Independent Contractors: Do they Really Exist?

This program will cover the recent developments in evaluating the proper classification of workers as "independent contractors" versus "employee", and how various agencies assess and evaluate a determination, and the impact of an improper classification.

MCLE: 1.0 Hour
Speakers: Jibit Cinar; Cynthia Elkins

Friday, June 19, 2015
2:45 PM - 3:45 PM

(24) Being a Sound and Ethical Money Manager in a Small Firm Practice

Attorneys in a solo or small practice need to keep their eye on the ball when it comes to financial matters. This program covers client selection and intake, deposits/retainers, sound billing practices, trust accounts/handling client funds, expense/overhead issues and when and how to terminate the representation.

MCLE: 1.0 Hour Legal Ethics
Speaker: Rickey Ivie

(25) Successful Succession: Is Your Law Firm Ready For Your Retirement? Are You?

Nearly one-third of the nation's lawyers are baby boomers – at or quickly approaching retirement age. Often, these lawyers are a law firm's leaders and rainmakers. The important effort of transitioning firm leadership and client relationships to the next generation of lawyers, in a timely fashion, is succession planning. Research shows that the men and women who choose to be lawyers have a distinct set of personality traits. While those traits allow them to be successful at the law, these same "Type A" traits often get in the way of a satisfying retirement. Most lawyers need to stay relevant. Retire to something, not from something.

MCLE: 1.0 Hour
Speaker: Roy S. Ginsburg

(26) Internet Investigative Tools for Sole Practitioners and Small Firms

This program will explore the uses of the internet, including sources of discovering evidence in social media and background searches on litigants, potential clients, bench officers, clients, opposing counsel and expert witnesses. The speaker will discuss ethical issues involved in communicating with represented parties when using the internet.

MCLE: 1.0 Hour Legal Ethics
Speaker: Ritzel Starleigh Ngo

Friday, June 19, 2015
4:00 PM - 5:00 PM

(27) General Session and Wrap Up: 7 Keys to Building a Referral-based Law Firm

Every attorney wants a referral-based practice, but most attorneys struggle to consistently get enough referrals. In this fast-paced session learn about the three biggest reasons why you're not getting more referrals…and what to do about it; how to create a plan to double your referrals in the next six months; and discover the four most commonly overlooked places to increase your referrals.

MCLE: Not for MCLE Credit
Speaker: Stephen Fairley

Friday, June 19, 2015
5:00 PM - 6:00 PM

Solo and Small Firm Section Myer J. Sankary Award Reception

The Solo and Small Firm Section will present its 2015 Attorney of the Year Award. Please join us for a cocktail reception for the announcement of the winner and the award presentation.

Saturday, June 20, 2015
8:00 AM - 8:30 AM

(28) Continental Breakfast

Saturday, June 20, 2015
8:30 AM - 9:30 AM

(29) Attorney Civility in the Practice of Law: Courtroom Decorum and Etiquette

For those at the start of their careers and making their first court appearances, this program will give insight into some of the better practices for appearing in court and how to make a good impression in front of the judge/jury and how to work with court staff. In short, "Can We All Just Get Along?"

MCLE: 1.0 Hour Legal Ethics;
Legal Specialization: 1.0 Hour Criminal Law
Speaker: Robin Chew; Hon. Darrell Mavis; Anne Perry

(30) In Sickness and in Health? 'Til Death Do Us Part?

What do you do when your client becomes incapacitated or dies in the middle of a transaction or litigation matter? Learn how to resuscitate and resurrect a client's matters upon incapacity or death. The speaker will explore the options available, the nuances of various fiduciary relationships, and the court procedures that enable another to act on behalf of an incapacitated or deceased individual in both transactional matters and litigation.

MCLE: 1.0 Hour
Legal Specialization: 1.0 Hour Estate Planning, Trust and Probate Law
Speaker: Bryan L. Phipps

(31) Digital Assets: Our Lives Online

While we charge ahead online every day to download music, check mail and pay our bills, we don't realize that ownership rights follow entirely new rules. This session will help identify digital assets and how new policies, technology and laws affect the retrieval of our own information from the online world we now inhabit.

MCLE: 1.0 Hour
Speaker: Soyeun D. Choi

Saturday, June 20, 2015
9:45 AM - 10:45 AM

(32) Ethical Competence for Litigators Confronted with Emerging Technologies

Attorney obligations under the ethical duty of competence evolve as new technologies become integrated with legal practice. Certain cases can make facility with e-discovery and electronically stored information ("ESI') as important as traditional trial skills. Two ethics experts discuss why even experienced litigators may need a reboot to maintain competency.

