



Minnesota State Bar Association  
Continuing Legal Education

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

**ONLY \$75**  
for first-year  
new lawyers!

**ONLY \$195**  
for MSBA  
members!

# How to Start & Build a Successful Law Practice

**2 GREAT DAYS** of fabulous training –  
at an incredible bargain!

**CAN'T ATTEND?**  
Order your  
**"Starting Your Own Practice Packet"** today!  
*See inside for details.*

**Thursday and Friday,  
February 18 and 19, 2010**  
Minnesota CLE Conference Center  
Seventh Street & Nicollet Mall  
Third Floor City Center, Minneapolis

## Registration / Order Form

# How to Start and Build a Successful Law Practice

**February 18 and 19, 2010**  
Minnesota CLE Conference Center  
Seventh & Nicollet Mall  
Third Floor City Center  
Downtown Minneapolis [608-10 ccs]

### PLEASE "✓" APPROPRIATE BOX BELOW:

- \$75 Admitted to practice after January 1, 2009
  - \$195 MSBA members, paralegals
  - \$245 standard rate
  - I have a Minnesota CLE Season Pass<sup>SM</sup>.
- Pass # \_\_\_\_\_

Check here if address below is new.

Name (first) \_\_\_\_\_ (mi) \_\_\_\_\_  
(last) \_\_\_\_\_  
Firm \_\_\_\_\_  
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Phone \_\_\_\_\_ Fax \_\_\_\_\_  
Email \_\_\_\_\_  
Attorney License Number (if applicable) \_\_\_\_\_  
Profession, if non-attorney \_\_\_\_\_

### PLEASE "✓" YOUR SESSIONS:

**Thursday, February 18**  
12:15 – 1:00 p.m.  1  2  3  4  5  
3:15 – 4:00 p.m.  1  2  3  4  5

**Friday, February 19**  
2:30 – 3:30 p.m.  6  7  8  9  10

### ENCLOSED IS \$ \_\_\_\_\_ BY:

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

Card No. \_\_\_\_\_  
Expiration \_\_\_\_\_  
Signature \_\_\_\_\_

### PROGRAM MATERIALS:

I cannot attend.  
Please send me the following:  
\_\_\_\_\_ copy(ies) of the manual at \$100 each.  
\_\_\_\_\_ copy(ies) of the **Starting Your Own Practice Packet** at \$195 each.

Cost of book(s) .....\$ \_\_\_\_\_  
Shipping/Handling .....\$ \_\_\_\_\_  
Subtotal .....\$ \_\_\_\_\_  
Tax .....\$ \_\_\_\_\_  
**TOTAL** .....\$ \_\_\_\_\_

COST OF BOOK(S)	S & H
\$25.01 – 50 .....	\$6
\$50.01 – 75 .....	\$7
\$75.01 – 100 .....	\$8
\$100.01 – 150 .....	\$9
\$150.01 – 250 .....	\$12
\$250.01 + .....	\$15

Expedited shipping available

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Pick the appropriate tax based on where the book is received.

Minneapolis, MN .....	7.775%
Saint Paul, MN .....	7.525%
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Anoka, Dakota, Washington Co. .....	7.125%
All other MN .....	6.875%
Outside MN .....	exempt

## COURSE INFORMATION

**DATE & LOCATION**  
Minneapolis –  
February 18 and 19, 2010  
Minnesota CLE  
Conference Center  
Seventh Street & Nicollet Mall  
Third Floor City Center

**CREDITS**  
Minnesota CLE is applying to the Minnesota State Board of CLE for **6.0 law office management credits and 4.5 ethics credits**. A maximum of 6 law office management credit hours can be claimed per reporting period. We anticipate that three plenary sessions and three breakout session choices, #3, #5, and #8, will qualify for ethics credit. In no case can more than 10.5 total credits be claimed.

**CANCELLATION / NO-SHOW 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. Paid registrants who fail to attend will receive the written materials. Passholders may purchase the materials at 50% of the full retail price.

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

**QUESTIONS?**  
Call 651-227-8266 or 800-759-8840 or visit us online at [www.minncle.org](http://www.minncle.org).

# 2 Important Days of Training for Anyone Considering Starting Their Own Practice

EARN 4.5  
ETHICS CREDITS!  
See the schedule for  
specific sessions.

