

The Florida Law Practice



For Florida Lawyers – By Florida Lawyers

A JOURNAL OF THE SOLO AND SMALL FIRM SECTION

MESSAGE FROM THE CHAIR LIVE LIKE PETE!

By Jacina Parson, Esq., Present Chair of the SSF Section

It is not every day that you meet a gentle soul that makes you drop all your insecurities and forces you to live your life authentically with purpose. That is the type of man Lee E. “Pete” Muschott was. Pete was humble and he left his mark in every room he entered. For years I felt like an imposter serving in leadership with The Florida Bar’s Solo & Small Firm Section because I worked for the Henry Latimer Center for Professionalism and later joined the Pinellas County Attorney’s Office—and it was Pete who helped me feel a sense of belonging because he also worked in a government role. Pete helped me feel at home and forced me to realize that the Solo & Small Firm Section is my tribe and I belong. I have grown personally and professionally from being around such a great group of people.

Pete was a man of service and it is no mistake that I served on the executive council when he was chair. I will forever remember his sense of humor as he ushered us through the agenda of each meeting during his year. While Pete was in law school, the selective



JACINA PARSON

service discontinued graduate student deferments and he enlisted in the Air Force. Pete received an early honorable discharge from the Air Force and was able to pick up his law studies just where he left off. He graduated number one in his class in 1974 from the prestigious Stetson College of Law. Something else we have in common—we were both fellow Hatters. After graduating from law school, Pete practiced law in Fort Pierce for 47 years. He truly loved his career and took great pride in his work.

The world was Pete’s oyster as he enjoyed traveling with his beloved wife Kathie. Pete was no stranger to a good adventure, traveling across the United States, Canada, Europe, and New Zealand. In addition to his love for traveling, which we also share, Pete was a car enthusiast. He could spend hours discussing cars and motorcycles. In his spare time, he also enjoyed attending car shows and races. Alongside the plethora of legal journals in his office one could also find copies of Hot Rod and Cycle World magazines.

See “Chair’s Message” next page

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CHAIR'S MESSAGE

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Last but certainly not least, Pete was a family man. Peter has often stated that meeting and marrying Kathie was the best thing that happened to him. He was a proud father of two daughters, Marissa and Jennifer, and a beloved grandfather to Luke, Annalea, Eva Cuti, Anthony "Quinn" and Elizabeth. Pete enjoyed teaching his children and grandchildren how to ride bicycles as this was a natural progression to motorcycling.

The last great memory I have of Pete is him teaching a CLE for the section on sovereign immunity. Being new to city, county and local government work, Pete made the concept crystal clear. With his sharp memory and little notes, Pete commanded the room as he broke down the concepts for all to understand.

Life is but a vapor. Leaving a legacy that we all should be proud of; Pete departed Earth on September 20, 2021. We all have something to gain from the life that Pete lived: (1) Be a gentle soul and reach back and pull someone up with you; (2) Be a person of service; (3) Live life to the fullest; and (4) Love on your family. I encourage you to live your life like Pete; create memories that will leave behind a strong legacy. May your soul rest in peace Pete... well done thy good and faithful servant!



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Squid Game by The Introverted Attorney

WORK-LIFE BALANCE IS THE BELLED CAT

By Angela R. Di Bartolomeo, Esq.

Aesop tells a fable about a group of mice discussing ideas on defeating their enemy, the Cat. The mice agreed that to have a chance to escape the Cat, they need forewarning of her approach. There aren't any worthwhile ideas until a young mouse proposes that a small bell be attached to the Cat's neck with ribbon. The room erupts with applause at the suggestion. As the clapping ends, an older mouse responds that, in theory, it sounds like a great idea, but who will put the bell on the Cat? The room falls silent. Then the older mouse concludes, "It's easy to propose impossible remedies."¹

In a similar vein, we have the concept of work-life balance. It's the panacea to burnout, toxic workplaces, and general dissatisfaction. But the idea of reducing our work hours isn't new. When the United States started tracking workers' hours in the late 1800s, full-time manufacturing employees labored



ANGELA R. DI BARTOLOMEO

in 100-hour workweeks² In pushing for labor reform, workers adopted the slogan "8 hours for work, 8 hours for rest, and 8 hours for what you will."³ The concept again resurfaced in the 1980s when the Women's Liberation Movement moved beyond parity in earnings to include flexible work

schedules and maternity leave. Today, the idea of work-life balance appears endlessly.