MCLE: 1.0 Hour Legal Ethics
Speakers: James Friedhofer; Wendy Lynn Patrick

(33) Incorporating a Workers' Compensation Practice Into Your Solo / Small Firm Office

This program will cover the basic procedures for handling a workers' compensation case. The course is tailored to attorneys who are planning to open a workers' compensation practice and those wanting to incorporate workers' compensation into a pre-existing practice. Learn about workers compensation law, claim procedure, benefits, and crossover issues.

MCLE: 1.0 Hour
Legal Specialization: 1.0 Hour Workers' Compensation
Speaker: Eric Ledger

(34) 'Think Different' About Family Law!

Attorneys tend to approach family law cases in formulistic, one-size-fits-all ways. But by thinking creatively about issues such as date-of-separation, marital-standard-of-living, rethinking what is includable as income for support, etc. can greatly benefit clients. This presentation is fast-paced, information-filled and intended for the family law novice to specialist.

MCLE: 1.0 Hour
Legal Specialization: 1.0 Hour Family Law
Speaker: Mark Ressa

Saturday, June 20, 2015
11:00 AM - 12:00 PM

(35) Leveraging Technology to Beat the Big Guys in the Discovery Game

This program will cover the rules and new technologies pertaining to ESI (electronically stored information) that will level the playing field to allow a solo or small firm attorney to "go toe-to-toe" with a large law firm throughout the discovery process – even during the most complex and voluminous litigation. Speaker will discuss cutting edge litigation technology advancements which translate to cost savings and more streamlined management of electronically stored information.

MCLE: 1.0 Hour
Speaker: Alex Lubarsky

(36) Top Ten Trial Tips for Bankruptcy Lawyers: A Template to Bring or Defending an Adversary Case

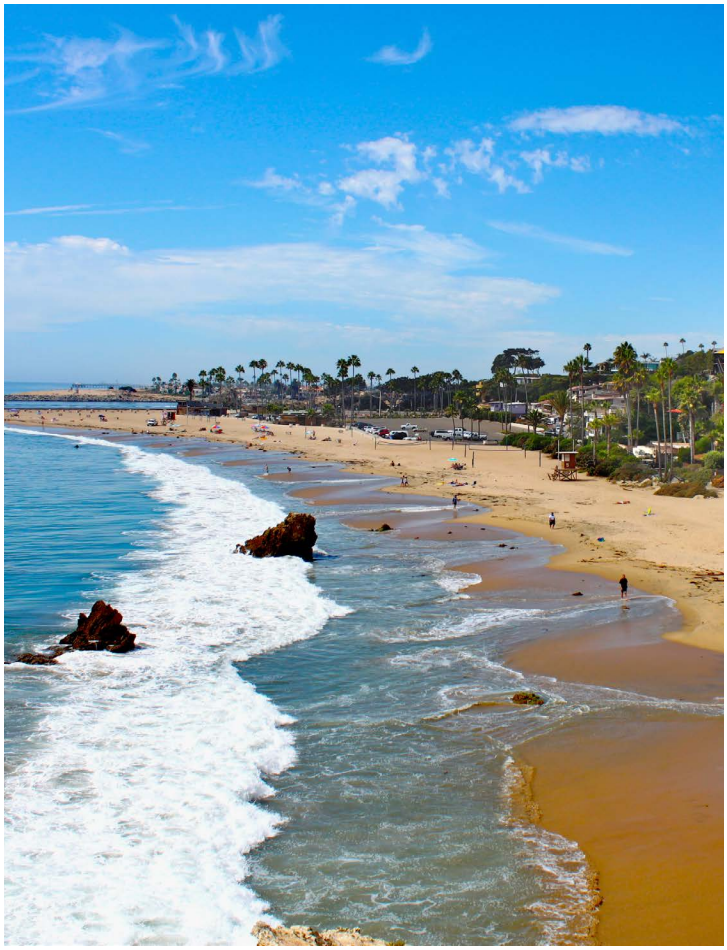
The program will provide bankruptcy practitioners with 10 useful tips and practical applications of the Rules of Evidence to bring an adversary case to trial.

MCLE: 1.0 Hour
Legal Specialization: 1.0 Hour Bankruptcy
Speakers: Radmila A. Fulton; Michael T. O'Halloran

(37) Professional Competence: Balancing Control of your Life and Practice

This program will offer valuable practice management tools to reduce stress through balancing control of your life and practice. Attendees will learn how to analyze and diagnose the danger signs of substance abuse, skills for de-stressing, and ways to handle challenging and stressful communications in the legal environment.

