

Strategic Solutions for

# Solo and Small Firms<sup>SM</sup> 2012

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

August 5-7, 2012  
Duluth Entertainment  
Convention Center

## 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.

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



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

# 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*.

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

There are so many topics at this year's conference that you'll have a hard time choosing among them. Nevertheless, take a look at some of these helpful and fun sessions planned for you this August!

- **Dealing with Difficult Opposing Counsel**
- **Value Billing and Other Alternative Billing Arrangements**
- **A Business Planning Checkup for Your Practice**
- **Using Microsoft Word More Effectively in Your Practice**
- **Time Management Tips for the Busy Lawyer**
- **Winning New Clients Through Content Marketing**
- **Henley's 7 Best Tech Tips for Saving Time and Money**
- **A Full Track of Contract Drafting Sessions**
- **And Many More!**

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

## And More Great Benefits for You...

In addition, all attendees receive a free post-course webcast, a free 1-year subscription to Minnesota CLE's Online Library, two \$50 vouchers, bonus materials, Legal QuickSheets<sup>SM</sup> and more! Stay connected while you are attending – with WiFi sponsored by **WESTLAW**. 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 Gala Opening Event at Grandma's hosted by **Minnesota Lawyers Mutual** 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.



**Call 651**

# 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 general information page at the back of this brochure for more hotel details. Make your reservations early!

## This 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!

**Register today!**  
**-227-8266 or 800-759-8840**  
**Or visit [www.minncle.org](http://www.minncle.org)**

## Grand Opening Event at Grandma's Sports Garden!

Sunday, August 5  
5:30 – 8:30 p.m.

Bring the family and enjoy live music and great food at Grandma's Sports Garden. It's a terrific kick-off to an exceptional conference and a great opportunity to reconnect with friends and colleagues. 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!

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

Hosted by

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## Life & the Law Duluth Trek

### A Special Family Event!

Sunday, August 5  
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



## Jordan Furlong

Jordan Furlong is a lawyer, speaker, and consultant based in Ottawa, Ontario. He is a partner with global consulting firm Edge International, a senior consultant with legal web development company Stem Legal Web Enterprises, and an award-winning blogger at *Law21: Dispatches From a Legal Profession On the Brink*, honoured four straight years by the ABA Journal as one of North America's 100 best legal blogs. Jordan specializes in delivering dynamic and thought-provoking presentations to law firms and legal organizations explaining the unprecedented change in the legal market and forecasting its future direction and impact. Formerly editor of three of Canada's leading legal periodicals, he is a Fellow of the College of Law Practice Management and Chair of its InnovAction Awards which recognize and reward creativity and innovation in legal services delivery.



## Robert J. Ambrogio

Bob is a lawyer and consultant who has been writing and speaking about the Internet, social media and legal technology for nearly 20 years. He is author of multiple books, has written a nationally syndicated column since 1993, has written the award-winning Web Watch column in Law Technology News since 1999, and founded the first Internet newsletter for lawyers in 1994. He continues to track new and intriguing Web sites for legal professionals through his award-winning blog *LawSites*. Since August 2005, he has co-hosted the award-winning podcast, *Lawyer2Lawyer*, available through the *Legal Talk Network*. In 2011, he was named to the inaugural Fastcase 50, honoring the law's top innovators, techies, visionaries, and leaders.



## Barron K. Henley

Barron K. Henley is an attorney, legal technologist and one of the managing partners of Affinity Consulting Group's Columbus, Ohio office. He has provided legal technology consulting to hundreds of 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.



## Eric T. Cooperstein

Eric T. Cooperstein, the "Ethics Maven," has a solo practice devoted to representing and consulting with lawyers in a wide variety of legal ethics and law practice conundrums. Eric defends lawyers against ethics complaints, provides advice and expert opinions, and represents lawyers in fee disputes and law firm break-ups. Eric is a frequent CLE presenter, webcaster, and moderator in Minnesota and nationwide on legal ethics and practice management, including evangelizing for paperless offices. Eric is President-elect of the Hennepin County Bar Association and will serve as its President in 2013-14. He has also served as chair of the Minnesota State Bar Association's Rules of Professional Conduct Committee (July 2009 through June 2012), serves on the editorial board for Minnesota Lawyers Mutual's law practice pamphlet series, and is a member of the Association of Professional Responsibility Lawyers.

