



# Strategic Solutions for

# Solo & Small Firms<sup>SM</sup> 2011

August 7-9, 2011  
Duluth Entertainment  
Convention Center

This year's conference is jam-packed with more than 40 practice tip-filled sessions and highlighted by 5 terrific national presenters. Plus these extra bonuses:

**1** **2 Free** Webcasts.

After the conference you'll be able to take two 2-hour Minnesota CLE webcasts at no extra charge. It's great education and 4 more credits.

**2** **Free** Online Library.

You'll also receive a free one-year subscription to Minnesota CLE's terrific online library.

**3** **More Free** Stuff.

All attendees also receive – free of charge – Minnesota CLE “cash,” bonus materials, Legal QuickSheets<sup>SM</sup> and more!

**4** **And An Unconditional Guarantee!**

We are so sure you'll benefit greatly from this program, it's unconditionally guaranteed. If you aren't completely satisfied, we'll refund your entire tuition – no questions asked.



**Minnesota Continuing  
Legal Education**

*Supporting bar organizations:*

*11th District Bar Association  
MSBA Practice Management and Marketing Section  
MSBA Out-state Practice Section  
MSBA 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!

# The Event of the Year for Minnesota Solo & Small Firm Practitioners

## How to Make Your Practice More Successful and More Fun

Our goal is simple...to make your work life better! There are advantages and disadvantages to having a solo or small firm and we want to help you maximize the advantages. This conference is designed to provide you with strategies and ideas to develop your law practice, to minimize stress and to help you have more time to enjoy life. You'll spend time listening to and discussing practice issues with those who know it best... other solo and small firm attorneys from around the state. You'll learn a lot and have a great time in the process.

## The Largest Gathering in Minnesota for Solo and Small Firm Lawyers – A Once-a-Year Opportunity to Network with Similarly Situated Attorneys From Around the State

This conference is growing – and growing rapidly! This year we are expecting nearly 500 solo and small firm attorneys to gather in Minnesota for a fabulous time of learning, networking and relaxation. Plan now to attend a course designed specifically with you in mind – *Strategic Solutions for Solo and Small Firms*.

## An Outstanding Faculty of 35 – Including National Speakers Henley, Elefant, Guinn, Homann and Glover!

We've gathered a very talented faculty for the 2011 conference. Great legal talent from Minnesota and beyond will provide you with a wealth of great information. Our national speakers are known not only for the tremendous substantive value they provide but also for their engaging presentation styles. We are absolutely confident you'll love this year's instructors – they'll leave you wanting for more.

## 44 Great Sessions at This Year's Conference – Just Look at Some of the Great New Topics

There are so many good topics at this year's Institute that you'll have a hard time choosing between them. Nevertheless, take a look at some of these helpful and fun programs planned at this year's conference:

- **How to Conduct Your Own Law Firm Self-Audit**
- **Creditor Rights – Focus on Collection Practices**
- **Innovative Lawyering: How to Free Up Time, Grow Profits, and Cut Costs**
- **Business School for Lawyers**
- **Drafting Documents a Better Way**
- **"The Most Successful Marketing Strategies I Have Ever Used"**
- **Solo Practice Systems for Success**

These are just a few of the great sessions awaiting you at this year's *Strategic Solutions* program.

## And More Great Benefits for You...

In addition, all attendees receive two free 2-hour Minnesota CLE webcasts, a free 1-year subscription to Minnesota CLE's Online Library, two \$50 vouchers, bonus materials, Legal QuickSheets<sup>SM</sup> and more! The registration fee is only \$345 for MSBA members. It's a fabulous conference – at a bargain price!

## Family Events – Free to You and Your Immediate Family!

A hallmark of the *Strategic Solutions* conference is that it is 'family friendly.' We invite you and your immediate family to the opening event at The Duluth Depot and lunches on both Monday and Tuesday of the conference. This conference mixes a great learning opportunity with a wonderful family time. They say learning should be fun – and we intend to make it that way.