MCLE: 1.0 Hour Competency Issues (Formally known as Detection & Prevention of Substance Abuse)
Speakers: Mari J. Frank; Nyanza Shaw



GENERAL INFORMATION & HOTEL RESERVATIONS

Newport Beach is a beautiful and convenient destination for the 2015 California Solo & Small Firm Summit. We can plan an exceptional educational program for you in a destination with many fun, local attractions for the family and friends who may be joining you.

KEY DEADLINES

May 27 Hotel Reservation Deadline
June 11 Pre-registration Deadline

TRANSPORTATION AND PARKING

The Newport Beach Marriott Hotel & Spa is located in beautiful Newport Beach. Discover unparalleled beauty and relaxing luxury at the Newport Beach Marriott Hotel & Spa. Near our hotel in Newport Beach, you'll find championship golf, colorful attractions, and world-class shopping. Indulge in the classic Southern California lifestyle at this one-of-a-kind Newport Beach Hotel & Spa. Nearby airport is John Wayne Airport-Orange County – SNA.

Discounted Event Day Parking is being offered at $14 for self-parking per car and $34 for valet parking. Overnight guests are charged $14 for self-parking and $33 for valet parking per car, per day with in and out privileges.

Rental Car: Hertz is offering special rates for Solo Summit attendees. The special meeting rate is offered for many classes of cars and includes unlimited mileage. Advance reservations are recommended. **Reference CV# 022L4402 when making your reservation.** Call 800-654-2240 or 405-749-4434, or book online at www.hertz.com/calbar

REGISTRATION/PROGRAM & SPEAKER CHANGES

Deadline: June 11, 2015

Advance registration deadline is June 11, 2015. Registration fees are outlined on the form. Register online at www.calbar.org/solosummit. Registration refund requests must be in writing and received by June 11, 2015, 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.

QUESTIONS

For registration information please call (415) 538-2508. For program content information or Special Assistance call (415) 538-2242.

HOTEL INFORMATION

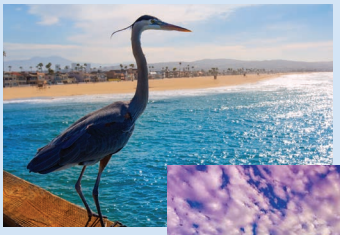
Deadline: May 27, 2015

Only $179 plus tax, per night

Help us keep the Summit registration fees low, by booking your hotel reservation at our headquarter property hotel.

Newport Beach Marriott Hotel & Spa
900 Newport Center Drive
Newport Beach, CA 92660

A block of rooms has been reserved at the Newport Beach Hotel & Spa at the special Summit rate of $179 single or double occupancy. **Reservations must be made by May 27**. Don't wait to book your reservations as the hotel block may sell out before the May 27 deadline. **Book your reservations online: https://resweb.passkey.com/go/2015StateBarSoloSummit or by calling 877-622-3056.** Mention The State Bar of California Solo & Small Firm Summit to get the group rate.



SIGN ME UP!

REGISTRATION FORM

USE A SEPARATE FORM FOR EACH REGISTRANT

DEADLINE: JUNE 11, 2015

For advance registration complete this Registration Form and the Course Selector on the next page.

Keep a photocopy for your records and mail or fax this form before the ***June 11*** *deadline. Fees Increase After June 11.*

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
The State Bar of California
180 Howard Street, San Francisco CA 94105

CA State Bar Number_____

Name_____

Firm_____

Address_____

City/State/Zip_____

Phone_____

Email_____
(Required for email confirmation)

Practice Area_____

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

REGISTRATION FEE

Registration includes admission to education programs, program materials, continental breakfast and lunch. (Seating at meal functions is for Paid Registrants only).

	Registration Fee if Received by June 11	Fee if Received After June 11 and On-site
❍ Attorney	$395	$495
❍ Paralegal and other non-attorney legal professional	$395	$495

REFUNDS/CANCELLATIONS

Registration refund requests MUST BE IN WRITING AND BE RECEIVED BY THE STATE BAR OF CALIFORNIA no later than June 11, 2015 and are subject to a $50 cancellation fee. Refunds are not available after June 11.

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

INFORMATION/SPECIAL NEEDS

Special Needs or Assistance Call (415) 538-2242

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 $_____

❍ My check is enclosed OR ❍ Charge my VISA or MasterCard

Select one ❍ VISA ❍ MasterCard

Account Number_____

Exp Date_____

Cardholder's Name_____

Cardholder's Signature_____

COURSE SELECTOR

Your Name _____ Bar # _____

Use this form to select the events and education courses that you plan to attend. Keep a copy for your records.

