

The Florida Law Practice

LINK

For Florida Lawyers – By Florida Lawyers

A JOURNAL OF THE GENERAL PRACTICE, SOLO AND SMALL FIRM SECTION

The Florida Bar

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www.gpssf.org

Winter 2014

Solo & Small Firm Annual Conference

“Conquering the Technology Curve” is the theme for the 2014 Solo and Small Firm Annual Conference on **January 24-25, 2014** at the Hilton Orlando Lake Buena Vista. As with previous conferences, the theme focuses on practice management and how to use technology to improve the efficiency of your practice.

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. A law firm, even if it is a solo firm, is a business! Lawyers need to know how to manage a business, as well as practice law. Whether you are just starting a solo practice or have been practicing law for 30 years, this 1 ½ day conference will provide information and practice tips that you can use now!

Based on responses to previous conference surveys, there will be just one set of speakers each day. You won’t have to decide this year which of the great presentations you will miss – you can listen to them all. The first day of the program will concentrate on “Conquering the Cloud”, including the ethics of cloud computing, but will also cover topics related to purchasing tech products for your firm and marketing your practice.

The second day shifts to “Conquering the Practice” and includes

tips on hiring employees, effective billing, how to manage e-mails and an especially timely presentation on the affordable care act and what it means for a small firm.

Back by popular demand is the “Lightning Round of Tech Tips”. This one-hour fast-paced segment alone is worth the cost of registration!

Two special events will also take place during the conference. At lunch on January 24, the GPSSF will present the “Tradition of Excellence Award” and the “Walter S. Crumbley Award”. The reception that evening includes a great jazz band, door prizes and will celebrate the 25th anniversary of the Florida Lawyers Mutual Insurance Company (FLMIC). Both events are included in your registration fee.

As before, various companies and organizations will be present to show you how they can help your business grow and thrive. Exhibitors and sponsors thus far include FLMIC, ClaimWizard, LexisNexis Firm Manager®, Thomson Reuters and a number of law schools and law firms.

As always, there will be plenty of time to network with your colleagues, both during the day (come early for breakfast), at lunch (tables will be labeled based on practice area) and at the Friday evening cocktail party (did we mention there will be a great jazz band, Tampa Bay’s La Lucha).

The details of the program are contained in this issue of *The Link*, as is the registration form. Also in this issue is a biography of each of the speakers who will be presenting at the conference. Some are past conference favorites back by popular demand (Adriana Linares and Ernest Svenson), but we have a line-up of new speakers also – fresh ideas for dealing with the practice and business of law.

Mark your calendars and register today for the 2014 Solo and Small Firm Conference!

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Message from the Chair

by Kevin D. Johnson

As we near the halfway point in the 2013-2014 Bar year, the General Practice, Solo, and Small Firm Section continues to build momentum and add members. Our most important goal is to serve you, the members of the Section. We want to meet your CLE needs and give you an opportunity to build relationships with your fellow Section members. Here's how you can get more involved and stay informed as we move forward:

GET INVOLVED: Come join us in January at our 2014 Solo and Small Firm Conference. This conference will take place during the Bar's Winter Meetings on January 24 and 25 in Orlando. Our theme this year is "Conquering the Technology Curve."

We are bringing in nationally-recognized legal-technology experts to explain today's fast-changing technology world. Our speakers will demystify technology purchases, identify simple ways that you can use technology to strengthen your practice and free up more time to practice law, and help you understand what is involved in going paperless. During our lunch, we will have tables set up so that you can sit with others who have the same practice area interests that you do. The day's CLE will conclude with our always popular "lightning round," in which a panel of our speakers squeezes 50 useful tech tips into 50 minutes.

At the end of the first day, we are hosting a reception with a buffet, bar, and live entertainment from La Lucha (winners of Best of the Bay 2013 honors for Best Jazz Group in Tampa Bay). The reception will honor the 25th Anniversary of our Premier Partner—Florida Lawyers Mutual Insurance Group—and will be attended

by many of the bar leaders who were instrumental in FLMIC's formation.

Our second day will focus on practice-management topics. Our speakers will help you understand the implications of the Affordable Care Act for small firms and their clients, discuss effective billing processes, and provide you with strategies to combat the daily deluge of emails.

I promise you that you will not be able to find a better mix of substantive knowledge, networking opportunities, and entertainment at any other seminar. This is one you should definitely attend live! (Of course, if circumstances make that impossible, we will have audio versions available for sale after the event.)

