

Second Annual Solo and Small Firm Conference

Agile and Cyber-Savvy: Advancing Your Practice

Cosponsored by the Solo and Small Firm Section

Register now at osbar.inreachce.com (search for SSFC17)



Being a successful solo or small firm practitioner means having the ability to respond to changes in client expectations and technology while being fiscally smart. This year's conference will show you how to recognize those changes and provide tools and resources that can result in a more efficient and meaningful law practice.

Learn to maximize the power of the internet from two nationally-recognized speakers. They will show you how to harvest a gold mine of low-and no-cost legal research and investigative information valuable to litigation and transactional practices. Based upon a survey of Oregon solo and small firm practitioners, local tech experts will share some of the best technology solutions for your practice. Find out why branding isn't just a logo but key to your law practice survival. General and breakout sessions will take a look at the current state of the legal profession and show you how to increase client value by creating practice efficiencies and eliminating workflow bottlenecks. Two ethics sessions will focus on how to avoid missteps made by others and ethics issues particular to solo and small firm practitioners.

The two lunches and hosted social hour included with your registration provide great opportunities to network with friends and colleagues. Bend is family-friendly, so plan on making this a destination CLE event!

Register now to start advancing your practice.

Register by 6/16/17 and save \$30

Friday and Saturday, July 7– 8, 2017

Friday: 12:45 p.m. – 5 p.m.

Saturday: 9 a.m. – 5 p.m.

The Riverhouse on the Deschutes

3075 U.S. 97 Business

Bend, Oregon

CLE credits: 7.5 general and 2 ethics

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LIVE EVENT



Early registration discount

Register by 6/16/17 and save \$30

\$275 Registration (*includes all meal events*)

\$25 Print course materials
(*Electronic materials are included with your registration.*)

ACCOMMODATIONS

Special OSB Rates

Special OSB rates at the Riverhouse start at \$159 and are available through Monday, June 12, or when the room block is sold out, whichever occurs first.

To book online [click here](#) or call the Riverhouse at (800) 547-3928 and request the OSB Solo and Small Firm Conference Rate.



Questions or need help with registration?

Call the OSB CLE Service Center:

(503) 431-6413 or (800) 452-8260, ext. 413

50-Year and Active Pro Bono OSB members and Oregon judges and their lawyer staff – please call the OSB CLE Service Center at (503) 431-6413 or (800) 452-8260, ext. 413 to register for the live seminar.

FRIDAY, JULY 7

11:30 Registration and Exhibit Hall Opens

Noon Box Lunch (included with registration)

12:45 Welcome and Announcement

1:00 Internet Legal Research on a Budget

Maximize your resources with by using someone else's research for free or minimal cost, including, sample pleadings, tweets and blogs, and dockets. Become a Google Scholar expert and locate free articles and cases, and discover how to cite check for free without KeyCite or Shepard's.

Carole Levitt and Mark Rosch, *Internet for Lawyers, Rio Rancho, NM*

2:30 Transition Break

2:40 Breakout A: Using Social Media for Investigative Research and Evidence

Do you know how to authenticate social media profiles and have them admitted into evidence? Gain tips on obtaining social media information that can be useful during discovery and trial.

Carole Levitt and Mark Rosch,
Internet for Lawyers, Rio Rancho, NM

Breakout B: Technology in the Legal Environment

Start with technology basics and then take a look at issues specific to Oregon solo and small firm practitioners. This is a great opportunity to get answers from legal tech experts.

Moderator: Harrison Womack, *Velox Systems, Bend, OR*

Jordan Smith, *CEO, Velox Systems, Bend, OR*

Micah Wood, *CIO, Velox Systems, Bend, OR*

3:40 Networking Break

4:00 Ethical Misadventures in the Practice of Law

Hear true stories of ethical indecencies, dishonest and deceitful practices, and how you can learn from others' ethical missteps.

David Elkanich, *Holland & Knight LLP, Portland, OR*

5:00 Adjourn to Hosted Social Hour

Thank you to our Social Hour Supporter

ARAG



SATURDAY, JULY 8

8:00 Breakfast Buffet, Late Registration, and Exhibit Hall Opens

9:00 An Entrepreneur's Hacks for an Agile Legal Practice

Wouldn't you like to get more work accomplished and deliver greater client value? Take a look at how an agile legal practice can accomplish that by helping you develop your own product and service mix to meet client needs, create efficiencies through customer value, and identify and clear workflow bottlenecks.

