



Strategic Solutions for

Solo & Small FirmsSM 2010

August 1-3, 2010
Duluth Entertainment
Convention Center

This year's conference is jam-packed with 46 practice tip-filled sessions and highlighted by 4 terrific national presenters:

1 Matthew Homann

Back by popular demand! An innovative thinker making solo and small firm practice more fun and more rewarding.

2 Carolyn Elefant

The ABA's star solo-practice lecturer and author of *Solo by Choice: How to Be the Lawyer You Always Wanted to Be*

3 Barron Henley

The absolute best technology lecturer we've ever heard – giving 4 great talks at this year's event.

4 Lisa Solomon

Social networking and legal writing guru – making her first trip to the Duluth conference.



Minnesota Continuing
Legal Education

Co-sponsoring organizations:

11th District Bar Association
MSBA Practice Management and Marketing Section
MSBA Out-state Practice Section
MSBA General Practice, Solo & Small Firm Section
MSBA Paralegal Committee

Join us in Duluth for the absolute can't-miss, family-friendly event of the year for solo & small firm attorneys!

7 Reasons to Attend Strategic Solutions in 2010

1 It's Like Being on Retreat – You'll Come Away Refreshed and Re-energized.

Spend time, share your concerns and learn from others from around the state who do what you do at this unique, one-of-a-kind opportunity designed specially for Minnesota solo and small firm attorneys.

It's exciting and relaxing at the same time – you'll leave refreshed and re-energized, with new plans, new thoughts and even new friends. Don't miss this special opportunity.

2 What a Faculty! All Gathered to Help You!

We've gathered an amazing faculty just for you – to provide you with practical and useful tips to make your practice easier, more efficient and even more fun. In addition to a tremendous Minnesota faculty, we are bringing in four national speakers whom we know you'll love – including the star of last year's program, Matt Homann – and Carolyn Elephant, the ABA's star presenter and author of *Solo by Choice, How to Be the Lawyer You Always Wanted to Be*.

The conference is set in a relaxed setting – one that gives you plenty of opportunity to interact with, learn from and ask individual questions of an outstanding faculty.

3 Get Your Ethics and Bias Credits Easily.

Attend the optional Sunday seminar at a low, low cost and receive 2 ethics and 2 elimination of bias credits. Or, if you've already fulfilled your ethics and bias credit requirements, these courses can be used for standard CLE credit. We'll also provide ethics credits during the main conference on Monday and Tuesday – another opportunity to easily obtain the credits you need.

4 Now – 40 Optional Sessions from Which to Choose!

The *Strategic Solutions* conference offers an array of helpful topics allowing you to choose the sessions most helpful to your practice. The conference features 6 plenary sessions and 40 optional breakout sessions – covering substantive law, technology, law practice management, business planning, marketing and much more.

Whatever your individual training needs, *Strategic Solutions for Solo and Small Firms* is guaranteed to have what you're looking for. Check out our amazing schedule, our helpful topics and our outstanding faculty.

5 We Also Give You Extra Benefits – What a Value!

In addition to great education and fun social events for you and your family (all at an incredibly low price), you also receive these “extra” benefits when you attend *Strategic Solutions*:

- **Free One-Year Subscription to the Minnesota CLE Online Library** (a \$395 value). The Online Library – searchable by keyword, course, subject and author – now contains more than 86,000 pages of materials and more than 1,300 forms. It's an incredibly valuable research tool.
- **\$50 coupon to use at the conference** – good toward the purchase of any Minnesota CLE product.
- **\$50 coupon for use after the conference** – may be applied toward any Minnesota CLE course or publication, you can even apply it toward a Minnesota CLE Season PassSM!
- **2 FREE Webcast Programs** – a \$270 value! Earn 4 or more credits toward your reporting requirements at no extra charge!
- **2 Summary GuidesSM**
- **2 Legal QuickSheetsSM**
- And more!

6 Your Family is Welcome! This is the Most Family-Friendly Conference You'll Find.

There is no other conference like it – where your family is so welcome and appreciated. Your family is invited to join in our social events and conference lunches – at no extra charge.

Extend your stay and turn it into a full family vacation. The Tall Ships return to Duluth ahead of our conference and after the conference there is still much to do in Duluth. Check out our favorable room rates and make your reservations now.

7 Your Satisfaction is Completely and Unconditionally Guaranteed!

We are so confident that you'll love *Strategic Solutions for Solo and Small Firms* that we unconditionally guarantee your satisfaction. If for any reason you are not completely satisfied, call Minnesota CLE and you will receive a full refund – no questions asked.

We have made every effort to design a program filled with great topics, great faculty and great extra benefits. We are confident that this conference will not only meet, but surpass, your expectations.

Register today!
651-227-8266
800-759-8840
www.minncle.org

National Presenters



Matthew Homann

After the rave reviews from the 2009 conference, Matt Homann is back again in 2010 by popular demand.

Matthew Homann is a lawyer, mediator, writer, speaker and entrepreneur who has built an international reputation as an innovative and passionate thinker about changing the practice of law in ways that benefit both lawyers and clients.

Described as an "Innovational Speaker," Matthew regularly talks about innovative billing strategies, creative marketing techniques, proven customer-service principles, and cutting edge ideas from other industries and professions with audiences around the world.

Matt Homann is an energetic presenter who will present you with new approaches, tips and ideas for making your practice the best it can be.



Carolyn Elefant

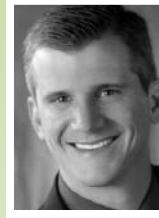
Carolyn Elefant is the ABA's star solo-practice lecturer and author of *Solo By Choice: How to Be the Lawyer You Always Wanted to Be*.