GET INVOLVED: Travel with us to San Francisco and Napa Valley on our Out-of-State CLE.

Every year, we put together an Out-of-Country CLE, and we have many regulars who attend every year. This year, instead of going out of country, we decided to visit the West Coast. Our destination is San Francisco, and as you can probably guess, that means we will be going to Alcatraz and the wine country! For those of you who have been before, we have plenty of free time built in so that you can check out Haight-Ashbury, the Golden Gate, Sausalito, or other more off-the-beaten-path destinations. The theme for this year's CLE will be Representing Small Businesses with Skill and Creativity. The trip is scheduled to wrap around the Memorial Day weekend to make it easier for everyone to take time off. Check out our brochure for more details. This will be a fun trip!

STAY INFORMED: Look for our QuickLink newsletter. QuickLink

is a condensed version of our regular Link newsletter. Instead of coming out quarterly, it comes out every two weeks. We try to cover five topics in a concise manner so that you can read it in five minutes or less. Each issue will contain a short five-question interview with an expert on an area related to practice management. We will also feature a member in our Member Spotlight, along with a useful tip from that member. This format lets us keep you up to date on what is happening in the section and also communicate useful knowledge in small bites. We would love to have your feedback as we refine this tool. Are there topics that you would like to see discussed? Do you think that you should be featured in our Member Spotlight? E-mail our Section Liaison, Ricky Libbert, at rlibbert@floridabar.org and let us know.

GET INVOLVED: Let us know if you would like to serve on a committee. If you are interested in helping us put on the Solo and Small Firm Conference, or if you would like to help us with our publications, or if you would like to help mentor younger lawyers or law students, please let us know. We are always looking for help and support.

STAY INFORMED: Check us out on the web. We are updating and revising our website (www.gpssf.org) and will be increasing our activity on LinkedIn and Facebook. Join our pages and feel free to start new conversations and add your comments.

Thanks to all of you and all of the Executive Council members who have been hard at work this year. We are going to accomplish tremendous things in 2014. Come join us and be a part of it!



Ask the Risk Manager

by Nancy Stuparich, FLMIC's Risk Manager

You may wonder, when paying the premium, whether or not it is important to have professional liability insurance coverage, especially when you have never had a legal malpractice claim. There was a time in the past, when many attorneys didn't have an opportunity to make that decision.

During the late 1970s and 1980s, many attorneys could not purchase professional liability coverage because insurance companies decided not to offer professional liability coverage in certain practice areas or raised premium rates so high that coverage was unaffordable. Solo practitioners and small firms were impacted the hardest. For example, one year, attorneys practicing in Florida were asked to absorb a 73% increase in insurance premiums from the prior year's rates.

Unlike larger firms that could self-insure or pay the extraordinarily high premiums, solo practitioners and small firms had limited choices. Many solo practitioners and small firms had no choice but to practice without professional liability insurance ("going bare") despite the ever increasing number of legal malpractice claims being filed by a litigious minded public. Without professional liability insurance, implementation of risk management practices was crucial for the attorneys who practiced "bare" during the years of "the insurance crisis."

Florida lawyers desperately looked to The Florida Bar for a long-term solution to "the insurance crisis." In



response to the request from Florida lawyers, The Florida Bar created Florida Lawyers Mutual Insurance Company ("FLMIC") to be a perpetual source of professional liability insurance for Florida lawyers. The capital needed to indemnify claimants and cover operating expenses for FLMIC was raised by contributions from lawyers throughout the state who purchased Series "A" Certificates and by policyholders who later purchased Series "C" Certificates. FLMIC began issuing its first policies to Florida's attorneys on January 1, 1989. Ray Ferrero, Jr., who was President of The Florida Bar when FLMIC was incorporated in 1987 and who was and continues to serve as the Chairman of FLMIC's Board of Directors, fittingly observed, "the lasting legacy of this generation of lawyers to future generations of Florida lawyers is the formation of a professional liability insurance company for lawyers, by lawyers, created by The Florida Bar."