John Grant, *The Agile Attorney Network, Portland, OR*

10:00 Law Firm Branding: It's Not Your Logo, It's Your Life

In an age where people are constantly surrounded by information and imagery branding is key to make you and your law practice visible. Gain valuable insight as to why law firm branding is more than putting your name on a website.

Greg McLawsen, *Seattle Legal Innovation & Technology Group, Tacoma, WA*

11:00 Networking Break

11:20 Breakout C: Designing Legal Products with the Practice Model Canvas – A Workshop Specifically for Lawyers

Modern entrepreneurs use the Business Model Canvas to generate insight into the most critical aspects of business or product offerings. The Practice Model Canvas is designed for lawyers, and this workshop illustrates how the Canvas approach facilitates developing a business or product plan that you will actually use! Participants will also receive their own copy of the Canvas.

Alexandra Devendra, *Devendra Design, Portland, OR*

John Grant, *The Agile Attorney Network, Portland, OR*

Greg McLawsen, *Seattle Legal Innovation & Technology Group, Tacoma, WA*

Breakout D: Ethics – The Sweet and Sour of Solo and Small

Contract lawyers, office sharers, “door lawyers,” and more – discover how these issues and others can create ethical quandaries that affect solo and small firm practitioners and learn effective ways to keep them off your plate.

David Elkanich, *Holland & Knight LLP, Portland, OR*

12:20 Lunch (included with registration)

1:30 Future-Proofing Your Law Practice – Part I

There’s a shrinking market for legal services: corporate clients are bringing legal services in house and smaller clients are flocking to inexpensive online solutions. Take a look at how legal trends will affect a firm’s future and learn about steps you can take to help minimize the impact.

Kim Mayberry, *REAL Automation Solutions, Middleton, ID*

2:30 Transition Break

2:40 Breakout E: How to Protect Your Clients from Fraud: Investigative Due Diligence on a Budget

Protect your client from getting into business with the wrong person and meet your due diligence obligations by learning some of the best free and low-cost internet research strategies.

Carole Levitt and Mark Rosch, *Internet for Lawyers, Rio Rancho, NM*

Breakout F: Future-Proofing Your Law Practice – Part II: A Client Services Case Study

Kim Mayberry, *REAL Automation Solutions, Middleton, ID*

3:40 Networking Break (Exhibit Hall concludes after the break)

4:00 Using Free Public Records and Publicly Available Information for Investigative Research

Discover quick and easy methods to locate a wealth of public records and information to help you in your law practice, including criminal backgrounds, property records, assets, vital statistics, political campaign contributions, private and public company information and addresses and phone number of hard-to-find parties that you need to serve.

Carole Levitt and Mark Rosch, *Internet for Lawyers, Rio Rancho, NM*

5:00 Adjourn

Thank you to our lanyard sponsor

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Planning Committee

Christopher Rounds, *Chair, Rounds Law Office, Vancouver, WA*

Elizabeth Inayoshi, *Law Office of EJ Inayoshi LLC, Hillsboro, OR*

Hertsel Shadian, *Hertsel Shadian Attorney at Law LLC, Tualatin, OR*

General Information

Cancellations: Cancellation requests must be received at least 72 hours prior to the date of the seminar to qualify for a refund. Refunds are subject to a \$25 cancellation fee. To cancel, please call the OSB CLE Service Center at (503) 431-6413 or (800) 452-8260, ext. 413.

Tuition Assistance: Email a request stating your financial situation to cle@osbar.org or call the OSB CLE Service Center at (503) 431-6413 or (800) 452-8260, ext. 413, no later than two weeks before the seminar.

Dietary Restrictions or Accessibility Accommodations: Please call (503) 431-6352 or (800) 452-8260, ext. 352, at least 72 hours before the date of the seminar.



Upcoming Seminars

May 18

Investigating Employee Misconduct (*IEM17*)

May 19

37th Annual Northwest Securities Institute (*NWSI17*)

May 24

Lunch and Learn Series: Calculating Economic Damages (*DAM317*)

May 31

Lunch and Learn Series: Economic Damages in Employment Cases (*DAM417*)

June 1-2

17th Annual Oregon Tax Institute (*TAX17*)

June 9

Advanced Estate Planning (*AEP17*)

Register now at osbar.inreachce.com and search by program code.



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