In this tough economic climate, more and more lawyers – new and experienced – are starting their own practice.

This seminar will provide the tools you need to be a successful and ethical lawyer and entrepreneur.

- Tips on how to market your practice
- Creating a business plan and start-up budget
- Advice on how to get the technology you need at a price you can afford
- Handling money – yours and your clients'
- Networking and business development
- Communicating with clients
- Plus, you choose discussion groups tailored to your needs
- And much, much more!

## An Unbeatable Value!

Attorneys admitted within the last year can attend this seminar for only \$75! See the registration form for other low tuition rates.

Your tuition includes two full days of instruction, valuable course materials, and opportunities to hear from and network with knowledgeable and experienced speakers who will share their experiences and offer practical, real-world advice.

## Here's What You'll Learn at This Important Seminar:

### THURSDAY, FEBRUARY 18

8:15 – 8:45 a.m.  
CHECK-IN AND CONTINENTAL BREAKFAST

8:45 – 9:00 a.m.  
WELCOME & OVERVIEW

#### CREATING YOUR LAW FIRM:

9:00 – 10:00 a.m.

##### Where Do I Start? Creating a Business Plan and a Start-up Budget

Creating a business plan, creating a start-up budget, starting out on a shoestring, how to obtain financing – what lenders look for in start-up loans

– *Paul Floyd*

10:00 – 10:30 a.m.

##### Selecting a Business Entity for Your Law Firm – How Will You Organize?

What type of business model will best facilitate your firm's success – PA, LLP, LLC, PLC, S corp., C corp., sole proprietorship? An evaluation of the pros and cons of various business entities.

– *J. Patrick Plunkett*

10:30 – 10:45 a.m.

BREAK

10:45 – 11:15 a.m.

##### Handling Money: Yours and Your Clients' .5 ETHICS CREDIT APPLIED FOR

Learn how to comply with the Rules of Professional Responsibility as you set up bank accounts, trust accounts, and client fee arrangements

– *Peter Berge*

11:15 a.m. – 12:00 p.m.

##### Challenges in Starting Your Own Firm and How to Overcome Them

Our panel discusses the expected and unexpected challenges they faced in starting their own firms. They'll share what they learned that will help you be ready for and overcome the rough spots of opening your own office.

– *Phillip Gainsley, Darcy Hitesman, Marilyn Michales, Daniel Van Loh*  
– *Eric Cooperstein, moderator*

12:00 – 1:15 p.m.

WORKING LUNCH – box lunches provided

12:15 – 1:00 p.m.

##### Your Choice of Discussion Topic:

1. **What should my website look like?**  
– *Peter Berge*
2. **Which time, billing and accounting software programs are best for me?**  
– *Barron Henley*
3. **How do I leave a law firm? Ethical issues and answers.** (.75 ethics credit applied for)  
– *Paul Floyd*
4. **What Minnesota CLE resources can make my practice easier?**  
– *Holly Garland Langworthy*
5. **Establishing client trust accounts – what the ethics rules require.** (.75 ethics credit applied for)  
– *Cassie Hanson*

#### RUNNING YOUR LAW FIRM – TECHNOLOGY:

1:15 – 3:00 p.m.

##### A Roadmap for Outfitting Your New Firm – Getting the Most from Your Investment in Technology – Essential Hardware and Software and Specific Recommendations

In this segment you'll receive a comprehensive checklist of all the technology you need and tech issues you should consider. We'll discuss the appropriate computer configuration for a lawyer, how to protect your data, plus recommended printers, scanners, faxes and software applications, and how to practice remotely.

– *Barron Henley*

3:00 – 3:15 p.m. BREAK

3:15 – 4:00 p.m.

##### Discussion Group Topics

REPEAT OF SESSIONS OFFERED AT NOON:

1. **What should my website look like?**
2. **Which time, billing and accounting software programs are best for me?**
3. **How do I leave a law firm? Ethical issues and answers.** (.75 ethics credit applied for)
4. **What Minnesota CLE resources can make my practice easier?**
5. **Establishing client trust accounts – what the ethics rules require.** (.75 ethics credit applied for)

### FRIDAY, FEBRUARY 19, 2010

#### RUNNING YOUR LAW FIRM – MANAGEMENT

9:00 – 10:00 a.m.

