

**New York State Bar Association Law Practice Management  
CLE Program**

**Building a Successful Law Practice –  
What You Need to Succeed**

**Wednesday, December 12, 2012 | 9:00 a.m. – 5:00 p.m.**  
Affinia Manhattan

[www.nysba.org/BuildingaSuccessfulLawPractice2012](http://www.nysba.org/BuildingaSuccessfulLawPractice2012)

**Agenda**

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| 8:30 a.m. – 9:00 a.m.   | Registration   |
| 9:00 a.m. – 9:15 a.m.   | Introduction and Welcoming Remarks   |
| 9:15 a.m. – 10:30 a.m.  | <b>Business Considerations: Grow, Merge, or Stay the Same –<br/>Where Do You Go From Here?</b> <ul style="list-style-type: none"><li>• The legal organization of your practice</li><li>• Developing a budget</li><li>• Is it time to take on a partner?</li><li>• Opening a satellite office</li><li>• Cost-effective ways to market your firm</li></ul> <p><i>(1.5 credits in areas of professional practices/law practice management)</i></p> <p>Speakers: <b>Russell M. Yankwitt, Esq.</b><br/><b>Nicole Gueron, Esq.</b></p>   |
| 10:30 a.m. – 10:45 a.m. | Break  |
| 10:45 a.m. – 12:00 p.m. | <b>Practicing Ethically</b> <ul style="list-style-type: none"><li>• Predominant ethics rules<ul style="list-style-type: none"><li>- what solos and small firms are likely to encounter</li></ul></li><li>• Turning down an engagement – what to tell that prospective client</li><li>• Referring clients – do's and don'ts</li><li>• Firing the client -- doing it right</li><li>• Avoiding malpractice claims and disciplinary complaints</li><li>• Knowing when to seek outside help when the going gets too rough</li></ul> <p><i>(1.5 credits in ethics)</i></p> <p>Speaker: <b>Hal L. Lieberman, Esq.</b></p> |

12:00 p.m. – 1:00 p.m.

Lunch

1:00 p.m. – 2:15 p.m.

### **Billing and Collection**

- Managing client expectations – billing and the retainer agreement
- Improving billing and collection methods
- Alternative fee arrangements
- Best practices when increasing fees

*(1.5 credits in skills)*

Speakers: **Howard C. Crystal, Esq.**  
**Anthony Q. Fletcher, Esq.**

2:15 p.m. – 2:30 p.m.

Break

2:30 p.m. – 3:20 p.m.

### **Hiring Associates, Paralegals, and Support Staff**

- Sources for hiring
- Hiring, firing, and retention of staff
- Professional development and mentorship
- Incentives for exemplary employees
  - adjusting salary to employee output
- Creating exit procedures
- Emergency short-term employment solutions
  - staffing agencies, “onshoring” and “outsourcing”

*(1.0 credit in areas of professional practice/law practice management)*

Speakers: **Carol Kanarek, JD, MSW**  
**Craig S. Brown, Esq.**

3:20 p.m. – 4:35 p.m.

### **Using the Internet and Social Media to Build Your Practice**

- Website basics:
  - Simple versus bells and whistles:
  - How much will it cost?
- Website content:
  - How to provide information without giving away the store and opening yourself up to liability
- Using Facebook and Twitter and other social media effectively

*(1.5 credits in areas of professional practice/law practice management)*

Speaker: **John R. McCarron, Jr., Esq.**

4:35 p.m. – 5:00 p.m.

**Question and Answer Segment – Get the Answers You Need to Succeed**

**7.5 MCLE Credits**

*(4.5 Areas of Professional Practice, 1.5 Ethics, 1.5 Skills)*