

Solo By Choice in the Current Economy

Friday, November 20, 2009

Registration - 8:30 a.m.

Program - 9:00 a.m. - 4:30 p.m.

Oregon State Bar Center

Columbia Rooms A & B

16037 SW Upper Boones Ferry Road

Tigard, Oregon 97224

\$45.00 for members of OSB Sole and Small Firm Practitioners (SSFP) Section or Law Practice Management (LPM) Section

\$60.00 general registration (includes 2010 membership to the SSFP or LPM Section)

5.75 MCLE General Credits Pending

Solo practice offers opportunities to explore new practice areas, find job satisfaction, and take charge of your career. If you are already a solo, this CLE will help you to enjoy the benefits and reduce the frustration. If you are currently considering solo practice, this CLE will help you make good decisions and prepare you for the road ahead.

“Solo by Choice in the Current Economy” will discuss why solo practice is a great choice – and how to manage and market a solo firm on a modest budget. The program will feature Carolyn Elefant, creator of the Web site MyShingle.com and Beverly Michaelis, PLF Practice Management Advisor. They will cover the nuts and bolts of opening and managing a sole practice, including:

- **Busting the myths of solo practice:** Why you don't need a year's savings, extensive training, or an extroverted personality to start a successful practice.
- **Setting up a practice:** What to consider when getting started; where to locate; pros and cons of home office, office rental, and virtual space; choosing between traditional computer software and SaaS technology; legal research tools; choosing the right structure.
- **Managing an office:** Managing files, deadlines, conflicts, and other crucial practice management areas.
- **Practice area selection:** Choosing a practice area that's compatible with your personality, schedule, and preference for general or specialty practice.

- **Getting paid:** How to bill so you will be paid.
- **Marketing madness:** Using marketing portfolios; developing a marketing plan.
- **Cash flow:** Ways to generate immediate income; pros and cons of a part-time practice; transitioning to full-time practice; balancing economic needs.
- **Trends:** Unbundled legal services in a virtual practice; increased client expectations; new billing practices; creating and improving streams of revenue; using social media networks to market; and increasing the efficiency of your practice.



Carolyn Elefant is the author of *Solo by Choice: How to Be the Lawyer You Always Wanted to Be*, and the creator of the Web site MyShingle.com. She has been a sole practitioner since 1993. Her practice expertise includes energy regulation, criminal law, employment law, civil rights, and commercial and civil litigation. Since 1996, Ms. Elefant has focused on energy law (including emerging renewable energy development and compliance/enforcement issues), appeals, and civil rights litigation. Prior to being a sole practitioner, Ms. Elefant worked in several large firms and a federal agency.

Ms. Elefant's Web site, MyShingle.com, represents her contribution to improving the quality of legal representation. The site helps lawyers practice more profitably and efficiently, compete and thrive in the 21st century, and find the personal satisfaction that previously eluded them.



Beverly Michaelis is a practice management advisor with the Professional Liability Fund. She provides confidential practice management assistance to Oregon attorneys to reduce their risk of malpractice claims, enhance their enjoyment of practicing law, and improve their client relationships. She is a member of the Oregon State Bar with over 20 years' experience in the legal field, including private practice, provided extensive pro bono legal services, and served as placement director and associate executive director of the Multnomah Bar Association. Ms. Michaelis is a frequent speaker and writer on practice management issues and is co-author of *A Guide to Setting Up and Running Your Law Office*, *A Guide to Protecting Your Clients' Interests in the Event of Your Disability or Death*, and *A Guide to Setting Up and Using Your Lawyer Trust Account* published by the Oregon State Bar Professional Liability Fund.

Your registration fee includes a copy of Carolyn Elefant's book, *Solo by Choice: How to Be the Lawyer You Always Wanted to Be*, and lunch. Lunch (and the SSFP Section Annual Meeting) will be from 12:00 to 1:15 p.m. There will be two 15-minute breaks during the program.

To print registration form, go to page 3.

Solo by Choice in the Current Economy
Friday, November 20, 2009
Registration - 8:30 a.m.
Program - 9:00 a.m. - 4:30 p.m.
OSB Center
Columbia Rooms A & B

Print this registration form, complete it, and mail it to DeAnna Shields at the PLF, PO Box 231600, Tigard, OR 97281-1600. Sorry, we cannot take registrations over the phone or online. Questions? Call DeAnna Shields at 1-800-452-1639 or 503-639-6911, ext. 440.

One registrant per registration form, please.

Last Name _____

First Name _____

Bar No. _____

Firm _____

E-mail _____

(Confirmation of registration will be sent by e-mail only. If you do not provide an e-mail address, you will not receive a confirmation.)

Phone _____

(Sandwich Choice) Roast Beef _____ **Turkey** _____ **Vegetarian** _____

Make checks payable to the PLF.

OSB Sole and Small Firm Practitioners Section Member or OSB Law Practice Management Section Member
\$45.00 _____

General Registrant \$60.00 _____

(Includes 2010 membership in SSFP or LPM section.)

Choose Membership: _____ **SSFP Section**
_____ **LPM Section**

Registration deadline is Tuesday, November 17, 2009.