

The Chicago Bar Association Annual Practice Management and Legal Technology Conference

Friday, January 23, 2009 • 8:30 a.m. to 4:45 p.m.

The Chicago Bar Association Building • 321 S. Plymouth Court, Chicago, IL

8:30

WELCOME

9:45 - 10:00

BREAK

8:45- 9:45

BREAKOUT SESSIONS

10:00-11:00

BREAKOUT SESSIONS

Room A: Tightwad Tech in Tough Times: Buying the Right Stuff, Getting it Cheapest and Free Tools & Tips (No IL MCLE Credit)

In these unusual and frightening economic times, lawyers everywhere need to squeeze the most out of every overhead dollar, while at the same time, maximizing the quality of client services and responsiveness. Diametrically opposed goals? Not at all! This session will explore a plethora of free or very inexpensive software products, tips, techniques and web resources for propelling your practice forward while better serving every one of your clients. You will learn about:

- Free anti-virus products, free webinar and conference calling services, free and cheap Word and Outlook tools and more.
- Learn how to cut your overhead and reduce your cash outlays by buying only what you really need.
- Learn how to use Internet pricing services to be certain you're paying the least for computer hardware, software and office supplies.
- Demystify the confusing process of buying computers online – we'll walk you through the twists and turns in configuring a new computer online and then pass along our insider secrets of how to get much better prices than computer companies list on their websites!

Speaker: **Ross Kodner, Esq.**, *President, Microlaw, Inc.*

Room B: Managing Your E-Mailbox

(IL professionalism/ethics credit, subject to approval)

Learn how to cope with the deluge hitting your mailbox and garner tips on creating filters and client mailboxes. Other topics covered will include: sending Registered E-mail, storing and archiving email, using RSS feeds to keep your mailbox clear while you stay up to date on the latest laws and news, and ethical considerations when using email.

Bob Moss, *Law Practice Management Institute*

Room A: May the Office be With You: Accessible Anywhere from Starbucks, the Courthouse or Your Deck (IL professionalism/ethics credit, subject to approval)

For an increasing number of lawyers, their office is actually their laptop and anywhere they can find an internet connection. This session will focus on how to take your practice on the road. We'll explore how to go ethically mobile, minimizing malpractice risks of the exposure of client confidences via secure remote access and internet connections. From BlackBerry to iPhone to Netbook, Laptop and beyond – it's all here. All the techniques, tools, tips, tricks, as well as the pitfalls and traps to avoid when practicing on the road.

Speaker: **Ross Kodner, Esq.**, *President, Microlaw, Inc.*

Room B: Beginning Acrobat for Lawyers - More than just PDF's

(IL MCLE Credit)

If you don't have the full version of Acrobat and have never done more than print to PDF you are missing out on the rich functionality that allows you to master documents and media files of all types. Come for an introduction to the full version of Adobe Acrobat and the basics of working with PDF files. You'll learn how to create optimized, searchable PDF files, manipulate PDF documents, archive e-mail, creating PDFs from web sites, combine different files, link external documents and much more.

Speaker: **Catherine Sanders Reach**, *Director, Legal Technology Resource Center, American Bar Association*



FindLaw®

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11:05 - 12:05 BREAKOUT SESSIONS

Room A: Acrobat for Power Users

(IL MCLE Credit)

The new Acrobat 9.0 improves on its previous version by including even more helpful tools for attorneys. Do you need to redact documents, create forms, secure and digitally sign documents, prevent breaches of confidentiality by removing metadata, or easy collaboration with clients or co-counsel? Create portfolios of multi file types. This session will explore some of the more advanced features in Adobe Acrobat 9 that can enhance your ability to work effectively with others.

Speaker: **Catherine Sanders Reach**, *Director, Legal Technology Resource Center, American Bar Association*

Room B: Track Your Dollars: Using Technology for Better Reporting and Higher Billing

(IL professionalism/ethics credit, subject to approval)

The session will cover various issues concerning such accounting/bookkeeping issues as general ledger setup, client trust accounting, billing and collections. Included will be a discussion of how to transfer time to billing programs, methods of time keeping, expense reporting, and other related issues.

