Solo & Small Firm Annual Conference

Everything You Need to Know to be a Successful Attorney
You Learned in Kindergarten
(A Post-Law School Refresher Course)

March 26-27, 2010
The Rosen Plaza Hotel
9840 International Drive
Orlando 32819-8114
(407) 996-9700

Course No. 1000R
Friday, March 26

8:00 a.m. – 9:00 a.m.  
Late Registration and Continental Breakfast

9:00 a.m. – 9:10 a.m.  
Opening Remarks  
Teresa Byrd Morgan, CLE and Program Chair

9:10 a.m. – 10:00 a.m.  
Share Everything - Marketing Your Firm from an Abundance Perspective  
Margaret “Peggy” Hoyt, Chair, General Practice, Solo and Small Firm Section

10:00 a.m. – 10:50 a.m.  
Play Fair and Don’t Hit People - Practicing with Professionalism  
Eugene “Gene” Shuey, Gainesville

10:50 a.m. – 11:10 a.m.  
Break

11:10 a.m. – 12:00 noon  
Put Things Back Where You Found Them and Clean Up Your Own Mess - Managing a Successful Law Practice  
Judith Equels, LOMAS, The Florida Bar

12:00 noon – 1:20 p.m.  
Keynote Address and Luncheon (included in registration fee)  
Susan Cartier Liebel, Solo Practice University, New Haven, CT

1:20 p.m. – 2:10 p.m.  
Don’t Take Things That Aren’t Yours - Maintaining a “Squeaky Clean” Trust Account  
Judith Equels, LOMAS, The Florida Bar

2:10 p.m. – 3:00 p.m.  
Say You’re Sorry When You Hurt Someone - Defending a Malpractice Claim with Grace and Professionalism  
Richard Allen, Orlando

3:00 p.m. – 3:20 p.m.  
Break

3:20 p.m. – 4:10 p.m.  
When You Go Out In the World, Watch Out For Traffic, Hold Hands, and Stick Together - Practicing Law is a Team Sport  
Laney Lyons-Chavis, The Ultimate Smart Solution LLC, Tampa  
Molly Sullivan, The Ultimate Smart Solution LLC, Tampa

4:10 p.m. – 5:00 p.m.  
Live a Balanced Life - Learn Some and Think Some and Paint and Sing and Dance and Play and Work Every Day Some - “Having Fun and Being a Successful Lawyer” is Not an Oxymoron  
Stephanie West-Allen, Brains on Purpose, Denver, CO

5:30 p.m. – 7:30 p.m.  
Reception

Schedule of Events - continued, next page
**Saturday, March 27**

8:00 a.m. – 9:00 a.m.  
Registration & Continental Breakfast

9:00 a.m. – 9:10 a.m.  
**Opening Remarks**  
Teresa Byrd Morgan, CLE and Program Chair

9:10 a.m. – 10:00 a.m.  
**Goldfish and Hamsters and White Mice and Even the Seed in the Styrofoam Cup - They All Die. So Do We.**  
- **Planning for the Getting Out of (and into!) Your Own Law Firm**  
Steve Riley, Tampa

10:00 a.m. – 10:20 a.m.  
**Break**

10:20 a.m. – 11:10 a.m.  
**Be Aware of Wonder - Remember the Little Seed in the Styrofoam Cup: The Roots Go Down and the Plant Goes Up and Nobody Really Knows How or Why - Welcoming the Magic of Technology Into Your Law Practice**  
Kevin Johnson, Tampa  
Daniel Perry, Orlando

10:20 a.m. – 11:45 a.m.  
(Concurrent Law Student Session)  
**Making the Leap - New Rooms, New Assignments and Your First Real Report Card - What Small Firms Need from New Associates - Panel Discussion**  
Moderator: Linda Calvert Hanson, Gainesville  
Angela Cranford, Lake City  
Ben Hunter, Oviedo  
Kristen Magana, Orlando  
Christine Franco, Tampa  
Kirk Kirkconnell, Winter Park

11:10 a.m. – 12:00 noon  
**Remember the Dick-and-Jane Books and the First Word You Learned? The Biggest Word of All - LOOK! - Finding Your Perfect Clients**  
Julie Fleming, Life At The Bar LLC, Atlanta, GA

12:00 noon – 2:00 p.m.  
**Box Lunch & Panel Discussion (included in registration fee)**  
Judith Equels, LOMAS, The Florida Bar  
Julie Fleming, Life At The Bar LLC, Atlanta, GA  
Steve Riley, Tampa  
Stephanie West-Allen, Brains on Purpose, Denver, CO  
Susan Cartier Liebel, Solo Practice University, New Haven, CT

