



Minnesota
State Bar
Association

Continuing
Legal Education

2550 UNIVERSITY AVENUE WEST, SUITE 160-S SAINT PAUL MN 55114

DATED MATERIAL — PLEASE EXPEDITE!



For more information

Scan code for more information
or to register for this course.

REGISTRATION FORM

[072-14 | acs]

Starting Your Own Solo or Small Firm

Wednesday, March 19, 2014

Minnesota CLE Conference Center
600 Nicollet Mall, Suite 370
Third Floor City Center, Minneapolis

PLEASE “✓” APPROPRIATE BOX BELOW:

- ☐ \$195 MSBA members
☐ \$195 paralegals
☐ \$245 standard rate
☐ I have a Minnesota CLE Season PassSM.

Pass # _____

☐ Check here to **attend this seminar at no charge** if you are a Minnesota attorney who is unemployed or underemployed and were admitted to practice after March 19, 2011.

NEW LAWYER DISCOUNT!

- ☐ I was first admitted to the bar after March 19, 2011, and have deducted \$60 from the registration fee marked above.

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Attorney License Number (if applicable) _____

Profession, if non-attorney _____

COURSE MATERIALS

Can't attend? You can purchase the seminar materials for \$70 (plus tax and handling) by calling Minnesota CLE at 800-759-8840 or 651-227-8266.

Available in hardcopy.

TO REGISTER:

✉ **MAIL TO:**
Minnesota CLE
2550 University Avenue West
Suite #160-S
St. Paul, MN 55114

📱 **GO ONLINE:**
www.minncle.org

☎ **OR CALL:**
651-227-8266 or
800-759-8840

COURSE INFORMATION

DATE & LOCATION

Minneapolis –
Wednesday, March 19, 2014
Minnesota CLE Conference Center
600 Nicollet Mall, Suite 370
Third Floor City Center

CREDITS

Minnesota CLE is applying to the Minnesota State Board of CLE for **4.0 standard CLE credits** and **2.5 ethics credits**. The maximum number of total credits any attendee may claim for this course is **6.5**.

CANCELLATION / NO-SHOW POLICY

Paid registrants who cancel their registration at least 3 business days before the program will receive a full credit on their account; if fewer than 3 business days, a \$25 administrative fee will be deducted. Paid registrants who fail to attend will receive the written materials. Passholders may purchase the materials at 50% of the full retail price.

ACCOMMODATION

If you have a disability and need an accommodation in order to attend, please contact Minnesota CLE as soon as possible at 2550 University Avenue West, Suite 160-S, Saint Paul, MN 55114 or call us at 651-227-8266 or 800-759-8840.

QUESTIONS?

Call **651-227-8266** or **800-759-8840** or visit us online at www.minncle.org.

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Minnesota State Bar Association
Continuing Legal Education
Your State Bar at Work for You

Starting Your Own Solo or Small Firm

AND DOING IT RIGHT!

An interactive workshop for anyone considering starting their own practice, with practical and candid advice from those who've done it – and succeeded.

SPECIAL ASSISTANCE

This seminar is FREE

for Minnesota attorneys
who are unemployed or
underemployed and were
admitted to practice after
March 19, 2011.

See details inside.

Wednesday, March 19, 2014

Minnesota CLE Conference Center
600 Nicollet Mall, Suite 370
Third Floor City Center, Minneapolis

Start and build your own successful law practice!

This seminar will give you the tools you need to be a successful and ethical lawyer and entrepreneur. Learn from others about the expected and unexpected challenges they faced when starting out. Learn from successful attorneys about their strategies for growing a profitable firm.

You'll get real-world tips on:

- How to create a business plan and a start-up budget
- How to handle money – yours and your clients'
- How to bill – fee agreements and alternative fee arrangements
- How to use social media to build your reputation and bring in business
- How to promote and grow your practice
- What technology tools you need to start your new firm
- Options for freelance and contract attorney work
- Choosing the right business entity
- And more!

SPECIAL ASSISTANCE

Attend this seminar
FREE

if you are a Minnesota attorney who is unemployed or underemployed and were admitted to practice after March 19, 2011.