**Register today!**

**Call 651-227-8266 or 800-759-8840**

**Or visit [www.minncle.org](http://www.minncle.org)**

# Minnesota Lawyers

## Enjoy a Fun Get-Away to Duluth (the "San Francisco of the North") and Enjoy Reduced Rate Accommodations

We've made it possible to have a get-away to Duluth at a fun hotel at reasonable rates. Duluth hotel rooms are at a premium in the summer and we have negotiated room blocks to ensure availability at favorable room rates. We've given you four choices to allow you to choose a price point you are comfortable with and to choose from various hotel locations. See the registration page for more hotel details. Make your reservations early!

## The Conference Has Everything – Great Speakers, Great Topics, Great Materials, Great Networking – All in a Fun Conference Get-Away Setting

If you have not attended *Strategic Solutions* in the past, this is the year! Talk to those who have attended and you will discover that it has been a great event – great speakers, great take-away materials and a fun get-away. Sign up now for the event of the year for Minnesota solo and small firm practitioners.

## Satisfaction Guaranteed!

You've got nothing to lose! We're so sure you'll love this course that we're offering an unconditional money back guarantee. If you're not happy, you'll get your money back – no questions asked!

# Grand Opening Event

## Party at the Depot! And a train ride up the shore!

Sunday, August 7  
5:00 – 7:30 p.m.

Bring the family and enjoy a great time at the Depot – food, ice cream, Depot exploration and best of all, a train ride adventure. It's a terrific kick-off to an exceptional conference.

You'll reconnect with friends and colleagues in a truly unique setting. It's a whole lot of fun and everyone will be there.

Make plans now to join us for good food, good conversation and fun for everyone!

Hosted by



MINNESOTA LAWYERS MUTUAL  
INSURANCE COMPANY  
PROTECTING YOUR PRACTICE IS OUR POLICY.™



## Life and the Law Duluth Trek

## A Special Family Event!

Sunday, August 7  
12:00 – 4:00 p.m.

Another family-friendly event to enhance your Strategic Solutions experience. The MSBA Life & the Law Committee's Duluth Trek is a wonderful part of 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 – cyclists, walkers, runners and in-line skaters are all welcome to participate in this fun Sunday afternoon event. It's just another way to get even more out of this year's conference. Sign up on the attached registration form. (For more information about the ride call Dawn Sieber, Life & the Law Committee at 763-323-5568.)

# Keynote Presenters



## Ann M. Guinn

Ann M. Guinn, Principal of G&P Associates, is a highly regarded practice management consultant to solo and small firms for more than 30 years, and author of *Minding Your Own Business: The Solo and Small Firm Lawyer's Guide to a Profitable Practice*, published by the American Bar Association. Ann teaches attorneys what they don't learn in law school – specifically, how to build and maintain high-earning, client-centered, and satisfying law practices. She has published many articles dealing with law practice management issues, and has been a featured speaker at annual conventions and meetings of the American Bar Association, Washington and California State Bar Associations, and regional conferences of the Association of Legal Administrators. Ann will provide a wealth of strategies for building and maintaining a profitable and satisfying law practice.



## 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*. She 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 renewable, appeals and select federal litigation matters.

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 blawgs. Back by popular demand, this year Carolyn will discuss future trends in solo work and how solos can develop a successful niche practice.



## Matthew Homann

Matt Homann is back again in 2011 by popular demand. Matt 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," Matt 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.

After the rave reviews from past conferences, Matt is back with a new and exciting opportunity for attendees – some of you will have the chance to "spend an afternoon with Matt" as he leads a **strategic law-firm planning retreat** just for you. Small-group interaction and creative sessions will jump-start your practice and build your client base. Large firms enjoy the benefits of strategic planning retreats and this year you can, too!



## Samuel J. Glover

Sam Glover is a law practice blogger, business lawyer for geeks, and consumer rights advocate – among other things. He founded Lawyerist.com, the leading law practice blog, and he is its Editor-in-Chief. He started and built his solo practice – later a small firm – using innovative approaches to technology, procedures, marketing, and more. It is central to Sam's practice, and sharing his approach will be his focus in Duluth.



