

October 2023

From the Desks of Your D.C. Bar Practice Management Advisors



Join Us for Practice 360° This Month!

by Kaitlin E. McGee

After months of planning, [Practice 360°](#) is right around the corner. If you've already registered, we are looking forward to seeing you in person on **October 4th from 8am to 6pm at D.C. Bar Headquarters**. If you haven't registered yet, make sure to do so soon!

If you've never attended before, Practice 360° is our annual all-day conference dedicated to helping you become a better legal practitioner and manage your law firm effectively, profitably, and ethically. This year, we have twelve interesting and diverse programs that focus on issues affecting your business, your law practice, and your overall well-being as a practitioner.

You'll have the opportunity to **earn 1.5 Ethics CLE credits** with a program led by Dan Schumack and two of our D.C. Bar ethics attorneys, Hope Todd and Erika Stillabower, delving into some of the most common ethical issues facing solo and small-firm attorneys:

- Prepaid fees (including fixed and flat fees)
- Virtual lawyering and the unauthorized practice of law, and
- Serving as local counsel

In addition, the day will be filled with interesting and engaging programs, including:

- 29 Advanced Technical Tactics for Marketing
- Creating Content That Attracts Clients
- Breathe Well and Stress Less
- The Power of Purpose: Unleashing Your Law Firm's Strategic Vision
- Legal research as a Foundation for Responsible AI

[Find the full schedule here.](#)

Whether you are starting a firm from scratch or growing and managing an existing firm, the D.C. Bar Practice Management Advisory Service (PMAS) has resources to help you create and meet your business goals. For courses and resources we offer free to DC Bar members, visit our [website](#).

AI for Law Firms

The D.C. Bar recently hosted the **Artificial Intelligence & Chatbot Summit**, a daylong discussion on the expected impacts of emerging technologies on the legal profession. If you missed it, read more about the event [here](#) and [here](#).

If you are using AI in your firm, let us know how at PMAS@dcbar.org.

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AI Responsibly with 

Basic Training & Beyond

If you're starting a firm, [Basic Training & Beyond](#) is a great jumping-off point. Day One will teach you the essentials to get your firm off the ground, and Day Two will help you grow and manage your firm.

Here is how to start, grow, and manage a law firm in a large, urban market. Our monthly [Basic Training & Beyond](#) is set for **October 17 & 24, 2023 / 9:15 a.m. – 4:30 p.m.** We will meet in-person in the Williamson Conference Room on the third floor of Bar Headquarters. The program is presented monthly for members and law firm staff.

This program has been presented more than three hundred times for more than 4,000 lawyers over the last fourteen years, and many attendees have launched and are successfully operating small law firms. We stay connected with many small firms, and what we learn informs the content for this program.

Lunch and Learn

Join us for upcoming [Lunch & Learn Programs](#), including:

- October 12 – [IDEA and School Advocacy : How to Effectively Advocate for a Child in Need of Specialized Instruction and related Services](#)
- November 16 – [Balancing the Lawyer Budget](#)

All programs begin at noon on Zoom. Register for any or all [here](#).

Managing Money

[Managing Money](#)

Monday, December 4 | 9:00 a.m. – 12:30 p.m.

On December 4, 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. Our next in-person session of Managing Money is set for **December 4, 2023, 9:00 a.m. – 12:30 p.m.**



We also present Managing Money on request for a law firm or organization.

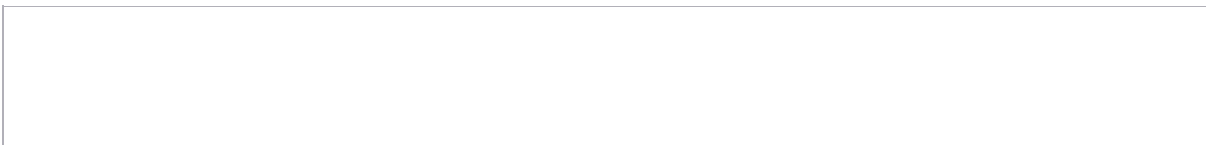
[Register for an upcoming session or schedule a session for your firm here.](#)

Successful Small Firm Course

Are you interested in a business incubator approach to growing your law firm?

Consider working with us on an individual basis. We now offer the [Successful Small Firm Practice Course](#) in a series of one-on-one sessions. The Course serves as an incubator for solo attorneys and small firms and helps them work through their business and marketing plans with support, feedback, and guidance. Lawyers can focus on the type of firm they want to create and work through the Course at their own pace with built-in accountability for achieving their business goals.

If you are interested in this approach to creating and growing a law firm, contact PMAS@dcbar.org.



Resources

Our Video Resource Library is here. New programs are added regularly. Our full archive of recordings and materials is here. If you have an idea for a program, let us know at: lunchandlearn@dcbbar.org.

Missed any of these recent sessions? Access the recordings and materials anytime or visit our Video Resource Library.

- Discover Smokeball: The Legal Practice Management Solution for DC Lawyers
- Dealing with Law School Debt with Jessica Medina
- Law Firm Liability Exposures: How to Protect Your Firm Against Cyber Liability Claims with Mark Lefever of USI Affinity
- Powerful Marketing Tactics for Small Law Firms: How to Attract More of the Right Clients with Mary Ellen Hickman
- Freelance Lawyer Freedom: How to Create a Lucrative, Flexible, and Rewarding Business as a Freelance Attorney with Sonrisa Lewis, Esq.

More News from PMAS

Read our [Duly Noted](#) blog post on how to jump start your marketing.

[Contact us](#) if you are interested in a practice management assessment.

– Kaitlin & Dan

In other news . . .

Here is the Lawyer Assistance Program [Dispatch](#) newsletter for the Spring/Summer.

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

Here is new ethics guidance on **Advising Clients about Communications with Represented Opponents**: [Legal Ethics Opinion 385](#)

For more information on PMAS programs, [click here](#).

CLE, Communities Events & Pro Bono:
Continuing Legal Education programs are [here](#).

Communities Events are [here](#).

Pro Bono Center training programs are scheduled [here](#).

As we return to D.C. Bar headquarters for meetings and events, everyone entering the building will need to comply with the [COVID Guidelines](#).

Our Practice Management Advisors are:

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Practice Management Advisors have a free and confidential relationship with D.C. Bar Members pursuant to Rule 1.6(j) of the D.C. Rules of Professional Conduct.

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