



The Florida Bar Continuing Legal Education Committee and the
General Practice, Solo & Small Firm Section present the



Solo & Small Firm Annual Conference

Extraordinary Lawyer -
Creating a Dream Practice
in a Challenging Economy

COURSE CLASSIFICATION: INTERMEDIATE LEVEL

April 1-2, 2011

**Hyatt Regency Bonaventure
250 Racquet Club Road
Weston, FL 33326
(954) 616-1234**

Course No. 1239R

Sponsors

Florida Lawyers Mutual Insurance Company
Kirkconnell Lindsey Snure & Yates, P.A.
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Exhibitors

Florida Lawyers Mutual Insurance Company
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EZ – Filing, Inc.
Ave Maria School of Law
Florida Costal School of Law
Stetson Law School

Schedule of Events

Friday, April 1

8:00 a.m. – 9:00 a.m.

Late Registration and Continental Breakfast

Sponsored by: LEXIS NEXIS

9:00 a.m. – 9:10 a.m.

Can an Ordinary Lawyer Survive?

Teresa Byrd Morgan, Esq., Conference Chair, Lake City

9:10 a.m. – 10:00 a.m.

To Create an Extraordinary Practice, You Need an Extraordinary Future

Steven P. Riley, Esq., Tampa

10:00 a.m. – 10:25 a.m.

Virtual Assistants - Outsource to Enhance Your Practice

Richard Granat, Esq., Palm Beach Gardens (introduction by Stephanie Kimbro, Esq.)

10:25 a.m. – 10:40 a.m.

Break

Sponsored by: Von Ahn Associates

10:40 a.m. – 11:05 a.m.

21st Century Employment Law - Privacy and Security Policies for a Virtual Law Practice

Kevin D. Johnson, Esq., Tampa

11:05 a.m. – 11:55 a.m.

Collaboration - Innovate to Expand Your Practice

Randall Borkus, Esq., Chicago, IL

James R. Collins, Jr., Esq., Sarasota

11:55 a.m. – 1:10 p.m.

Lunch (included in registration fee)

Sponsored by: Florida Lawyers Mutual Insurance Company

12:15 p.m. – 1:00 p.m.

Brave New World: Coming Changes to the Practice of Law

Steven W. Teppler, Esq., Luncheon Speaker

1:10 p.m. – 2:00 p.m.

Smart, Ethical Use of Mobile, Tablet, and Cloud Computing

Nicole Black, Esq., Rochester, NY

2:00 p.m. – 2:25 p.m.

E-Discovery & Data Forensics Made Easy

Richard C. McCrea, Esq., Tampa

2:25 p.m. – 2:40 p.m.

Break

Sponsored by: Kirkconnell Lindsey Snure & Yates, P.A.

2:40 p.m. – 3:30 p.m.

Google It! And Youtube and Facebook It! Put These Powerful Search Engines To Work In Your Practice

Richard Georges, Esq., St. Petersburg

3:30 p.m. – 4:10 p.m.

Information Management Secrets

Adriana Linares, Orlando

4:10 p.m. – 5:00 p.m.

Balance an Extraordinary Life With an Extraordinary Practice

Steven P. Riley, Esq., Tampa

5:30 p.m. – 7:30 p.m.

Reception

Sponsored by: The Florida Bar Young Lawyers Division

Cosponsored by: Roy Esh & Richard Steiner, CFP™ of

Northwestern Mutual

Saturday, April 2

8:00 a.m. – 9:00 p.m.

Registration and Continental Breakfast

9:00 a.m. – 9:10 a.m.

Are You Willing to Embrace the Possibility of An Extraordinary Practice?

Teresa Byrd Morgan, Esq., Conference Chair, Lake City

9:10 a.m. – 10:00 a.m.

Leverage Your Marketing Dollar - Build Your Brand Through Social Media

Margaret "Peggy" R. Hoyt, Esq., Oviedo

10:00 a.m. – 10:25 a.m.