# Faculty &



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

**Robert J. Ambrogio**  
Law Office of Robert J. Ambrogio  
Rockport, Massachusetts

**Charles H. Andresen**  
Andresen & Butterworth PA  
Duluth

**Rebekah Bailey**  
Nichols Kaster PLLP  
Minneapolis

**Jacob J. Baker**  
Hanft Fride PA  
Duluth

**Ann B. Barker**  
Barker Law Office Ltd  
Owatonna

**Peter H. Berge**  
Minnesota CLE  
Saint Paul

**Joan M. Bibelhausen**  
Lawyers Concerned for Lawyers  
Saint Paul

**Mark Britton**  
AVVO  
Seattle, Washington

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

**Patrick R. Burns**  
Office of Lawyers  
Professional Responsibility  
Saint Paul

**Richard R. Burns**  
Hanft Fride PA  
Duluth

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



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

**Robert F. Enger**  
MSBA President 2012-13  
Bemidji

# Planners

**Paul M. Floyd**

Wallen-Friedman & Floyd PA  
Minneapolis

**Michael J. Ford**

Quinlivan & Hughes PA  
Saint Cloud

**Jordan Furlong**

Edge International  
Ottawa, Ontario

**Phillip Gainsley**

Attorney at Law  
Minneapolis

**Timothy J. Gephart**

Minnesota Lawyers Mutual  
Minneapolis

**Roy S. Ginsburg**

Attorney at Law  
Minnetonka

**Samuel J. Glover**

Lawyerist Media, LLC  
Minneapolis

**Barron K. Henley**

Affinity Consulting Group  
Columbus, Ohio

**Kevin D. Hofman**

Halleland Habicht PA  
Minneapolis

**Jason C. Kohlmeyer**

Rosengren Kohlmeyer Law Office  
Mankato

**Susan D. Minsberg**

Susan Minsberg Law Office  
Saint Paul

**Jack Newton**

Clio – Practice Management  
Simplified  
Vancouver, British Columbia

**Blois Olson**

Tunheim Partners  
Bloomington

**Lionel H. Peabody**

Attorney at Law  
Duluth

**Richard L. Pemberton**

Pemberton Sorlie Rufer &  
Kershner PLLP  
Fergus Falls

**Lisa Lodin Peralta**

Peralta & Peralta Ltd  
Minneapolis

**Nerino J. Petro**

State Bar of Wisconsin  
Madison, Wisconsin

**Cheryl M. Prince**

Hanft Fride PA  
Duluth

**LaVern A. Pritchard**

Pritchard Law Webs/  
Law Moose  
Minneapolis

**Barbara J. Runchey**

Runchey Louwagie & Wellman  
Marshall

**David E. Schlesinger**

Nichols Kaster PLLP  
Minneapolis

**Carolyn Agin Schmidt**

Schmidt Law Office  
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**Todd C. Scott**

Minnesota Lawyers Mutual  
Minneapolis

**Ryan J. Tauer**

FindLaw  
Saint Paul

**Richard J. Thomas**

Burke & Thomas PLLP  
Arden Hills

**Mark E. Utz**

Wendland Utz Ltd  
Rochester

**Ann C. Viitala**

Attorney at Law  
Minneapolis

**Bruce R. Williams**

Williams Law Office  
Virginia

**Robert A. Woodke**

Brouse Woodke & Meyer PLLP  
Bemidji

**Julian J. Zweber**

Julian J. Zweber Law Office  
Saint Paul

National/International Speakers



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

# Monday's Schedule

8:30 – 9:25 a.m.  
PLENARY

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

12:00 – 1:00 p.m.  
Lunch and  
Networking –  
Families Welcome!

7:45 – 8:30 a.m.  
CHECK-IN,  
CONTINENTAL BREAKFAST &  
NETWORKING

8:30 – 8:40 a.m.  
**Presidential Welcome**  
**Robert F. Enger**  
*MSBA President 2012-13  
(invited)*

8:40 – 9:25 a.m.  
**“Rise of the Machines” –  
Automation, Artificial  
Intelligence and the  
Future of Legal Practice**

We have entered a crucial period in the evolution of the legal market. Lawyers' longstanding monopoly over legal services is dissolving; more clients are using lawyer substitutes; more disputes are being resolved without the use of attorneys; and “lawyer-like technology” is providing consumers with an astounding array of choices. Small firms can and must be on the forefront in responding successfully to these dramatic changes. Jordan Furlong tells us how.



