



The Florida Law Practice

LINK

For Florida Lawyers – By Florida Lawyers

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The Extraordinary Lawyer – Minding Your Own Business

If you were wondering if you missed the annual Solo and Small Firm Conference sponsored by the General Practice, Solo and Small Firm section of The Florida Bar, be assured that your calendar did not fail you! The date simply changed from March to September, to coincide with the mid-year meeting of The Florida Bar.

This annual conference, with its focus on the management of your practice, will be Friday and Saturday, September 21-22, 2012 in Lake Buena Vista (Orlando area) at the Buena Vista Palace Hotel – a great venue for a conference and for a mini-vacation with your family, as it is located across the street from Downtown Disney. While there are plenty of conferences to enhance your legal

skills, this is the ONLY conference that will enhance your management skills and those of your team members. Lawyers are business persons also. We need to know how to manage a business, as well as practice law.

This year, each day will start with a plenary speaker—Mark Britton with AVVO on Friday and Kristen Nimsgar with Thomson Reuters on Saturday—and then split into two program areas: 1) Technology and 2) Practice Management. You can switch between each program area over the course of both days, and still receive the same number of CLEs.

As before, various companies and organizations will be present to show you how they can help your business grow and thrive. The program ends on

Saturday with a working lunch and panel discussion with all the great speakers. As always, there will be plenty of time to network with your colleagues, both during the day (come early for breakfast) and at the Friday evening cocktail party, which will once again feature door prizes (including an iPad).

Also in this issue is a biography of each of the speakers who will be presenting at the conference. As a special “teaser”, one of our conference speakers, Adriana Linares, has provided an article on how to use your “smart” phone – well, smartly.

Mark your calendars and register today for the 2012 Solo and Small Firm Conference! Brochure and registration form will be available soon. You will also be able to access information about the conference on the GPSSF website, <http://www.gpssf.org>.

Upcoming Events for Members

NO Cost CLE & Lunch for Section Members:

If you are in the Sarasota area, join us at the Hilton Longboat Key for lunch at noon on Friday, August 24, and receive one-hour of Ethics CLE as Linda Calvert Hanson, The Florida Bar Director of the Center for Professionalism presents, “Professionalism Matters.” Please email Ricky Libbert no later than Monday, August 20, at rilibbert@flabar.org to RSVP.

Receptions

Join the Executive Council members at a reception at:

- the Hilton Longboat Key on Friday, August 24, from 5:30 p.m. – 7:30 p.m.
- the Omni Amelia Island Plantation on Friday, November 2, from 5:30 p.m. – 7:30 p.m.

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Chair's Message

by Linda Calvert Hanson

As our 2012-2013 Section Chair, I extend a warm welcome to all new and continuing members of the General Practice, Solo and Small Firm Section of the Florida Bar. We have a terrific section and an exciting year ahead of us building upon the efforts of our immediate past-chair, Frank Maloney. I want to thank Frank for all of his work and I know we all appreciate his enthusiasm, time and dedication to the section.

Due in no small part to the tireless energies of Frank Maloney, our Section Administrator, Ricky Libbert, and Paula Wilson of Bowen Travel, our **Joint Comparative Law Symposium** in London in May was an overwhelming success. It truly was a joint endeavor as our speakers included not only our GPSSF Section members, but also members of the Young Lawyers Division, the Criminal Law Section, the Family Law Section, the Alternative Dispute Resolution Section, and the International Law Section along with members of the Bar Council (Barristers) and the Law Society (Solicitors) from our host country. Retired Justice Harry Anstead and his wife, Sue, graciously served as our judicial ambassador. We were treated to inner tours of the Lincoln and Middle Temple Inns and the Royal Courts of Justice. The Symposium provided a rich learning environment to exchange knowledge and practice information while developing many new friendships. When the participants were queried about potential venues for the upcoming out-of-country trip, one replied, "I will go anywhere next year; it is the company that makes it fun. It is not where you are, it is who you are with." I believe his sentiment is a testament to our members that underscores one of the benefits of getting involved in your section.