Carolyn Elefant is the founder and principle attorney with the law offices of Carolyn Elefant in Washington, D.C. Carolyn's practice focuses on energy regulatory matters, emerging renewables, appeals and select federal litigation matters. Carolyn has practiced with

the Federal Energy Regulatory Commission, with the law firm of Duncan & Allen, a nationally recognized energy boutique firm and, in 1993 started her own solo practice.

In addition to carrying on a vibrant legal practice, Carolyn is a prolific writer, speaker, and avid blogger, a leading advocate for solo and small firm practice and a recognized 'trend-spotter' within the legal industry. She is a co-contributor to Incisive Media's legal blogwatch and creator of Myshingle.com, the first and longest running blog on solo and small firm practice, twice recognized as one of the ABA's top 100 lawblogs.

This is Carolyn's first time presenting at the Strategic Solutions for Solo and Small Firms Conference.



Barron K. Henley

Barron K. Henley is an attorney, legal technologist and founding member and president of Henley Marsh & Unger Consulting, Inc. Columbus Ohio, which has provided legal technology consulting to more than 500 law firms nationwide. He is a member of the ABA Law Practice Management Section and the technology Committee (General Practice, Solo and Small Firm Section) as well as a member and former Chair

of the Ohio State Bar Association Law Office Automation and Technology Committee. Mr. Henley is a frequent continuing legal education speaker on legal-specific technology issues for state and local bar associations and CLE providers.

This will be Barron's third speaking engagement with Minnesota CLE, but first time at Strategic Solutions. He is the best technology speaker we have heard of and he has received rave reviews each time he has presented for us.



Lisa Solomon

Lisa Solomon's law practice, Lisa Solomon, Esq. Legal Research and Writing, assists attorneys with all of their legal research and writing needs, including preparing and arguing appeals and drafting substantive motions and trial memoranda. In addition, Lisa conducts a coaching and consulting practice, Legal Research and Writing Pro, where she instructs lawyers on how to start and run successful practices

as contract (free lance) attorneys and where she teaches lawyers how to write more persuasive briefs. Lisa is a Magna Cum Laude graduate of Brandeis University and a Cum Laude graduate of New York University School of Law.

Lisa Solomon maintains her vibrant legal practice and consulting business from her home office. She is an avid user of technology and, in addition to her many other tasks, blogs extensively about contract lawyering and legal rights.

We look forward to hearing from Lisa at the Strategic Solutions Conference in Duluth.

Life and the Law Bike Ride

Sunday, August 1
12:00 – 4:00 p.m.

Another family-friendly addition to enhance your Strategic Solutions experience. The MSBA Life & the Law Committee Bike Ride is a wonderful addition to this year's Strategic Solutions Conference. For years the Life & the Law Committee has sponsored this event, which benefits Lawyers Concerned for Lawyers by providing much needed funding. This conference is dedicated to improving the quality of life for every small firm practitioner, and so is the MSBA Life & the Law Committee. Bring your family and bring your bikes for a leisurely Sunday afternoon ride – it's just another way to get even more out of this year's conference. For more information about the ride call Dawn Sieber (Life & the Law Committee) at 763-323-5568.



Win a Tall Ship Sailaway!

Monday, August 2
4:00 – 6:00 p.m.

This year's conference again coincides with the visit to Duluth of 8 magnificent tall sailing ships. In 2008, when the tall ships visited Duluth, we arranged for a private tour of one of the ships. This year we have upped the ante! Five very lucky attendees whose names we draw will have the opportunity to set sail on one of these magnificent ships. That's right – on **Monday morning we will draw five names and those lucky individuals** (or their designee) will have the rare opportunity to join the crew aboard the Schooner Roseway, a Grand Banks Fishing Schooner, built November 24, 1925. **Winners will enjoy the thrill of sailing aboard a true tall ship later that day.** All you have to do is attend this year's conference and you could be selected for this unique opportunity to sail away.

Tall Ship festivities begin with ships arriving on Wednesday, July 28, so contact visitduluth.com for more information.



At-a-Glance: August 2

8:40 – 9:25 a.m.
PLENARY

OPENING ADDRESS

“Building the Success-Centered Firm: 11 Ways to Identify Your Best Clients and Serve Them Well”

Back by popular demand! Matthew Homann, St. Louis, Missouri, LexThink founder and practicing attorney, is back with another great kick-off address.



Matthew Homann

LexThink LLC
St. Louis, Missouri

LexThink founder and practicing attorney

9:30 – 10:30 a.m.
BREAKOUT A

1. Succession Planning for Owners of Closely-Held Businesses

2. 10 Tips for Preparing Your Case for Trial

3. “Now What? Concrete Steps to Build Your Service-Centered Firm” – An Interactive Workshop

4. Business Planning I

5. Paper Reduction and Electronic File Management Workshop for Lawyers

6. WEST TECHNOLOGY LAB
How to Find and Use Open Source and Free Legal Practice Software

11:00 a.m. – 12:00 p.m.
BREAKOUT B

7. Drafting and Negotiating Contracts
Back by Popular Demand!

8. Solutions to 7 Tough Family Law Problems

9. How Do You Get Clients? What Lawyers Need to Know About Advertising and Marketing

10. How to Handle Your Toughest Clients

11. PDFing – A Lawyer’s Guide to Adobe Acrobat

12. WEST TECHNOLOGY LAB
Productivity Tools and Services That Can Help Firms Increase Efficiency and Profitability

12:00 – 1:00 p.m. **LUNCH (PROVIDED)**
With Optional Roundtable Discussions and “Speed Networking”

