

The 2019 Midwest Conference on the

BUSINESS OF LAW

NOVEMBER 7 & 8, 2019
MINNESOTA CLE
CONFERENCE CENTER
MINNEAPOLIS

To pay by credit card, register online or by phone.

REGISTER FOR BOTH DAYS:

- \$395 MSBA member
- \$395 paralegal
- \$445 standard rate

REGISTER FOR ONE DAY:

Those who wish to attend only 1 day of the Conference may do so at the reduced rates listed below. **You must register by phone to get this one-day rate. Please call 800-759-8840.**

\$275 MSBA member / paralegal
\$325 standard rate

NEW LAWYER DISCOUNT!

- I have been admitted to the bar for fewer than 3 years and am deducting 50% from the fee marked above.

SCHOLARSHIPS AVAILABLE!

Minnesota CLE maintains a scholarship program for those individuals with a financial need. Most scholarships awarded are 50% off the seminar price. To obtain an application, contact Grant at gdavies@minncle.org or 651-254-2111.

JOIN THE MSBA AND PAY LESS FOR MINNESOTA CLE SEMINARS!

To join the MSBA go to www.mnbar.org
Or for more membership advantages call 1-800-882-6722

Check here if address below is new.

Name (first) _____ (mi) _____

(last) _____

Firm _____

Address _____

City/State/Zip _____

Phone _____

Email _____

Attorney License No. (if applicable) _____

Profession, if non-attorney _____

PAYMENT:

- I have a Minnesota CLE Season PassSM.
- Enclosed is a check for \$ _____

To pay by credit card, please register online or by phone.

MAIL TO: Minnesota CLE 2991-20
2550 University Ave. W., Suite #160-S ams
St. Paul, MN 55114



COURSE INFORMATION

DATE & LOCATION

Thursday & Friday, November 7 & 8, 2019
Minnesota CLE Conference Center
600 Nicollet Mall, Suite 370, Minneapolis

CREDITS

Minnesota CLE is applying to the Minnesota State Board of CLE for **11.0 total CLE credits**, including 1.0 elimination of bias credit for session #302 and 1.0 ethics credit for session #601. We anticipate Day 1 will qualify for 5.5 credits and Day 2 will qualify for 5.5 credits. The maximum number of CLE credits an attendee may claim for the full two-day conference is 11.0 credits.

CANCELLATION / NO-SHOW POLICY

Paid registrants who cancel before the seminar will receive a full credit on their account, or refund upon request. Paid registrants who do not cancel and are unable to attend will retain access to the seminar materials through their website account.

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ACCOMMODATION

If you have a disability and need an accommodation in order to attend this seminar, please contact us as soon as possible. Contact Minnesota CLE 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 Minnesota CLE at 651-227-8266 or 800-759-8840. Or, visit us online at www.minncle.org.

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DATED MATERIAL - PLEASE EXPEDITE!



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Conference on the

BUSINESS OF LAW

NOVEMBER 7-8, 2019
MINNEAPOLIS

ONE DAY REGISTRATION ALSO AVAILABLE!



MINNESOTA CONTINUING LEGAL EDUCATION
YOUR STATE BAR AT WORK FOR YOU

An Important
New Conference!

The 2019 Midwest
Conference on the

BUSINESS OF LAW

Creating a More
Efficient, Profitable
and Healthier Law
Practice

Designed
Specifically for
Small- to Medium-
Sized Law Firms

NOVEMBER 7-8, 2019
MINNESOTA CLE CONFERENCE CENTER
MINNEAPOLIS

ONE DAY REGISTRATION ALSO AVAILABLE!

An Important Conference for Those Who Want to Create a Better Law Firm

Practicing law and running a business is a hard combination. Minnesota CLE has created this conference to help small- to medium-sized law firms become more successful – more efficient, more productive and better able to handle the business aspects of a law firm.

24 Sessions from Which to Choose – Select the Sessions Best for You

We've created a conference with helpful plenary sessions and then allow you to choose small group sessions that will be most instructive to you. From strategic planning, to financial metrics, from issues of growth to project management, from systems to the best use of the cloud, these and many more sessions are planned to help your law firm become more successful.

An Opportunity to Network with Others Who Want to Improve the Quality of Their Law Firm

Minnesota CLE has created a unique opportunity to network with like-minded attorneys interested in building a better law firm business – whether to increase profits, to grow, or to create a healthier law firm. Don't miss this special event and your chance to learn from and interact with others who are intent on a better practice environment.

All Law Office Management Credits May Now Be Used Toward Your 45-Hour Requirement

The rules have changed, and now law office management credits are no longer capped at 6 credits as they were for many years. You can spend two days learning how to create a better law firm and claim all 11 credits.