## 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. He is the best technology speaker we have heard and he has received rave reviews each time he has presented for Minnesota CLE.

# Faculty



**Kent A. Gernander**  
Conference Chair  
Streater & Murphy PA  
Winona

**Peter H. Berge**  
Director, Web Education  
Minnesota CLE  
Saint Paul

**Frederic K. Bruno**  
Frederic Bruno & Associates  
Minneapolis

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



**Brenda S. Denton**  
Denton Law Office  
Duluth

**Carolyn Elefant**  
Law Office of Carolyn Elefant  
Washington, DC



**Michael J. Ford**  
Quinlivan & Hughes PA  
Saint Cloud

**Timothy J. Gephart**  
Minnesota Lawyers Mutual  
Minneapolis

**Roy S. Ginsburg**  
Attorney at Law  
Minnetonka


**Samuel J. Glover**  
Lawyerist Media, LLC  
Minneapolis

**Ann M. Guinn**  
G & P Associates  
Kent, Washington

**Barron Henley**  
Henley Marsh & Unger  
Consulting, Inc.  
Columbus, Ohio

# & Planners

**Matthew Homann**  
LexThink LLC  
Saint Louis, Missouri

 **Barbara J. Runchey**  
Runchey Louwagie  
& Wellman  
Marshall


 **Jason C. Kohlmeyer**  
Rosengren Kohlmeyer  
Law Office  
Mankato

**Dudley Ryan**  
LarsonAllen LLP  
Minneapolis

**Leigh D. Mathison**  
Attorney at Law  
Grand Marais

**Carolyn Agin Schmidt**  
Schmidt Law Office  
Minneapolis

**Susan D. Minsberg**  
Susan Minsberg Law Office  
Saint Paul


 **Todd C. Scott**  
Minnesota Lawyers Mutual  
Minneapolis

**Jack Newton**  
Clio – Practice  
Management Simplified  
Vancouver, British Columbia

**Leonard B. Segal**  
Oberman Thompson  
& Segal LLC  
Minneapolis

**John E. Olmon**  
Attorney at Law  
Minnetonka


**Jack E. Setterlund**  
Jack E. Setterlund, Ltd.  
Duluth

 **Richard L. Pemberton**  
Pemberton Sorlie  
Rufer & Kershner PLLP  
Fergus Falls


**Mark T. Signorelli**  
Mark T. Signorelli, Ltd.  
Duluth


**J. Patrick Plunkett**  
Moore Costello & Hart PLLP  
Saint Paul

**Richard J. Thomas**  
Burke & Thomas PLLP  
Arden Hills

 **Cheryl M. Prince**  
Hanft Fride PA  
Duluth

**George E. Warner**  
Warner Law LLC  
Minneapolis

 **LaVern A. Pritchard**  
Pritchard Law Webs/  
Law Moose  
Minneapolis


 **Robert A. Woodke**  
Brouse Woodke  
& Meyer PLLP  
Bemidji

**Steven L. Reyelts**  
Reyelts Bateman &  
Schramm, PLLC  
Duluth

**Julian J. Zweber**  
Julian J. Zweber  
Law Office  
Saint Paul

**Brent E. Routman**  
MSBA President 2011-2012  
Merchant & Gould  
Minneapolis

National Speaker

 Member of  
Planning Committee

# A BIG thank you to our Special Sponsors

## Gold Sponsors



**MINNESOTA LAWYERS MUTUAL**  
INSURANCE COMPANY  
PROTECTING YOUR PRACTICE IS OUR POLICY.™

WestlawNext™

## Bronze Sponsors

**1<sup>st</sup> FIRST LAWYERS  
TRUST COMPANY**

MSBA Solo and Small Firm Section

 LexisNexis®



PHOTO CREDITS:  
Visit Duluth/Seaquest Photography

*Thank you, sponsors.  
Your generosity helps make  
this great event possible!*

# Day 1

## Monday, August 8, 2011

8:40 – 9:25 a.m.  
**PLENARY**

8:00 – 8:45 a.m.  
CHECK-IN,  
CONTINENTAL BREAKFAST &  
NETWORKING

8:40 – 9:25 a.m.