Upcoming Events

Our section's signature event, the upcoming **6th Annual Solo & Small**

Firm Conference will be held at the Buena Vista Palace on September 21-22, 2012. Program Chair, Peggy Hoyt, has created a fun line-up of sessions featuring two concurrent tracks that you can circulate between: one on Practice Management and one on Technology, during the day and a half of programming. Plus, CLE Chair, Teresa Morgan, has planned the event to include plenty of time to interact and network during the breakfasts, lunches, and the reception, besides providing an exhibit hall filled with resources and valuable information. This year we are also planning a service activity. There will be something for everyone including beneficial topics for paralegals and legal assistants, and all attending law students will be paired with a conference mentor. In all, this conference provides a great opportunity to meet other lawyers from across the state for potential referrals and to obtain time-saving practice tips for running a successful practice in these challenging times. This promises to be another not to be missed event so please mark your calendars and plan to attend!

Also, your **Executive Council meets** several times throughout the year on Friday afternoons, and in conjunction with the meetings, we also host a networking reception that begins at 5:30 p.m. If any of these venues are convenient we encourage you to stop by and join us for the meeting and/or reception. On August 24, 2012, we will be at the Hilton at Longboat Key; on November 2, 2012, we will meet at the Omni at Amelia Island Plantation; on January 25, 2013, we will be at the Hilton on Singer Island; and our annual meeting is scheduled for June 28, 2013, at the Boca Raton Resort & Club.

Leadership News

We are pleased to announce that Camille Iurillo is the section's newest officer assuming the role of Treasurer after doing a remarkable job of

Chairing the Sponsorship Committee for the past several Solo and Small Firm Conferences. Additionally, we also welcome two new section members to the Executive Council, Jake Schickel from Jacksonville (immediate past-chair of the ADR Section) and Sean Desmond from Tallahassee (immediate past-president of the Young Lawyers Division). Also, the Section's Board of Governor's liaison for this year is Carl Schwait and the Young Lawyers Division liaison to the GPSSF is Michael Lockamy.

Selected Committee News

All of the committees listed could benefit from additional members, so if you have the desire and interest to get more involved, please let us know. Our newest committee, **Law Students and Newer Lawyers**, under the leadership of Chair Jennifer Dietz and Vice-Chair Sean Desmond is off to a strong start by partnering with Florida Lawyers Mutual Insurance Company (FLMIC), The Young Lawyer Division (YLD) and The Florida Bar's Henry Latimer Center for Professionalism to co-sponsor the 2013 Law Student Essay Contest. The law school outreach visits will resume in the fall and other exciting plans are under development so stay tuned for updates.

The **Membership and Benefits Committee**, led by Chair Pete Muschott and Vice-Chair Jake Schickel is kicking off their efforts with a GPSSF membership survey that is being emailed to all section members that includes a link to an electronic survey on Survey Monkey. Please take five minutes to respond because our section wants to know what is important to you and how we can best serve your individual needs.

The **Technology Committee**, under the leadership of Chair-elect Kevin Johnson will soon be launching a listserv for all interested section members. This committee is always seeking fresh web content and blog

articles or material for the section's LinkedIn and Facebook site so please consider writing an article, sharing your resources or connecting.

The **Publications Committee**, chaired by Monica Elliott, publishes the section's electronic newsletter, *The Link*, and oversees the collection and submission of section articles to *The Florida Bar Journal*. Ideas and articles on a wide range of topics are always welcomed.

Under the talents of CLE Committee Chair Teresa Morgan, the **CLE Committee** continues to provide top seminars designed to help you gain the skills needed to respond to the ever changing practice of law. In addition to our premier Solo and Small Firm Conference, several other CLE's are on the horizon including the ever popular Annual Ethics Seminar scheduled for October 18th at the Tampa Airport Marriott, being coordinated again this year by Gene Shuey.