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**Small Firm Interview Program**

The Small Firm Interview Program enables employers to interview law students and recent graduates from all of Florida’s law schools at no cost. It will take place in Orlando following the GPSSF Solo and Small Firm Conference on **March 27, 2010**. After reviewing resumes from interested applicants, employers can select one to six candidates to interview between **12:00 and 2:00 p.m.** You can interview applicants for any hiring needs, whether it be entry level positions, part time research or writing positions, summer 2010 clerkships or project based legal work. The employer registration deadline is **February 16, 2010** and interview space is limited. Members of the General Practice, Solo & Small Firm Section will receive first option for interviews. For employer registration or additional details, please contact **Kristen Bryant**, Director of the Small Firm Project, University of Florida Levin College of Law Center for Career Development at bryantk@law.ufl.edu or (352) 273-0860.
Requests for refund or credit toward the purchase of the audio or course books for this program must be in writing and postmarked no later than two business days following the course presentation. Registration fees are non-transferrable, unless transferred to a colleague registering at the same price paid. A $25 service fee applies to refund requests. Registrants who do not notify The Florida Bar by 5:00 p.m., March 19, 2010 that they will be unable to attend the seminar, will have an additional $45 retained. Persons attending under the policy of fee waivers will be required to pay $45.

A block of rooms has been reserved at the Rosen Plaza Hotel, at the rate of $139 single/double occupancy. To make reservations, call the Rosen Plaza Hotel directly at (407) 996-9700. Reservations must be made by 3/5/10 to assure the group rate and availability. After that date, the group rate will be granted on a “space available” basis.
Register me for the “Solo & Small Firm Annual Conference - Everything You Need to Know to be a Successful Attorney You Learned in Kindergarten (A Post-Law School Refresher Course)

ONE LOCATION: (259) THE ROSEN PLAZA HOTEL, ORLANDO (MARCH 26-27, 2010)

TO REGISTER OR ORDER AUDIO CD OR COURSE BOOKS, BY MAIL, SEND THIS FORM TO: The Florida Bar, Order Entry Department: 651 E. Jefferson Street, Tallahassee, FL 32399-2300 with a check in the appropriate amount payable to The Florida Bar or credit card information filled in below. If you have questions, call 850/561-5831. ON-SITE REGISTRATION, ADD $25.00. On-site registration is by check only.

Name _____________________________________ Florida Bar # ________________

Address ___________________________________________________________________

City/State/Zip _______________________________ Phone # __________________________

RTL: Course No. 1000R

REGISTRATION FEE (CHECK ONE):

 Member of the General Practice, Solo & Small Firm Section: $320
 Non-section member: $345
 Full-time law college faculty or full-time law student: $50
 Persons attending under the policy of fee waivers: $45

Includes Supreme Court, DCA, Circuit and County Judges, Magistrates, Judges of Compensation Claims, Administrative Law Judges, and full-time legal aid attorneys if directly related to their client practice. (We reserve the right to verify employment.) Fee Waivers are only applicable for in-person attendees.

METHOD OF PAYMENT (CHECK ONE):

 Check enclosed made payable to The Florida Bar
 Credit Card (Advance registration only. Fax to 850/561-5816.)

☐ MASTERCARD ☐ VISA ☐ DISCOVER ☐ AMEX

Exp. Date: ____/____ (MO./YR.)

Signature: ____________________________________________

Name on Card: ________________________ Billing Zip Code: ______________

Card No. ____________________________________________________________________

❑ Check here if you have a disability that may require special attention or services. Please attach a general description of your needs. You will be contacted for further coordination.

COURSE BOOK – AUDIO CD – ON-LINE – PUBLICATIONS

Private taping of this program is not permitted. Delivery time is 4 to 6 weeks after 3/26/10. TO ORDER AUDIO CD OR COURSE BOOKS, fill out the order form above, including a street address for delivery. Please add sales tax to the price of tapes or books. Tax exempt entities must pay the non-section member price.

Please include sales tax unless ordering party is tax-exempt or a nonresident of Florida. If this order is to be purchased by a tax-exempt organization, the course book/tapes must be mailed to that organization and not to a person. Include tax-exempt number beside organization’s name on the order form.

❑ COURSE BOOK
  Cost $50 plus tax
  (Certification/CLER credit is not awarded for the purchase of the course book only.)

TOTAL $ _______

❑ AUDIO CD
  (includes course book)

 $275 + tax (section member)
 $300 + tax (non-section member)

TOTAL $ _______

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