### How to Exceed Client Expectations and Get More Business

Simply put, attorneys need to “WOW” their clients in order to get referrals and repeat business. Doing what everyone else is doing isn’t enough – and it won’t help you stand out in the crowd. Building your practice in such a way that you consistently exceed your clients’ expectations is the way to go. In this program, Ann helps audience members understand: their clients’ expectations, how to separate client expectations from client needs, how to build long-term relationships with clients and boost referrals through knock-their-socks-off service, how to provide that “WOW” experience every time, and more!



**Ann M. Guinn**  
G & P Associates  
Kent, Washington

9:30 – 10:30 a.m.  
**BREAKOUT A**

10:30 – 11:00 a.m.  
**Networking and Exhibitor Time**

11:00 a.m. – 12:00 p.m.  
**BREAKOUT B**

**Lunch and Networking – Families Welcome!**

**1. Representing Non-Profits – 7 Great Practice Tips to Help You Give Better Advice to Your Non-Profit Clients**

– *J. Patrick Plunkett*

**2. Federal Estate Tax Law 2011 – What Has Been Resolved? What Has Not? And What to Do til the Hearse Arrives?**

Plus a discussion about how changes here in Minnesota impact your planning strategies.  
– *Leigh D. Mathison & Mark T. Signorelli*

**3. How to Conduct Your Own Law Firm Self-Audit**

This presentation covers a variety of management practices which should be reviewed periodically, as well as corrective action to be taken, including: records retention, all things billing, trust accounts, image, forms files, system recovery, staff, insurance, marketing activities and more.  
– *Ann M. Guinn*

**4. How to Retire With Revenue, Relevance and Relaxation: Planning for Retirement, Valuing Your Practice and Structuring the Deal**

– *Roy S. Ginsburg*

**5. 60 Legal Tech Tips, Gadgets and Websites in 60 Minutes**

The best of legal technology, practice management, electronics and incredibly useful websites for lawyers. This rapid-fire, entertaining hour is full of great ideas you can immediately incorporate into your practice.  
– *Barron Henley*

**6. WestlawNext™ TECH LAB**  
**Creating a Paperless Practice – Using Scanners to Save Time, Money and Paper**

– *Eric T. Cooperstein*



**7. Creditor Rights – Focus on Collection Practices**

How to collect debts (pre- and post-judgment) while avoiding the significant traps and liabilities that await those who make collection missteps.  
– *George E. Warner*

**8. Keeping the Cabin in the Family: Estate Planning Strategies Using the Cabin Trust – Plus a Discussion of Other Options**

– *Leigh D. Mathison, John E. Olmon & Mark T. Signorelli*

**9. How to Ethically Collect Fees From Clients**  
**1.0 ethics credit applied for**

Even the best lawyers cannot succeed unless their clients pay their invoices. This session will focus on the best practices for ethically drafting fee provisions in representation agreements, managing retainers and using various fee collection tools.  
– *Eric T. Cooperstein*

**10. Growing Your Practice – E-marketing Tools You Can Use Right Now**

– *Susan D. Minsberg*

**11. How to Protect Yourself While Trading Documents Electronically**

Today’s negotiated instruments are often never reduced to paper until they’re ready to sign. The negotiation occurs electronically with lawyers emailing documents (Word or PDF files) to one another (and clients) to indicate changes and proposed modifications. This seminar covers the tools available in Word and Acrobat for safely transmitting documents, comparing versions, tracking changes, and adding comments and other annotations. We’ll discuss “locking” a document down to prevent further changes, encryption, avoiding metadata and other collaboration tools.  
– *Barron Henley*