Priscilla Horn Warren chairs the **Affiliates Committee** for paralegals and legal assistants, and she reports that each issue of *The Link* will now include the Affiliates Corner with information of interest to these members.

The GPSSF Section is 41 years strong this year and we have a remarkable legacy to share. Our section is so fortunate to possess decades of collective wisdom and experience as we reach out to assist newer lawyers and those transitioning into solo or smaller firm practice as well as those members who have successfully administered their own firms for years in need of fresh ideas or technology information. In our value oriented profession, our goal is to always be mindful of how to best meet all of our members' needs while continuing to grow. Whether you are a law student, recent graduate or a seasoned attorney, your section is working hard to ensure that our resources are of value to you. I invite each and every one of you to commit to getting involved this year. Attend the conference, seminars, Executive Council meetings, or receptions. Provide content for the publications or website. Volunteer to serve on one of our committees. I welcome the opportunity to work with you this year.

If you've got questions, we've got answers!



If you have questions or concerns about the management of your practice, our LOMAS Practice Management Advisors are an invaluable resource.

ASK US ABOUT:

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Smart Contact Management for Lawyers

Building and maintaining professional relationships with clients, colleagues, vendors and business associates is key to being a successful attorney. As your success grows, so will the number of people you need to keep track of. The time to create a workable contact management system is now – it's never too late! The ideal system will: (1) be as simple as possible; (2) be portable and always handy; (3) have categories to help organize different types of relationships and information.

Pick A REALLY Smart Phone!

Smartphones and Personal Digital Assistants (PDA's) are wonderful tools. You'll want to investigate the contact management features of any device to learn about your choices. But whether you choose a Blackberry, an iPhone or a Windows phone, they all work the same way and are easy to use. The real danger (if you will) is that the software is so powerful that it's easy to create a system that actually inhibits your best efforts to manage your contacts. If you are new to contact management it's best to start slowly and get familiar with a simple system that you actually use. Later you can tweak it as you discover new ways of managing your information.



Train Yourself

No matter which device you choose, become an expert in its contact manager. And whether you are using Outlook, Gmail, Mac Mail or any other email and calendaring software, learn how to quickly add, edit, update, and organize your contacts. Speed is essential!

You'll want to keep the information in these two places synchronized and constantly updated. Fortunately, this is now pretty easy to do. Most PDA devices will sync easily with any kind of computer. In general Palm based systems are better if you have an Apple computer, but if you

are resourceful you can make any portable system talk to any computer system. One often overlooked benefit to regular synchronization is that you are also creating a backup of your data. So if you lose your smartphone with all your contact data you can quickly put that old information on a new phone, but it will only have the information that was on the computer as of the last backup/synchronization.

Commit To Capturing Information

Here are some things to consider as you create the optimal system. First, develop a mental mind set of always capturing information. The best system is worthless if you don't routinely input new contact information. Let's pretend that it's getting close to Christmas. Which names do you want to have in your database so you can send out an end of the year email or holiday card? Obviously you want your clients' names. But you also want to have the names of professionals that you've met in growing your practice. Maybe you want to stay in contact with lawyers you've met who work outside your firm. Maybe you are in a professional organization and you want to send a nice card or letter to those members from time to time. Maybe one day you'll leave the firm you are in and you'll want to send a notice to everyone that you know in a professional capacity.



So, as you meet people don't just think about today; think about the future. Capture as much information about them as you can. If you hear your client mention her pet's name add that to your store of information. If you have birthday and anniversary information, add that information too. Any information is potentially valuable, and it costs you almost nothing to maintain. The only thing that costs you is the time it takes entering the information in the first place. But the

payoffs are large if you do it efficiently. That's why you need a simple system that you find easy to use.

Categorize to Organize

It's possible that many of your contacts will be personal – friends and family. Obviously a mass communication with your family and friends is going to have a different tone and approach than a professional communication, so you need to be able to filter contact information quickly based on at least two categories: *personal* and *business*.