Thursday, June 18, 2015

11:30 AM - 1:00 PM
- ❍ [1] Opening General Session and Lunch: What Do You Want? Moving from a Job to a Law Practice and from a Law Practice to a Business (For paid registrants only)

1:15 PM - 2:15 PM (Choose One)
- ❍ [2] Mandatory Fee Arbitration: The Good, The Bad, There Is No Ugly
- ❍ [3] Retain Your Law Firm Clients: A Roadmap to Effective, Ethical Client Service
- ❍ [4] Time Mangement for the Busy Attorney

2:30 PM - 3:30 PM (Choose One)
- ❍ [5] Got Insurance? Top Five Insurance Policies Attorneys Didn't Know They Needed
- ❍ [6] The Paperless Office - Using Technology to Maximize Efficiency and Profit
- ❍ [7] Avoiding the State Bar Disciplinary System

3:45 PM - 4:45 PM (Choose One)
- ❍ [8] Client Trust Accounting Fundamentals
- ❍ [9] Emerging Issues on the Impact of Social Media in the Workplace
- ❍ [10] Earth(quake), Wind, Fire & Flood: Disaster Planning for the Law Practitioner

5:00 PM - 6:00 PM
- ❍ [11] General Session and Wrap Up: 15 Deadly Sins That Will Destroy Your Law Firm Client Intake & Kill Your Conversion Rate

6:00 PM - 7:00 PM
- ❍ [12] Opening Night Reception

Friday, June 19, 2015

8:30 AM - 9:30 AM
- ❍ [13] General Session and Continental Breakfast: Social Media Strategy: Using Facebook and LinkedIn to Get More Referrals (For paid registrants only)

9:45 AM - 10:45 AM (Choose One)
- ❍ [14] Dealing with Difficult Clients
- ❍ [15] Cyber Security Principles for Attorneys
- ❍ [16] Law Practice for Sale: Strategies for Sellers and Buyers

11:00 AM - 12:00 PM (Choose One)
- ❍ [17] Ethics for the Solo and Small Firm Practitioner
- ❍ [18] Low Cost and Free Software Tools For Preparing Your Case for Trial
- ❍ [19] What Do you Mean You're My Client?

12:15 PM - 1:15 PM
- ❍ [20] Friday Lunch Program: From Barrister to Global Entrepreneur: Channeling Your Skills as a Lawyer to Unlock Other Opportunities (For paid registrants only)

1:30 PM - 2:30 PM (Choose One)
- ❍ [21] Make Sure You Get Paid!
- ❍ [22] Ethics of Attorney Advertising on Social Media
- ❍ [23] Independent Contractors: Do they Really Exist?

2:45 PM - 3:45 PM (Choose One)
- ❍ [24] Being a Sound and Ethical Money Manager in a Small Firm Practice
- ❍ [25] Successful Succession: Is Your Law Firm Ready For Your Retirement? Are You?
- ❍ [26] Internet Investigative Tools for Sole Practitioners and Small Firms

4:00 PM - 5:00 PM
- ❍ [27] General Session and Wrap Up: 7 Keys to Building a Referral-based Law Firm

Saturday, June 20, 2015

8:00 AM - 8:30 AM
- ❍ [28] Continental Breakfast (For paid registrants only)

8:30 AM - 9:30 AM (Choose One)
- ❍ [29] Attorney Civility in the Practice of Law: Courtroom Decorum and Etiquette
- ❍ [30] In Sickness and in Health? Til Death Do Us Part?
- ❍ [31] Digital Assets: Our Lives Online

9:45 AM - 10:45 AM (Choose One)
- ❍ [32] Ethical Competence for Litigators Confronted with Emerging Technologies
- ❍ [33] Incorporating a Workers' Compensation Practice Into Your Solo / Small Firm Office
- ❍ [34] 'Think Different' About Family Law!

11:00 AM - 12:00 PM (Choose One)
- ❍ [35] Leveraging Technology to Beat the Big Guys in the Discovery Game
- ❍ [36] Top Ten Trial Tips for Bankruptcy Lawyers: A Template to Bring or Defending an Adversary Case
- ❍ [37] Professional Competence: Balancing Control of your Life and Practice

The State Bar of California
California Solo & Small Firm Summit
180 Howard Street
San Francisco CA 94105-1639

First Class PRSRT Mail
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Documation

The State Bar of California

California Solo & Small Firm Summit

June 18 – 20, 2015
Newport Beach Marriott Hotel & Spa

Registration Deadline: June 11
Hotel Deadline: May 27

Join us for
the annual 3-day educational summit designed for
solo or small firm practitioners and office staff,
with solutions for lawyering and managing a law practice.
CLE programs in substantive areas most common to
solo or small firm practitioners –
all designed by the State Bar of California.

www.calbar.org/solosummit

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