**12. WestlawNext™ TECH LAB**  
**Productivity Tools and Services That Can Help Firms Increase Efficiency and Profitability**

A small investment of time could make a dramatic difference in your practice. See how productivity tools help you better organize, analyze, store, communicate, and collaborate on all the law, information, and documents that a typical case generates. Westlaw Tools bring the same high levels of efficiency, productivity, and excellence to your work that WestlawNext brings to your legal research.  
– *Presenter from West, a Thomson Reuters business*



12:00 – 1:00 p.m. **LUNCH** provided to all registrants and their families

1:00 – 1:45 p.m.  
**PLENARY**

### **Innovative Lawyering: How to Free Up Time, Grow Profits, and Cut Costs Through Iterative Experimentation**

The legal industry is historically way behind the curve when it comes to innovation. In reaction to that, lots of “gurus” have lots of “answers,” but true innovation is not about adopting the latest magic tip. Innovation requires understanding the process of experimentation, testing, and assessment. In this presentation, Sam will demonstrate how to adopt a process for increasing efficiency and profitability through iterative experimentation.



**Samuel J. Glover**  
Lawyerist Media, LLC  
Minneapolis

2:00 – 3:00 p.m.  
**BREAKOUT C**

### **13. The Year in Review – What’s New and What Matters?**

Sixty minutes of interesting things you ought to know about cases, legislation, filings and judicial appointments.  
– *Kent A. Gernander*

### **14. Foreclosure Practice in 2011**

Looking at the foreclosure process from both sides. Representing creditors or debtors in a troubled time. A discussion of key issues to consider when representing a client in foreclosure.  
– *George E. Warner*

### **15. Strategic Planning Mini-Retreat with Matt Homann**

**2-hour session**  
**Limited to 50 participants. Pre-registration is required to secure your spot at this session.**  
Participate in a law firm retreat designed just for you. Spend the afternoon thinking “outside the box” learning new strategies and planning an even better future for you and your law firm.  
– *Matthew Homann*

### **16. Business School for Lawyers**

**2-hour session**  
Build your business acumen at this in-depth seminar. How should you be analyzing your law practice? Review your income sources, cost factors, marketing principles, tax and accounting matters and more. How to make “smarter” business decisions for yourself and your clients in 2011.  
– *J. Patrick Plunkett & Dudley Ryan*

### **17. Malpractice and Ethics for the Small Firm Practitioner**

**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 & Richard J. Thomas*

### **18. WestlawNext™ TECH LAB**

#### **Drafting Documents a Better Way – From Word Processor Automation to Document Assembly Software**

Learn easier, better and safer ways to draft your documents. We’ll demonstrate how to use features already present in Microsoft Word which almost no legal users take advantage of; and how add-in programs can be used to further upgrade your productivity.  
– *Barron Henley*



3:15 – 4:15 p.m.  
**BREAKOUT D**

### **19. “Cocktail Law” in 2011**

Great answers to all those interesting legal questions you are sure to be asked at your next social gathering.  
– *Cheryl M. Prince, Steven L. Reyelts, Carolyn Agin Schmidt & Leonard B. Segal*  
– *Roy S. Ginsburg, moderator*

### **20. SoloSmall Live!**

Let’s do peer-to-peer idea sharing, just like on the MSBA’s most successful electronic discussion list, SoloSmall. Think of something that’s worked in your practice – or, for the courageous, something that backfired. In 60 seconds, tell everyone else who, what, where, why, how, what it cost to try, or what happened. Our twin goals: each share a little; all learn a lot. Everyone’s a participant. You don’t have to be a SoloSmall member to participate. We need EVERYONE’S good ideas.  
– *LaVern A. Pritchard (moderator) & You*

### **21. The \$6,000 Law Office – The Best Value on Hardware and Software for Your Practice**

The absolute, can’t miss, Henley review of the best products for attorneys on the market today!  
– *Barron Henley*

### **22. WestlawNext™ TECH LAB**

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

A small investment of time could make a dramatic difference in your practice. See how productivity tools help you better organize, analyze, store, communicate, and collaborate on all the law, information, and documents that a typical case generates. Westlaw Tools bring the same high levels of efficiency, productivity, and excellence to your work that WestlawNext brings to your legal research.  
– *Presenter from West, a Thomson Reuters business*



4:15 – 5:00 p.m.