FLMIC is the only insurance company that has continuously offered

professional liability insurance coverage to Florida lawyers while owned by its lawyer policyholders and governed by an all lawyer Board of Directors since its creation. FLMIC's commitment to its lawyer policyholders and the entire Florida legal community is evidenced by its successful operation for the past 25 years and its continued involvement with the activities and programs offered by voluntary bar associations, The Florida Bar's sections, the The Florida Bar's Young Lawyer Division and other legal groups. FLMIC is honored to be the Premier Sponsor of the General Practice, Solo and Small Firm Section. It is also proud to have earned the achievement and maintenance of an A.M. Best "A" rating and consistent year to year renewal of policies by over 90% of the lawyers insured by FLMIC.

The lawyers professional liability insurance marketplace has changed significantly over the past 25 years, but the need for attorneys to have a perpetual source of lawyers professional liability insurance has not. FLMIC's operating discipline of insuring Florida lawyers, who satisfy reasonable underwriting requirements and pay actuarially sound premiums has contributed to its ability to assist in maintaining stability in the professional liability insurance market. A stable professional liability insurance market can help avoid a future "insurance crisis," which could as in the past have a profound adverse impact on small firms and solo practitioners. Having insurance alone is not a reason to avoid implementation of risk management practices. Having both risk management practices in place and professional liability insurance is the foundation for a good strategy to avoid, and if necessary defend against any future legal malpractice claims.

A more detailed account of the "insurance crisis" and FLMIC's role in it, can be found in FLMIC's 4th Quarter 2013 *Advisor* newsletter, which is available on FLMIC's website and free to members of the General Practice, Solo and Small Firm Section.

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

Kevin D. Johnson, Tampa.....*Chair*
Teresa Byrd Morgan, Lake City.....*Chair-elect*
Ernest Sellers, Live Oak *Secretary*
Jennifer Dietz, Tampa*Treasurer*
Monica Elliott, Ft. Lauderdale.....*Editor*
Ricky Libbert, Tallahassee.....*Section Administrator*
Colleen Bellia, Tallahassee *Layout*

Statements or expressions of opinion or comments appearing herein are those of the editor and contributors and not of The Florida Bar or the Section.

Affiliates Corner

News for Paralegals to Use...

Submitted by Priscilla Horn Warren, CP, FRP

It always brings a feeling of pride to me when I check the numbers of Florida Registered Paralegals in Florida and the nationwide Certified Paralegals. In just a few years we have become a recognized part of the law firm team, and our continuing education has been endorsed by The Florida Bar. Now there are thousands of us in this chosen career field in Florida.

Every day brings new challenges and stretches our abilities just a little more. The constantly changing landscape of the practice of law with new technology tools and equipment is astounding.

The encouraging part of our profession is our involvement with other paralegals and our chapter organizations on a local and statewide basis, in order for each of us to continue

the mentoring process and share the knowledge we have been given. I strongly recommend that you get more involved with your local paralegal chapter. It only takes a little time, and the rewards are so beneficial. Ten PAF chapters have been established in Florida; to find the one nearest to your city, go to their website, www.pafinc.org.

Did you know that The Florida Bar has non-voting, affiliate memberships available for paralegals? The General Practice, Solo and Small Firm Section's information can be found at www.gpssf.org.

On the national level, in case you missed their announcement earlier this year: NALA has arranged to have a Paralegal CLE app available in Google Play for your android devices.

For more information on accessing this app and/or the course materials, go to www.nala.org>Continuing Legal Education>Online Education. This app gives you instant access to 32 self-study programs offered by NALA through their web-based educational programs.

REMINDER: The GPSSF Section's Annual Conference is on January 24-25, 2014, at the Hilton Walt Disney World Village in Orlando, coinciding with the Mid-Year Meeting of The Florida Bar. Space is limited, so send in your registration right away (reduced rates for paralegals). Go to www.gpssf.org for more information.

If you have questions or if I can be of any assistance, please do not hesitate to contact me by email: pris2323@yahoo.com.

SAVE
THE
DATE

The General Practice, Solo and Small Firm Section

San Francisco

2014 Out-of-State CLE Trip

Representing Small Businesses with Skill and Creativity

May 22 – 26, 2014

Memorial Day Weekend

- Business Formation and Tax Considerations for Small Businesses and Their Owners
- Employment Law and Workers' Compensation Basics for the Small Business
- What a Small Business Needs to Know About Intellectual Property
- Helping a Small Business Survive an Owner's Divorce

The trip will also include an excursion to the Napa wine country, networking opportunities with Florida and California bar association members, and free time to explore the city. (Be sure to wear some flowers in your hair.)

www.gpssf.org

Tips for New Solo Attorneys

In this legal economy, more and more attorneys are going solo. Some are recent graduates who are forced into hanging their own shingle. Others have ten years of legal experience at a big firm but need a change.

