



PRACTICE MANAGEMENT

ADVISORY
SERVICE

Practice 360° Newsletter

**PRACTICE 360° 2020 VIRTUAL CONFERENCE
FRIDAY, SEPTEMBER 18, 2020**



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
Clio

Calendar

**Successful Small Firm
Practice Course**

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)

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

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 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

August 6, 2020

Security for Lawyers Working Remotely, presented by Sharon D. Nelson and John W. Simek of [Sensei Enterprises](#).

Register

August 20, 2020

Managing a Profitable Practice with Purpose: Financial Strategies for Small Firm Lawyers, presented by Jessica Medina of [Jessica Medina LLC](#).

Register

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

PMAS Events

August 6 – Lunch and Learn, *Security for Lawyers Working Remotely*

August 12 – Day 1 of Basic Training & Beyond

August 19 – Day 2 of Basic Training & Beyond

August 20 – Lunch and Learn, *Managing a Profitable Practice with Purpose: Financial Strategies for Small Firm Lawyers*

August 27 – Lunch and Learn, *Livestream Like a Pro: Essentials for Hosting Safe and Professional Livestreams on LinkedIn, Facebook, YouTube and Periscope*

Ethics

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

Other Events

[Continuing Legal Education programs](#)

[Communities Events](#)

[Pro Bono Center training programs](#)

August 27, 2020

Livestream Like a Pro: Essentials for Hosting Safe and Professional Livestreams on LinkedIn, Facebook, YouTube and Periscope, presented by Tasha (TC) Cooper of [UpwardAction LLC](#).

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@dcbbar.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 August 12 and 19 (9:15 a.m. – 4:30 p.m.) We will meet by Zoom videoconference. [Register here](#).

This program has been presented 256 times for more than 3,800 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



How to Share your iPad or iPhone on Zoom

If you have information or images on your iPad or iPhone you want to screen-share on Zoom, it's easy to do using Airplay Mirroring on your iOS device. Be sure your iPad or iPhone and the computer with your Zoom application are on the same Wi-Fi network. In Zoom, click Share Screen and you will see an iPhone/iPad image. Click this image and when it turns blue, click Share. On your iPad, swipe down from the upper right corner of the screen and open Screen Mirroring in this control console. Tap on the Zoom link and a check will appear. Touch the screen just above the Screen Mirroring box to close it. Now swipe from the center of the screen to the upper right to close the control console. Now you are sharing your iPad to your Zoom event.

Seeing images of this process can be helpful so request a slide deck of the above process from me at dmills@dcbbar.org. Zoom has a long explanation of the process at [Screen Share Using Airplay Mirroring](#).

--Dan

COVID-19 Law Firm Impact Survey

The global pandemic brings with it the necessity to change the way you operate and manage your law firm. Although the changes to business practices were inevitable and gradually being adopted by

lawyers, the need to adapt and adjust so quickly was unexpected. The impacts are affecting law firms in a significant way, including how you engage with clients, how you manage staff, and how you profit. Laying off staff, reducing expenses, and incorporating technology are just a few of things lawyers have had to do to survive. Let us know how the pandemic has affected your practice by taking our brief COVID-19 Law Firm Impact Survey. Your input will allow us tailor programing to address the current needs of our lawyers and law firms. [Click here](#) to provide your input.

--Rochelle

Dan & Rochelle

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