## **Introducing the “Un”-Reception**

Un-Conferences are all the rage...so we’ve created the Un-Reception. It’s a perfect opportunity to combine a refreshment and a recap of the day with your peers and our national faculty. In this “organized un-reception” you’ll choose your expert, your topics and your beverage (beer, wine or soda) – fun and learning to the hilt.



Carolyn, Sam, Ann, Barron and Matt are ready, willing and able to continue discussing the topics you care about most.

*The perfect ending to a perfect first day.*

**Optional Event for Your Family**

**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.

Thanks to WestlawNext™ for sponsoring the wifi hotspot this year.

# Day 2

Tuesday, August 9, 2011

8:45 – 9:45 a.m.  
**PLENARY**

9:45 – 10:15 a.m.  
**Networking and Exhibitor Time**

10:15 – 11:15 a.m.  
**BREAKOUT E**

11:25 – 11:55 a.m.  
**PLENARY**

**Lunch and Networking – Families Welcome!**

8:00 – 8:45 a.m.  
CONTINENTAL BREAKFAST & NETWORKING

8:45 – 9:45 a.m.

## Future Trends in Small Firm Practice – And How You Can Carve Out Your Niche!

Look into your future to see how changes in practice rules, technology, client demands and competition will impact your future. How you can stay ahead of the curve and be ready for tomorrow.



**Carolyn Elefant**  
Law Office of Carolyn Elefant  
Washington DC

### 23. Maintaining Boundaries in Family Law Practice: Practical and Ethical Issues

**1.0 ethics credit applied for**

Practical and ethical solutions to some of the stickiest issues in family law practice including cell phones, gifts, family members and more.

- Jason C. Kohlmeyer, Brenda S. Denton & Cheryl M. Prince
- Jack E. Setterlund, moderator

### 24. The Small Business Nightmare – When the Government Says Your Independent Contractors Are Really Employees

More and more businesses are attempting to use independent contractors to avoid tax and other liabilities. But when can they do it safely? Are independent contractor's contracts helpful? Plus, a discussion of misclassification of employees as exempt employees. Learn best practices in this important session.

- Leonard B. Segal

### 25. "SOLOS ONLY" How to Develop a Successful Niche Practice as a Solo

- Carolyn Elefant

### 26. Using Transfer on Death Deeds (TODDs) to Transfer Real Estate

How do they work and how are they working? What interests in real estate can be transferred and how?

- Julian J. Zweber

### 27. Why You Shouldn't Use Free Software

Lawyers should use the best tool for the job, not the cheapest. It doesn't make sense to save pennies only to lose dollars.

- Samuel J. Glover

### 28. WestlawNext™ TECH LAB

#### Ten Tips for Improving Your Online Legal Searches

How to find the things you need more easily and more quickly.

- Peter H. Berge



## President's Address

**Brent E. Routman** (invited)

MSBA President 2011-2012  
Merchant & Gould  
Minneapolis

12:00 – 1:00 p.m. **LUNCH** provided to all registrants and their families

**Optional Event for Your Family**

**Tour the Great Lakes Ore Boat S.S. WILLIAM A. IRVIN at a special group rate.**

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

1:00 – 2:00 p.m.  
**BREAKOUT F**

2:10 – 3:10 p.m.  
**BREAKOUT G**

3:20 – 3:50 p.m.  
**PLENARY**

**29. DWI Practice in 2011**

New legislation, the Intoxilizer 5000 decision, and current best practices from the client call to final disposition.