**Jordan Furlong**  
*Edge International  
Ottawa, Ontario*

## Drafting Clinics

1. **Some Principles and Common Sense Tips for Drafting Any Contract**  
– *Mark E. Utz*

7. **How to Draft a Sale of Goods Contract**  
– *Mark E. Utz*

## Advanced Practice Strategies

2. **Elder Law Issues: What Next for Elder Law?**  
All signs indicate that the elderly will become a much larger share of the Minnesota population. Traditional estate planning often has focused on avoidance of estate taxes. For many decades past, Elder Law has faced the primary challenge of paying for long term care while protecting as much wealth as possible for younger family members, but this goal has become much more difficult. If the focus of Elder Law becomes less concerned with protecting assets, what other services will the elderly need from Elder Law attorneys? This workshop will concentrate on these other legal needs and the practice opportunities these needs will present to attorneys who have worked or want to work with the elderly.  
– *Julian J. Zweber*

8. **Collateral Consequences to Criminal Convictions**  
What every practitioner should know about the ramifications of criminal convictions as they relate to immigration, travel to Canada, guns, professional licensing, and much more.  
– *Frederic K. Bruno, Carolyn Agin Schmidt & Bruce R. Williams*

## Boots on the Ground

3. **Dealing With Difficult Opposing Counsel**  
A panel of experienced practitioners share insights into this challenging aspect of your practice.  
– *Rebekah Bailey, Kevin D. Hofman & Barbara J. Runcney*  
– *Roy S. Ginsburg, moderator*

9. **Time Management Tips for the Busy Lawyer**  
Learn from experience. Solid suggestions about what has worked and what hasn't.  
– *Michael J. Ford, Jason C. Kohlmeyer & Susan D. Minsberg*  
– *Roy S. Ginsburg, moderator*

## Ethics, Billing & Malpractice

4. **Value Billing, Flat Fees, Alternative Billing Arrangements – How It Really Works**  
– *Eric T. Cooperstein & Samuel J. Glover*

10. **Malpractice Traps for the Small Firm Practitioner – Forewarned is Forearmed!**  
– *Timothy J. Gephart & Richard J. Thomas*

## Technology & the Future

5. **Content Marketing for Solo and Small Firm Lawyers: Why, Whether and How to Use Blogs, Social Media and Other Self-Publishing Platforms to Promote Your Practice**  
– *Jordan Furlong*

11. **“Tablet Wars”: How to Choose the Best Device for Your Practice**  
– *Nerino J. Petro & Todd C. Scott*

## Tech Lab



6. **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. **Creating an Effective Internet Presence**  
How can I attract better qualified clients to my firm in this economy? What can I do to improve my online marketing? Does it make a difference who builds my Web site? This workshop will cover important and timely information on marketing your law firm in a challenging economy and competitive marketplace. It is designed for lawyers that already have a Web site and would like to learn more about enhancing the performance of their site to make it stand out from the competition and drive more clients to their firm. This workshop will present need-to-know information that can help you grow your practice in the most challenging of times.  
– *Ryan J. Tauer*

Tech Lab sponsored by



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

4:15 – 5:15 p.m.

Join us for the  
“Un”-Reception

1:00 – 1:45 p.m.  
PLENARY

2:00 – 3:00 p.m.  
BREAKOUT C

3:15 – 4:15 p.m.  
BREAKOUT D

### Creating a New Paradigm for Lawyer Relationships

We hear a great deal about changes occurring in the practice of law but very little about the people behind the practice. If lawyers want to survive the transformation of the practice, they would be better off doing it together.



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

### 13. How to Draft Marital Termination Agreements

– Cheryl M. Prince & Barbara J. Runchey

### 19. The Maritalized Revocable Trust – When to Use It and How to Draft It

– Jacob J. Baker & Richard R. Burns

### 14. Medical Assistance Planning in a Time of Change

Planning to take advantage of medical assistance benefits for long term care needs at home or in a nursing home has come to resemble the movements of a glacier. Big changes in the medical assistance programs have occurred infrequently. We now might be in a period of dramatic change in these programs. This workshop will discuss the most recent laws, rules and guidelines that apply to the medical assistance programs, and whether sheltering of assets will still be a possibility with advance planning.

– Julian J. Zweber

### 20. Advanced Family Law Practice: Five Tough Problems and Some Solutions

– Ann B. Barker & Jason C. Kohlmeier

### 15. Developing a Comprehensive Marketing Plan for Your Firm

– Samuel J. Glover

### 21. Survey “LIVE” 2012

Hear the latest Small Firm Survey results and participate in our instant survey using the audience response system.

