



# NYSBA **CLE**

Friday, November 2, 2012  
*Affinia Manhattan*



## Can't attend in person?

This program is available live and via a simultaneous live webcast option.

Newly admitted attorneys (less than twenty-four months) must attend the program in person to receive New York MCLE credit.



**INCLUDES**  
1.5 ethics credits

See inside for more details.

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

Sponsored by the Law Practice Management Committee, the Committee on Continuing Legal Education, the Antitrust Section, the Labor and Employment Section, the Dispute Resolution Section, the Family Law Section, the Municipal Law Section, and the Young Lawyers Section of the New York State Bar Association

### Co-Sponsoring Organizations:

Black Bar Association of Bronx County  
Brooklyn Women's Bar Association  
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Latino Lawyers Association of Queens County  
Long Island Hispanic Bar Association  
Metropolitan Black Bar Association  
Muslim Bar Association of New York  
New York Women's Bar Association  
Nigerian Lawyers Association  
Queens County Women's Bar Association  
South Asian Bar Association

### Reasons to Attend:

- Learn how to run your practice efficiently
- Get tips for managing employees effectively
- Learn how to leverage the Internet and social media to your advantage

## Register Now!

Save Money, and Guarantee  
Your Seat at the Program!!!



# Program Description

Want to learn more about building and growing your practice? During this program, panelists will share tips for building a successful practice in New York. The program will cover an array of topics from controlling paperwork to managing employees. Speakers will help you move forward with growing your business.

Detailed written materials will accompany the presentations. Ample time has been built into the program allowing you to network with fellow practitioners. This year's program will conclude with an interactive Question and Answer Segment. Get the answers you need to succeed.

## Agenda

**8:30 – 9:00 a.m. Registration**

**9:00 – 9:15**

**Introduction and Welcoming Remarks**

**9:15 – 10:30**

**Business Considerations: Grow, Merge, or Stay the Same – Where Do You Go From Here?**

- The legal organization of your practice
- Developing a budget
- Is it time to take on a partner?
- Opening a satellite office
- Cost-effective ways to market your firm

**Speakers: Russell M. Yankwitt, Esq.; Nicole Gueron, Esq.**

**10:30 – 10:45 Break**

**10:45 – 12:00 p.m.**

**Practicing Ethically**

- Predominant ethics rules - what solos and small firms are likely to encounter
- Turning down an engagement – what to tell that prospective client
- Referring clients – do's and don'ts
- Firing the client – doing it right
- Avoiding malpractice claims and disciplinary complaints
- Knowing when to seek outside help when the going gets too rough

**Speaker: Hal L. Lieberman, Esq.**

**12:00 – 1:00 Lunch**

**1:00 – 2:15**

**Billing and Collection**

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

**Speaker: Howard C. Crystal, Esq.; Anthony Q. Fletcher, Esq.**

**2:15 – 2:30 Break**

**2:30 – 3:45**

**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

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

**3:45 – 4:35**

**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”

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

**4:35 – 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.

This **basic-level** course has been approved for MCLE credit in **New York** for all attorneys, **including** newly admitted (less than 24 months).

This program has also been approved for MCLE credit by the **State Bar of California** and the **Pennsylvania Continuing Legal Education Board** for **5.0** credit hours of substantive law and **1.0** credit hours of ethics. All inquiries regarding MCLE credits may be directed to **(518) 487-5606**.

This program has been approved by the **Board on Continuing Legal Education of the Supreme Court of New Jersey** for **7.5** hours of total CLE credit. Of these, **1.5** qualify as hours of credit for ethics/professionalism, and 0 qualify as hours of credit toward certification in civil trial law, criminal trial law, workers compensation law and/or matrimonial law. This course does not qualify under any of the nine specified new admit areas, in five of which New Jersey attorneys admitted in 2009 or thereafter, in their first full two-year compliance period, must take 15 of their 24 required credit hours (see [BCLC Reg. 201:2](#)).

The New York State Bar Association's Committee on Continuing Legal Education has been certified by the New York State Continuing Legal Education Board as an accredited provider of continuing legal education in the State of New York.

**IMPORTANT NOTICE: PARTIAL CREDIT FOR PROGRAM SEGMENTS NOT ALLOWED.** Under the New York State Continuing Legal Education Board Regulations and Guidelines, attendees at CLE programs cannot receive MCLE credit for a program segment unless they are present for the entire segment. Persons who arrive late, depart early, or are absent for any portion of the segment will not receive credit for that segment.

# Program Faculty

## Program Co-Chairs:

**Anthony Q. Fletcher, Esq.**, Office of Anthony Q. Fletcher, PC, New York, NY

**Craig S. Brown, Esq.**, B3 Legal LLC, New York, NY

## Speakers:

**Howard C. Crystal, Esq.**, Novack Burnbaum Crystal LLP, New York, NY

**Nicole Gueron, Esq.**, Clarick Gueron Reisbaum LLP, New York, NY

**Carol Kanarek, JD, MSW**, Career Management for Lawyers, (Affiliated with Kathleen Brady), New York, NY

**Hal L. Lieberman, Esq.**, Hinshaw & Culbertson LLP, New York, NY

**John R. McCarron, Jr., Esq.**, Montes & McCarron PLLC, Tuckahoe, NY

**Russell M. Yankwitt, Esq.**, Yankwitt & McGuire LLP, White Plains, NY

# Information and Policies

**Pre-registration Strongly Advised:** You can save money and guarantee your seat and course materials by registering early. Registrations received or postmarked within 10 days of the event, or at the door, are subject to a higher registration fee. Seating is limited in all locations and registrations are taken on a first-come, first-served basis.