– *Frederic K. Bruno & Carolyn Agin Schmidt*

**30. Medical Assistance Update 2011**

In the midst of the projected budget deficit, Minnesota has committed to expansion of medical assistance benefits to include 98,000 adults with no children and income no greater than 75% of federal poverty guidelines. This presentation will discuss the Legislature's solutions to this dilemma and provide the usual updating of medical assistance eligibility standards and estate recovery developments.

– *Julian J. Zweber*

**31. "SOLOS ONLY"  
How Solos Can Build a Client-Centered Practice**

Serving clients better is good business. Learn new ideas for what clients want and what you can deliver.

– *Matthew Homann*

**32. "The Most Successful Marketing Strategies I Have Ever Used" – Our Panel of Experts Share Their Secrets**

– *Roy S. Ginsburg, Ann M. Guinn, Susan D. Minsberg & Robert A. Woodke*

**33. Security and Ethics of Cloud Computing**

Cloud computing is "hot" but lawyers need to be aware of security and privacy-related "best practices" prior to entrusting confidential client data to "the cloud." A review of the ethics issues relevant to cloud computing and provide a survey of recent ethics opinions related to cloud computing.

– *Jack Newton*

**34. WestlawNext™ TECH LAB  
Bootstrapping a New Practice with Free Software**



Free software can be an effective tool for new practices. Come to the lab to learn helpful software applications new lawyers can use to get up and running without spending a penny on software.

– *Samuel J. Glover*

**35. Back by Popular Demand!**

**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, monitoring others, and finding time for vacations.

– *Jack E. Setterlund*

**36. Social Media Everywhere – What Everyone Should Know**

From employment to business disputes, from defamation to litigators proof, from bullying to trade secret theft, social media is changing the landscape. You'll benefit greatly by learning the issues and liabilities that can await the unwary.

– *Leonard B. Segal*

**37. "SOLOS ONLY"  
Solo Practice Systems for Success**

What "systems" can you employ to make your work life easier and more efficient.

– *Carolyn Elefant*

**38. Why Attorneys Under-Earn or How to Earn at Your Potential Using 7 Simple Secrets**

In this popular program, we explore: identifying the signs of an under-earner, the difference between passive and active under-earning, how to assess the impact of your decisions, 25 ways attorneys under-earn and how to earn at your potential using 7 simple secrets.

– *Ann M. Guinn*

**39. The Ins and Outs of Trust Accounts – Everything You Need to Know About Handling Your Client's Money**

**1.0 ethics credit applied for**

– *Eric T. Cooperstein*

**The Final Word – Matt Homann's Best Practice Advice for a More Successful and Happier 2011**



**Matthew Homann**

*LexThink LLC  
St. Louis, Missouri*

*LexThink founder and practicing attorney*

**What Past Attendees Say...**

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

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

This is the single best value for my practice of anything I've ever attended...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.

# GENERAL INFORMATION

## CREDITS

Minnesota CLE is applying to the Minnesota State Board of CLE for **10.5 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 also have applied for **1.0 ethics credit each for sessions #9, #17, #23 and #39**.

The maximum number of total credits attendees may claim for this course is **10.5 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](http://www.minncle.org).



## CONFERENCE LOCATION

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

## 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 7, 2011. Make your reservations now!

- 1 Canal Park Lodge**  
**\$159 (Sunday, Monday)**  
250 Canal Park Drive  
800-777-8560 • 218-279-6000  
<http://www.canalparklodge.com/>
- 2 The Inn on Lake Superior**  
**\$149 (Saturday, Sunday, Monday)**  
350 Canal Park Drive  
888-668-4352 • 218-726-1111  
<http://www.theinnonlakesuperior.com/>
- 3 Comfort Suites Canal Park**  
**\$139-\$159 (Saturday, Sunday, Monday)**  
408 Canal Park Drive  
218-727-1378  
<http://www.comfortsuites.com/duluth/>
- 4 Holiday Inn & Suites Duluth Downtown**  
**\$99 (Saturday, Sunday, Monday)**  
**\$129-\$159 for Suites**  
200 West First Street  
800-477-7089 • 218-722-1202  
<http://www.hiduluth.com/>