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

### 16. Beyond the Billable Hour

From competing on cost to pricing the client experience we discuss practical, innovative real-world ways to rationally price legal services.

– Jordan Furlong

### 22. 21st Century Ethics Problems

*1.0 ethics credit applied for*

New ABA ethics opinions raise questions about how attorneys use email to communicate with clients, what can be done with documents found on someone else’s computer, and when lawyers can draft proposals for the client to discuss with the opposing party. Watch video vignettes, vote on hypothetical questions, and see how these new opinions may impact your practice.

– Eric T. Cooperstein

### 17. Cloud Computing – Don’t Fog Up!

What exactly is it, and how can you use it in your practice?

– Nerino J. Petro & Todd C. Scott

### 23. Strategic Business Development in the Digital Age

Lawyers understand their firm needs a website, a logo and even a blog. Some also understand the benefit of posting video, mobile optimization, answering questions on Avvo and having a business page on Facebook. But not many lawyers know where to focus their business development efforts and how to strategically piece together each initiative so that they support the firm’s overall brand and key messages. Learn how to develop strategic business development plan that will reach your target audience and drive more clients to your firm.

– Mark Britton

### 18. How a Practice Management System Can Help You Practice Ethically and Competently

*1.0 ethics credit applied for*

In this talk we describe how a case management system can be used to reduce incidences of malpractice and ethical misconduct. We outline the key elements of functionality typically provided by a case management system, including: calendaring, to-dos/diarizing, conflict screening, document management, time tracking and billing, and trust accounting. When leveraged properly, the above-mentioned case management functions can greatly reduce the risk of malpractice and ethical misconduct.

– Jack Newton

### 24. How to Create Your Own Website

Can you run a word processor? You can run your own website. WordPress is an amazing tool that allows you to build a professional website within an hour. This session will show you how.

– Peter H. Berge

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 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.

Barron, Robert, Nerino and Eric are ready, willing and able to continue discussing the topics you care about most.



Hosted by



and



*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



for sponsoring the WiFi hotspot this year.

# Tuesday's Schedule

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**

12:00 – 1:00 p.m.  
**Lunch and Networking – Families Welcome!**

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

8:45 – 9:45 a.m.

## Sites That Simplify Tasks and Save Money

For two decades, through his books, columns and blog posts, lawyer and writer Robert Ambrogi has focused on helping lawyers track the best and most practical resources on the Web. In this fast-paced program, he will survey the latest and most cutting-edge sites of interest to lawyers. The focus will be on sites that meet two criteria. First, they are free or very low cost. Second, they help lawyers do their jobs better or make their lives easier. Just for good measure and a bit of levity, the program may include a couple oddball sites as well.



**Robert J. Ambrogi**  
Law Office of Robert J. Ambrogi  
Rockport, Massachusetts

### The Basics

25. **Your Boss Did What? Employment Law 101 and the ABC's of Finding a Good Case**  
– *Rebekah Bailey & David E. Schlesinger*

### Practice Workshops

26. **How to Choose the Right Business Entity for Your Client's Business**  
– *Paul M. Floyd*

### Practice Workshops

27. **My 10 Best Litigation Tips for Solo and Small Firm Attorneys**  
– *Phillip Gainsley*

### Building Your Practice

28. **Winning New Clients Through Content Marketing**  
– *Blois Olson*

### LOM

29. **Ethics and Social Media**  
How do established rules of ethics and professional responsibility apply in the new world of social media? In this breakout session, lawyer and legal technology expert Robert Ambrogi will lead a discussion on ethics and social media. Discussion will explore the unique ethical danger areas of social media, ways to avoid trouble online, and whether these new media require new ethical rules.  
– *Robert J. Ambrogi*

### Technology

30. **Scanners – the Secret Productivity Weapon for Lawyers**  
– *Barron K. Henley*

