



# PRACTICE MANAGEMENT

ADVISORY  
SERVICE

## Practice 360° Newsletter

**PRACTICE 360° 2020 VIRTUAL CONFERENCE**  
**FRIDAY, SEPTEMBER 18, 2020**  
**REGISTRATION OPENS JULY 15**



### PRACTICE 360° A DAY FOR LAWYERS & LAW FIRMS

Presented by the Award-Winning D.C. Bar  
Practice Management Advisory Service

FREE  
MEMBER EVENT

ALL DAY VIRTUAL CONFERENCE

FEATURED SPEAKERS



**Mark Rollins**  
Rollins and Chan Law Firm



**Seth Price**  
Price Benowitz, LLP



**Nakia Gray**  
Nakia Gray Legal, P.C.



**Jack Newton**  
Cio

## Calendar

### Networking

Join us for Networking on Zoom following each Lunch and Learn session.

*(See schedule on the right.)*

### COVID-19 Resources

[Coping During COVID-19: You Are Not Alone](#) (D.C. Bar, Lawyer Assistance Program)

[COVID-19 and Well-Being](#) (D.C. Bar, Lawyer Assistance Program)

[Well-Being Tips for Working at Home](#) (D.C. Bar, Lawyer Assistance Program)

[Bracing for the Unexpected: Disaster Preparedness for Lawyers](#) (D.C. Bar, Practice Management Advisory Service)

[Quick Start Guide to Launching a Firm During the Pandemic](#) (D.C. Bar, Practice Management Advisory Service)

[New Law Firm Quick Start Technology Guide](#) (D.C. Bar, Practice Management Advisory Service)

[Working Remotely During the Pandemic: A Guide to Bar Member Benefits](#) (D.C. Bar, Practice Management Advisory Service)

## Successful Small Firm Practice Course

The Successful Small Firm Practice Course begins September 14 with eight Monday sessions (12-2 p.m.) and on October 3 with two all-day Saturday sessions. Sessions will be presented on Zoom. The Course is all about starting, growing and managing a law firm and differs from Basic Training in that it explores many topics in-depth with attendees creating work product for evaluation during the sessions.

Rochelle D. Washington will lead the Monday, Noon-2 p.m. sessions on September 14, 21, 28; October 5, 19, 26; November 2 & 9.

Daniel M. Mills will lead the Saturday sessions, 8:30 a.m. - 4:30 p.m., on October 3 & November 7.

Register by sending an email to [SmallFirmCourse@DCBar.org](mailto:SmallFirmCourse@DCBar.org) and indicating whether you will be attending the Monday or Saturday sessions. The Course is free for D.C. Bar members and their law firm staff.

## Lunch and Learn

**Due to the pandemic, key Bar services, including PMAS programs, are currently only available online via videoconference.**

**All Lunch and Learn programs begin at Noon.**

Register for any or all at [lunchandlearn@dcbar.org](mailto:lunchandlearn@dcbar.org)

### July 9, 2020

***Returning to Work Safely Amid COVID-19***, presented by Thomas B. Martin of [Goldblatt Martin Pozen LLP](#) and Nathan Finch of [Motley Rice LLC](#).

During this program we will cover:

**When to Return to the Workplace**

[Legal Ethics in the Age of Coronavirus](#) (D.C. Bar, Legal Ethics Program)

[Link to other D.C. Bar Covid-19 Resources](#)

## PMAS Events

**July 9** – Lunch and Learn, *Returning to work Safely Amid COVID-19*

**July 15** – Day 1 of Basic Training & Beyond

**July 16** – Lunch and Learn, *Finding Your Footing: How to Stay Sane When Working from Home*

**July 22** – Day 2 of Basic Training & Beyond

**July 25** – Basic Training & Beyond (One-day Saturday session)

**July 30** – Lunch and Learn, *Conducting Video Depositions Using Zoom*

## Ethics

New ethics guidance on **Acceptance of Cryptocurrency as Payment for Legal Fees**. [Legal Ethics Opinion 378](#)

**Duties When a Lawyer is Impaired**. [Legal Ethics Opinion 377](#)

**Mandatory Arbitration Provisions in Fee Agreements**. [Legal Ethics Opinion 376](#)

**What are the ethical implications of crowdfunding a legal representation?** Read [Legal Ethics Opinion 375](#) for guidance.

- ReOpen DC Stages
- Mayor's Orders

## Preparing the Workplace for a Return to Work

- Workplace Health and Safety Requirements and Guidance
- ADA/DC Human Rights Act Issues

## Managing COVID-19-Related Issues in the Workplace

- Federal and D.C. Employment Protections Requirements
- Responding to a Positive Case

[Register](#)

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### July 16, 2020

*Finding Your Footing: How to Stay Sane When Working from Home*, presented by Niki Irish of the [D.C. Bar Lawyer Assistance Program](#).

Working from home is often challenging, doing so now is a whole other story. Are you noticing your productivity isn't what you hoped it would be? Do you feel unfocused and overwhelmed? You are not alone -- you are living through a pandemic!