Best Apps For Lawyers - Use Your Smartphone to Increase Productivity

Adriana Linares, Orlando

Nicole Black, Esq., Rochester, NY

10:25 a.m. – 10:40 a.m.

Break

10:40 a.m. – 11:10 a.m.

Online Ethics – Websites, Solicitation, Lawyer Rankings, UPL, and More!

Steven W. Teppler, Esq., Sarasota

11:10 a.m. – 12:00 p.m.

Extraordinary In Action

Steven P. Riley, Esq., Tampa

12:00 p.m. – 12:30 p.m.

Break & Boxed Lunch Pick-Up

12:30 p.m. – 2:00 p.m.

Stump the Experts! Speaker Panel Q & A

Paralegal Program

Paralegal CLE Credit - 3.0 Hours

9:00 a.m. – 9:10 a.m.

Welcome

Priscilla Warren, CP, FRP, Vero Beach

9:10 a.m. – 10:25 a.m.

How to Support a Solo Attorney/Business

Laney Lyons, Tampa

10:25 a.m. – 10:40 a.m.

Break

10:40 a.m. – 11:30 a.m.

The Paralegal's Marketing Role

Margie Averill, ACP, FCP, FRP, Vero Beach

11:30 a.m. – 12:00 p.m.

Q&A Session

Laney Lyons, Tampa

Margie Averill, ACP, FCP, FRP, Vero Beach

Priscilla Warren, CP, FRP, Vero Beach

Law Student Program

10:40 a.m. – 11:50 a.m.

The Extraordinary New Associate:

Landing and Keeping a Dream Job – Panel Discussion

Moderator: Linda Calvert Hanson, Esq., Gainesville

Small Firm Interview Program

The Small Firm Interview Program enables employers to interview law students and recent graduates from all of Florida's law schools at no cost. It will take place in Weston following the GPSSF Solo and Small Firm Conference on April 1-2, 2011. After reviewing resumes from interested applicants, employers can select one to six candidates to interview between 12:00 and 2:00 p.m. You can interview applicants for any hiring needs, whether it be entry level positions, part time research or writing positions, summer 2011 clerkships or project based legal work. The employer registration deadline is February 24, 2011 and interview space is limited. Members of the General Practice, Solo & Small Firm Section will receive first option for interviews. For employer registration or additional details, please contact Kristen Bryant, Director of the Small Firm Project, University of Florida Levin College of Law Center for Career Development at bryantk@law.ufl.edu or (352) 273-0860.

CLE CREDIT

CLER PROGRAM

(Max. Credit: 10.0 hours)

General: 10.0 hours

Ethics: 2.5 hours

Seminar credit may be applied to satisfy CLER / Certification requirements in the amounts specified above, not to exceed the maximum credit. See the CLE link at www.floridabar.org for more information.

Prior to your CLER reporting date (located on the mailing label of your Florida Bar News or available in your CLE record on-line) you will be sent a Reporting Affidavit if you have not completed your required hours (must be returned by your CLER reporting date).

GENERAL PRACTICE, SOLO & SMALL FIRM SECTION

Kirk Kirkconnell, Winter Park — Chair

Frank Maloney, Macclenny — Chair-elect

Teresa Byrd Morgan, Lake City — CLE Chair

CLE COMMITTEE

Candace S. Preston, Wauchula, Chair

Terry L. Hill, Director, Programs Division

REFUND POLICY

A \$25 service fee applies to all requests for refunds. Requests must be in writing and postmarked no later than two business days following the live course presentation or receipt of product. Registration fees are non-transferrable, unless transferred to a colleague registering at the same price paid. Registrants who do not notify The Florida Bar by 5:00 p.m., March 25, 2011 that they will be unable to attend the seminar, will have an additional \$50 retained. Persons attending under the policy of fee waivers will be required to pay \$50.

