

SCHEDULE
 2010 Wisconsin Solo & Small Firm Conference (WSSFC)
 Presented by the Milwaukee Bar Association and the State Bar of Wisconsin
 Wilderness Resort, Wisconsin Dells - October 28-30, 2010

Tentative Schedule – Subject to Change
THIS IS A DRAFT

2010 Wisconsin Solo & Small Firm Conference CLE and Event Schedule - Thursday, October 28, 2010				
Time	Track 1 Substantive Law	Track 2 Practice Management	Track 3 Technology	Track 4 Ethics/Quality of Life
8:00- 9:00 am	Fastcase Demonstration			
9:30 -12:00 pm	<p>Preconference Workshop – “Building the Service-Centered Firm” Matt Homann</p> <p>The simplest way to build your perfect practice is to identify your best clients and serve them well. In this half-day workshop, you'll not only learn why service -- and not price -- is the key to keeping great clients happy. Using a mixture of lecture, small-group discussion and collaborative you'll understand why service is more important than ever, and walk away with a plan to build your own service-centered firm.</p> <p>Sponsored by the Law Office Management Section</p>			
8:00 -12:00 pm	Exhibit Hall Set Up			
12 Noon- 5 pm	Exhibit Hall Open			
12:00- 12:45 pm	Lunch on Own			

<p>12:45-2:00 Session 1: Plenary</p>	<p>Welcome by Jon Groth, Chair of the Conference Planning Committee</p> <p>Opening Keynote “Real Innovation for Real Lawyers” by Matt Homann</p> <p>In this fast-paced presentation, Matthew Homann will make the case for adding a dose of innovation to your practice, as he shares dozens of unique tips and ideas about alternative billing strategies, creative marketing techniques and proven customer-service principles.</p>			
<p>2:00-2:30</p>	<p>Sponsor Refreshment Break – Visit the Vendor Hall and get your Vendor Passport signed to be entered to win some great prizes!</p>			
<p>2:30-3:30 Session 2</p>	<p>Drafting a Will – The elements of a good document, the pitfalls to be avoided, coordination of the will and other documents, non probate transfers and the proper execution of the will</p> <p>Phillip Miller Weiss Berzowski Brady LLP</p>	<p>Tornadoes, Fires, Floods: Navigate Though Disaster Planning</p> <p>Proper planning can make the difference between being out of commission for a day or 6 months when a natural disaster strikes. Learn what to include in your plan and how to make sure it is properly executed <i>when</i> disaster strikes. Don't miss this chance to save your practice and your clients from natural disasters.</p> <p>Sarah Ruffi Ruffi Law Offices</p>	<p>Alternatives to Software-As-Usual</p> <p>The traditional model of technology and software is changing constantly. Instead of driving to the store to buy a box with disks and a manual and then installing software on a computer, today's attorney has other options for equipping her firm with business solutions. Cloud computing, software-as-a-service, open source, and end-user-customizable solutions are better than ever. This session takes you off the beaten path and introduces some lesser-known software solutions that can boost legal office productivity and offer great value.</p> <p>Ron Phillips, Phillips Law SC</p>	<p>Restorative Justice</p> <p>Restorative Justice views criminal acts more comprehensively than our judicial system because it recognizes how offenders harm victims, communities, and even themselves by their actions. Discover research behind the movement and learn more about the Victim/Offender Dialogue and resources available through one of the most intensive restorative justice programs in the nation.</p> <p>Justice Janine Geske Marquette Law School</p>
<p>3:30-4:00 pm</p>	<p>Sponsor Refreshment Break – Visit the Vendor Hall</p>			