If you travel a lot you might find that you have a group of phone numbers that you are always using, so it may make sense to add a category called 'travel.' Or perhaps you are in a professional organization made of twenty lawyers that work together on some project, and you are often coordinating events by email. It would be easier to send the emails if you didn't have to add each name individually. A category within your email program will let you quickly add these names to your email. Examples of other categories to consider are *restaurants*, *vendors*, *web* (for all those web based ID's and passwords we all have to create these days!) and of course, *clients*.

Staying organized and being able to find information quickly is critical to managing your busy day – and your sanity! So no matter which way you design your contact management system, it's guaranteed to save you time and energy.

Adriana Linares is a legal technology trainer and consultant based out of Winter Park, Fl. She can be contacted at training@lawtechpartners.com. For more tech tips and tricks, visit her blog at www.ihearttech.com.

Adriana will be a featured speaker at the upcoming Solo Small Firm Conference "The Extraordinary Lawyer – Minding Your Own Business" to be held at the Mid Year Meeting of the Florida Bar on Friday September 21 and Saturday September 22, 2012 in Orlando, Florida. Mark your calendars now and plan to attend! For more information, visit our website at www.gpssf.org.



Selected Conference Speakers

ADRIANA LINARES

Adriana Linares is president and founder of LawTech Partners, Inc. a training and consulting firm specializing in the legal community. The firm's services include legal technology consulting and law office software training. Until launching LawTech Partners, Adriana spent years developing and managing the training and technology development functions at two of Florida's largest law firms. She has an extensive background in computer training and legal technology development and has been delivering "tech therapy" sessions to firms of all sizes nationwide and abroad for the past 12 years.

Adriana is a frequent speaker at national technology conferences and a regular contributor to legal and business publications. She spent four years on the Planning Board of the ABA TECHSHOW; two years as an editor for *Technolawyer's Blawgworld* and remains an active member of the Law Practice Management Section of the ABA and the Legal Marketing Association. Adriana graduated from Stetson University with a B.A. in Geography and earned her M.A. in Corporate Communication and Technology from Rollins College. She speaks and trains in English and Spanish.

Over the years, Adriana has developed strong alliances and client relationships and has enjoyed working with individuals, small businesses and law firms both large and small. The goals of her firm reflect a personal commitment to promote innovation, improve performance and increase efficiency and knowledge sharing for her clients. She works closely with small and large practice groups to institute new procedures and solutions which help to create a competitive advantage.

ERNEST SVENSON

Ernest Svenson graduated from Loyola Law School in 1985 and then

spent two years clerking for a respected federal trial judge in New Orleans. Since then, he has practiced commercial litigation, first for a well-respected New Orleans law firm, and more recently as a solo practitioner. He has started several weblogs, including 'Ernie the Attorney', [PDFforLawyers](http://www.ernietheattorney.net) and [DigitalWorkflowCLE](http://www.digitalworkflowcle.com).

The 'Ernie the Attorney' <http://www.ernietheattorney.net> weblog was chosen by the ABA Journal as one of the top 100 law weblogs two years in a row. Ernie believes that "the practice of law is largely an "information processing business" and tries to help lawyers find more efficient ways to process their information. He routinely speaks to lawyers about various topics, including:

- Developing a paperless law practice
- Using PDFs to improve information handling
- Better visual presentation using Powerpoint & Keynote
- Social Media for lawyers (practical & ethical issues)
- How small firm lawyers can use technology better
- Cloud computing issues for lawyers (practical & ethical)

DEBBIE FOSTER

Debbie Foster founded InTouch Legal in 1998, seeing a need for a consulting company that focused specifically on lawyers and their technology needs. Since then, InTouch has expanded the services offered and has helped over 700 law firms implement technology, finance, marketing and management solutions. In 2007, along with HMU Consulting and Best Law Firm Solutions, Affinity Consulting Group (ACG) was formed. ACG continues to consult with firms all over the country.