1:00 – 1:45 p.m.
PLENARY

“The Entrepreneurial Lawyer – Lessons for Lawyers from the World’s Best Business Builders”



Matthew Homann

LexThink LLC
St. Louis, Missouri

LexThink founder and practicing attorney

At-a-Glance: August 3

8:45 – 9:45 a.m.
PLENARY

One, Two, Free: Infinite Challenges and Endless Opportunities When Price Approaches Zero

You may have noticed a trend towards free these days. From social media applications (like Facebook and LinkedIn) to free netbooks when you sign up for data plans, seems that everyone is giving something away. And as more products and services can be had for free, consumers come to expect free services – even from lawyers. This session will discuss these trends towards free, identify examples of lawyers who are giving away products and services for free and help find ways that you can apply free to attract new clients and retain existing ones – and even streamline your practice in the process.



Carolyn Elefant

Law Office of Carolyn Elefant
Washington, DC

10:15 – 11:15 a.m.
BREAKOUT E

24. Early Neutral Evaluation in Family Law Cases

25. Honing your Bankruptcy Practice Skills

26. “SOLOS ONLY”
Running a Successful Practice: What I Did Right and What I Did Wrong

27. Repeated at #39
Malpractice and Ethics for the Small Firm Practitioner (UR@RISK)

1.0 ethics credit applied for

28. Powerful Writing Techniques That Persuade Both Judges and Clients

29. WEST TECHNOLOGY LAB
Social Media Demonstration

11:25 a.m. – 11:55 a.m.
PLENARY

“A View from the Bench” – A Small Firm Practice Revisited

A discussion of the importance of solo and small firms to legal practice in Minnesota.

Honorable G. Barry Anderson

Associate Justice
Minnesota Supreme Court
(invited)

12:00 – 1:00 p.m. **LUNCH (PROVIDED)**
With Optional Roundtable Discussion: “Getting Paid”

1:00 – 2:00 p.m.
BREAKOUT F

30. The Federal Estate Tax Mess

31. Serving and Keeping Your Business Clients

32. “SOLOS ONLY”
Solo Practice Systems for Success

33. Will You Still Need Me, Will You Still Heed Me

34. Alternative Billing, or, How I Learned to Stop Worrying and Love Lawyering

35. WEST TECHNOLOGY LAB
Productivity Tools and Services That Can Help Firms Increase Efficiency and Profitability

1:55 – 2:55 p.m.

BREAKOUT C

13. **Uncommon Defenses of Common Criminals**

14. **The Year in Review – What's New and What Matters?**

15. **Using Social Media in Your Practice**

16. **“The Creative Solo – 5 Techniques to Hone Your Creative Talents and Build a Better Practice”**

17. **Remote Access Technology**
Back by Popular Demand!

18. **WEST TECHNOLOGY LAB**
Word 2007 – Top Tips and Techniques for Drafting Complex Legal Documents

3:10 – 4:10 p.m.

BREAKOUT D

19. **Basic Mortgage Foreclosure Practice**

20. **Ethics and Advertising – A Conversation**
1.0 ethics credit applied for

21. **Business Planning II**

22. **Case Management Software – How to Select and Implement Without Drama**

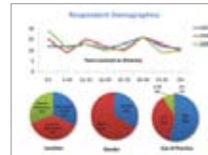
23. **WEST TECHNOLOGY LAB**
How to Do Legal Research Using the Minnesota CLE Online Library

4:15 – 5:00 p.m.

PLENARY

The Pulse of the Profession – Results of the 2010 Solo/Small Firm Practice Survey

- Michael J. Ford
- LaVern A. Pritchard
- Todd C. Scott



A BIG thank you to our Special Sponsors



2:10 – 3:10 p.m.

BREAKOUT G

36. **Understanding Trusts and Using Them Effectively**

37. **7 Difficult Employment Law Issues Facing the Small Business Today**

38. **“SOLOS ONLY” Associates? I Don’t Need No Stinkin’ Associates!**

39. **Repeat of #27**
Malpractice and Ethics for the Small Firm Practitioner (UR@RISK)
1.0 ethics credit applied for

40. **WEST TECHNOLOGY LAB**
Probate Strategies for the 21st Century – Automating Your Probate Practice Using Minnesota CLEPro

3:20 – 3:50 p.m.

PLENARY

Our Finest Hour: How Solos Will Lead Our Profession Back to the Future

Futurists like Richard Susskind predict that the 21st Century will be the end of lawyers; that technology will routinize much of the work that solo and small firm lawyers do, ultimately rendering them obsolete. But in reality, technology, judiciously employed, can free lawyers up to practice law the way we dreamed of back in law school. This closing talk will remind solo and small firm lawyers of the role that we play as agents of change in the legal profession.



Carolyn Elefant
Law Office of Carolyn Elefant
Washington, DC

“ This conference makes you feel that you are not alone out there as a solo practitioner! Great networking opportunities. Very helpful and family friendly. The setting is beautiful and makes getting CLE credits fun!
– Past Attendee

There are few other CLEs that offer a chance to examine your practice of law, offer you tips at better office technology and efficiency, present substantive programs and welcome families. Not to mention a great location and plenty of laughs!
– Past Attendee

”

Optional
Pre-Conference
Bonus
Workshop

Lunch
is on us!

Sunday, August 1

Sheraton Duluth Hotel

301 East Superior Street

Spend Sunday afternoon with us and take care of most of your special credit requirements. Participate in these two interesting and interactive workshops and receive 2.0 ethics credits and 2.0 elimination of bias credits.

