Starting Your Own Practice in New York
Basic Business Skills for Starting and Running a Successful Firm

Thursday, November 14, 2013
9:00 a.m. – 5:00 p.m.

New York State Bar Association Law Practice Management
Continuing Legal Education Program

AGENDA

8:30 a.m. Registration

9:00 - 9:10 Welcome and Introduction

9:10 – 10:00 **Starting Your Own Law Practice: The Basics**

- Your Business Plan (Yes You Need One)
- Choosing a Legal Entity
- Home Office or Rented Space?
- Your Office Equipment and Technology

Speakers: Peter Giuliani, Smock Law Firm Consultants
Roberto Cuan, Esq., Cuan & Singh

(1.0 areas of professional practice/law practice management)

10:00 – 10:25 **Attorney Escrow and IOLA – What You Need to Know in New York**

Speaker: Christine Fecko, Esq., IOLA
Jay L. Hack, Esq., Gallet Dreyer & Berkey, LLP

(0.5ethics)

10:25 – 10:35 Break

10:35 – 11:25 **Getting Beyond "Everything That Comes In the Door"**
What Type of Law Should You Practice? Choosing the Right Legal Specialty (or Specialties) in a Tough Market

- Identifying Practice Areas with Growth Potential
- Doing "What's Not Being Done"
- Letting the Market Tell You Who You Are
- When the Client, Not the Practice Area, is the "Specialty"

Speakers: Cliff Ennico, Esq., Law Offices of Clifford R. Ennico
Peter Giuliani, Smock Law Firm Consultants

(1.0 areas of professional practice/law practice management)

11:25 – 11:50 **When There Are No Barriers Between Work and Life**

Work-Life Issues and the Solo Practice
Panel Discussion with Audience Participation

- Dealing with Time Pressures and Procrastination
- Dealing with Loneliness, Depression and Frustration
- When There Just Isn't Enough Money Coming In
- Developing a "Support Team" or Virtual Office
- Relationships and the Solo Lawyer
- Lawyers Assistance

Moderator: Erin K. Flynn, Esq., Law Offices of Erin Flynn

(0.5 areas of professional practice/law practice management)

11:50 – 12:15 p.m. Box Lunch Distribution

12:15 – 1:05 p.m. **Maximizing Your Marketing | Turning Basic Business Cards, Letterhead and Websites into Marketing Statements**

"Marketing Alchemy: Setting New Entities on the Path to Prosperity"
Luncheon Keynote

- Define your target niche
- Craft marketing messages that speak to that audience
- Turn basics – business card, letterhead, etc. – into marketing statements
- Incorporate web resources from the beginning
- Select comfortable marketing activities
- Using social media resources effectively and ethically
- Attorney Advertising and the New York Rules of Professional Conduct

Speakers: Carol Schiro Greenwald, Ph.D., Greenwald Consulting
Author of "Build Your Practice the Logical Way: Maximize Your Client Relationships"
Cliff Ennico, Esq., Law Offices of Clifford R. Ennico

(0.5 ethics)

1:05 – 1:10 p.m. Break

1:10 – 2:00 p.m. **Get the Clients and Cases You Want | How to Build a Sophisticated Litigation Practice Outside the Big Firm**

- Finding Clients
- Exploiting Your Small Size to Get the Clients and Cases You Want
- Practice and Time Management: Do it Right or Die

- Coordinating With Co-Counsel to Build Your Practice
- Special Pitfalls of Litigation to Avoid

Speaker: John Balestriere, Esq.

(1.0 areas of professional practice/law practice management)

2:00 – 2:50 p.m. **Managing and Organizing Your Practice**

- Beyond the Solo Practice
- When Should You Hire Your First Associate, Paralegal, or Administrator?
- Human Resource Issues (Payroll, Insurance, General Accounting)
- Technology: Maximizing Efficiency
- Practice Management Software
- Engagement Letters
- Office Policies
- Procedure Memos and Templates
- Emergency Preparedness

Speakers: Marc Natale, Chief of Staff, Balestriere Fariello
Roberto Cuan, Esq., Cuan & Singh

(1.0 areas of professional practice/law practice management)

2:50 – 3:00 p.m. Break

3:00 – 3:50 p.m. **Becoming a "Bathrobe Lawyer" | How to Build a Successful Solo Practice Out of a Home Office**

- Can You/Should You Work Out of Your Home?
- Setting Up Your Home Office
- Marketing, Managing and Growing Your Home-Based Practice
- Time Management for the Home-Based Lawyer
- Dealing with Temptations, Interruptions and "Sidetracks"
- Legal and Tax Issues for the Home-Based Lawyer

Speaker: Cliff Ennico, Esq., Law Offices of Clifford R. Ennico

(1.0 areas of professional practice/law practice management)

3:50 – 4:40 p.m. **Cutting-Edge Ethical Considerations for the Solo Practitioner**

- When You Are "More Than a Lawyer": Conflicts of Interest in the Real World

- Working for Chickens: Investing in Clients and Other Nontraditional Forms of Payment
- What Exactly is the "Practice of Law" and When Is It "Unauthorized"?
- Partnering with Nonlawyers: the Do's and Don't's
- Representing Family Members, Business Partners and Other Multiple Clients
- When Clients Cross State Lines: Doing Legal Work in Jurisdictions Other Than New York
- "Reader, Advisor, Barista, Attorney at Law": Combining a Law Practice with Other Sources of Income

Speakers: Cliff Ennico, Esq., Law Offices of Clifford R. Ennico
Erin K. Flynn, Esq., Law Offices of Erin Flynn

(1.0 ethics)

4:40 – 5:00 p.m. Question and Answer Panel Discussion – Critical Issues for Solo Practitioners in New York

7.5 MCLE Credits