There are differing viewpoints within the conversations about work-life balance. Some say, for example, that peddling the work-life balance analogy is akin to myth. Others say that while difficult, such a balance is achievable. There's a plethora of advice to help one reach the elusive work-life balance goal, from time-management and productivity strategies to technology disconnect and boundary-setting. But there are still others who don't have

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WORK-LIFE BALANCE

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the luxury to enter the conversation—those working multiple jobs to provide life's necessities, for example. With this perspective, we are relatively fortunate to be able to analyze the work-life balance concept.

Before delving any further, it's essential to define the concept of work-life balance. According to the Cambridge Dictionary, it is "the amount of time you spend doing your job compared with the amount of time you spend with your family and doing things you enjoy."⁴ Let's unpack some of the inherent problems this definition raises.

At the outset, this definition suggests a separation between work and life which must be kept in equilibrium. How do we begin to parse out those experiences that get measured as life and those measured as work? Say you're reading this by the pool, is that work or is it life? If you share the successful outcome you obtained for your client with your spouse, is it work or life? If you blog about legal issues, is it work or life? If you fought with a loved one and are mulling over it at the office, is it work or life? Work and life aren't binary. This definition ignores that work is not on par with our rich life experiences but rather a subset of it. Thus, if you can't separate work and life, it's going to be impossible to balance them.

Thomas Edison quipped, "We often miss opportunity because it's dressed in overalls and looks like work." The work-life balance definition pits work and life against each other. However, work provides the principal environment to be involved in something greater than ourselves. As members of a service profession—the practice of law—we get to help others. Many of us find meaning, significance, and joy in our practice. It's certainly unhealthy to derive your identity solely from your career. Nevertheless, engaging in work that provides a sense of fulfillment and purpose positively affects us. Some studies suggest that early retirement can hurt our physical and mental health.⁵ Admittedly, some

people are unhappy with their work. But, perhaps it has less to do with the actual work and involves other factors beyond this article's scope, such as feeling undervalued or toxic work culture. The problem with the work-life balance definition is that it ignores that work can contribute positively to our well-being.

Using time as a scorekeeper between work and non-work is also flawed. For most, and especially in the context of solo and small firm practitioners, true legal work is not a Monday through Friday from 9 to 5 endeavor. You may have a complex case requiring you to work late into the evening and the weekend. But on the flip side, after that, you might take a weekday off. A family emergency can cause you to have to re-shift your workday or even workweeks. The reality of being human will cause one side of the scale to tip the other. It also looks different for everyone.

We need to think thoughtfully and intentionally about our work and ways to improve our well-being. However, adopting this definition of a work-life balance is problematic. Thasunda Brown Duckett, President and CEO of TIAA and ranked #10 on Fortune's 2021 Powerful Women list, boldly asserted, "Work-life balance is a lie."⁶ She admitted feeling spent seeking a more balanced lifestyle. Like the small bell tied around the Cat, it sounds great in theory, but it's not the remedy. Embracing this is liberating. It frees you to find and integrate what works for you.

Angela Di Bartolomeo practices with her father, Dean F. Di Bartolomeo at the Law Offices of Di Bartolomeo & Di Bartolomeo, P.A. in Miami. Her practice includes real estate, trusts and estates, probate, and litigation.

Endnotes:

1 Aesop, . (1867). "Belling the Cat". *Aesop's Fables* (Lit2Go Edition). <https://etc.usf.edu/lit2go/35/aesops-fables/372/belling-the-cat/>

2 Whalen, K. (n.d.). Livelyhood - how the weekend was won. PBS. <https://www.pbs.org/livelyhood/workday/weekend/shourday.html>

3 Ibid.

4 Cambridge University Press. (n.d.). Work-life balance. In *Cambridge dictionary*. <https://dictionary.cambridge.org/us/dictionary/english/work-life-balance>

5 For one example, see Dave, D., Rashad, I. & Spasojevic, J. (2006). The Effects of Retirement on Physical and Mental Health Outcomes. NBR Working Paper Series, 12123, <https://www.nber.org/papers/w12123>

6 Sahadi, J. (2021, October 12). Fortune 500 CEO: 'work-life balance is a lie'. CNN. <https://www.cnn.com/2021/10/12/success/thasunda-brown-duckett-ceo-work-life-balance/index.html>