## My 7 Best Tech Tips for Saving Time and Money in a Small Firm Practice



**Barron K. Henley**  
Affinity Consulting Group  
Columbus, Ohio

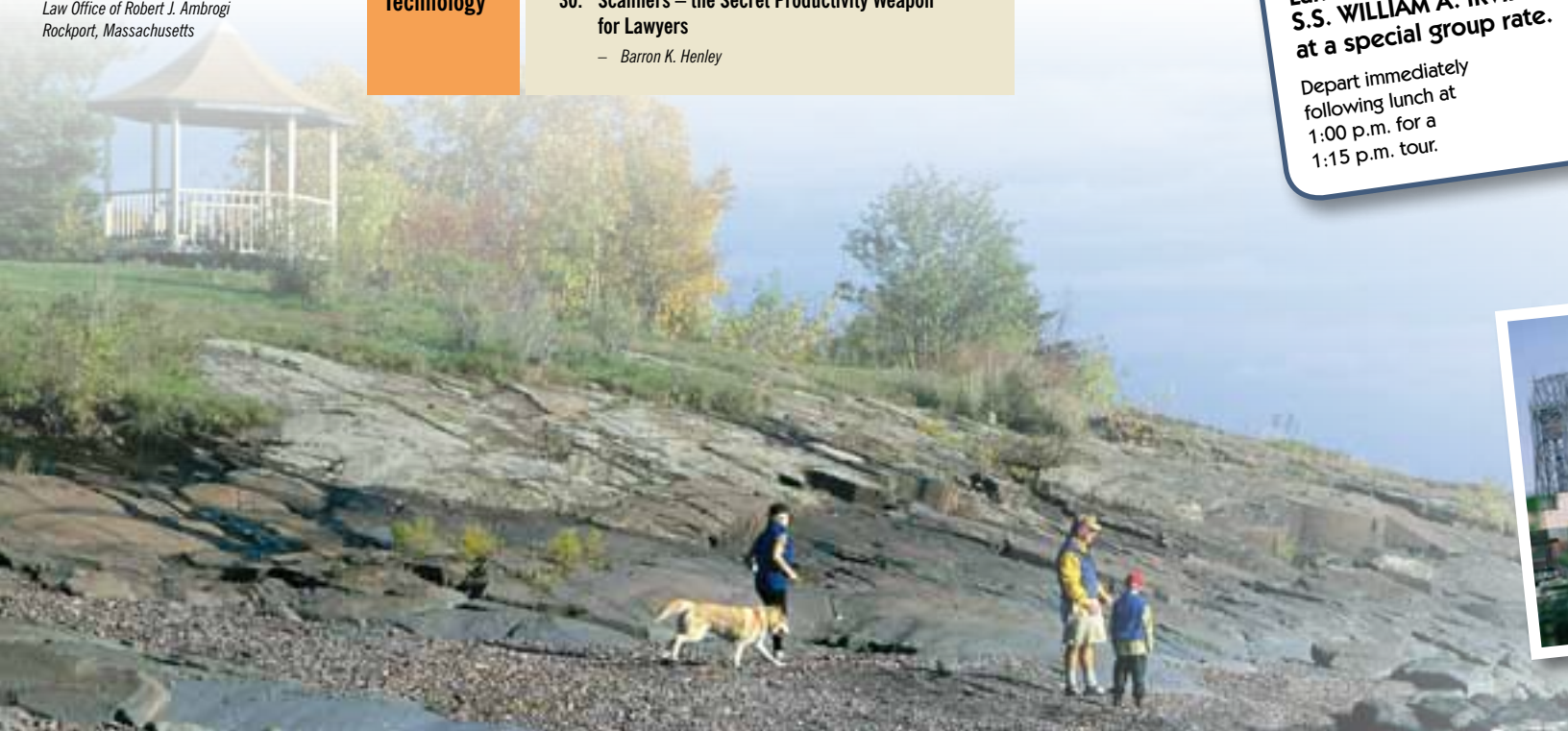
provided to all registrants and their families

12:00 – 1:00 p.m. **LUNCH**

## 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**

**31. Appellate Practice for the Non-Specialist – What You Really Need to Know**

– Lisa Lodin Peralta

**32. Dual Representations and Multiple Parties in Non-Traditional Families – Ethical Challenges**

*1.0 ethics credit applied for*

– Patrick R. Burns & Ann C. Viitala

**33. Seven Tips for Those Practicing Solo – How to Practice More Efficiently and With Less Stress**

– Phillip Gainsley

**34. Managing Law Firm PR – Tips From the Expert**

– Blois Olson

**35. A Business Planning Check-up for Your Practice**

– Paul M. Floyd

**36. Using Microsoft Word More Effectively in Your Practice**

*2-hour session*

– Barron K. Henley

2:10 – 3:10 p.m.  
**BREAKOUT G**

**37. An Introduction to Social Security Disability Law Practice**

– Lionel H. Peabody

**38. Important Tips When Buying or Selling Lakeshore Property**

– Charles H. Andresen

**39. Mental Health and Addiction Issues in Older Adults**

*1.0 elimination of bias credit applied for*

– Joan M. Bibelhausen

**40. How to Effectively Promote and Grow Your Practice**

Susan will present ideas and guide an interactive session in which participants will share their best strategies. You will leave with renewed energy and fresh ideas for growing your practice.