Debbie has been working with law firms since 1995, personally helping implement solutions ranging from practice management, time/billing/accounting, document management

and general law office management issues. In addition to working with law firms in the Southeast, she has also trained hundreds of consultants around the country on software programs used in law firms and best practices when consulting on a law firm's specific technology needs.

Debbie is very active in the Law Practice Management Section of the American Bar Association, and served as the Chair of ABA TECHSHOW 2010. Debbie is also very active in Local and State Bar Associations, and she regularly speaks on topics relating to technology, management, finance and marketing of a law firm.

KERUL KASSEL

As a recognized expert in productivity and procrastination, Kerul Kassel works with executives, professionals, and business owners to improve their results and address the important actions and decisions they've been putting off. Kerul is an internationally recognized professional coach, author, speaker, and teleclass leader. She is certified through the International Coach Federation, the International Association of Coaches and other coaching organizations. Her clients are small business owners, professionals, executives, and she has worked with corporate organizations such as NASA, Sony, Hilton, and Volvo. Her expertise has been utilized and mentioned in many periodicals, and she was recently quoted in TIME magazine as a procrastination "nichepert".

KEVIN D. JOHNSON

Kevin D. Johnson is a shareholder in the firm of Thompson, Sizemore, Gonzalez & Hearing, P.A., in Tampa, Florida. He has represented management exclusively in the area of labor and employment law for 18 years. Kevin is Board Certified in Labor & Employment Law by The Florida Bar and has been recognized in that field

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CONFERENCE SPEAKERS

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by the publication Best Lawyers in America. He has been a member of The Florida Bar's Civil Procedure Rules Committee for the last six years and recently completed a one-year term as Chair of that Committee. During his time on that committee, Kevin also chaired the E-Discovery Subcommittee during the year that it drafted the e-discovery amendments to the Rules of Civil Procedure that are currently pending before the Florida Supreme Court. Kevin also serves as the chair-elect of the Executive Council of The Florida Bar's General Practice, Solo, and Small Firm Section, and is the President-Elect of the Tampa Bay Chapter of the Federal Bar Association. Kevin was born in Gainesville, Florida, and is a graduate of the University of Florida's College of Law.

MOLLY HALL

Molly Hall and Laney Lyons-Chavis created The Ultimate Smart Solution™ to help business owners and the team that supports them to powerfully connect and work together to grow a business. As the only training and support company in the country created by key assistants, not business owners, they speak the employee language while understanding how to run a successful business side by side with business owners. The Ultimate Smart Solution™ provides the secret ingredient to stop WISHING your team would do X,Y, Z to DEPEND-ING on them for consistent results. Finally, someone who has your back and can speak the "Same Language", while understanding the entrepreneur world.

Molly Hall began her career working with the National Network of Estate Planning Attorneys, nowhere near understanding she was on the path to unleashing her true potential and creating a lifetime profession. She eventually met her personal mentor, entrepreneur, CPA and attorney, David J. Zumpano. She was Dave's personal coach for 5+ years and when Dave's national attorney training organization, MPS, LLC, began to grow

he invited her to lead his team and she continues to do so today. In 2007 she stepped right into the role of CEO/Director of Member Services/Strategic Planner and Coach, everyday wearing each of these hats. She leads a thriving national attorney training organization in succession with her cutting edge Company dedicated to creating, training and supporting entrepreneur's in an entrepreneur's world. She manages budgets, create marketing campaigns, and develop strategic alliance and all the other "stuff" it takes to run a successful business on a daily basis. In 2010, she was honored to be a contributing author of "Speaking Your Truth: Courageous Stories from Inspiring Women" that hit #3 on Amazon.com. But her true passion lies in coaching and that is evident with the 300+ law firms she has coached over the years.