4:00 -5:00 pm Session 3	An Eminent Domain Primer: How to Ensure your Client Isn't being Taken for a Ride. With increased competition for land for highways, public utilities, etc. eminent domain is on the rise in many communities. Learn the basics of eminent domain acquisitions from the initial contact by the acquiring agency through the owners right to appeal including strategy tips and a brief consideration relocation benefits. Brian Sajdak Wesolowski, Reidenbach & Sajdak SC	A Feasible and Functional Guide to File Retention –Are you hoping everyone in your office just knows what records, emails, correspondence, and employee files to keep and destroy? Don't just hope it happens – learn which ones to keep and which ones to destroy and create a solid file retention policy so everyone knows how to maintain office files. Mark Slate Slate Law Offices	Create Your Own Web Site on a Small Budget and Easy Search engine tips for the lay person – how to optimize your website on your own Jeff Krause Krause Practice Management	Dealing with the Rambo Litigator Join this panel discussion on effective strategies for dealing with an unreasonable opposing counsel who is raising emotional and financial temperatures. Topics will include getting the court to recognize which lawyer is the problem, what civility issues are involved, and what ethical remedies are available as well as ways to maximize results for your client. Moderator: Gregg Herman, Loeb & Herman, S.C. Dan Bestul, Duxstad & Bestul SC Kim Skemp, Kopp, McKichan, Geyer, Skemp & Stombaugh LLP Justice Janine Geske, Marquette Law School
5:00-5:30 pm	Hotel check-in and visit the Exhibit Hall			
5:30-7:30 pm	Vendor Reception Enjoy some beer, wine and soda, plus a cash bar and light hors d'oeuvres compliments of your vendors and sponsors! Bring your Vendor Passport and be sure to stick around for some fabulous door prizes (must be present to win.) Dinner on your own.			

2010 Wisconsin Solo & Small Firm Conference CLE and Event Schedule – Friday, October 29, 2010				
Time	Track 1 Substantive Law	Track 2 Practice Management	Track 3 Technology	Track 4 Ethics/Quality of Life
7:15 am - 5:00 am	The Vendor Hall is open: This is the last day to meet with representatives of companies and organizations that can help you Practice Law, Manage Business and Enjoy Life, so be sure to visit all of them!			
7:15-5 pm	Registration and Deluxe Continental Breakfast - Be sure to sign in for CLE Credit at the Registration booth. Visit the Vendor Hall. This is the last day for Vendors!			

<p>8:00 -10:00 am</p> <p>Session 4: Plenary</p>	<p>Welcome by the State Bar of Wisconsin and Milwaukee Bar President</p> <p>Keynote: “Make Rain, Not Mist” by Judi Craig of Atticus</p>			
<p>10:00 – 10:30 am</p>	<p>Sponsor Refreshment Break – Visit the Exhibits</p>			
<p>10:30-11:30 am</p> <p>Session 5</p>	<p>We Have an Agreement, Right? Keys to Drafting Online Contracts Learn the facts from drafting to implementation of online agreements and don’t ever be troubled again about what terms and elements should be included or not.</p> <p>Jascha Walter Dewitt Ross & Stevens SC</p>	<p>Creating a Suitable Succession Plan for Solos This program will provide information on what a sole practitioner should do to make sure the firm is able to continue functioning when a tragedy such as accident, sickness or death occurs.</p> <p>Brian Mahany Mahany & Ertl, S.C.</p> <p>1.0 Ethics credit will be applied for.</p>	<p>A Total Virtual Law Office – a Report from a Lawyer who has Taken the Plunge.</p> <p>Ever desire to cut the cord from your office and be completely mobile? In this session, counsel and his IT provider discuss their attempts during 2010 to develop a completely mobile office. They will discuss the issues, the challenges, and the strengths and weakness of the Private Cloud which now supports the practice.”</p> <p>Martin Ditkof Attorney at Law</p> <p>Sarit Singhal Superior Support Resources</p>	<p>Dealing with Difficult Clients</p> <p>This program will discuss the hazards and pitfalls of dealing with clients who threaten to (or do) file grievances, return invoices with checks for \$1.00 stating “PAID IN FULL”, who file motions without telling the lawyer, who accuse the lawyer of incompetence etc. This session will discuss how to respond to these situations and what you need to do to protect your fee, your coverage and your license.</p> <p>Sally Anderson, WILMIC Tim Pierce, State Bar of Wisconsin</p> <p>1.0 Ethics credit will be applied for.</p>
<p>11:30 -1:30 pm</p> <p>Session 6</p>	<p>Buffet Lunch</p> <p>Presentation of the Solo Small Firm Service Award</p> <p>“Get-Real Selling” Principles for Lawyers” by Keith Hawk, LexisNexis Learn about the concept of consultative selling and how to use it in the attorney’s client development process.</p>			