11:30 – 12:00 p.m.

CHECK-IN FOR OPTIONAL
PRE-CONFERENCE WORKSHOP –
Beginning with lunch on us!

12:00 – 2:00 p.m.

The Ethics of Collecting Fees from Clients

In this workshop, Eric Cooperstein will facilitate a discussion of how the ethics rules affect:

- The best practices for drafting retainer agreements for hourly, flat-fee, and other fee arrangements
- Which collection tools are most successful for recovering unpaid fees
- When it is appropriate to sue former clients for fees

Attendees are invited to bring their form retainer agreements to the workshop for review.

– *Eric T. Cooperstein*
Law Office of Eric T. Cooperstein, PLLC
Minneapolis

2:00 – 2:15 p.m.

BREAK

2:15 – 4:15 p.m.

Elimination of Bias: Chemical Dependency and Mental Health Issues in the Legal Profession

This presentation covers the incidence and prevalence of these conditions in the legal profession, their signs and symptoms, and effective means for treating them. It also describes the relevant case law and ethical rules that serve as a basis for supporting lawyers (and judges) who violate ethical standards of the profession as a result of their impairments. Finally, Joan Bibelhausen describes the services of the Minnesota Lawyer Assistance Program.

– *Joan M. Bibelhausen*
Executive Director
Lawyers Concerned for Lawyers
Saint Paul

Minnesota CLE is applying to the Minnesota State Board of CLE for **2.0 ethics credits** for the 12:00 session and **2.0 elimination of bias credits** for the 2:15 session.

Schedule

Sunday, August 1

5:30 – 8:30 p.m.

“Great Food, Great Music, and More” – Opening Event at Grandma’s Sports Garden

Live music and great food in a family-friendly setting. A private performance has been scheduled just for our group.

Grandma’s Sports Garden is located at
425 South Lake Avenue.

sponsored by



Monday, August 2

Duluth Entertainment Convention Center

7:30 – 8:30 a.m.

CHECK-IN & CONTINENTAL BREAKFAST
AT THE DECC

8:30 – 8:40 a.m.

CONFERENCE INTRODUCTION

8:40 – 9:25 a.m.

Opening Address

“Building the Service-Centered Firm: 11 Ways to Identify Your Best Clients and Serve Them Well”

Back by popular demand! Matthew Homann, St. Louis, Missouri, LexThink founder and practicing attorney, is back with another great kick-off address.

– *Matthew Homann*

9:30 – 10:30 a.m.

Breakout Session A

1. Succession Planning for Owners of Closely-Held Businesses

How to successfully transfer a business (whether a corporation, LLC or partnership) from one generation to the next or from the present owner to key employees or other third parties. Practical, tax and estate planning considerations – plus issues concerning indemnifications, payout formulas, non-competes and more.

– *J. Patrick Plunkett*

2. 10 Tips for Preparing Your Case for Trial

A session designed to make trial preparation easier and to give you the best possible chance to win at trial. Includes tips regarding organization, jury instructions, witnesses, exhibits and more.

– *Joseph J. Roby, Jr.*

3. “Now What? Concrete Steps to Build Your Service-Centered Firm” – An Interactive Workshop

– *Matthew Homann*

4. Business Planning I

Creating a business plan for your firm whether you are just starting out on a shoestring, or whether you have an established practice.

– *Paul M. Floyd*

5. Paper Reduction and Electronic File Management Workshop for Lawyers

Technology has fundamentally changed the way lawyers draft documents, gather and manage case information, conduct research, communicate and render services. In spite of these changes, many of us still manage paper today the same way lawyers managed paper 25 years ago. It’s time to upgrade that approach. This seminar covers everything you need to make your office digital, get your paper under control, and take full advantage of Adobe Acrobat and PDFs. Going digital means collecting all documents you’ve created and received, plus all related email messages and attachments in an electronic system, organized by client and matter. It sounds complicated and expensive, but you’ll see that the tools you need are off-the-shelf, easy to use and inexpensive. We’ll explain and demonstrate how scanners can be used in the law office to reduce paper, lower operating costs and significantly improve efficiency. We will also discuss document organization and storage techniques that will allow you to locate any document (sent or received) in seconds.

– *Barron Henley*

6. WEST TECHNOLOGY LAB

How to Find and Use Open Source and Free Legal Practice Software

What is the best of the best?

– *Samuel J. Glover*

10:30 – 11:00 a.m.

NETWORKING & EXHIBITOR BREAK

11:00 – 12:00 p.m.

Breakout Session B

7. Drafting and Negotiating Contracts

Back by Popular Demand!

Learn effective drafting and negotiating strategies, how to find and deal with hidden traps in any contract involving limitation of damages and liability, cancellation, change orders and more.

– *J. Patrick Plunkett*

8. Solutions to 7 Tough Family Law Problems

Three experienced Minnesota family lawyers share their approaches for resolving seven difficult family law issues, including: disputes over parenting time, responding to non-payment of child support and maintenance, dealing with changes in income when there isn’t enough to go around, the effect of re-marriage on maintenance, valuation and division of retirement

accounts, dealing with the relocation of the custodial parent, unreported income, and more.

– Cheryl M. Prince, Barbara J. Runchey & Jason C. Kohlmeyer

9. How Do You Get Clients? What Lawyers Need to Know About Advertising and Marketing

Tips on marketing your practice in your community. How do you set yourself apart from others?