Regardless of your legal experience, here are some basic business tips to get things rolling.

Invest in your website

Recent studies have indicated that the consumers are increasingly likely to search for goods and services online. The good news is that creating a nice website is not as daunting as you think. If you have some tech-savvy, designing and maintaining your own site is very doable. A nice alternative is using an online service that can build an appealing site for less than a professional designer. If you elect to build your own, be sure to use a reputable website design program. Website programs are readily available and are generally inexpensive.

If you are willing to invest some money into your website, hiring a professional to design and maintain your site can be worth the cost. The upside is that you can have a really spiffy website fast. The downside is that it costs more and you may incur regular website maintenance and upkeep fees.

Whatever route you choose, once your website is up and running, spend some time viewing your website through a multi-browser lens to make sure everything looks correct—not every potential client uses Chrome or Safari.

Find a support network

Ideally, share office space with experienced attorneys who work in a similar practice area. If you cannot find attorneys with similar practices, then find attorneys who you think can help mentor you. Even if you already have ten years of legal experience, you probably do not have ten years of business experience. Being able to walk across the hall and ask questions is invaluable—whether you are asking about accounting issues or procedural concerns.

As noted above, the ideal space will allow you to work around attorneys in the same (or similar) practice area. But you should also strive to find attorneys that you get along with and will feel comfortable around. If you do not feel comfortable enough to ask your office mate a question, you might as well work in solitude.

In this economy, you should be able to shop around for a space and find one that is best suited for your office space needs.

Network, network, network

For most attorneys, a large portion of their business is referrals from other attorneys. When you first start out, spending \$40 on lunch might seem like a tough expense to swallow, but compare that to time spend on other types of marketing—blogging and social media. Even though those efforts do not literally take money out of your pocket that is time you could spend on something else. In other words, other types of marketing are not free.

If you needed an excuse to reconnect with old classmates and professors, this is it. Many times they will refer you to someone else who works in a similar area—someone who can potentially refer cases to you down the road.

If your pocketbook is completely pinched, then suggest having coffee or grabbing a drink during a happy hour. The point is to spread the word and get the buzz going. It might take some time, but it will pay off.

Whoever you talk to, be sure to tell them what types of cases you want—which makes it even easier for them to refer the right cases.

And most importantly, your business card should have the areas of your practice on them. This way, other attorneys know to call you with referrals. And always hand out your business card at every opportunity. Everyone you meet may be a potential client or referral source.

*Submitted by Jennifer A. Dietz.
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LRS

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LAWYER REFERRAL SERVICE!

Every year, The Florida Bar Lawyer Referral Staff makes thousands of referrals to people seeking legal assistance. Lawyer Referral Service attorneys annually collect millions of dollars in fees from Lawyer Referral Service clients.

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- Screens clients by geographical area and legal problem
- Allows the attorney to negotiate fees
- Provides a good source for new clients

**CONTACT THE
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TODAY FOR MORE
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CONTACT: The Florida Bar Lawyer Referral Service, 651 E. Jefferson St., Tallahassee, FL 32399-2300, phone: 850/561-5810 or 800/342-8060, ext. 5810. Or download an application from The Florida Bar's web site at www.FloridaBar.org.

The General Practice, Solo & Small Firm Section of The Florida Bar Reaches Out to Law Students

I. Lunch-time Presentations at Law Schools

Currently, solo and small firms represent the largest entry-level law-firm market in Florida. Firms of 10 or less attorneys comprise 73% of The Florida Bar's membership. Therefore, the GPSSF Section undertakes to educate law students about solo and small firm practice through lunch-time educational presentations.

Members of the GPSSF Section's Executive Council presented to hundreds of law students throughout the state during September, October and November. These lunch-time presentations focus on GPSSF Section's benefits provided to law students as well as the current trends in solo and small firms.

Some of the topics discussed at the lunch-time presentations include:

- When do solo and small firms recruit?
- How do solo and small firms advertise their openings?
- How do you find a job in a small firm practice?
- Does targeted mailing of resumes really work?
- How and where can a law student or recent graduate network?
- What are the challenges and rewards of working for a small firm?
- What are the challenges and rewards of opening a solo practice?

Finally, the speakers discuss how the GPSSF Section can assist law students with the resources and networking opportunities they will need to establish a successful solo practice or to find a small firm position.