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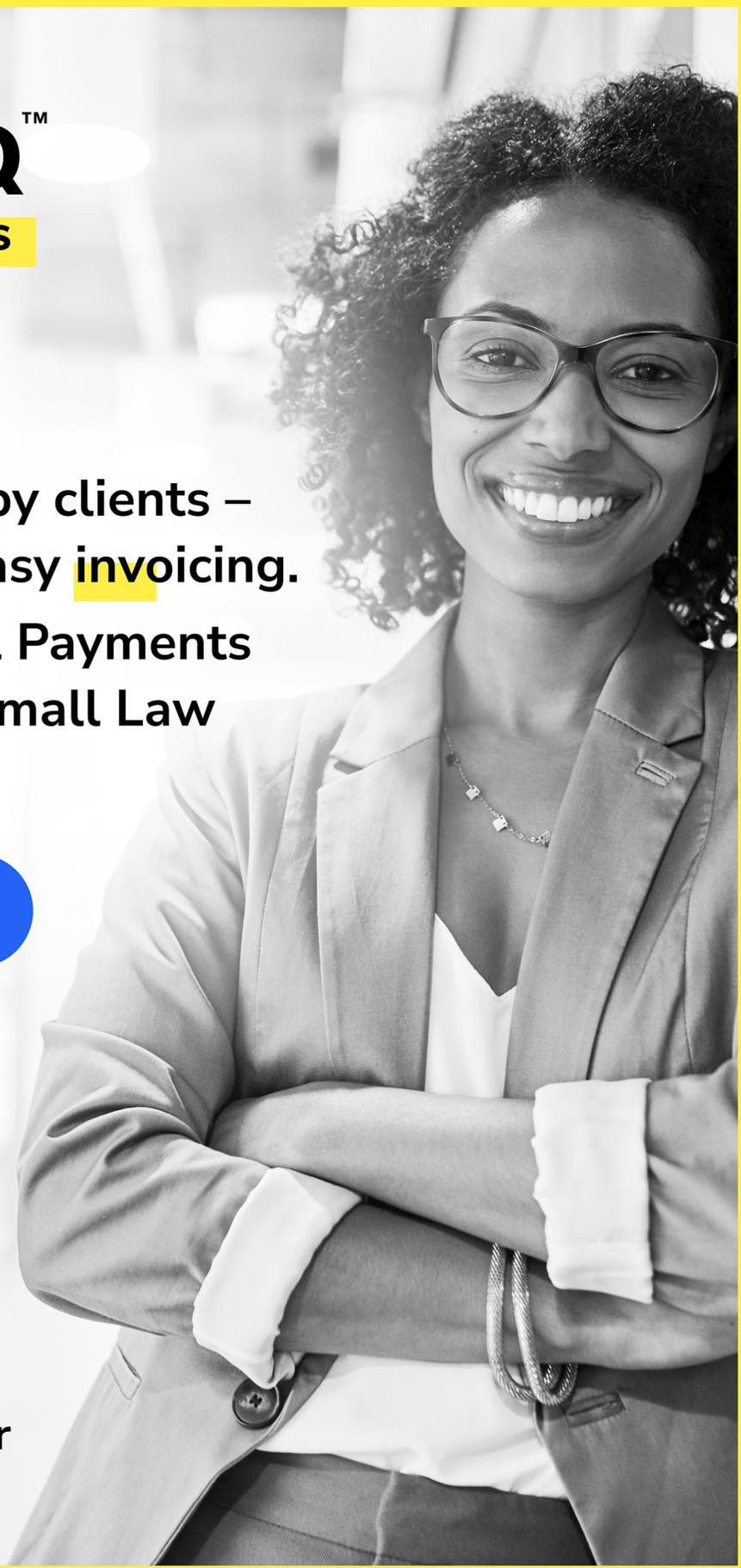
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NETWORK MARKETING: NOT JUST FOR TUPPERWARE

By Brian S. Brijbag, Esq.

The thought of the term “Network Marketing” as part of a law firm growth strategy conjures up images of the worst Facebook posts or the most awkward family functions. You most likely have experienced the seemingly random phone call from a long-lost acquaintance who has now found an amazing opportunity to supplement your current income. Get in today and wait for that residual income to begin to flow!

Putting aside health shakes and credit repair, Network Marketing can be retooled as a key driver of new clients for any law firm. The structure is not a multi-level sales pyramid, but instead creates a web of replicated sales agents promoting your objectives and goals. For the growth-focused attorney, Network Marketing means



BRIAN S. BRIJBAG

developing a horizontal framework of individuals who can transpose their inherent trust onto others to benefit your firm.

