

CITY BAR CENTER FOR CLE

TAKING YOUR FIRM TO THE NEXT LEVEL

RECENT DEVELOPMENTS EVERY ATTORNEY IN A SMALLER FIRM NEEDS TO KNOW

Wednesday, March 7, 2007 / 6:00 p.m. - 9:00 p.m.

This program will explore a variety of issues of how to take your current law practice to the next step. Issues to be discussed include: how to find your "niche" from small law firm practitioners who have done it; exploring the latest changes proposed by the Report of the Commission to Examine Solo and Small Firm Practice with members of the Commission itself; a look at promoting your practice in the wake of the new ethical rules for attorney advertising; how you can meet the challenges of sustaining the growing client base without running into trouble by receiving valuable information from the New York Lawyers' Fund for Client Protection

Program Co-Chairs

Richard Roth

The Roth Law Firm, PLLC

Alla Roytberg

Law Offices and Mediation
Center of Alla Roytberg

Faculty

Michael J. Knight

Deputy Counsel
NYS Lawyers' Fund for Client Protection

Glenn Lau-Kee

Koo Larrabee Lau-Kee & Lane LLP

Professor Harvey Markovitz

President
HBM Associates, Inc.
Professor of Direct Marketing
Zicklin School of Business
Baruch College

Timothy O'Sullivan

Executive Director & Counsel
NYS Lawyers' Fund for Client Protection

Sponsoring Association Committee: Small Law Firm, Maia T. Spillman, Chair

Agenda

6:00 - 6:55

How to Effectively Communicate with Clients

- Find an appropriate practice "niche" and use the internet and other media and technology tools to reach and service your client base

Professor Harvey Markovitz

6:55 - 7:50

**How to Meet the Financial Challenges
without Running into Trouble**

- An overview of the New York Lawyers' Fund for Client Protection,
- Practical information regarding Attorney Trust Accounting & recordkeeping
- Court rules regarding missing client funds
- Dishonored Check Reporting Rule

Michael J. Knight & Timothy O'Sullivan

7:50 - 8:05

Break

8:05 - 9:00

**Explore the Latest Changes Proposed By the Report of the
Commission to Examine Solo & Small Firm Practice with a
Member of the Commission Itself**

Glenn Lau-Kee



CLE Credit: 3 credits in professional practice/practice management
This program provides transitional credit for newly admitted attorneys.

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Live Program(includes materials):

\$195 Member / Non-legal Professional \$305 Nonmember

Walk in Registration (includes materials):

\$220 Member / Non-legal Professional \$330 Nonmember

Audiotapes (includes materials):

\$315 Member / Non-legal Professional \$385 Nonmember

CDs (includes materials):

\$335 Member / Non-legal Professional \$405 Nonmember

Videotapes (includes materials):

\$405 Member / Non-legal Professional \$475 Nonmember

DVDs (includes materials):

\$445 Member / Non-legal Professional \$535 Nonmember

Materials Only (no CLE credit):

\$105 Member / Non-legal Professional \$135 Nonmember

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Firm _____

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Please specify your area of practice _____

Enclosed is my check for _____, payable to the New York City Bar or City Bar Center for CLE.

AMEX Card Number _____ - _____ - _____ Exp. Date _____

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Registration Information

Program Location:

All programs are held at

New York City Bar

42 West 44th Street, New York, NY 10036

To Register: Call (212) 382-6663 or fax (212) 869-4451; mail registration form to the City Bar Center for CLE, 42 West 44th Street, New York, NY 10036 or register online at www.nycbar.org.

Scholarships & Discounts: Financial scholarships are available; please call (212) 382-6663 for an application. All applications must be submitted 3 weeks prior to the program. 50% discounts off of member and non-member prices are available for government and public interest attorneys, students and academics. A 20% discount off of member and non-member prices are available for firms and corporations that register 4 or more people for a combination of programs or video replays.

***Non-legal Professionals Receive the Member Rate.**

Cancellations & Refunds: For live programs and video replays, refunds and program credits are available provided cancellation is made in writing and received by the City Bar Center prior to the program. A \$35 administrative fee will be charged for all refunds. The cancellation fee will be deducted directly from the refund. For program credits no administrative fee will be charged. Program credits must be used within one year of the original program date. Cancellations must be in writing and faxed to the City Bar Center at (212) 869-4451. Refunds and program credits are not available for the purchase of tapes, CDs, DVDs, course materials or online programs.

CLE certificates: Certificates for attending a program are given out and signed by a CLE staff member at the end of the program. You are responsible for keeping a copy of the CLE certificate for your own records. An administrative fee of \$10 will be charged for replacement CLE certificates.

Advance registration is advised. An additional fee of \$25 will be charged for "walk-in" registrations--those received later than 3:00 p.m. one business day prior to the program.

Please allow 3-5 weeks for delivery of Tapes, CDs, DVDs and course materials.

All information is subject to change.

All programs and products are sponsored by the CLE Committee, Valerie L. Fitch, Chair.