LANEY LYONS-CHAVIS

Laney Lyons-Chavis worked 12 years in an estate and business planning law firm for a very entrepreneurial attorney. Now, 12 years later, she has helped create business models and help license them to other law firms. She trains attorneys and their teams across the country. She has co-lead a national Key Assistant Program, teaching many of the techniques they will share with you. She co-authored a book published nationally by Simon & Schuster. She has learned to hire, fire and manage her team, as well as be an entrepreneur and start a successful business of her own. In 2009, she was heartbroken by the struggles of many attorneys she knew to keep their firms alive during the economic downturn. She created Your Outsource Resource, LLC to serve as an outsource solution to attorneys who need estate planning drafting and funding services.

LYNETTE REYNOLDS

Lynette Reynolds has over 15 years meeting and event planning experience with Walt Disney World and the Orlando Regional Chamber of Commerce. In addition, she has provided personal assistance to several executives in the Orlando area.

Lynette is a member of the National Association of Professional Organizers and is a Certified Senior Move Manager. Lynette serves on the Executive Committee of the West Orange Chamber of Commerce Board of Directors and the Citrus Club Young Executive Committee. She is currently a partner in the company At Your Service (AYS), which provides service to Orlando and central Florida. She looks forward to offering home and office organization assistance to you, as well as assistance with senior move management.

MARK BRITTON

Mark founded AVVO in Seattle, Washington in 2006. Prior to founding Avvo, Mark was the executive vice president of Worldwide Corporate Affairs of InterActiveCorp Travel (IACT) and Expedia, Inc. In this position, Mark oversaw all finance, strategy, corporate development, legal, human resources and government relations functions for the IACT companies, including Expedia, Hotels.com, Hotwire, Classic Custom Vacations and Interval International. Today, Mark serves on the Board of Directors of Orbitz Worldwide, Inc. (NYSE: OWW).

Through his work with Avvo, Expedia and Orbitz, Mark has been a central figure at the intersection of the Internet and professional services for over a decade. Mark's passion for helping consumers make better choices regarding professionals led to him being named one of Seattle's "Top 25 Innovators" by Seattle Business Magazine in 2007. Mark is also a frequent commentator on consumer issues, regularly appearing on programs such as ABC's Good Morning America, Fox Business' "America's Nightly Scoreboard," CNBC's "Power Lunch," CNN Money and Dow Jones MarketWatch.

Mark received his law degree from George Washington University. He holds a degree in finance from Gonzaga University and serves on Gonzaga's Board of Regents.

Avvo was founded in Seattle, Washington in 2006 by Mark Britton, a top executive at Expedia.com. While teaching in Italy in 2004-2005, many friends and relatives

contacted Britton for help in evaluating legal and financial matters, particularly evaluating the resumes of lawyers, accountants and financial advisors. Britton began to research why, when it came to evaluating these and other licensed professionals, consumers were so lost. One of his first findings was that lawyers and doctors were spending on Yellow Pages advertising in excess of \$1 billion dollars and \$550 million dollars per year, respectively. Britton knew there had to be a better way to select professionals than the Yellow Pages “pay-to-play” model. With early funding from Benchmark Capital, Britton recruited one of Expedia’s top development managers, Sendi Widjaja, who helped him build a world-class product and development team. Together they decided to first pursue lawyer ratings and Avvo was born. Not surprisingly, “Avvo” is short for “avvocato,” the Italian word for lawyer.

TOM MIGHELL

Tom Mighell is currently a Senior Consultant with Contoural, Inc., where he helps companies address their records management, electronic discovery, and litigation readiness issues. Tom has been a technology nut for more than twenty years, and he loves working with lawyers to help them use technology in ways that provide great service to their clients.

He authored the Mighell Marker Newsletter (formerly the Internet Legal Research Weekly) for 10 years, from 2000-2010. In addition to this blog, he also published iPad 4 Lawyers, a companion blog to his book iPad in One Hour for Lawyers, which was published in March 2011 by the American Bar Association. His other book, The Lawyer’s Guide to Collaboration Tools and Technologies: Smart Ways to Work Together, was co-authored with his legal technology colleague and good friend Dennis Kennedy. Dennis and Tom also

co-host The Kennedy-Mighell Report, a legal technology podcast from the Legal Talk Network.