Yet even in a pandemic there are steps you can take to help. This session will provide practical strategies to help with focus and organization, address ways to create healthy boundaries between work and home and explore evidence-based practices to manage stress.

[Register](#)

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### July 30, 2020

*Conducting Video Depositions Using Zoom*, presented by Sundeep Hora of [Alderman, Devorsetz & Hora PLLC](#).

**What are your obligations to a prospective client?** Read [Legal Ethics Opinion 374](#) to find out.

**Have you read** the Legal Ethics Opinions on *social media and lawyers?*  
[Legal Ethics Opinion 370](#)  
[Legal Ethics Opinion 371](#)

## Other Events

[Continuing Legal Education programs](#)

[Communities Events](#)

[Pro Bono Center training programs](#)

During this program we will cover:

- Understanding the pros and cons of remote depositions
- Maintaining eye contact (keeping the deponent in the hot seat) during your examination
- Using the Zoom interface and whether to upgrade to the commercial version
- Managing exhibits including whether to use a technician provided by the court reporter
- Using adequate lighting and backgrounds
- Dealing with off-camera conduct such as lawyers feeding answer to the deponent

**Register**

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All programs begin at noon. The *Lunch and Learn Series* is [here](#). New programs are added regularly. Recaps and materials from recent programs are [here](#). If you have an idea for a program, let us know at: [lunchandlearn@dcbar.org](mailto:lunchandlearn@dcbar.org)

And if you missed *Affordable Tools, Tech, and Talent to Run a Small Law Firm Remotely* with Maddy Martin; *Overcoming the Crisis: How to Retool your Marketing to Stay Connected and Relevant* with Mary Ellen Hickman; *Running on Empty: Burnout in the Legal Profession* with Niki Irish; *Clearing Clutter, Tuning in to Time, Space & Mind* with Niki Irish & Tracy Huang; or Mary Ellen Hickman on *Help, I Have No Time for Marketing*, here are the [recordings and materials](#).

## Basic Training & Beyond

Our monthly [Basic Training & Beyond](#), is set for July 15 and 22 (9:15 a.m. – 4:30 p.m.). A one-day version of this two-day program is set for Saturday, July 25 (8:30 a.m. – 5:00 p.m.). We will meet by Zoom videoconference.

Register at [BasicTraining@dcbar.org](mailto:BasicTraining@dcbar.org)

This program has been presented 253 times for more than 3,500 lawyers over the last twelve years and many

have launched and are operating small law firms. We keep in touch with many small firms and what we learn informs the content for this program.

## PMAS Links and Free Downloads

[Law Firm Management Assessment \(Self-Check\)](#)

[Small firm legal trends and compensation reports](#)

[e-Manual for Basic Training & Beyond](#)

[More PMAS programs](#)

## From the Desks of Dan and Rochelle



### **New Client or Scammer?**

Given the time we are in, it is good to be on the alert for the wire scam that has been around for years. Lawyers in need of business and anxious to sign up a new client are especially vulnerable. As I have watched the scam evolve over the years, it has just gotten more sophisticated. It typically involves a remote prospective client, or even a law firm for a prospective client, who is owed money by someone in your geographic area. If you sign them up, eventually a very official check for the amount due the alleged client is mailed or delivered to you. The scammer asks you to deposit the check into your trust account, encourages you to take your fee, and wire the client's share to a bank account. If the lawyer does this and causes the bank to wire real dollars to the scammer (usually offshore), the loss comes back onto the lawyer when the check is determined to be fraudulent days or weeks later. I regularly hear from lawyers who have been contacted by such a scammer and who are trying to figure out if the prospective client is legitimate. I help them see the red flags. If you are in doubt about a prospective client in such a situation, tell the person you never wire funds but will only wait patiently for the check to clear. They usually move on because they know you are on to the scam. Challenging times bring out the scammers and exposure the vulnerability of the victims.

*--Dan*

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**Monthly Tips for Working Remotely**  
**Tip One: A Dedicated Workspace**

I thought my kitchen island was the perfect place for a home workstation until my daughter joined me to eat a bowl of cereal while I was in the middle of a Zoom video conference. She did not realize I was working because this is the same location I used before working from home, to conduct personal business. A separate room is ideal for your workstation but If you do not have one, consider purchasing a small or foldable desk. Set your workstation up in an area where you will have some degree of privacy. I also highly recommend you get a larger monitor if your primary device is a laptop. It is difficult on your vision and your posture to look down at a small screen for extended periods of time. Also, you should invest in a noise cancelling headset for your video conference calls. Using the built-in speaker on your laptop is rarely optimal.

Keep in mind, establishing a designated space does not mean you can never sit on your deck and work from your laptop to get a little sun, or that you cannot sit next to your spouse or child and work together. What it does mean, is that you need to have a dedicated location for your work. This will keep you organized and helps to train your brain to know that when you are in this "space" it is time to get to work thereby setting a boundary for personal vs work life. It also lets family members know that when you are at your workstation you are actively working and not just shopping on-line.

*--Rochelle*

**Dan & Rochelle**

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