– Susan D. Minsberg

**41. A Complete Guide to Practicing Remotely**

– Nerino J. Petro & Todd C. Scott

3:20 – 3:50 p.m.  
**PLENARY**

**Tech and the Future of Your Practice**

Who is in control of our future, us or technology? Is technology evolving to respond to our needs or are we being forced to adapt our practices to changes in technology? Lawyer and legal technology expert Robert Ambrogi will consider the intersection of technology and practice and offer some predictions about where the profession is headed.



**Robert J. Ambrogi**  
Law Office of Robert J. Ambrogi  
Rockport, Massachusetts

*“What Past Attendees Say...”*

Each year I've attended, I leave this conference fired up about the practice of law and serving my clients. The speakers are inspiring, and give you the tips and tools to be the best solo/small firm lawyer you can be.

This is simply the best time ever. Great colleagues, great sessions, great food and great family time in one package for a price that can't be argued with!

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!



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# 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 nature. We also have applied for **1.0 ethics credit each for sessions #18, #22 and #32** and for **1.0 elimination of bias credit for session #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 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.

## QUESTIONS?

Call Minnesota CLE at **651-227-8266** or **800-759-8840**. Or visit [www.minncle.org](http://www.minncle.org).

## NEW LAWYER SCHOLARSHIP PROGRAM

In recognition of the challenges facing lawyers entering the profession, Minnesota Continuing Legal Education has established a scholarship program for unemployed and underemployed lawyers admitted less than three years. Those wishing to apply for such assistance should contact Grant at [gdavies@minncle.org](mailto:gdavies@minncle.org) or **651-254-2111** for details.



## CONFERENCE LOCATION


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

## 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 5, 2012. Make your reservations now!


- 1 Canal Park Lodge – \$164**  
250 Canal Park Drive  
800-777-8560 • 218-279-6000  
<http://www.canalparklodge.com/>
- 2 The Inn on Lake Superior – \$155**  
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- 3 Comfort Suites Canal Park – \$149-\$169**  
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218-727-1378  
<http://www.comfortsuites.com/hotel-duluth-minnesota-MN031>
- 4 Holiday Inn & Suites – \$109**  
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> 2012

**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!

[526-13 / fvh / jhaj]

August 5-7, 2012  
 Duluth Entertainment Convention Center

## 1 Strategic Solutions for Solo and Small Firms<sup>SM</sup> 2012

### PLEASE "✓" APPROPRIATE BOX:

- \$195 for new lawyers first admitted to the bar in 2011 or 2012
- \$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 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 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     #21     #22     #23     #24
- SESSION E:  #25     #26     #27     #28     #29     #30
- SESSION F:  #31     #32     #33     #34     #35     #36
- SESSION G:  #37     #38     #39     #40     #41    **2-hour 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 5 (12:00 - 4:00 p.m.)**  
**MSBA Life & the Law Duluth Trek**  
 (all proceeds benefit Lawyers Concerned for Lawyers)

REGISTRATION FEES:  
 Adult ..... \$20 / \$25 after July 22  
 Group (2+ Adults)... \$15 each / \$20 each after July 22  
 Children under 16 ... FREE

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 6 (1:15 p.m. tour)**  
**Great Lakes Aquarium Tour**

\_\_\_\_\_ person(s) from my family will be attending

SPECIAL GROUP RATE:  
 \$11.00 adults  
 \$6.00 children

■ **Tuesday, August 7 (1:15 p.m. tour)**  
**S.S. William A. Irvin Tour**

\_\_\_\_\_ person(s) from my family will be attending

SPECIAL GROUP RATE:  
 \$6.50 adults  
 \$5.00 children

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



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1-Year Online Library Subscription .....	\$ 245
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**Added Value .....** **\$525**

### *Plus:*

- Sunday night Opening Event at Grandma's Sports Garden for you and your family
- Lunches both days for you and your family
- Special events especially for your family



Strategic Solutions for

**Solo &**  
**Small Firms<sup>SM</sup>**  
**2012** | August 5-7, 2012  
Duluth, Minnesota