## 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](http://www.minncle.org)



**OR CALL:**  
Minnesota CLE at  
651-227-8266 or 800-759-8840

# Strategic Solutions for Solo and Small Firms<sup>SM</sup> 2011

August 7-9, 2011  
Duluth Entertainment Convention Center

**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!

[149-12 / fvh / jhaj]

## 1 Strategic Solutions for Solo and Small Firms<sup>SM</sup> 2011

### PLEASE "✓" APPROPRIATE BOX:

- \$195 for new lawyers first admitted to the bar in 2010 or 2011
- \$345 MSBA member
- \$345 paralegal / legal assistant
- \$395 standard rate
- I have a Minnesota CLE Season Pass<sup>SM</sup>.

Pass # \_\_\_\_\_

## 2 Opening Event at The Duluth Depot

### NUMBER ATTENDING:

You and Your Immediate Family (free of charge): .....

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

## 3 Payment Options

Combine amounts from sections 1 and 2 above to calculate final total payment.

TOTAL ENCLOSED IS \$ \_\_\_\_\_ BY:

- Check (payable to Minnesota CLE)
- VISA     MasterCard     Discover     AmEx

Card No. \_\_\_\_\_

Expiration \_\_\_\_\_

Signature \_\_\_\_\_

## 4 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    2-hour session    2-hour session    #21    #22
- SESSION E:  #23    #24    #25    #26    #27    #28
- SESSION F:  #29    #30    #31    #32    #33    #34
- SESSION G:  #35    #36    #37    #38    #39

\* Session #15 is limited to 50 participants.  
Pre-registration is required to secure your spot at this session.

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) \_\_\_\_\_

## 5 What is the size of your law firm?

- Solo     2 - 5     6 - 10     11 or more

## 3 Optional Events Especially for Your Family!

Please let us know how many will be attending the following events.

- **Sunday, August 7 (12:00 – 4:00 p.m.)** → REGISTRATION FEES:  
**The Duluth Trek – MSBA Life & the Law's Annual Event**  
(all proceeds benefit Lawyers Concerned for Lawyers)
- REGISTRATION FEES:  
\$20 adults  
\$30 groups of 2 or more  
FREE children under 16

YES! I am interested in participating in the MSBA Life & the Law Bike Ride.  
Please send me more information.

\_\_\_\_\_ person(s) from my family will participate

**A full brochure with complete ride details and registration form will be sent to all interested parties. To participate, complete and return that registration form to Minnesota CLE, along with payment. On-site registrations also accepted.**

- **Monday, August 8 (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 9 (1:15 p.m. tour)** → SPECIAL GROUP RATE:  
**S.S. William A. Irvin Tour**  
\_\_\_\_\_ person(s) from my family will be attending
- SPECIAL GROUP RATE:  
\$4.50 adults  
\$3.50 children

**Payment for the Aquarium Tour and the S.S. William A. Irvin Tour is required at the event, at the rates listed above.**



Minnesota  
State Bar  
Association

Continuing  
Legal Education

2550 UNIVERSITY AVE W #160-S, SAINT PAUL MN 55114

Nonprofit Org.  
U.S. Postage  
PAID  
Minnesota Continuing  
Legal Education

DATED MATERIAL — PLEASE EXPEDITE!

“ 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!  
– 2010 Attendee ”

# Strategic Solutions for Solo & Small Firms<sup>SM</sup> 2011

**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 .....	\$ 245
2 Webcast Programs .....	\$ 270
Summary Guides <sup>SM</sup> and Legal QuickSheets <sup>SM</sup> .....	\$ 45
Two \$50 Coupons .....	\$ 100
<b>Added Value .....</b>	<b>\$660</b>

**Plus:**

- Sunday night Opening Event at The Duluth Depot for you and your family
- Lunches both days for you and your family
- Special events especially for your family

Sunday-Tuesday, August 7-9, 2011  
Duluth Entertainment Convention Center