Student membership in the GPSSF Section is free and includes: a host of resources for those interested in learning about solo and small firm law practice; access to the GPSSF Section's on-line membership directory, which allows you to search the list of GPSSF Sec-



Left to right, Frank Maloney, Jack Bettman, Ashley O'Neil and Jake Schickel

tion members by location, area of practice, or law school; access to all GPSSF Section's publications; access to live or recorded Continuing Legal Education programs that address many useful topics ranging from substantive legal knowledge to practice management help; access to seasoned lawyers who can serve as mentors; and a reduced cost to attend the ever-popular Solo and Small Firm Conference in January 2014 in Orlando. The law student rate for this Conference is only \$60.

II. Networking Cocktail Reception for Law Students

In order to assist law students with networking and interviewing skills, the GPSSF Executive Council invites law students to cocktail receptions. These cocktail receptions are held throughout the state periodically on Friday evenings.

On a warm Friday evening in September, law students from the University of Miami College of Law mingled at a cocktail reception with the GPSSF Executive Council at the Biltmore Hotel. In November, the GPSSF Executive Council networked with law students from the Univer-

sity of Florida in St. Augustine. The Executive Council looks forward to continuing this tradition of meeting with law students throughout the state.

III. Student Discount to the Solo and Small Firm Conference 2014

The extraordinary Solo and Small Firm Conference 2014-Conquering the Technology Curve will be held on Friday and Saturday, January 24-25, 2014, at the Hilton Orlando Lake Buena Vista (Disney). Conference attendees will learn from experts in technology and practice management for the solo and small firm practitioner. Law students pay a reduced registration fee to the Conference of only \$60.

2014 Solo and Small Firm Conference - Conquering the Technology Curve

Spots are Limited - Register Online NOW!

<http://www.floridabar.org/FBweb/CLEReg.nsf/0/9EEB0146EFBD586A85257BFE006C3A94?OpenDocument>

Download Brochure

What! A Judgment Creditor Can Collect How Long?

by Camille J. Iurillo and Gina M. Pellegrino

Scenario: A client advises you that one of their creditors has sued them and has obtained a judgment against them. How long can the judgment creditor attempt to collect on the judgment?

Fla. Stat. 95.11(1) sets forth that the statute of limitations for a creditor to enforce a judgment in its favor is 20 years.

Fla. Stat. 55.10(1) provides, in pertinent part, that a judgment "becomes a lien on real property in any county when a certified copy of it is recorded in the official records or judgment lien record of the county." Once recorded, said judgment operates as a lien for an initial period of 10 years from the date of the recording. Fla. Stat. 55.10(2) provides that the lien may be extended for an additional period of 10 years by rerecording a certified copy of the judgment prior to the expiration of the initial 10-year period.

Fla. Stat. 55.081 provides that no judgment "shall be a lien upon

real or personal property within the state after the expiration of 20 years from the date of the entry of such judgment."

Thus, it appears that the analysis ends there - a judgment in Florida is only valid for 20 years. Or is it?

Recent case law suggests that there may be some loopholes, which allow a judgment to last significantly longer than 20 years, and possibly forever!

According to the 2nd DCA in Petersen v. Whitson, 14 So.3d 300, 302 (Fla. 2d Dist. Ct. App. 2009), after a judgment creditor obtains a judgment, but before the 20-year statute of limitations to enforce the judgment has run, the judgment creditor can start the 20-year limitation period again by filing an action on the judgment and obtaining a new judgment. The Court explained that a new and independent action may be filed on a judgment in order to obtain a new judgment the purpose of which is to secure satisfaction of the original cause of action. Id. Thus, based on this reasoning, it

appears that a judgment creditor could potentially continue the judgment well beyond 20 years, if they obtain a new judgment before the initial 20-year limitation period runs, and then obtain a new judgment before the second 20-year limitation period runs, and so on.