– Blois Olson

10. How to Handle Your Toughest Clients

Join experienced practitioners as they provide insight while reacting to great vignettes demonstrating some all-too-real client challenges.

– Michael J. Ford, Kent A. Germander, Richard L. Pemberton & Todd C. Scott

11. PDFing – A Lawyer's Guide to Adobe Acrobat

You have probably noticed that PDF files are everywhere and have become the file format of choice when trading documents with other lawyers and clients. Many courts now require that all pleadings be filed as PDFs; and most governmental forms are available exclusively in PDF format. We'll cover the basics and legal-specific features of Acrobat, such as metadata removal, redaction, PDF packages, routing PDFs for comments/feedback, and more. Learn how to apply document security, scan to PDF, and archive your e-mail. You'll also discover new ways to combine files to create trial notebooks, document binders and deal books. If you already own Acrobat, this seminar will unlock its potential for you. If you're thinking about buying Acrobat, this seminar will explain all that it does so you can make an informed decision.

– Barron Henley

12. WEST TECHNOLOGY LAB Productivity Tools and Services That Can Help Firms Increase Efficiency and Profitability

– Ben Bruno

12:00 – 1:00 p.m.

LUNCH

With Optional Solo / Small Firm List-Serve Roundtable Discussions and "Speed Networking"

Lunch provided to registrants & their families

Tour the Great Lakes Aquarium at a special group rate.

Depart immediately following lunch at 1:00 p.m. for a 1:15 p.m. tour.

Optional Event for Your Family

1:00 – 1:45 p.m.

Plenary Session

"The Entrepreneurial Lawyer – Lessons for Lawyers from the World's Best Business Builders"

– Matthew Homann

1:55 – 2:55 p.m.

Breakout Session C

13. Uncommon Defenses of Common Criminals

Strategies you need to know.

– Carolyn Agin Schmidt & Frederic K. Bruno

14. The Year in Review – What's New and What Matters?

Sixty minutes of interesting things you ought to know about cases, legislation, rulings and judicial appointments.

– Kent A. Germander

15. Using Social Media in Your Practice

Important principles for effective participation

– Carolyn Elefant, Samuel J. Glover & Lisa Solomon

16. "The Creative Solo – 5 Techniques to Hone Your Creative Talents and Build a Better Practice"

– Matthew Homann

17. Remote Access Technology

Back by Popular Demand!

How to communicate from your home, cabin, car; integrating PDAs and cells with land-line/computer systems.

– Todd C. Scott & Clint W. Lechner

18. WEST TECHNOLOGY LAB

Word 2007 – Top Tips and Techniques for Drafting Complex Legal Documents

Tired of wrestling with Microsoft Word to get documents looking the way you want? Save enormous amounts of time and energy by tapping the full potential of Word. This seminar is designed specifically for lawyers and law firm staff to provide practical solutions and time saving tips for everyday legal drafting issues. We'll give you tips for everything from how to fix Word's default settings (they are awful) to automatic paragraph numbering. Bring your computer and follow along with the instructor!

– Barron Henley

3:10 – 4:10 p.m.

Breakout Session D

19. Basic Mortgage Foreclosure Practice

A guide to mortgage foreclosure including foreclosure by advertisement and action; discussing issues of notice, reinstatement, redemption, sheriff's sales, bidding and much more. Focusing on creditor remedies but also discussing some debtor rights.

– Paul A. Loraas

20. Ethics and Advertising – A Conversation

1.0 ethics credit applied for

Join the discussion as experts engage in a lively conversation concerning the intersection of ethical requirements and lawyer advertising.

– Eric T. Cooperstein, Blois Olson & Roy S. Ginsburg

21. Business Planning II

Business plans, practice strategies and more.

– Paul M. Floyd

22. Case Management Software – How to Select and Implement Without Drama

Many lawyers decide to investigate case management software and are quickly overwhelmed by the number of choices and features offered. In this seminar, we'll discuss the details of how to painlessly obtain the benefits of case management software in your firm. Topics include: who are the major players and what they cost; features to look for; tasks that should be part of any demonstration you receive; deciding which one is right for your firm; how these programs can and should be customized for your firm; whether you should do it yourself; establishing a schedule; training; and ongoing maintenance.

– Barron Henley

23. WEST TECHNOLOGY LAB

How to Do Legal Research Using the Minnesota CLE Online Library

It's efficient, comprehensive, and free!

– Holly Garland Langworthy

4:15 – 5:00 p.m.

Plenary Session

The Pulse of the Profession – Results of the 2010 Solo/Small Firm Practice Survey

The latest economic data – more important than ever in these trying economic times.

– Michael J. Ford, LaVern A. Pritchard & Todd C. Scott

5:00 – 6:30 p.m.

A Grand Reception Including Great Food, Prizes and Family Fun

Complete your first day with a reception for all right here at the DECC. We've got fun planned for everyone – of every age!

There will be prize drawings for an iPad, an iPod and an iPhone! Plus, we'll have balloons, face painting, and much more!



Schedule (cont.)

Tuesday, August 3

7:45 – 8:45 a.m.

CONTINENTAL BREAKFAST

With moderated roundtable discussions

Join a roundtable discussion for answers to your pressing questions or simply to continue your networking opportunities over breakfast. **“Home-based practice,” “Picking a New Associate,” “Flat Fees,” “Your Firm Website,” and more.**

8:45 – 9:45 a.m.