##### Tips for Being Efficient in Your New Practice 1.0 ETHICS CREDIT APPLIED FOR

Starting a new firm is the best time to establish good firm policies and practice habits. This panel of experts will discuss practice strategies that are simple to use, will get your new practice off to a great start, and help you avoid malpractice claims and ethics complaints.

– *Patrick Burns, Timothy Gephart, Leonard Segal*  
– *Todd Scott, moderator*

10:00 – 10:30 a.m.

##### Have I Got a Deal for You! Flat Fee Arrangements That Work (and are ethical) .5 ETHICS CREDIT APPLIED FOR

Bloggers, pundits, and trend-watchers all herald flat fees as the future of selling legal services. But ethical pitfalls await those who do not properly charge such fees. This session will focus on how to implement flat-fee pricing without running afoul of the ethics rules.

– *Eric Cooperstein*

10:30 – 10:45 a.m.

BREAK

#### BUILDING YOUR BUSINESS

10:45 – 11:30 a.m.

##### 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 other firms?

– *Blois Olson*

11:30 a.m. – 12:15 p.m.

##### Websites, Online Marketing and Social Media

Do you have questions about online marketing – websites, Facebook, LinkedIn, Twitter? Our expert panel will discuss the latest trends in online marketing, whether you should be online, and, if you decide to, how to do it right.

– *Samuel Glover, Leora Maccabee, Blois Olson*  
– *Peter Berge, moderator*

12:15 – 1:00 p.m.

LUNCH (on your own)

1:15 – 2:15 p.m.

##### What's Worked for Me – Client Services, Networking, and Business Development

Candid advice from attorneys in a variety of practice areas – how they developed their practice, what it takes to succeed.

– *Kathryn Hipp Carlson, Jonathan Fogel, Pamela Harris, Leonard Segal*  
– *Roy Ginsburg, moderator*

2:15 – 2:30 p.m. BREAK

2:30 – 3:30 p.m.

##### Discussion Group Topics

6. **How do I choose a practice niche?**  
– *Kathryn Hipp Carlson*
7. **What case management software should I choose?**  
– *Todd Scott*
8. **How do I avoid ethics complaints and malpractice claims?** (1.0 ethics credit applied for)  
– *Timothy Gephart*
9. **How should I advertise, market and network for more clients?**  
– *Blois Olson*
10. **How do I choose and communicate effectively with clients?**  
– *Karna Peters*

3:30 p.m. ADJOURN

Reception:  
Thursday  
4:00 – 5:00 P.M.

Stay for this fun opportunity to continue your discussions with faculty and colleagues.

## "Starting Your Own Practice" Packet

CAN'T ATTEND? You can get all the materials and all the plenary sessions on DVD for just **\$195!**

## Faculty

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

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

**Kathryn Hipp Carlson**  
Hipp Carlson Law PLLC  
Minneapolis

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

**Paul M. Floyd**  
Wallen-Friedman & Floyd PA  
Minneapolis

**Jonathan J. Fogel**  
Fogel Law Offices PA  
Minneapolis

**Phillip Gainsley**  
Attorney at Law  
Minneapolis

**Holly Garland Langworthy**  
Minnesota CLE  
Saint Paul

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

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

**Samuel J. Glover**  
Samuel J. Glover & Associates PA  
Minneapolis

**Cassie Hanson**  
Office of Lawyers  
Professional Responsibility  
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**Pamela M. Harris**  
Martin & Squires PA  
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**Barron Henley**  
HMU Consulting, Inc.  
Columbus, Ohio

**Darcy L. Hitesman**  
Hitesman & Associates PA  
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**Leora Maccabee**  
Maslon Edelman Borman  
& Brand LLP  
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**Marilyn J. Michales**  
Marilyn J. Michales &  
Associates PA  
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**Blois R. Olson**  
Tunheim Partners  
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**Karna M. Peters**  
Peters & Peters PLC  
Glenwood

**J. Patrick Plunkett**  
Moore Costello & Hart PLLP  
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**Todd C. Scott**  
Minnesota Lawyers Mutual  
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**Leonard B. Segal**  
Oberman Thompson & Segal LLC  
Minneapolis

**Daniel Van Loh**  
Deckert & Van Loh PA  
Maple Grove