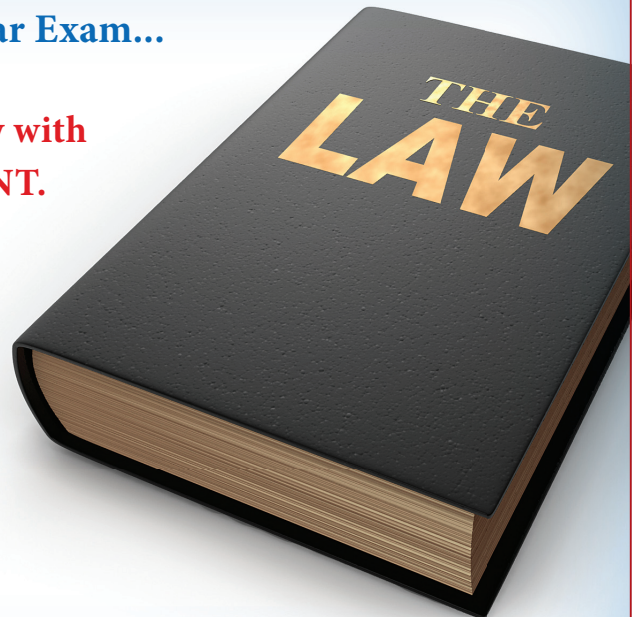
In conclusion, it is important to keep this in mind when advising your debtor or creditor clients concerning the rights of a judgment creditor and possible arguments to be made so that they can understand what their options are and make business decisions accordingly.

Iurillo & Associates, P.A., located in St. Petersburg, is comprised of **Camille J. Iurillo**, Shareholder, **Gina M. Pellegrino**, Associate, and **Sabrina C. Beavens**, Associate. The primary areas of practice of **Iurillo & Associates, P.A.** are Commercial and Bankruptcy Litigation, Debtors' and Creditors' Rights, and Foreclosures/Workouts.

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The Florida Bar Continuing Legal Education Committee and
the General Practice, Solo & Small Firm Section present

THE FLORIDA BAR
SOLO & SMALL FIRM
ANNUAL CONFERENCE

*Conquering the
Technology Curve*

Course Classification: Intermediate Level

January 24 - 25, 2014

**Hilton Orlando Lake Buena Vista • 1751 Hotel Plaza Boulevard
Lake Buena Vista, FL 32830 • 407/827-4000**

Course No. 1658R

SCHEDULE OF EVENTS

Friday, January 24

Technology 2014: Conquering the Cloud

7:45 a.m. – 8:30 a.m.

Registration/Breakfast

8:30 a.m. – 8:40 a.m.

Welcome – Kevin Johnson, General Practice, Solo & Small Firm Section, Chair

Introduction – Sean Desmond, Conference Chair

8:40 a.m. – 9:30 a.m.

Tech Purchasing 101: “So I’ve Hung a Shingle, What Else Do I Need?”

Erika Dine, Sarasota

Sierra Pino, Sarasota

9:30 a.m. – 9:45 a.m.

Networking Break

9:45 a.m. – 10:35 a.m.

Mobile Devices & Remote Computing: “Can I Really Practice Law From Anywhere?”

Erika Dine, Sarasota

Sierra Pino, Sarasota

10:35 a.m. – 12:35 p.m.

The Ethics of Cloud Computing: “Is This Really Allowed? Is This Safe?”

Christopher T. Anderson, Raleigh, NC

12:35 p.m. – 1:45 p.m.

Luncheon (included in registration fee)

Networking Luncheon and Presentation of the Tradition of Excellence and the Walter S. Crumley Awards

Sponsored by: LexisNexis Firm Manager

1:45 p.m. – 2:35 p.m.

Generating Documents in a Paperless Office: “Getting Things on Paper and Then Getting Rid of the Paper”

Ernest Svenson, New Orleans, LA

2:35 p.m. – 2:50 p.m.

Networking Break

2:50 p.m. – 3:40 p.m.

Efficient Technology: “Breathe, Technology Can Help You!”

Adriana Linares, Orlando

Conrad Saam, Newcastle, WA

3:40 p.m. – 4:35 p.m.

Marketing with Technology: “So, I’m Ready to Go but the Phone Isn’t Ringing”

Conrad Saam, Newcastle, WA

4:35 p.m. – 5:30 p.m.

Lightning Round: “Tech Tips to Take You to the Next Level”

Panel: Adriana Linares, Orlando

Conrad Saam, Newcastle, WA

Ernest Svenson, New Orleans, LA

Christopher T. Anderson, Raleigh, NC

Erika Dine, Sarasota

Sierra Pino, Sarasota

Chelsey Lambert, Chicago, IL

5:45 p.m. – 7:45 p.m.

Reception

Celebrating FLMIC’s 25th Anniversary in 2014

Entertainment sponsored by: Thompson, Sizemore, Gonzalez & Hearing, P.A.