By working on a few key steps, you can have a strong community force marketing your services.

I. Have a clear and easily communicated marketing message.

Network Marketing sales pitches are boiled down to a simple sound bite that anyone can repeat all day long to anyone who will listen. Answer these questions:

- Who is your ideal client?
- What do they need?
- How can your firm satisfy that need?

It may not surprise you that many lawyers have never thought through this process. Yet, in developing a thriving Network Marketing strategy, you need to control the message that others will be preaching in your community. The better you know your ask, the better others will be able to mimic it when you are not around. Be specific on who you are looking for as a client and what types of problems you may be able to solve. Echo this vision with everyone you meet. Allow them to become “parrots” of your message.

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II. Amplify your connections.

Your marketing strategy should be diverse and include things such as advertisement, direct-to-consumer opportunities, online presence, and community education. One of your most powerful marketing outlets exists in the vast connections you already have, or can work on creating, and heightening them to promote your product.

- Current client database - These people in your community know the quality of your work, but more importantly, they know that you can solve their legal problems. Might these also be the problems you want people to know you can solve? If so, give your people the tools they need to be a mouthpiece for you in your market. This could include promotional business cards/postcards, short videos to share online, or a special “VIP” referral phone number to give to friends. One of the most important things with this prong of your network is reminding them every few months that you exist. This is where a newsletter or email list comes in handy.
- Community Organizations - One of the best ways to build a network to market your message is to share your ask at local community groups. This may include the local Chamber of Commerce, BNI, or a civic group. Often you will get time to introduce yourself at these meetings and share your “parrot” message. Remember, you want them to be able to spill out that same message to others. One of the most productive things you can accomplish at these meetings is setting up one on one meetings with individuals who routinely interact with your ideal client. You need to eat lunch anyway ... why not grow your marketing

reach at the same time?

- Friends and Family - For many lawyers, mom is your biggest marketer. Why not weaponize mom, and the rest of your family and friends to parrot your ask? This is an area where preparing specific online materials can be very helpful. Your family and friends have influence over potential clients where trust is not the issue. What they need is the message. By creating shareable content, these are the people in your network that are most likely to hit that button. Do not take this group for granted and be proactive in motivating them. When you publish new posts, message or text them directly asking them to share it to their networks.

III. Take a holistic approach to your network building.

The adage that “it takes a village” is often applied to any task of growth or improvement. When it comes to Network Marketing, building that village is the whole point. To do that effectively, it must be a strategic operation that works within the overall law firm success plan. Lean too heavily on building your network, and you may never have time to do the work your clients hired you to do in the first place. Find the balance by assigning objectives to the 24 hours you have each day. Where in your week are you being intentional on building and feeding your network?

For some firms, hiring an employee to handle marketing can make a lot of sense and provide drastic results. When I brought on someone to assist in building our network of marketing partners, we saw immediate dividends and a drastic increase in business. Yet you cannot delegate the maintenance of key relationships. While an employee may be able to parrot your ask at community meetings and events, there should be an understanding that certain connections require your presence. How that is determined is unique to your firm. We set up target lists of either specific people or types of

people to schedule for lunches. It may be school board members, chiropractors, or accountants who we are focused on at any given time. Regardless of who, we have a purpose and look for the opportunity to share our message.

IV. The one-level marketing strategy.

If the thought of sipping wine at a gala schmoozing with an elected official makes you cringe, know that building your network can take many forms, but it needs to be focused and intentional. You are, in essence, creating parrots – people who can mimic your message to others in the community. This works because you are a parrot as well! You should be sounding the same message you need from others, along with the messages they need you to share. That is why it is “one-level” and not “multi-level” – there are no tiers, just equals working to spread each other’s messages.

Network Marketing can be a valuable driver of new clients and referrals. It is a solid investment of time in the beginning, but the impact far outweighs the cost. As you build your network, remember that before they are your “parrots”, they are your colleagues, friends, and family. Build effective relationships first and sell your lawyering skills second. That will ensure that you have a firm network of connections ready to flood the community to promote your firm.