Tom has been involved with the ABA’s Law Practice Management Section for nearly ten years now; a fantastic organization that provides some amazing resources to lawyers on the “business” side of practicing law, something on which lawyers don’t get nearly enough education – Finance, Management, Marketing and Technology. He served on the ABA TECHSHOW Planning Board for four years, and was honored to serve as its Chair for ABA TECHSHOW 2008. He is also honored to serve as the Law Practice Management Section’s Chair in 2011-2012.

His new blog is Inter Alia, a Latin term for “among other things.” He intends for this blog to cover his favorite technology topics, as well as the latest in law practice management tips, tricks and resources – among other things.



Solo & Small Firm Conference Charity Project

New to this year’s conference is a charity project that all attendees are invited to participate in. We ask that you bring a slightly used (or new) t-shirt to donate to a homeless shelter in the Orlando area.

The Florida Law Practice LINK is prepared and published by The Florida Bar General Practice, Solo & Small Firm Section.

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Affiliates Corner

News for Paralegals to Use...

by Priscilla Horn Warren, CP, FRP

The summer days have sprouted wings and are flying by!

I would like to take this opportunity to remind you that the GPSSF Section's Annual Conference is only two short months away. (You did make plans to attend this year, right? And you will get CLE credits!) The team of dedicated professionals who have arranged this year's event (at the Disney World Resort Village 1900 Buena Vista Dr. Lake Buena Vista, FL 32830, September 21 and 22, 2012), are keenly aware of the critical parts played by paralegals in their attorney's law firms, and the topics are geared to interest

and educate each of us. Mark your calendar and do NOT miss this very worthwhile two-day conference, entitled: "The Extraordinary Lawyer: Minding Your Own Business." (And it's okay if you are only able to attend on Saturday. There are lots of great ideas and networking opportunities on Saturday, too.) Check the Section's website: www.gpssf.org for more information.

The GPSSF Section's website also has downloadable affiliate memberships available for paralegals. Although your annual FRP dues do not include Section memberships, I personally recommend this Section

for furthering your knowledge and experience.

In closing, I've been asked to think of a useful tip to pass on to you. In the past, we've touched on photo opportunities, office timesavers, creating telephone logs, and things like that. And we all have had little ideas that became huge projects, almost overnight - so, to keep things simple and manageable (key words!), how about this: Treat each one of your office personnel with kindness. Everyone has a very special gift to share with you - sometimes you just have to coax it out of them, to bring it into the light. And the rewards are priceless.



Newer Attorney/Law Student Corner

The Solo and Small Firm Conference is for YOU!

The GPSSF Section encourages all newer attorneys and law students to attend this vital Conference as a first step to assist in building successful law practices and finding employment. The Solo and Small Firm Conference offers unprecedented access to top-notch practitioners from whom

each participant will learn a variety of solid practice management tips, ideas, advice, and direction. Lunch will provide the opportunity to learn about different practice areas and law students will be paired with a conference mentor. This year's theme is the Extraordinary Lawyer: Mind-

ing Your Own Business. The focus on technology and practice management topics will benefit all solos and small firm law clerks and attorneys. The Conference also offers participants time to meet the experts and network with other attorneys, both newer and seasoned attorneys.



Retired Judge Edwin Browning, Jr. Wins 2012 Tradition of Excellence Award

Edwin Browning, Jr., former Chief Judge of the First District Court of Appeals, joins former Supreme Court Justices, Ben Overton, Major Harding and Ray Erlich as jurist recipients of the General Practice, Solo and Small Firm Section's Tradition of Excellence Award.