Saturday, January 25

Practice Management 2014: Conquering the Practice

7:45 a.m. – 8:30 a.m.

Registration/Breakfast

8:30 a.m. – 8:40 a.m.

Welcome – Kevin Johnson, General Practice, Solo & Small Firm Section, Chair

Introduction – Sean Desmond, Conference Chair

8:40 a.m. – 9:30 a.m.

Effective Billing to Minimize Lost Time & Revenue: “How Do I Actually Make Money Doing This?”

Christopher T. Anderson, Raleigh, NC

9:30 a.m. – 9:45 a.m.

Networking Break

9:45 a.m. – 10:35 a.m.

Hiring Help 101: “Solos & Small Firms Better Get It Right!”

Chelsey Lambert, Chicago, IL

10:35 a.m. – 11:35 a.m.

A Small Firm Guide to the Affordable Care Act

Kirsten Vignec, Tampa

11:35 a.m. – 12:30 p.m.

Client & Case Management: “How Is It Possible to Get This Many E-mails?”

Adriana Linares, Orlando

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Company

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CLE CREDITS

CLER PROGRAM

(Max. Credit: 10.0 hours)

General: 10.0 hours Ethics: 1.0 hour

Seminar credit may be applied to satisfy CLER / Certification requirements in the amounts specified above, not to exceed the maximum credit. See the CLE link at www.floridabar.org for more information.

Prior to your CLER reporting date (located on the mailing label of your Florida Bar News or available in your CLE record on-line) you will be sent a Reporting Affidavit if you have not completed your required hours (must be returned by your CLER reporting date).

REFUND POLICY

A \$25 service fee applies to all requests for refunds. Requests must be in writing and postmarked no later than two business days following the live course presentation or receipt of product. Registration fees are non-transferrable, unless transferred to a colleague registering at the same price paid. Registrants who do not notify The Florida Bar by 5:00 p.m., January 17, 2014 that they will be unable to attend the seminar, will have an additional \$120 retained. Persons attending under the policy of fee waivers will be required to pay \$120.



We ask that you bring a new or slightly used t-shirt for donation to an Orlando homeless shelter.

HOTEL RESERVATIONS



Located in the WALT DISNEY WORLD® Resort

Hilton Orlando Lake Buena Vista
1751 Hotel Plaza Boulevard
Lake Buena Vista, FL 32830
407/827-4000

Make your reservation on-line at:

The Florida Bar 2014 Winter Meeting

<http://www.hilton.com/en/hi/groups/personalized/O/ORLDWHH-TFB-20140122/index.jhtml>

Hotel Reservation Cut-off Date: 1/3/14

\$175 single/double occupancy

TO REGISTER**ON-LINE:**
www.floridabar.org/CLE**MAIL:**
Completed form with check**FAX:**
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REGISTRATION

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Speakers Bios

Erika Dine

Erika Dine is the founding attorney and managing partner at Dine Law, P.L, where she concentrates her elder law practice in the areas of Guardianship, Probate and Estate Administration, Estate Planning and Litigation involving exploitation of the elderly. Ms. Dine has served on the Board of Directors of the Manatee Chapter of the Florida Association of Women Lawyers for the past eight years and is a member of the Florida Bar and the Manatee and Sarasota County Bar Associations. Since establishing Dine Law, P.L. in January 2012, she has successfully transitioned the firm's time-keeping, document management, and server to a cloud-based system and is continuously incorporating technology and training as core values of firm culture. Ms. Dine is a contributor to Dine Law's blog series on law practice management and technology which is featured monthly at Law Technology Today, the official technology blog from the American Bar Association Legal Technology Resource Center.

Sierra Pino

Sierra Pino is an Associate Attorney at Dine Law, P.L. where her practice focuses on Real Estate Transactions and Elder Law Litigation. She has practiced law in a variety of settings, including as a Law Clerk to the Justice of the Massachusetts Probate & Family Court, at an AM LAW 100 firm, and for boutique family law and elder law firms. She embraces the use of technology to provide efficient and cost-effective services to clients and to help her achieve a better work-life balance. Ms. Pino is licensed to practice law in Florida and Massachusetts and is a member of the Manatee and Sarasota County Bar Associations as well as the Manatee Florida Association of Women Lawyers. She is also a contributor and editor of Dine Law's blog series on law practice management and technology which is featured monthly at Law Technology Today, the official technology blog from the American Bar Association Legal Technology Resource Center.