Brian S. Brijbag is a Florida personal injury attorney in Hernando County. As a solo practitioner, Brian has committed himself to being a true local attorney while still being ever-present in his community. A husband with five children, his whole family is part of growing the firm’s message and vision. As Brijbag Law exists in the shadows of large firm advertisement blitzes, the firm has found success in building a grass-roots network of community partners. Brian believes in the principal of “givers gain” as he strives to help other local businesses who, in turn, help him grow. Brian will continue to be a parrot sharing the message of other small business owners.

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PASSIVE AND PROACTIVE BUSINESS DEVELOPMENT FOR SOLO AND SMALL FIRMS

By Robert Howard

Introduction: *This article focuses on business development as a discipline within the business side of a law practice, whether a solo practitioner, small or larger firm. Further, to present the differences in strategies with both passive and proactive business development approaches. Additionally, to provide a macro structure for proactive business development over which we have greater control with the outcome and results, e.g. asking for referrals, networking and professional alliances, than with passive business development which primarily consists of marketing, advertising, public relations and branding.*



ROBERT HOWARD

Completing your law degree, passing the bar exam, and securing your license required an investment of your time, money and resources. Whether a solo practitioner or attorney in a small firm there are additional, ongoing, requisite investments in continuing legal education, ethics and technical training.

Practicing law and managing the *business side* of a law practice are distinctly different disciplines, each with primary challenges and success factors, regardless of the practice's size. Ironically, instruction on how to launch business development in your law practice, secure new clients and referrals—critical to the success of all law practices—is missing from most law school programs. Securing new clients, realizing additional business from current clients, and securing referrals are make-or-break elements determining whether a solo practice, small or large firm is successful, struggling—or worse.

Typically, a law firm's business development strategies for securing new clients are grounded in significant investments and monies allocated to marketing, advertising, web site development, SEO (search engine

optimization) and even “pay per click” (i.e. Google™ or Bing™) campaigns. Additionally, these strategies require investing time and resources by the attorney, legal assistant or often a 3rd party. Too often the results—measurable income from securing actual new clients and business—doesn't produce an ROI (return on investment).

Actually, there are two distinctly different business development approaches with separate strategies for securing new clients and profitably growing a law firm, regardless of size. These include *passive* and *proactive* business development which produce very different results and defined as follows:

Passive business development activities and actions are mostly *catch-all* which you have little or no control over; and usually designed to make a prospective client aware of the legal services provided. For example, marketing, advertising, public relations, and branding activities where the intent is to motivate a prospective client to take some action, e.g. contact us by email, call or fill out a form, and could result in an unexpected referral or walk-in. NOTE: Passive business development is an important part of a firm's branding

strategy which has known or well-known name recognition.

Proactive business development are intentional *hands-on* focused activities over which you have control. Actively calling existing clients for additional business, asking for referrals/promptly follow up with referrals, being active in your community including joining professional associations, completing volunteer work/non-profit organizations, networking with other attorneys and adjacent licensed professional service providers (e.g. CPA's, financial planners, and investment advisors/brokers, realtors, etc.) for alliances and referrals, and messaging second-degree contacts on LinkedIn™ for prospective clients are examples of *proactive* endeavors. For the most part you cannot control the outcome of the activity, but you can certainly control whether or not you engage in an activity and how often you do so. Often, you also control the effectiveness much more so than with *passive* activities.

It's not an either/or proposition, rather a balanced approach for your law practice. Most importantly, *passive business development* activities typically require an investment in time, money, and resources while *proactive business development* requires only your time, enables you to leverage your resources/network and most often little or no monetary investment.

Successful business development in your law practice requires being intentional. *Passive activities* start with establishing a plan, budget, schedule, metrics and regular reviews to determine ROI. *Proactive activities* also require establishing a plan, scheduling time on your calendar (during billable hours and non-billable time) to assure

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PASSIVE AND PROACTIVE

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you're diligent in actually doing the activities listed in your plan, track the number of times you do each of these activities, and the number of new clients realized from each activity.

As you plan your CLE options for the balance of 2021 and going forward begin considering *professional development* in the areas of *business development, qualification process with prospective clients, effective communication, client development & care, client retention, and managing the client experience*, to the extent these are offered. If these areas

of *professional development* are neither offered or available then it requires making the decision to invest in your own professional development to assure you have a repeatable process/approach in these areas while improving and sustaining your competencies.

There is a consummate playbook outlining requisite *habits* for establishing the mindset to become intentional with managing and developing the business side of your law practice. Stephen R. Covey in his book, *7 Habits of Highly Effective People*, lists these habits in order as: 1. *Be proactive*, 2. *Begin with the end in mind*, 3. *First things first*, 4. *Think Win-Win*, 5. *Seek first to understand, then to be understood*,

6. *Synergize*, and 7. *Sharpen the saw*.