Browning was a member of the General Practice Section of the Bar and served as Chair of the Section in 1977. He served the Third Circuit and the Bar at large as a member of the Board of Governors of the Florida Bar. Appointed to the First District Court of Appeals in 1998, Browning served as Chief Judge of the First DCA from 2007 to 2009. He was the first Chief Judge of the First DCA selected by majority vote rather than

by seniority. He was instrumental in securing funding for the First DCA's new courthouse and chaired the building committee responsible for planning the new Courthouse and implementing its construction. He served with distinction until retiring in November 2009.

Browning lectured regularly at the Introduction for Young Lawyers to the Bar programs given each year by the Florida Bar. From 1998 to 2009 he spoke and appeared annually at the Florida Workers Compensation convention held at Orlando, Florida. He participated as a speaker regularly at Florida Bar programs on Appellate Practice during the time he served on the First DCA. He also taught "extraor-

dinary writs" at Florida Bar programs. Browning made numerous appearances before FSU College of Law classes on appellate practice and domestic relations from 1999 – 2009.

While a member of the First DCA, Browning coached and attended five National Collegiate Moot Court competitions with FSU College of Law teams. One of the teams he coached finished first in the competition held at Albany, New York.

Browning was the keynote speaker at the Florida Supreme Court's "Justice Speaking Institute" in 2008.

We congratulate Judge Browning on receiving the 2012 Tradition of Excellence Award.



Tradition of Excellence Award presented by Ernest A. Sellers (left) to Judge Edwin Browning, Jr. (right)



Hillsborough County Bar Association Wins the GPSSF Section's 2012 "L. Michael Roffino Pro Bono Award"

The General Practice, Solo and Small Firm Section is pleased to announce the winners of the 2012 L. Michael Roffino Pro Bono Award.

The General Practice, Solo and Small Firm Section's "L. Michael Roffino Pro Bono Award" was established in 1990 to be awarded on an annual basis in recognition of outstanding service and significant accomplishments by non-profit organizations which provide pro bono legal aid to the indigent.

Each fall the Section, working with the Florida Pro Bono Coordinators Association, accepts nominations of organizations that are providing innovative programs designed to deliver legal services to those who could not otherwise

obtain legal help. The Section selects three winners and awards a \$3,000 grant to the overall winner and a \$1,000 grant to each of the two runners-up. In the past these grants have been used by these worthy pro bono organizations to acquire computers and software, to conduct legal clinics, to recruit and train volunteer lawyers, to create and produce forms, manuals and video tapes and to otherwise serve the legal needs of Florida's poor who are in need of legal assistance.

This year's winner is the **Hillsborough County Bar Association** and is being recognized for creating its "Will for Heroes", a program to provide first responders with wills. The group was quite surprised to learn that most of the

men and women who put their lives on the line for society every day did not have wills. The two runners-up are Bay Area Volunteer Lawyers Program for a peer to peer initiative to recruit new volunteer attorneys in the area of family law, and Broward Lawyers Care for developing an "Ask a Lawyer Hotline".

The Section is pleased to announce that since the inception of this award, the Section has awarded a total of \$109,500 to 24 different winners and runners-up. The Section encourages every pro bono and voluntary bar organization to apply every year so that the Bar can recognize the outstanding efforts of Florida's selfless pro bono and voluntary bar organizations.



First Place winner: (left) Debra K. Smietanski, Hillsborough County Bar Association; (right) Kevin D. Johnson, GPSSF Section, Chair-elect



Runner up: (left) Mertella Burris, Legal Aid Service of Broward County - Broward Lawyers Care; (right) Kevin D. Johnson, GPSSF Section, Chair-elect

Lawrence J. Marraffino Wins the Walter S. Crumbly Award



Walter S. Crumbly Award presented to Lawrence J. Marraffino (left)
by Kevin D. Johnson (right)

The Walter S. Crumbly Award is given each year to an individual who has made a significant contribution to practice management in the State of Florida. The award was originally created by the Practice Management and Development Section in honor of the long service by Judge Walter S. Crumbly on the Practice Management and Development Committee and on the Technology Law Committee. This tradition has been carried on by GPSSF.

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