Christopher T. Anderson

Christopher T. Anderson is the Product Manager for the LexisNexis® Firm Manager™ application.

Firm Manager is a web-based practice management system that keeps attorneys and staff of small law firms connected to all the details of their clients, cases, matters and firm business. LexisNexis Firm Manager helps attorneys organize, secure, and have constant access to all the clients, documents, appointments, tasks, contacts, and matter information, anytime, anywhere. Mr. Anderson is an attorney, and prior to working with LexisNexis, he was the managing partner of an eight-attorney, full-service law firm in Georgia. Mr. Anderson practiced in the fields of family law and business litigation. Previously, he served as an assistant district attorney in New York City, and in Athens, Georgia. Mr. Anderson was also Associate General Counsel and Director of Client Services for RealLegal, a legal software company. He is a graduate of Cornell University, and received his Juris Doctorate from the University of Georgia School of Law in 1994. Christopher Anderson is admitted to practice in the federal and state courts of New York and Georgia.

Ernest Svenson

Ernie Svenson practiced law for a large firm in New Orleans for 20 years, specializing in commercial litigation. For the past 6 years he's been a solo practitioner. His "Ernie the Attorney" weblog, started in 2002, was twice chosen by the American Bar Association as one of the top 100 weblogs in the country. His PDF for Lawyers weblog teaches lawyers how to be paperless by using PDFs in their law practice, instead of paper. More recently, he started PaperlessChase.com, which is the website of a CLE company that provides seminars to lawyers on general technology issues. He is now a full time speaker to various industry groups about using technology more efficiently. He can also be found on Twitter as @ErnieAttorney.

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Adriana Linares

Adriana Linares is a legal technology trainer and consultant with a passion for the business and technology of law. Prior to launching LawTech Partners, she spent several years creating and managing the in-house training departments of two of Florida's largest law firms. Today, Adriana travels the country delivering "tech therapy" sessions to law firms and professional organizations. Using her practical and personal approach to technology she helps legal professionals maximize their skills and investments through training sessions delivered via the web or in person. She speaks and writes regularly for nationally distributed legal publications and speaks and trains in Spanish. Adriana hosts an advice column on her blog, I ♥ Tech (www.ihearttech.com). Adriana currently serves as the Chair of the Research & Technology Subcommittee of the Law Practice Management Section of the ABA. Learn more about Adriana and her services at www.lawtechpartners.com.

Chelsey Lambert

Chelsey Lambert is President and Founder of Virtulawso, a Law Practice Management and Technology Consulting Practice based in Chicago, IL. Her specialties include online delivery of legal services and eCommerce solutions for small to mid-sized law firms. She has consulted law firms in the U.S. and abroad on the use of law practice management technology, payment processing, IOLTA management, the secure delivery of legal services online, and marketing. Ms. Lambert has written and lectured on the appropriate use of technology, payment processing solutions and marketing across a variety of practice areas. She is a member of the American Bar Association, currently serving on the ABA National Solo & Small Firm Conference Committee and the Law Practice Management Section Member Engagement Committee.

Kirsten Vignec

Kirsten is a Shareholder at Hill Ward Henderson in the firm's Corporate & Tax and Executive Compensation & Employee Benefits Groups. Her practice primarily involves employee benefit matters, including legal matters associated with the design and administration of executive deferred compensation plans, welfare benefit plans, Section 401(k) plans, profit sharing plans, and pension plans. Kirsten represents a number of tax-exempt entities as well as for-profit companies. She is a member of the Tax Sections of The Florida Bar and the American Bar Association, as well as the State Bar of California and the District of Columbia Bar. She received a B.B.A. degree from James Madison University in 1991 and her J.D. from George Mason University School of Law in 1997. Kirsten is listed by *Best Lawyers in America* and is A-V Preeminent rated by Martindale-Hubbell.

Conrad Saam

Conrad Saam is the founder of [Atticus Marketing](http://AtticusMarketing.com) – an agency delivering advanced search marketing exclusively for the legal industry. Prior to Atticus, Conrad architected Avvo's ascendancy from concept to legal directory market leader through advanced search engine optimization tactics. He previously ran the marketing team for the widely popular restaurant app, Urbanspoon. Conrad writes the In-House column for Search Engine Land and has been featured in USA Today, the New York Times, Yahoo Finance and the San Jose Mercury News. You can follow him @conradsaam.