The only way to fail at business development is to not be intentional and proactive in business development.

Robert C. Howard is founder and president of RC Howard and Assoc., LLC, a certified Sandler Training Center. Robert has 49 years of commercial and leadership experience across business and client development, client management, and client retention, in domestic and international markets. Sandler Training is an internationally recognized leader in providing professional development for attorneys and professional services, including leadership and associates. Learn more at <https://www.rchoward.sandler.com/legal>



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We are glad you're part of the Solo & Small Firm Section and hope that you'll get involved. The section's [website](#) contains a wealth of information including a [CLE page](#) for easy access to programs that benefit solos and small firms. We encourage you to join one of the section's [committees](#):

- Continuing Legal Education
- Marketing & Public Relations
- Outreach & Expansion
- Publications
- Sponsorship

Other ways to participate include:

- Writing an article for the LINK newsletter
- Sharing the section's social media posts
- Volunteering to make a CLE presentation



New SSF Section Wellness Initiative Starts Soon

Join us by phone for monthly mindfulness meditation sessions led by litigator, mediator and arbitrator Adam Myron of Cagnet Myron Law in Palm Beach County. Close your door, dial in anonymously and spend 15 minutes letting go, to relax and achieve greater balance. No prior experience needed. Watch for further details.



UPCOMING CLE

All one-credit CLEs are 12 – 1 PM. One-credit live GoToWebinars are \$50 for Solo & Small Firm Section members and \$95 for non-section members. Wednesday Wisdom Zoom webinars are free for section members unless otherwise noted. Updates and registration information are available at flosolosmallfirm.org/calendar.

January 2022

**19—Ethical Trust Accounting—Would You Fear A Bar Audit?
Keys to Establish, Manage & Maintain a Compliant Trust Account.**

Live GoToWebinar presented by [Debra Davis](#), CPA, Esq., Partner, Smith, Tozian, Daniel & Davis, P.A., Tampa. Moderator: Bill Curphey. Course number [5705](#) is approved for 1 General CLE credit, all of which may be applied toward Ethics. Section members register for only \$50. [REGISTER](#)

26—Enhance Your Practice by Gaining Leadership Skills and Florida Bar Certification.

Free Wednesday Wisdom Zoom CLE for Solo & Small Firm Section members presented by Jay Kim, Managing Partner, Kim Vaughan Lerner LLP, Fort Lauderdale; and Kevin Johnson, Founding Partner, Johnson Jackson PLLC, Tampa. Course number [5712](#) is approved for 1 General CLE credit. [REGISTER](#)

February 2022

**11—Annual Solo & Small Firm Conference
Pivoting Your Law Practice: The Resilience & Grit You Need to Survive.**

Course number [5622](#) is approved for 5 General CLE credits, 2 of which may be applied toward Ethics; 1 of which may be applied toward Professionalism; 1 Technology and 1 Mental Illness Awareness credit. Section members register for only \$185. [REGISTER](#)

15—Cyber Stalking, Revenge Porn & Victim's Rights: What All Lawyers Need to Know.

Live GoToWebinar presented by Stephanie Cagnet Myron, Cagnet Myron Law, Wellington. Moderator, Jennifer Kuyrkendall Griffin. Course number [5713](#); 1 General; 1 Technology CLE credit pending approval. Registration opens soon.

23—Successfully Balancing Family, Life and Practicing Law.

Free Wednesday Wisdom Zoom CLE for Solo & Small Firm Section members presented by Theresa Jean-Pierre Coy, Seffner; and Travis Coy, Assistant State Attorney, 13th Judicial Circuit State Attorney's Office, Tampa. Moderator, Joshua Hertz. Course number [5714](#); 1 General CLE credit pending approval. [REGISTER](#)

Interested in presenting a CLE program? Please email Solo & Small Firm Section CLE Committee Chair [Linda Calvert Hanson](#).

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UPCOMING CLE, CONTINUED

March

15—Professionalism Update for Lawyers: Ways to Avoid the Disciplinary Process

Live GoToWebinar presented by F. Scott Westheimer, Syprett Meshad, Sarasota

Course number 5723; 1 General; 1 Professionalism CLE credit pending approval.

Registration available soon.

