



PRACTICE MANAGEMENT

ADVISORY SERVICE

Practice 360° Newsletter

October 2021

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)

Lunch and Learn

During the pandemic, our programs are available on Zoom.

All Lunch and Learn programs begin at Noon.

Register for any or all at lunchandlearn@dcbars.org

October 14, 2021

What Small Firm Lawyers Need to Know about Malpractice and Cyber Insurance

Register

October 21, 2021

Protect Your Law Firm from the Biggest Security Threats of 2021, Without Having to Become a Security Expert or Waste Your Valuable Time

Register

Read more at **Small Firm Lunch and Learn Series**

All programs begin at Noon. You may attend by Zoom video conference. Register for any or all [here](#).

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

And if you missed *Local SEO for Law Firms* with Casey Meraz, *Automating Billing and Accounting for Lawyers* with Deborah Schaefer, *Write Your Marketing Plan Now* with Mary Ellen Hickman, *20 Ways to Increase Your Firm's Online Visibility* with Annette Choti, *Next Level Online Oral Communication & Advocacy Skills* with Christine

[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)

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

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

PMAS Events

October 2021

October 2 – Successful Small Firm Practice Course (Saturday session, *Day 1 of 2*)

October 4 – Successful Small Firm Practice Course (Monday session, *Day 4 of 8*)

October 13 – *Day 1 of Basic Training & Beyond*

October 14 – *What Small Firm Lawyers Need to Know about Malpractice and Cyber Insurance*

October 18 – Successful Small Firm Practice Course (Monday session, *Day 5 of 8*)

October 20 – *Day 2 of Basic Training & Beyond*

October 21 – *Protect Your Law Firm from the Biggest Security Threats of 2021, Without Having to Become a Security Expert or Waste Your Valuable Time*

October 25 – Successful Small Firm Practice Course (Monday session, *Day 6 of 8*)

Ethics

Here is new ethics guidance on **Lawyer-Directors Representing Entity-Clients**, [Legal Ethics Opinion 382](#).

Clapp, *Collaborative Law Practice* with Alice Ahearn & Emily Baker, the *5 Most Common Trust Accounting Mistakes* with Tom Boyle, or any other programs this year, here are the [recordings and materials](#).

Basic Training & Beyond

Here is how to start, grow and manage a law firm in a large, urban market during a pandemic. Our monthly [Basic Training & Beyond](#), is set for October 13 and 20 (9:15 a.m. – 4:30 p.m.) We will meet by Zoom videoconference. [Register here](#).

This program has been presented 282 times for more than 4,000 lawyers over the last thirteen 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.

Managing Money

Learn how to onboard a new client by creating the appropriate fee agreement; make the proper entries onto the client ledger and trust account, when needed; track the established earning mechanism; and make proper entries in the firm's operating or business account.

[Register for an upcoming session or schedule a session for your firm here.](#)

Successful Small Firm Practice Course

Monday sessions are underway and Saturday sessions begin October 2. We cover all aspects of starting, managing and growing a law firm in the District. The Course is more in-depth than Basic Training because attendees create work product for their firm, such as a business plan, fee agreements and marketing content. Monday sessions continue October 4.

[Register here for the day sessions or weekend sessions.](#)

PMAS Links and Free Downloads

Other Events

For the results of the groundbreaking study on attorney mental health and well-being, [click here](#).

[Continuing Legal Education programs](#)

[Communities Events](#)

[Pro Bono Center training programs](#)

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

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

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

[More PMAS programs](#)

From Dan's Desk

In search of a practice management advisor

After eight years at the Bar, Rochelle Washington has moved on to a new position and we are in search of a new practice management advisor. The position is listed [here](#) on the Bar's website. The essential requirements for the position include real experience starting and growing a law firm and working with lawyers on the business issues of a law firm. If you are an entrepreneurial lawyer who has positive experience growing a firm and you would like to help other lawyers start, grow and manage law firms, give this position a look. If you have questions about it, let me know. I've managed the Practice Management Advisory Service at the D.C. Bar since March 2008. The service is free and confidential for D.C. Bar members: dmills@dcbar.org

-- Dan

Dan

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