**Cancellations are easy – full refunds are given:** Your full registration fee will be refunded if you give us notice no later than the close of business (4:45 p.m. EST) on the day prior to the date of the program for which you registered. To cancel, write the State Bar Service Center at One Elk Street, Albany, New York 12207; or fax (518) 487-5618; or call (800) 582-2452. If you do not cancel and do not attend the program, access to a complete set of course materials in PDF format will be forwarded to you via e-mail in consideration of the registration fee. Non-registrants may purchase program materials after the final program date.

**MCLE Credit:** This program is acceptable for MCLE credit in New York and many other MCLE jurisdictions.

**Tuition Assistance:** New York Attorneys may apply for tuition assistance to attend this program based on financial hardship. Any New York attorney who has a genuine financial hardship may apply for tuition assistance for a CLE program by completing a *Tuition Assistance Request Form* and returning it to the CLE Department no later than five working days prior to the program, explaining the basis of his/her hardship. If granted, the attorney will receive tuition assistance, depending on the individual's circumstances. For more details, please contact our State Bar Service Center at (800) 582-2452.

**Group Discounts:** Subject to availability and exclusions, group discounts are available to law firms and organizations sending 3 or more employees to any one NYSBA CLE program. Please contact Jane Nielsen, at (518) 487-5586 for more information.

**CLE Coupon Plan:** For more information on our CLE Coupon Plan offering substantial savings on full-day, live programs, please contact the Registrar's Office at 1.800.582.2452.

**Recording of NYSBA Seminars in any form is strictly prohibited.**



**Accommodations for Persons with Disabilities:** NYSBA welcomes participation by individuals with disabilities. NYSBA is committed to complying with all applicable laws that prohibit discrimination against individuals on the basis of disability in the full and equal enjoyment of its goods, services, programs, activities, facilities, privileges, advantages, or accommodations. To request auxiliary aids or services or if you have any questions regarding accessibility, please contact Cindy O'Brien at (518) 487-5585 or [cobrien@nysba.org](mailto:cobrien@nysba.org)

## Not a NYSBA Member?



**With NYSBA Membership You Can Do More WITH More:**

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Become a NYSBA Member Today! Go to [www.nysba.org/join](http://www.nysba.org/join) or Call **518.487.5577**

## NYSBACLE



**New this Fall:** All program materials will be distributed exclusively online in searchable PDF format, allowing attendees more flexibility in storing this information and allowing you to copy and paste relevant portions of the materials for specific use in your practice. A CLE NotePad® (paper) will be provided to all attendees at the live program site. The CLE NotePad® includes lined pages for taking notes on each topic, as well as any PowerPoint presentations submitted prior to printing. Traditional printed course books can be ordered at the program site for a discounted price and will be shipped subsequent to the program date.

## Special Offer from the NYSBA Bookstore

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### N.Y. Lawyer's Deskbook and Formbook

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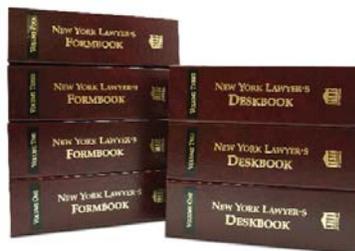
Written and edited by leading practitioners, the *New York Lawyer's Deskbook and Formbook* is a seven-volume set that covers 27 areas of practice. The text is practice oriented providing step-by-step overview of basic transactions in the different areas of practice.

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**1.800.582.2452** | [www.nysba.org/pubs](http://www.nysba.org/pubs)

Mention code **FALLCLE20** and save 20%.\*

\*Offer expires in 30 days.



## 4 WAYS TO REGISTER

**Online** [www.nysba.org/CLE](http://www.nysba.org/CLE)

**Call** **1.800.582.2452** (U.S. and Canada)  
or **518.463.3724** in Albany & surrounding area

**Download** an order form online at [www.nysba.org/CLEOrderForm](http://www.nysba.org/CLEOrderForm) and

**Mail** State Bar Service Center  
New York State Bar Association  
One Elk Street  
Albany, NY 12207

**Fax** **518.463.5993**

**Pricing** **NYSBA members: \$175.00**  
Non-members: \$275.00

**Note** Registration fees for live programs increase ten days prior to the program date.

Source Code: CL4048

# Program Locations

**Important Note:** If you plan to pre-register within 10 days of the program or register at the door, please call us at **(800) 582-2452** or in Albany and surrounding area, dial **(518) 463-3724**, to verify that the program is not sold out or that the date or location has not been changed. Those who pre-register in advance of the program will automatically be notified of any such changes and will receive a full refund up to the day prior to the program, if they cannot attend and notify us of their cancellation. Please pre-register as early as possible.

Friday  
November 2, 2012  
**New York**  
PC: (0D054)

**Affinia Manhattan**  
371 Seventh Avenue At 31st Street  
New York, NY 10001-3984  
(212) 563-1800



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Newly admitted attorneys (less than twenty-four months) must attend the program in person to receive New York MCLE credit.

 See our Fall 2012 schedule online at [www.nysba.org/cle](http://www.nysba.org/cle)

**REGISTER EARLY, SAVE MONEY, AND GUARANTEE YOUR SEAT AT THE PROGRAM!!!**

## NYSBA CLE *presents*

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more details.



**REGISTRANT: PLEASE PROVIDE MAILING INSTRUCTIONS  
OR ADDRESS CORRECTION**

Send program admission ticket to address shown on label at right

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Registrant note: Is your name and address listed correctly on the mailing label at the right? If not, fill in correction below and return this page to NYSBA. If you receive multiple copies of this brochure, please pass them along to colleagues who may be interested in this program.

**NEW YORK STATE BAR ASSOCIATION  
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