23—Views from the Bench: How to Put Your Best Foot Forward in Motion Practices

Free Wednesday Wisdom Zoom CLE for Solo & Small Firm Section members presented by

Circuit Court Judge Lody Jean, Eleventh Judicial Circuit, Miami; and

Circuit Court Judge Fabienne E. Fahnestock, Seventeenth Judicial Circuit, Fort Lauderdale

Details and registration available soon.

April

19—Live GoToWebinar

27—Free CLE for Section Members

May

17—Hot Topics in Florida Legal Ethics

Live GoToWebinar presented by Tim Chinaris, Associate Dean for Information Services and Professor of Law, Belmont University College of Law, Nashville, Tennessee.

Details and registration available soon.

27—Solo & Small Firm Section Annual Out-of-Country CLE Trip

June

14—Live GoToWebinar

23—Florida Law Update

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3. Purchase previously recorded section CLE through The Florida Bar, available 24/7 as [on-demand seminars and podcasts](#).
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PARALEGAL CORNER NEWS FOR PARALEGALS TO USE...

By Priscilla Horn Warren, CP, FRP



PRISCILLA HORN WARREN

HAPPY HOLIDAYS! Welcome to the Paralegal Corner, where you can find breaking news and other useful items (including website links) pertaining to our profession.

MARK YOUR CALENDAR: The Solo and Small Firm Section is hosting its annual conference on February 11, 2022, and will be producing a half-day Live GoToWebinar:

“[Pivoting Your Law Practice: The Resilience & Grit You Need to Survive](#)” is designed to meet the needs of lawyers who understand the importance of transforming their law practices to address the new demands of virtual and hybrid business models. Our diverse roster of experienced presenters will address topics such as technology transformations, working as outside counsel, managing stress with recovery, ethics of online payment systems and fee-sharing with nonlawyers and managing the ethics of law with second income streams.

For additional information and/or to register online, please go to the Calendar section of our website, www.FLSoloSmallFirm.org. You may also contact our **Section Administrator, Ricky Libbert**, at rllibert@floridabar.org or 850-561-5631.

This past September, the PAF organization produced its annual seminar by means of a Zoom webinar presentation due to COVID concerns, and provided current information and topics of interest to all PAF members and other interested paralegals/legal assistants. The theme for the PAF Webinar was “Mission Impossible: Getting Your Case Ready for Today’s Courtroom Environment.” To obtain those materials, visit the website: www.pafinc.org.

The PAF also recently held its elections for the 2022 officers. The new officers are:

President: Kristina M. Schiraldi, MBA, ACP, FRP
First Vice President: Sherry Webber, CP, FCP, FRP
Second Vice President: Jillian Benkendorf, CP
Secretary: Michele L. Gray, FRP
Treasurer: Janet D. Poklemba, CP, FRP
NALA Liaison: Heather Rice, FRP
Director-At-Large: Jodee L. Buck, ACP, FCP, FRP

Additionally, for Florida paralegals requesting information on designations and educational opportunities, please log into the Florida Bar website for **Florida Registered Paralegals**, at www.floridabar.org, and click on the Florida Registered Paralegal tab.

For additional information on NALA, the nationwide paralegal association, and/or requirements for obtaining your national Certified Paralegal designation, kindly visit the NALA website at www.nala.org for membership requirements/continuing education opportunities.

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LAWCLERK: Where Attorneys Go to Hire Virtual Associates and Freelance Lawyers

Solo & Small Firm Section members can earn rebates when they hire freelance attorneys through [LAWCLERK](#)—and the section will receive a share of the revenue for each member who signs up and uses an account.

LAWCLERK is where attorneys go to hire freelance lawyers. The company has built a nationwide network of over 3,400 freelance lawyers—called Lawclerks—who can help busy attorneys with research, any sort of written document, discovery, or other project-based written work.

Solo & Small Firm Section members who [register](#) for a hiring attorney account with LAWCLERK will receive a 10 percent rebate on the first three projects they post on LAWCLERK using a special rebate code. Section members who register for a hiring attorney account also will be assigned a complimentary Dedicated LAWCLERK Advisor to assist with posting projects and getting work completed. In addition, LAWCLERK will offer free ethics CLE credit for section members on the ethics of outsourcing to freelance lawyers. In addition, the section will receive a revenue share for each new section member who creates a hiring attorney account with LAWCLERK using the section's code, if the attorney completes at least one project on LAWCLERK in the calendar year.

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