HOTEL RESERVATIONS

A block of rooms has been reserved at the Hyatt Regency Bonaventure, at the rate of \$155 single/double occupancy. To make reservations, call the Hyatt Regency Bonaventure directly at 1-888-421-1442. Reservations must be made by 3/10/11 to assure the group rate and availability. After that date, the group rate will be granted on a "space available" basis.

Registration

Register me for "Solo & Small Firm Annual Conference –Extraordinary Lawyer - Creating a Dream Practice in a Challenging Economy"

ONE LOCATION: (130) HYATT REGENCY BONAVENTURE, FT. LAUDERDALE (APRIL 1, 2011)

TO REGISTER OR ORDER AUDIO CD OR COURSE BOOKS, BY MAIL, SEND THIS FORM TO: The Florida Bar, Order Entry Department, 651 E. Jefferson Street, Tallahassee, FL 32399-2300 with a check in the appropriate amount payable to The Florida Bar or credit card information filled in below. If you have questions, call 850/561-5831. ON-SITE REGISTRATION, ADD \$25.00. **On-site registration is by check only.**

Name _____ Florida Bar # _____

Address _____

City/State/Zip _____ Phone # _____

E-mail* _____

**E-mail address is required to receive electronic course material and is only used for this order.*

RTL: Course No. 1239R

ELECTRONIC MATERIALS: Effective July 1, 2010, every CLE course will feature an electronic course book in lieu of a printed book for all live presentations, live webcasts, webinars, teleseminars, audio CDs and video DVDs. This searchable, downloadable, printable material will be available via e-mail several days in advance of the live course presentation or thereafter for purchased products. We strongly encourage you to purchase the book separately if you prefer your material printed but do not want to print it yourself.

REGISTRATION FEE (CHECK ONE):

- Member of the General Practice, Solo & Small Firm Section: \$325
- Non-section member: \$360
- Full-time law college faculty: \$205
- Persons attending under the policy of fee waivers: \$50

Members of The Florida Bar who are Supreme Court, Federal, DCA, circuit judges, county judges, magistrates, judges of compensation claims, full-time administrative law judges, and court appointed hearing officers, or full-time legal aid attorneys for programs directly related to their client practice are eligible upon written request and personal use only, complimentary admission to any live CLE Committee sponsored course. Not applicable to webcast. (We reserve the right to verify employment.)

- Paralegal Program - Saturday only \$150.00
- Full-time law student: \$60.00

NOTE: You must fill out contact information above to register.

METHOD OF PAYMENT (CHECK ONE):

- Check enclosed made payable to The Florida Bar
- Credit Card (Advance registration only. Fax to 850/561-5816.)
 - MASTERCARD
 - VISA
 - DISCOVER
 - AMEX

Exp. Date: ____/____ (MO./YR.)

Signature: _____

Name on Card: _____ Billing Zip Code: _____

Card No. _____



- Please check here if you have a disability that may require special attention or services. To ensure availability of appropriate accommodations, attach a general description of your needs. We will contact you for further coordination.

COURSE BOOK – AUDIO CD – ON-LINE – PUBLICATIONS

Private recording of this program is not permitted. **Delivery time is 4 to 6 weeks after April 2, 2011. TO ORDER AUDIO CD OR COURSE BOOKS**, fill out the order form above, including a street address for delivery. **Please add sales tax. Tax exempt entities must pay the non-section member price.** Those eligible for the above mentioned fee waiver may order a complimentary audio CD in lieu of live attendance upon written request and for personal use only.

Please include sales tax unless ordering party is tax-exempt or a nonresident of Florida. If this order is to be purchased by a tax-exempt organization, the media must be mailed to that organization and not to a person. Include tax-exempt number beside organization's name on the order form.

- COURSE BOOK (1239M)**
Cost \$60 plus tax
(Certification/CLER credit not awarded for purchase of course book only.)

TOTAL \$ _____

- AUDIO CD (1239C)**
(includes electronic course material)
\$275 + tax (section member)
\$310 + tax (non-section member)

TOTAL \$ _____