Plenary Session

One, Two, Free: Infinite Challenges and Endless Opportunities When Price Approaches Zero

You may have noticed a trend towards free these days. From social media applications (like Facebook and LinkedIn) to free netbooks when you sign up for data plans, seems that everyone is giving something away. And as more products and services can be had for free, consumers come to expect free services – even from lawyers. This session will discuss these trends towards free, identify examples of lawyers who are giving away products and services for free and help find ways that you can apply free to attract new clients and retain existing ones – and even streamline your practice in the process.

– Carolyn Elefant

9:45 – 10:15 a.m.

NETWORKING & EXHIBITOR BREAK

10:15 – 11:15 a.m.

Breakout Session E

24. Early Neutral Evaluation in Family Law Cases

How it's working in Minnesota: The view from the bench and the view from the practice.

– Judge Tanja K. Manrique,
Judge Sally L. Tarnowski & Thomas W. Tuft

25. Honing your Bankruptcy Practice Skills

How to have the best initial meeting with your next bankruptcy client. Save great amounts of time and headaches with the “Woodke System.”

– Robert A. Woodke

26. “SOLOS ONLY”

Running a Successful Practice: What I Did Right and What I Did Wrong

Recently retired solo practitioner Jack Setterlund reflects on the challenges, opportunities and rewards of solo practice and shares advice on staffing, managing client expectations, advertising, firing bad clients, organizing files for maximum efficiency, mentoring others, and finding time for vacations.

– Jack E. Setterlund

27. Malpractice and Ethics for the Small Firm Practitioner (UR@RISK)

Repeated at #39
1.0 ethics credit applied for

Learn about the most common mistakes that even good lawyers make and how you can avoid them. Find out how an understanding of the rules of ethics and applying them in your everyday practice can help avoid everyday errors and claims.

– Timothy J. Gephart & Steven L. Reyelts

28. Powerful Writing Techniques That Persuade Both Judges and Clients

Learn to write more persuasively by using the same powerful techniques copywriters have relied on for years. Topics include: your greatest challenge in writing; how to write a compelling brief that the judge just can't put down; the role of emotion in jurisprudence and how to trigger readers' emotions; how to deal with objections to your position; closing the deal; conclusions and calls to action, and more.

– Lisa Solomon

29. WEST TECHNOLOGY LAB

Social Media Demonstration

How it works and how you can use it in your practice.

– Peter H. Berge, Samuel J. Glover,
Todd C. Scott & Joshua M. King

11:25 – 11:55 a.m.

Plenary Session

“A View from the Bench” – A Small Firm Practice Revisited

The importance of solo and small firms to legal practice in Minnesota.

– Associate Justice G. Barry Anderson (invited)
Minnesota Supreme Court

12:00 – 1:00 p.m.

LUNCH

With Optional Solo/Small Firm List-serve Roundtable Discussion: **“Getting Paid” – the use of credit cards, PayPal, etc., systems such as QuickBooks for Accounting**

Lunch provided to registrants & their families

OMNIMAX Theater Showing of “Dinosaurs Alive!” at special discounted prices.

Depart immediately following lunch at 12:45 p.m. for a 1:00 p.m. showing.

Optional Event for Your Family

1:00 – 2:00 p.m.

Breakout Session F

30. The Federal Estate Tax Mess

What didn't happen and what you need to tell your clients now. How to draft in a time of uncertainty.

– Leigh D. Mathison & Mark T. Signorelli

31. Serving and Keeping Your Business Clients

A perspective from an out state business lawyer.

– Dennis O'Toole

32. “SOLOS ONLY”

Solo Practice Systems for Success

Many solos work entirely on their own, which means that they're responsible for everything, from mastering substantive legal issues to sending out invoices and marketing their practices. All told, non-legal tasks can account for as much as forty percent of a solo's work week, which means less time for family or billable matters. Moreover,

shouldering the burden of a practice can make it difficult for solos to plan a vacation or worse, make it impossible for another lawyer to take over in the event of an emergency. That's why solos need systems, even if they work entirely on their own. Many tasks, such as calendaring or invoicing can be automated, while others, such as regular marketing can be accomplished through planning and partly, carried out online. This session will focus on free and low-cost tools that solos can integrate into their practices. Of course, some solos are so busy that even systems won't save enough time – and thus, this program will also help diagnose whether you've reached a point where you may need to consider part-time support for your practice.

– Carolyn Elefant

33. Will You Still Need Me, Will You Still Hear Me

Retire with revenue, relevance, and relaxation. You already know how much money you think you will need for retirement. Now, find out how you may be able to obtain some value for your practice, as well as discover ways to keep you active and challenged during retirement.

– Roy S. Ginsburg

34. Alternative Billing, or, How I Learned to Stop Worrying and Love Lawyering

According to Sam Glover, the hourly billing paradigm does not deserve its preeminence in law practice. Alternatives such as fixed – or flat – fees, memberships, hybrid fees, value billing, and unbundled services have many advantages for attorneys and clients. Attorneys can focus on solving clients' problems without watching the clock, and clients get certainty and – sometimes – better results. But as with any fee structure, alternative fees come with practical and ethical concerns. Hear why and how you should implement alternative billing.

– Samuel J. Glover

35. WEST TECHNOLOGY LAB

Productivity Tools and Services That Can Help Firms Increase Efficiency and Profitability

– Ben Bruno

2:10 – 3:10 p.m.

Breakout Session G

36. Understanding Trusts and Using Them Effectively

Considerations when drafting; funding methods; handling different types of assets. What clients need to know about revocable trusts. Choosing the right trust at the right time.

– Leigh D. Mathison & Mark T. Signorelli

37. 7 Difficult Employment Law Issues Facing the Small Business Today

Key issues to understand when counseling your business client including potential wage and hour problems, employee leave issues, social media usage issues, discipline and discharge and more!

