

OWNING AND OPERATING A BUSINESS CALLED A "LAW FIRM"

What do you do for a living? I am an owner of a business. I happen to be an employee (lawyer) too, but, first and foremost, I own and operate a business called a law office.

Just as with any other business, law firms today face intense challenges associated with competition, commoditization and consolidation. To be successful, businesses need to have a strategy for success. To prosper in coming years, law firms need a cadre of attorneys who will contribute additional business, revenues and profits to their firms by developing new business and maintaining existing business. To attract new consumers, the law firms need to evaluate their online presence – should they have a virtual law office? To insulate the profits the business will make, law firms need to constantly manage risks by understanding potential risks and having adequate insurance to protect from that risk.

With these concepts in mind, 2009's Law Firm Management Seminar topics include:

- Strategic Planning in Law Firms: How can your firm re-shape its business model?
- A Smart Investment for Law Firms: Developing a Base of "Mistmakers,"
- Lawyers and Legal Issues in Second Life® and Beyond
- Errors and Omissions Insurance – Risks and Costs.

If you want to prosper during these difficult times and beyond, the 2009 Law Firm Management Seminar is for you.

See you in Monterey.

Special Thanks

David S. Rosenbaum • McDowall Cotter, APC

Hotel Information

Monterey Plaza Hotel **ADC Room Rates:**
400 Cannery Row \$218 Inland View
Monterey, CA 93940 \$338 Ocean View
(831) 646-1700 \$358 Ocean View Balcony

Please reserve your room promptly.
The Monterey Plaza Hotel provides a limited block of rooms at the ADC rate.
(831) 686-1700

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Law Firm Management Seminar 2009

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JULY 31 – AUGUST 1, 2009

MONTEREY PLAZA HOTEL
MONTEREY, CALIFORNIA



Association of Defense Counsel of Northern California & Nevada
2520 Venture Oaks Way, Suite 150, Sacramento, CA 95833
(916) 239-4060 • (916) 924-7323 – Fax • www.adcncn.org

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FRIDAY, JULY 31, 2009

8:00 am – 8:45 am **REGISTRATION & CONTINENTAL BREAKFAST**

8:45 am – 9:00 am **OPENING REMARKS**

ADC President, Mark G. Bonino, *Hayes Scott Bonino Ellingson & McLay, LLP*

9:00 am – 9:10 am **RESULTS OF THE LAW FIRM MANAGEMENT SURVEY**

Discussion of current survey results and comparison with prior years.
David S. Rosenbaum, *McDowall Cotter, APC*

9:10 am – 9:20 am **BREAK**

9:20 am – 10:45 am **STRATEGIC PLANNING IN LAW FIRMS: HOW CAN YOUR FIRM RE-SHAPE ITS BUSINESS MODEL?**

Law firms today face intense challenges associated with competition, commoditization and consolidation in the profession and, as a result, a growing number of firms are being forced to reevaluate the way that they do business. Strategic planning provides a structure to discuss the future of your law firm with your partners, identify ways to effectively address market challenges, and develop a plan for growth or continued success. During this session, Kristin Stark of Hildebrandt will be leading a discussion on the purpose and process for strategic planning in law firms. Topics for the session will include: "What is strategy?" "How does strategic planning for a law firm work?" and "Why does your firm need it?"

Kristin K. Stark, *Hildebrandt*

10:45 am – 11:05 am **BREAK**

11:05 am – 12:30 pm **A SMART INVESTMENT FOR LAW FIRMS: DEVELOPING A BASE OF "MISTMAKERS"**

In today's hyper-competitive market for legal services and the current economic turmoil in the country, successful law firms can no longer rely on a "few good rainmakers." In order to prosper in coming years, law firms need to invest in the establishment, development and support of an expanding base of "mistmakers." These attorneys will contribute additional business, revenues and profits to their firms and will achieve the professional satisfaction of their contribution. This presentation will explore the benefits to a law firm of having a base of "mistmakers" and how to effectively achieve this goal.

Stuart Pellman, *CEO, The Business Development Group*

12:30 pm – 1:45 pm

SEMINAR SPONSORED LUNCH

1:45 pm – 3:15 pm

LAWYERS AND LEGAL ISSUES IN SECOND LIFE® AND BEYOND

This multimedia presentation will focus on the Internet virtual world of Second Life®. We will provide you with an overview of what Second Life® is and a discussion of some of the legal issues that arise in Second Life®. We will talk about the educational opportunities for lawyers in Second Life® and the challenges of practicing law in Second Life®. We will conclude by exploring some of the other Web 2.0 applications such as Twitter, Facebook, etc., and discuss some of the legal issues that may arise for lawyers who use them.

Ida M. Jones, *Craig School of Business, California State Fresno*

Gerri N. Kahn, *Law Office of Geri N. Kahn*

Lorri Mon, *College of Information, Florida State University*

3:15 pm – 3:25 pm

BREAK

3:25 pm – 4:30 pm

RISKS OF BREAKING OUT OF THE INSURANCE DEFENSE MOLD – E&O EXPOSURE, APPLICATIONS, COST

Strategically planning your diversification requires risk management. This topic will focus on common pitfalls for lawyers in areas outside of Insurance Defense Litigation, how to apply for insurance and make sure you have coverage, and what it will cost when your application changes.

John Drath, *Drath, Clifford, Murphy & Hagen*

Stephen A. Scott, *Hayes Scott Bonino Ellingson & McLay, LLP*

Jack Witherspoon, *RJW Professional Insurance Services*

4:30 pm – 6:00 pm

RECEPTION

SATURDAY, AUGUST 1, 2009

8:00 am – 9:00 am

CONTINENTAL BREAKFAST

9:00 am – 12:00 pm

ROUND TABLE DISCUSSION OF CURRENT MANAGEMENT ISSUES

Break-out sessions for large firms and small to mid size firms.



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Registration Fees \$340 – ADC Member/Managing Partner \$440 – Non-Member/Managing Partner
 \$295 – Firm Administrator/Non-Attorneys \$250 – ADC Member from Same Firm

Attendee: _____

Firm: _____

Address: _____

City, State, Zip: _____

Phone: _____ Fax: _____

E-Mail: _____

State Bar # _____

Cancellations: Registrant must cancel in writing at least one week prior to the seminar. Refunds less \$50 processing fee.

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REGISTRATION FORM