Sign Up for the Entire Conference or Choose Just One Day

Though we recommend both days, we recognize the work demands and pressures you face – so you can choose to attend Day 1 or Day 2 or both days of the conference – but don't miss this special opportunity to invest in your law practice and your law firm. We guarantee you'll leave with good ideas for making your firm a better place to be.

Schedule | DAY 1

MORNING PLENARY SESSION

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

8:45 – 9:00 a.m.

Welcome and Introduction

Paul M. Floyd, Course Chair

9:00 – 9:55 a.m.

Defining Your Value Proposition, Core Competencies and Competitive Advantage

George Dierberger

9:55 – 10:05 a.m. BREAK

10:05 – 11:00 a.m.

Creating Systems – Increasing Efficiency and Productivity

Ryan McKeen

11:00 – 11:10 a.m. BREAK

11:10 a.m. – 12:00 p.m.

Strategic Planning and Implementation: Vision, Metrics, Firm Culture and More

Sonia Miller-Van Oort

12:00 – 1:00 p.m. LUNCH (on your own)

MORNING PLENARY SESSION

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

8:45 – 9:00 a.m.

Welcome and Introduction

Paul M. Floyd, Course Chair

9:00 – 10:00 a.m.

The Future of the Practice of Law – And What It Means to You Now!

Mark A. Cohen, Sam Glover & Terrie S. Wheeler

Paul M. Floyd (moderator)

10:00 – 10:10 a.m. BREAK

10:10 – 11:00 a.m.

Re-Imagining Your Law Firm – What Is Your Vision? Defining Success, Setting Goals, Creating a Culture, a Structure and Process

Billie Tarascio

11:00 – 11:10 a.m. BREAK

11:10 a.m. – 12:00 p.m.

Branding, Brand Promise, Marketing and Pricing

George Dierberger

12:00 – 1:00 p.m. LUNCH (on your own)

Schedule | DAY 2

1:00 – 2:00 p.m.
SMALL GROUP SESSION A

Law Firm Planning

101

Growth – Why and How? Risks and Rewards

*Clark D. Opdahl, Steven A. Smith & Chad A. Snyder
Eric T. Cooperstein (moderator)*

Client Relations & Business Development

102

Potential Client Screening – Using the Scorecard Method

Matthew E. Ludt

Finance & Management

103

Finding and Retaining Lawyer Talent – People That Make Your Law Practice Better

Kendra Brodin

2:15 – 3:15 p.m.
SMALL GROUP SESSION B

201

Project Management Tips – Techniques and Methods That Create an Easier Workflow

Ryan McKeen

202

Developing a Client-Centered Law Firm – And the Dividends It Pays

Shannon D. Hoagland

203

Financial Metrics, Budgeting and Cost Controls – Planning for Profitability

Paul M. Floyd, Matthew H. Morgan & Jon R. Schindel

3:30 – 4:30 p.m.
SMALL GROUP SESSION C

301

Yearly Planning for Lawyers: Setting Goals, Growing Your Business, Client Acquisition and More

Chad Burton & Chad A. Snyder

302

The Business Case for Diversity

*1.0 elimination of bias credit applied for
Roy S. Ginsburg*

303

Compensation Models to Grow the Firm – Which Model Is Best for You?

Paul M. Floyd

1:00 – 2:00 p.m.
SMALL GROUP SESSION D

Staffing & Contracting

401

Law Firm Staffing – Hiring Attorneys? Contract Attorneys? Support Staff? There's More Than One Way to Do It!

*Laura J. Broomell, Heather M. Gilbert & Jon R. Schindel
Eric T. Cooperstein (moderator)*

Marketing & Client Acquisition

402

Marketing – Great Tips for Getting and Keeping Clients – The Clients That Match Your Business

*Jeffrey M. Baill, Shannon D. Hoagland & Terrie S. Wheeler
Susan D. Minsberg (moderator)*

Technology

403

How to Use the Cloud – Efficiently, Effectively and Safely

Todd C. Scott

2:15 – 3:15 p.m.
SMALL GROUP SESSION E

501

What Advisors and Contractors Can Do For You – Getting Help in IT, Marketing, HR, Finance and More!

Toni L. Halleen

502

The Power of the Initial Consultation – Turning Inquiries Into Clients or Fans

Billie Tarascio

503

Work Smarter Not Harder – How to Use the Zapier Tool to Boost Firm Productivity

Jessica L. Birken

3:30 – 4:30 p.m.
SMALL GROUP SESSION F

601

I've Got My Eyes on You: Ethics Requirements for Supervising Your Staff

*1.0 ethics credit applied for
Eric T. Cooperstein*

602

Cloud-Based Platforms and Applications That Will Save You Time and Make Your Practice Easier

Jessica L. Birken & Todd C. Scott