Check the box on the registration form.

SCHEDULE

8:15 – 8:50 a.m. CHECK-IN AND CONTINENTAL BREAKFAST

8:50 – 9:00 a.m. WELCOME & INTRODUCTION

9:00 – 10:00 a.m.

Creating a Business Plan and Start-up Budget

Walk step-by-step through the process of starting your new firm! Topics include: starting out on a shoestring, how to obtain financing, what lenders look for in start-up loans – and much more. Materials will include a hypothetical business plan and income and expense projections.

– Paul M. Floyd

10:00 – 10:45 a.m.

Follow the Money – Managing Business and Trust Accounts

.75 ethics credits applied for

Keeping your deposits and withdrawals straight is key to running a solid practice and staying out of ethical hot water. Learn how to comply with the Rules of Professional Conduct as you set up and operate your business bank account and trust account.

– R. Leigh Frost

10:45 – 10:55 a.m. BREAK

10:55 a.m. – 12:10 p.m.

Challenges in Starting Your Firm and How to Overcome Them

A panel of attorneys who've "been there" will discuss challenges they faced when starting their own firms. They'll share what they learned to help you overcome the rough spots of opening your own office. Learn from their successes and mistakes.

– Keilembo D. Ellison, Matthew J. Gilbert, Benjamin W. Tarshish & Jennifer L. Urban
– Leonard B. Segal, moderator

12:10 – 12:55 p.m. NETWORKING LUNCH

Enjoy some free time to visit with colleagues and faculty.
We'll provide the box lunch.

12:55 – 1:55 p.m.

Getting and Keeping Good Clients

Attracting new clients, as well as keeping them, is more difficult than ever. Get lots of practical tips on marketing your practice, as well as serving clients, in ways that will bring in new clients, develop more business from existing clients, and increase referrals.

– Roy S. Ginsburg

1:55 – 2:55 p.m.

Fee Agreements

1.0 ethics credits applied for

Fee agreements may be contingent, fixed, hourly, or some combination of the three. This session will compare the types of fee agreements, which ones have writing requirements, and the best practices for different arrangements.

– Eric T. Cooperstein

2:55 – 3:05 p.m. BREAK

3:05 – 3:50 p.m.

BREAKOUT SESSION A (choose one)

101 Selecting a Business Entity for Your Law Firm

Selecting a business entity is no small matter for any company, but for law firms (and other professions) relevant issues go beyond just liability and tax shield implications. New firms, including solo firms, need to concern themselves with the Rules of Professional Conduct and related filing requirements, state specific filing requirements, tax issues, and member/shareholder/partner relationships. We will explore the prevalent structures (sole proprietorship, S-Corp, partnership, LLC) and evaluate the benefits and detriments of each.

– Jon R. Schindel & Scott J. Seiler

102 Using Social Media to Grow Your Professional Reputation and Build Business

How to use social media, blogs, and other online marketing tools to build your professional reputation, generate referrals, and find new clients. Hear from solo attorney Randall Ryder on his personal experience and advice for using social media and the Internet to grow your practice.

– Randall P. Ryder

3:50 – 4:00 p.m. BREAK

4:00 – 4:45 p.m.

BREAKOUT SESSION B (choose one)

201 Working as (or Hiring) a Freelance Attorney

.75 ethics credits applied for

Whether due to the changing economy or personal goals around autonomy and flexibility, many lawyers are pursuing work as "freelance" attorneys, contracting with solo practitioners, law firms, in-house legal departments, and government entities. Freelance attorneys work to provide outsourced services, particular expertise and advice, or as-needed additional attorney capacity. Hear from a panel of freelance attorneys and firms who have used them to learn how to become a freelance attorney, how to engage one, and what makes for a good professional relationship between a freelance attorney and a hiring firm.

– Karin K. Ciano, Emerald A. Gratz & Craig W. Trepanier

202 The Ten Technology Tools for Every New Solo Attorney

As a new solo attorney, you will need to equip your firm with hardware and software tools to run your practice. Get a law practice management advisor's perspective on the best products for your new law firm.

– Todd C. Scott

FACULTY

Leonard B. Segal

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