<p>1:30-2:30 pm Session 7</p>	<p>Securities Law and Small Business. Subject: The presentation would cover: The general information (what is a security, etc.; what does compliance involve -- both exemption/exceptions from the applicability of securities laws registration requirements and issuer information disclosure requirements, etc.).</p> <p>Sherilyn Whitmoyer Whitmoyer Law LLC</p>	<p>Creating a Task Management System – This program would focus on creating a case or task manager system, such as “case manager”, “task manger” or “project manager” to be used by small firms to stay on top of open files, including pending deadlines and status reports.</p> <p>Byll Hess Hess, Dexter, Reinertson & Brunner</p> <p>Sarah Ruffi Ruffi Law Offices, S.C.</p> <p>1.0 Ethics credit will be applied for.</p>	<p>Social Media – “Where’s the Value”</p> <p>People now spend more time using social network sites than personal e-mail. But according to a Leader Networks 2009 study, 78% of lawyers polled reported membership in an online social network. However 56% of the lawyers in the same survey identified peer referrals as the most effective method for finding business. So what’s up? Social networking does amplify your ability to create, maintain, and enhance relationships but it is no substitute for traditional face-to-face interaction. Learn the new skills required to apply the same energy, effort, and enthusiasm of traditional networking to creating value from social media.</p> <p>Michael Moore Moore’s Law</p>	<p>Unusual and Risky Clauses in Engagement Letters</p> <p>Unusual and risky clauses in engagement letters, such as arbitration clauses, clauses which seek to unilaterally impose collection costs on clients and various provisions in contingent fee agreements.</p> <p>Tim Pierce State Bar of Wisconsin</p> <p>Dean Dietrich Ruder Ware LLSC</p> <p>1.0 Ethics Credit will be applied for.</p>
<p>2:30-3:00 pm Sponsor Break - This is the final time to visit the vendors.</p>				
<p>3:00-4:00 pm Session 8</p>	<p>Trademark Fundamentals Even soccer clubs and book clubs use trademarks these days, so get the facts to help your clients choose a strong mark and use it appropriately. Learn the proper steps to take to enforce trademark rights against others and the important role of federal trademark registrations in disputes regarding domain names and keyword advertising.</p> <p>Elizabeth T Russell Law Office of Elizabeth T Russell</p>	<p>TBD</p>	<p>Create Your Own Web Site on a Small Budget and Easy Search engine tips for the lay person – how to optimize your website on your own</p> <p>Jeff Krause Krause Practice Management</p>	<p>TBD</p>

4:00-5:00 pm Session 9	<p>Taking the case to the court house steps. Subject: A civil pretrial practice checklist from case selection through discovery, mediation and right up to trial.</p> <p>Catherine LaFleur La Fleur Law Office SC</p>	<p>Alternative Fees - A Necessary Weapon in the Continuous Battle to Attract and Retain Clients – This program will offer a summary of billing practices and examine various alternative billing arrangements and review a matrix of implementation issues including potential methods to increase law firm profitability.</p> <p>Michael Moore Moore's Law</p>	<p>Hands on Digital Dictation and Scanning</p> <p>Jeff Krause Krause Practice Management</p>	<p>The Ethical and Malpractice Risks of Using Social Media</p> <p>An informative panel of real life practitioners who use social media and ethic professionals about how to safely manage social media in your practice.</p> <p>Tim Pierce, State Bar of Wisconsin Dean Dietrich, Ruder Ware LLSC Sean Sweeney, Halling & Cayo SC Elizabeth Russell, Law office of Elizabeth T. Russell</p> <p>1.0 Ethics credit will be applied for.</p>
5:30-7:30 pm	<p>Hospitality Room</p> <p>Enjoy some wine and refreshments compliments of our sponsors.</p> <p>Dinner on Own / Enjoy the Waterpark</p>			