– Elizabeth A. Storaasli

38. “SOLOS ONLY” Associates? I Don't Need No Stinkin' Associates!

Why and how to work with contract lawyers. Outsourcing is the wave of the future, but it doesn't necessarily mean sending work overseas, and it's not just for big firms. Solo and small firms can

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Lisa Solomon, Esq.
New York

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Dryer Storaasli
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St. Louis County
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Tuft & Arnold
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Brouse Woodke &
Meyer PLLP
Bemidji

garner many benefits by outsourcing substantive legal work. Topics include benefits of outsourcing, how to find a contract attorney, what a good contract attorney brings to the table, ethical issues in the outsourcing relationship, co-counsel arrangements that work and more.

– Lisa Solomon & Susan D. Minsberg

39. Malpractice and Ethics for the Small Firm Practitioner (UR@RISK)

Repeat of #27

1.0 ethics credit applied for

– Timothy J. Gephart & Steven L. Reyelts

40. WEST TECHNOLOGY LAB

Probate Strategies for the 21st Century – Automating Your Probate Practice Using Minnesota CLEPro

A hands-on opportunity to test for yourself how accurate, efficient, and easy-to-use the Minnesota CLEPro Probate Document Assembly System and Probate Forms really are.

– Holly Garland Langworthy

3:20 – 3:50 p.m.

Plenary Session

Our Finest Hour: How Solos Will Lead Our Profession Back to the Future

Futurists like Richard Susskind predict that the 21st Century will be the end of lawyers; that technology will routinize much of the work that solo and small firm lawyers do, ultimately rendering them obsolete. But in reality, technology, judiciously employed, can free lawyers up to practice law the way we dreamed of back in law school. This closing talk will remind solo and small firm lawyers of the role that we play as agents of change in the legal profession.

– Carolyn Elefant

3:50 p.m.

CONFERENCE
ADJOURNS

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**Here's What Attendees
Said About Last Year's
Conference...**

The single most valuable aspect of the conference for me as a solo practitioner is to have the ability to talk with others and hear their stories/experiences. One comes to realize that being a solo attorney can be very isolating and when one hears the stories of others, you realize that you are not alone. It's very affirming.

– Past Attendee

This is simply the best, most helpful, most family-friendly and lawyer-friendly event anywhere at any price.

– Bonnie Humphrey

Outstanding conference and venue for the family.

– Lance Redlinger

This is the best, most affordable conference available to attorneys and very family-friendly. My husband is glad I already signed up for next year.

– Tiffany Schmidt

The breakout session... leaders were exceptional – wonderful shared hands-on experience. For a solo returning to practice, the conference was a huge advantage.

– Thomas C. Myers

This is not only the best value out there, but a mini-vacation. Don't miss it!

– Karen E. Marty

I have been to all 5 and have pre-registered for No. 6. I would not miss one for anything.

– Bill Reutiman

The single most thought provoking presentation I've attended in the last decade.

– Steve Yagur

GENERAL INFORMATION

CREDITS

Pre-Conference Workshop:

Minnesota CLE is applying to the Minnesota State Board of CLE for **2.0 ethics credits** for the 12:00 session and for **2.0 elimination of bias credits** for the 2:15 p.m. session.

Strategic Solutions for Solo and Small FirmsSM 2010:

Minnesota CLE is applying to the Minnesota State Board of CLE for **11.25 total CLE credits**. We anticipate some sessions in this conference may be limited to law office management credit due to their practice management nature. We've also applied for the following special credits:

- **1.0 ethics credit each for sessions #20, #27 and #39**

The maximum number of total credits attendees may claim for this course is **11.25 credits**.

ACCOMMODATION

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

CANCELLATION POLICY

Paid registrants who cancel their registration at least 72 hours before the program will receive a full credit on their account; if fewer than 72 hours a \$25 administrative fee will be deducted.

QUESTIONS?

Please Call Minnesota CLE at **651-227-8266** or **800-759-8840**. Or visit us at www.minncle.org.



CONFERENCE LOCATION



Duluth Entertainment Convention Center

350 Harbor Drive
800-628-8385 • 218-722-5578
<http://www.duluthconventioncenter.com/>

PRE-CONFERENCE LOCATION



Sheraton Duluth Hotel

301 East Superior Street
888-627-8122 • 218-733-5660
<http://www.sheraton.com/duluth/>

MAKE HOTEL RESERVATIONS EARLY!

Duluth is the hot spot in the summer and locating hotel accommodations can be challenging. To help, Minnesota CLE has reserved room blocks at a number of hotels at reduced rates for course attendees. Act soon, because at these prices, these rooms will fill up quickly! Be sure to mention you are with the Minnesota CLE Strategic Solutions for Solo and Small Firms course when you make your reservations. Room blocks can expire on July 6, 2010. Make your reservations now!

