



NEW YORK
CITY BAR

16TH ANNUAL

**SMALL LAW FIRM
SYMPOSIUM
2019**

NOVEMBER 7, 2019 | 8:30 AM - 5:00 PM

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

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Small Law Firms Committee

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AGENDA

TIME	EVENT & DESCRIPTION	SPEAKER(S)
8:30 AM - 9:00 AM	Registration/Networking Breakfast	
9:00 AM - 9:10 AM	Welcome	Roger Juan Maldonado President, New York City Bar
9:10 AM - 10:00 AM	PLENARY Communicate Like a Leader The way we communicate defines our relationships, sets precedents for our small firm or solo practice, and may impact our future opportunities. During this session, you will learn to: <ul style="list-style-type: none">• Present yourself and your ideas from the perspective of your listener• Craft clear messages that resonate with your audience• Adapt the right tone for various settings, and adapt the tone as needed• Maximize the impact of your body language in a variety of settings, from small group meetings to large group events• Learn to structure a client meeting for optimum results	Jay Sullivan Exec Comm, LLC
10:00 AM - 10:50 AM	TRACK I WORKSHOP Casemaker4: Highlights of the New Platform Learn how to use the legal research platform Casemaker, provided free with your membership to the New York City Bar Association. This overview of Casemaker will have a special emphasis on the new features of the latest platform, Casemaker4, including the more intuitive site navigation, advance search options, citing reference chart and more. Learn about the new alert system that delivers new legal developments of interest directly to your inbox. Also covered will be Casemaker's citator and case summaries.	Rebecca Skeeles Attorney Legal Research Trainer, Casemaker NY CLE 1.0 Skills
10:00 AM - 10:50 AM	TRACK II WORKSHOP Re-envisioning Your Practice to Lock in Profit For You and Your Clients! This session will cover how the changing landscape of law practice is demanding a re-envisioning of our roles as attorneys. It is time to re-awaken our dedication to the proposition that our greatest value to our clients is often in the role of counselor or coach. As lawyers, we have an impressive collection of tools that we can bring to bear to help our clients in deeper and more expansive ways. Learn how you can use these tools re-vision your practice, better assist your clients and lock in your profits. At this session you will learn:	Christopher T. Anderson CEO and Founder, Profit First for Lawyers



TIME	EVENT & DESCRIPTION	SPEAKER(S)
	<ul style="list-style-type: none">• How to immediately secure the profits in your business• How to “raise your game” in your relationship with your own business• How to position yourself with your clients, as their “Trusted Advisor”• How opening an entirely new practice area can serve your clients and help you run your business more profitably too!	
10:50 AM - 11:10 AM	Coffee/Networking Break	
11:10 AM - 12:00 PM	<p>TRACK I WORKSHOP Tech Tips Every Small Firm Needs To Know</p> <p>Technology is an integral part of modern life. It has changed the way people shop, consume news and entertainment, connect with others, and work. The legal world is no exception to this technology revolution. Today technology helps lawyers improve and shape their law practices. It can transform how you do work, find clients, meet client expectations, and make money.</p> <p>During this important panel discussion, you will learn about high-impact technologies that budget-conscious solo and small firm attorneys just like you use to build robust firms. Our panelists will explore today’s best tech tools and tomorrow’s trends for:</p> <ul style="list-style-type: none">• Social media and marketing• Legal research and practice tools• Core legal business processes• Cybersecurity <p>Bring your questions. This panel is not to be missed.</p>	<p>Kelli Proia (Moderator) Lawducate</p> <p>Bradley R. Bailyn The Bailyn Law Firm, P.C.</p> <p>Sabine K. Franco Franco Law Firm, P.C.</p>
11:10 AM - 12:00 PM	<p>TRACK II I WORKSHOP How to Ethically Build a Virtual Law Firm Business Model</p> <p>Many lawyers establish their firms initially working from their homes, shared or nontraditional workspaces. Along the way, many discover that working in this way suits their lives and practices better than working from a more formal office. Working virtually allows many lawyers the flexibility they require to let their practices develop organically. This panel of seasoned virtual practitioners will address both the benefits and potholes involved in virtual practice, including how and where to work, how and where to meet with clients, and how to protect your hardcopy files, electronic communications and infrastructure while meeting the relevant ethical and practical requirements in New York.</p>	<p>Anne Wolfson (Moderator) Anne Wolfson, PLLC</p> <p>Karl Norman Dowden KarlDowdenLaw, PLLC</p> <p>Kristin Tyler LAWCLERK</p> <p>NY CLE I.0 Ethics & Professionalism</p>