<p align="center">2010 Wisconsin Solo & Small Firm Conference CLE and Event Schedule – Saturday, October 30, 2010</p>				
Time	Track 1 Substantive Law	Track 2 Practice Management	Track 3 Technology	Track 4 Ethics/Quality of Life
7:30 – 8:30 am	<p>Hot Breakfast Buffet</p> <p>“What a Law Firm Can Learn From Zappos (Hint: It isn’t about Selling Shoes.)” By Jack Newton</p> <p>Delivering surprisingly great customer service is one of the most effective, cost-efficient, and practical ways to differentiate your law practice. It’s something a law practice of any size can do, and it’s something most of your competitors, even if they’re paying lip service to it, aren’t doing.</p> <p>Be sure to sign in for CLE credit at the registration desk. Hotel check out</p>			

8:30 – 9:30 am Session 10	<p>Your Client got a Letter from the IRS, Now What? Analysis of what you can do when your client is facing an audit or tax collection issue. What you can tell your clients to watch out for and when might an individual face personal liability for business taxes will also be discussed.</p> <p>Rob Teuber Weiss Berzowski Brady LLP</p>	<p>Marketing Tips from the Trenches – A panel of solo and small firm practitioners will provide hands on tips for marketing your practice. The panel will share their experiences in implementing marketing practices they learned during past Solo & Small Firm Conferences and give practical advice on what works and what doesn't.</p> <p>Daniel S. Davis, Davis & Gelshenen LLP Mark Goldstein, Mark Goldstein, S.C. Jon Groth, Groth Law Firm, S.C.</p>	<p>How to get the Most from your Smart Phone</p> <p>Greg Banchy, Banchy Law Center LLC</p>	TBD
9:30 -10:00 am	Break /hotel check out			
10 am- 11 am Session 11	<p>You want me to be on the Board? That's Great. ..now what? Non Profit Law 101. Subject: Many attys volunteer on their favorite charity board of directors, but most are not experts at non profit law. Provides the basics of non profit law, explains the IRS's current scrutiny of tax exempt orgs, and red flags of what to look for when representing or volunteering on a non profit board, and explains how being a board member of a tax exempt org and help expands your practice.</p> <p>Kathy Brost Brost & Associates Law Offices LLC</p>	<p>Hanging Your Own Shingle Part 2 - From Business Infancy to Business Adolescence – Back by popular demand, this program will provide newcomers with valuable insight on the mechanics of opening and developing a practice such as office space, banking, insurance, technology, and staffing and, for returning attendees, next steps and philosophical considerations to help propel your practice forward.</p> <p>Mark Goldstein Mark J Goldstein SC</p>	<p>Is there hope after Windows Vista?</p> <p>Still holding on to Windows XP? Is it safe to upgrade to Windows 7 after avoiding Vista? Or how about the latest MS Office – is it worth making the change? This session will talk about the benefits of moving to Windows 7 and Office 2010. Find out about the different versions and which one is right for you. Session will include a live demonstration of some of the new and improved features and options in both Windows 7 and Office 2010.</p>	TBD
11 am – 12:15 pm Session 12	<p>Closing Plenary</p> <p>Getting Clients into Your Law Practice from Google by Ken Matejka</p> <p>Google's market share for law-related search in the U.S. is overwhelming and continuing to grow. Learn about website and Google SEO fundamentals, as well as the benefits of Google marketing. Learn about the elements of a successful law office website, what you need to do to be favorably included in Google's index, and how to set up a Google AdWords account in-house.</p> <p>FINAL Prize Drawings</p>			

PLEASE NOTE: You must be present to win at all prize drawings!