1 The Inn on Lake Superior \$150 (Sunday, Monday)

350 Canal Park Drive
888-668-4352 • 218-726-1111
<http://theinnonlakesuperior.com/>

SOLD OUT

2 Canal Park Lodge \$169 (Sunday, Monday)

250 Canal Park Drive
800-777-8560 • 218-279-6000
<http://www.canalparklodge.com/>

SOLD OUT

3 Holiday Inn Hotel & Suites Downtown Waterfront \$159 (Friday, Saturday) \$99 (Sunday, Monday)

200 West First Street
800-477-7089 • 218-722-1202
<http://www.hiduluth.com/>

4 Sheraton Duluth Hotel \$169 (Saturday) \$139 (Sunday, Monday)

301 East Superior Street
800-325-3535 • 218-733-5660
<http://www.sheraton.com/duluth/>

SOLD OUT

4 EASY WAYS TO REGISTER!



MAIL TO:

Minnesota CLE
2550 University Avenue West
Suite 160-S
St. Paul, MN 55114



FAX TO:

Minnesota CLE at
651-227-6262



GO ONLINE:

www.minncle.org



OR CALL:

Minnesota CLE at
651-227-8266 or 800-759-8840

Strategic Solutions for Solo and Small FirmsSM 2010

Satisfaction Guaranteed!
 We are so confident that this will be a great learning experience for you (and a ton of fun) that we are offering a complete money-back guarantee. If you are not completely satisfied, we will cheerfully refund your registration fee. You've got nothing to lose!

[526-11 / fvh / jhaj]

August 1-3, 2010
Duluth Entertainment Convention Center
 (Sunday pre-conference program at the Sheraton Duluth Hotel)

1 Strategic Solutions for Solo and Small FirmsSM 2010

PLEASE "✓" APPROPRIATE BOX:

- \$195 for new lawyers first admitted to the bar in 2009 or 2010
 - \$345 MSBA member
 - \$345 paralegal / legal assistant
 - \$395 standard rate
 - I have a Minnesota CLE Season PassSM.
- Pass # _____

2 Pre-Conference Workshop

PLEASE "✓" APPROPRIATE BOX:

- \$55 for those registered for Strategic Solutions for Solo and Small FirmsSM 2010
- \$195 for those not registered for Strategic Solutions for Solo and Small FirmsSM 2010
- I have a Minnesota CLE Season PassSM. Pass # _____

3 "Great Food, Great Music, and More" – Opening Event at Grandma's Sports Garden

NUMBER ATTENDING:

You and Your Immediate Family (free of charge):

Other Guests You will be Bringing (\$35 each):
 (Add to tuition payment(s) in "total enclosed" below.)

4 The Grand Reception Including Great Food, Prizes and Family Fun

NUMBER ATTENDING:

You and Your Immediate Family (free of charge):

Other Guests You will be Bringing (\$35 each):
 (Add to tuition payment(s) in "total enclosed" below.)

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VISA MasterCard Discover AmEx

Card No. _____

Expiration _____

Signature _____

5 Please "✓" Your Breakout Session Choices:

- SESSION A:** #1 #2 #3 #4 #5 #6
- SESSION B:** #7 #8 #9 #10 #11 #12
- SESSION C:** #13 #14 #15 #16 #17 #18
- SESSION D:** #19 #20 #21 #22 #23
- SESSION E:** #24 #25 #26 #27 #28 #29
- SESSION F:** #30 #31 #32 #33 #34 #35
- SESSION G:** #36 #37 #38 #39 #40

Check here if address below is new.

Name (first) _____ (mi) _____ (last) _____

Firm _____

Address _____

City/State/Zip _____

Phone _____ Fax _____

E-mail _____

Attorney License No. (if applicable) _____

6 WHAT IS THE SIZE OF YOUR FIRM?

- Solo 2 – 5 6 – 10 11 or more

7 3 Optional Events Especially for Your Family!

Let us know how many will be attending the following events:

- Sunday, August 1 (12:00 – 4:00 p.m.)** **→** REGISTRATION FEES:
Giro d'Luth MSBA Life & the Law Annual Bike Ride
 (all proceeds benefit Lawyers Concerned for Lawyers)
 _____ person(s) will be riding
 A full brochure with all ride details will be sent to registrants and all interested parties.
 REGISTRATION FEES:
 \$20 adults
 \$30 groups of 2 or more
 FREE children under 16
- Monday, August 2 (1:15 p.m. tour)** **→** SPECIAL GROUP RATE:
Great Lakes Aquarium Tour
 _____ person(s) from my family will be attending
 SPECIAL GROUP RATE:
 \$9.00 adults
 \$5.00 children 3-17
 FREE children under 3
- Tuesday, August 3 (1:00 p.m. show)** **→** SPECIAL GROUP RATE:
OMNIMAX Theater Showing of "Dinosaurs Alive!"
 _____ person(s) from my family will be attending
 SPECIAL GROUP RATE:
 \$4.50 adults
 \$3.50 children

Payment is required at the event, at the rates listed above.



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“ This is the single best value for my practice of anything I’ve ever attended. This was my second year and I’m sure I will attend every year if I can. I was able to meet a lot of other attorneys and a lot of the speakers. I came away with a bundle of great ideas that I can start using to improve my practice and solve problems right way.
– Anthony Bushnell ”

Strategic Solutions for Solo & Small FirmsSM 2010

Sunday-Tuesday, August 1-3, 2010
Duluth Entertainment Convention Center

Strategic Solutions is a great bargain!

Here’s a quick snapshot of the tremendous value you receive.

Minnesota CLE 2-day conferences generally cost (for MSBA members) between \$495 and \$695. Strategic Solutions is only \$345. Save hundreds compared to other 2-day conferences. In addition you get:

1-Year Online Library Subscription	\$ 395
2 Webcast Programs	\$ 270
Summary Guides SM and Legal QuickSheets SM	\$ 45
Two \$50 Coupons	\$ 100
Added Value	\$810

Plus:

- Sunday night “Great Food, Great Music and More” Opening Event at Grandma’s Sports Garden for you and your family
- Monday night Grand Reception including great food, prizes and family fun
- Lunches both days for you and your family
- 3 special events especially for your family