TIME	EVENT & DESCRIPTION	SPEAKER(S)
12:00 PM - 12:45 PM	<p>Networking Lunch</p>	
12:45 PM - 1:35 PM	<p>PLENARY The Intersection Between Law, Ethics and Business: Ethical Issues Facing Attorneys Who Are in Business</p> <p>The small and solo law firm market is extremely competitive. Thriving in that market takes creativity, skill, and thinking outside the box. Many entrepreneurial lawyers try to leverage their skills and training by (1) collaborating with other lawyers on a project basis (e.g., hiring of counsel) to expand their reach; (2) opening or running businesses that may be complementary to their legal offerings; (3) providing business or non-legal consulting; or (4) representing innovative or start-up business which may not be able or want to pay in traditional fee for service model. While potentially lucrative these approaches raise a host of concerns under the ethics rules. The panel will provide an overview and lively discussion on how lawyers can expand the reach and scope of their offerings while staying well on the right side of the rules.</p>	<p>David L. Cohen (Moderator) David L. Cohen, P.C.</p> <p>Elina Balagula CT Corporation</p> <p>Craig Delsack Law Offices of Craig Delsack, LLC</p> <p>Nicole Hyland Frankfurt Kurnit Klein & Selz PC</p> <p>NY CLE 1.0 Ethics & Professionalism</p>
1:35 PM - 2:35 PM	<p>PLENARY Enhancing Your Online Presence to Grow Your Firm (and Your Brand) Without Breaking the Bank</p> <p>Small firms and solo practitioners are at a great advantage in the legal market today due to their ability to be price flexible, adaptable to change and nimble in many ways. They can outperform competitors of all sizes by using their assets to their advantage to bring in new business and retain current clients, who are requiring this with the pressures they are facing themselves today. In this session, Stefanie will explore how social media marketing and its accompanying content have made it easier (and more effective) than ever for firms of all sizes – especially small firms and solo practitioners – to gain a competitive edge in building relationships, which can lead to new business, new referrals and new connections. She will provide attendees with actionable tips, strategies and tactics on how to market themselves and their firms online without breaking the bank or sacrificing quality to have a real impact on enhancing their brands and leads. Topics to be covered include:</p> <ul style="list-style-type: none"> ◆ How to create a more compelling LinkedIn profile than your peers and competitors ◆ How to generate new business and retain existing business using content/social media ◆ Best practices for creating and distributing compelling content to engage with your most important target audiences ◆ Secrets to effectively writing social posts that resonate with your clients and prospects ◆ How to use evergreen content, repurposed content, visuals and hashtags to enhance content marketing efforts 	<p>Stefanie M. Marrone Director of Business Development and Marketing, Tarter, Krinsky & Drogin</p>



TIME	EVENT & DESCRIPTION	SPEAKER(S)
	<ul style="list-style-type: none"> ♦ How to use analytics to measure and track results ♦ How to use press mentions, speaking engagements and published articles to enhance your branding efforts 	
2:35 PM – 3:25 PM	<p>TRACK I WORKSHOP Building Resilience: Developing Well-Being Skills to Manage Stress and Maximize Performance</p> <p>Experiencing stress can be exhilarating or it can be devastating. “Good stress” can motivate us to accomplish tasks more efficiently and effectively and help us achieve important goals. “Bad stress” can result in feeling overwhelmed, unable to focus or concentrate, and negative, self-critical thinking. Stress is an innate part of life and how we manage it is key.</p> <p>Resilience is the ability to bounce back from difficult and challenging situations, emerging stronger and wiser from the experience. It provides us with the capacity to “respond” thoughtfully rather than “reacting” from thoughts, emotions and beliefs.</p> <p>The good news is that resilience is a skill that can be learned. It’s a preventive well-being strategy for attorneys who generally rank low on the resilience scale, according to Dr. Larry Richard, and expert on the psychology of lawyer behavior.</p> <p>This session will provide you with the skills to develop a resilient mindset, help you to manage the internal and external stressors that are inherent in the practice of law and gain the capacity to think clearly and creatively.</p>	<p>Lewis P. Trippett (Moderator) Higgins Trippett LLC</p> <p>Joel Kosman Psychotherapist, Private Practice</p> <p>Emily Lambert Lawyer Assistance Program</p> <p>Daniel Timins Law Offices of Daniel Timins; NYC Bar Lawyer Assistance Committee</p>
2:35 PM – 3:25 PM	<p>TRACK II WORKSHOP AI and the Impact on your Firm (and Future)</p> <p>No matter if you are a solo, small firm or boutique – technology, and more specifically, AI (Artificial Intelligence), will impact your firm and how you practice. Many firms are dealing with this presently and you’ll learn more about what this means for your firm. Please join our session where we will cover the current issues, how advances in technology and machine learning will affect law firms, and what the risks are for your practice.</p>	<p>Ryan Gibney (Moderator) Senior Vice President Lockton Companies</p> <p>Thomas J. Hamilton VP, Strategy and Operations, ROSS Intelligence</p> <p>Frankie Mohylsky Senior Vice President, Cicayda eDiscovery</p> <p>Harumi Urata-Thompson Founder & CEO, HUT Consulting</p> <p>NY CLE I.0 Law Practice Management</p>
3:25 PM – 3:40 PM	Coffee/Networking Break	

TIME	EVENT & DESCRIPTION	SPEAKER(S)
3:40 PM - 4:30 PM	<p>PLENARY Understanding Unconscious Bias for Small Firm Attorneys</p> <p>This session will help attendees recognize how attitudes and stereotypes impact our decisions and actions in an unconscious way. The session will explore how learning how to address and overcome those unconscious biases can help small firm attorneys individually through better interactions with their clients and colleagues, and in turn, promote diversity and inclusion in the legal profession.</p>	<p>Paula T. Edgar Partner, Inclusion Strategy Solutions, LLC</p> <p>NY CLE I.0 Diversity, Inclusion & Elimination of Bias</p>
4:30 PM - 5:00 PM	<p>Wine Reception and Sweepstakes</p> <p>Rules for sweepstakes will be posted online. You must be present to win.</p>	



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REGISTRATION

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