Speaker: **Gregory A. Zbylut**, *Law Offices of Gregory A. Zbylut*

12:05 - 1:30 BOX LUNCH PROVIDED

Room A: Presentations

Expand Your Client Base: The Benefits of the CBA Lawyer Referral Service

Creating an Effective and Professional Online Presence

Today, most people turn to the Internet for legal information and to select counsel. An effective Web presence can be an attorney's best tool for connecting with prospects, opening practice areas and improving service. But for all the client-generating potential of the Internet, success is no given. From reaching quality prospects that fit your profile to converting site clicks into clients, law firms face tough challenges online and finding good advice can be difficult. This seminar is an introduction to building and maintaining an effective, professional online presence that gets results, long-term, for your law firm.

Topics include:

- Visibility: Attracting qualified leads through search engines and online directories.

- Content: Providing informative, relevant site content that increases the likelihood of conversion.
- Design: Going beyond good looks to encourage visitors to stay on your site.
- ROI: Evaluating your return to determine the most effective use of your online budget.

Plus, protecting the value of your law firm's brand online, and other key information you need to successfully build your practice via the Internet.

Speakers: **Renee Inman** and **Dick Leicht**, *FindLaw*

Room B: Open Seating for Lunch

1:30 - 2:30 BREAKOUT SESSIONS

Room A: Build a Better, Bigger Book of Business: Expand your reputation, meet referral sources and obtain more clients using the Web

(IL professionalism/ethics credit, subject to approval)

Learn best practices for leveraging social media for networking and business development. Hear the why to and best practices for using tools such as LinkedIn, Avvo and Twitter to network and expand your professional reputation. Learn how to use blogs, podcasts and other Web 2.0 tools to expand your reputation as an expert in your niche, develop your business and dramatically expand your network. Find out which technologies and platforms work best for blogging, podcasting and otherwise publishing on the Internet.

Speakers: **Evan Brown**, *Hinshaw & Culbertson LLP*
R. David Donoghue, *Holland & Knight LLP*

Room B: The Case Manager You Already Have? Outlook v. Case Management Systems - What's Best for Your Practice

(IL MCLE Credit)

We've all heard the mantra: "you need a case management system." But many of us find the prospect of picking a product and paying for it to be too daunting. Perhaps Microsoft Outlook could do the trick? Explore how Outlook can provide many case management capabilities and look at the uniqueness legal practice management software can bring.

Speaker: **Ross Kodner**, *Esq., President, Microlaw, Inc.*

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2:35 - 3:35 BREAKOUT SESSIONS

Room A: Gateways and Barriers to Client Relationships through Technology

(IL professionalism/ethics credit, subject to approval)

The Internet has redefined the ways in which lawyers can seek new clients, yet the rules that govern law firm marketing in Illinois are largely unchanged since the advent of the Internet. This session examines ways in which lawyers are going online to maximize their client development and the potential ethical pitfalls resulting from those efforts. The program examines the parameters of regulating online marketing, the Internet-ization of client development tools, the lawyer's risks of creating the lawyer-client relationship online, and the emerging role of social networking as a marketing tool. Lawyers will learn how to incorporate online marketing techniques into their practice settings and minimize the risks of ethical improprieties when doing so.

Speaker: **William Hornsby**, Counsel, Division of Legal Services, American Bar Association

Room B: New tools for your research box: Using the Internet to Research Beyond the Law

(IL MCLE Credit)

Need an article from the Wall Street Journal from three weeks ago? Want to know where a company is headquartered and how their stock has been doing for the past year? Trying to find the Consumer Price Index in Chicago from October 2001? You can probably find this information in Lexis and Westlaw - but how much will it cost? Debbie Ginsberg will demonstrate some of the best Internet information resources for researching beyond the law - statistics, business information, periodicals, and more. This talk will showcase free sites as well as specialized databases from the Chicago Public Library which you can use at your local library (some even at your desk).

Speaker: **Deborah Ginsberg**, Electronic Resources Librarian, IIT Chicago Kent College of Law

3:35 - 3:45 BREAK

3:45 - 4:45 PLENARY SESSION

Escrow Accounts: Learn the Rules / Avoid the Pitfalls

(IL professionalism/ethics credit, subject to approval)

Avoiding the ethical traps of handling trust funds: An overview of the duties of Rule 1.15 and suggestions in maintaining a trustworthy account through appropriate record-keeping practices.

Speaker: **Mary Andreoni**, ARDC Ethics Education Counsel

CLE Registration

Practice Management and Legal Technology Conference

January 23, 2009

\$99 CBA Member • \$199 Nonmember •
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Code (C39)

Add \$10 for Onsite Registration

HOW TO REGISTER:

- Mail to: CBA Ticketing, 321 S. Plymouth Ct., Chicago, IL 60604
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