

NEW YORK CITY BAR



SMALL LAW FIRM FACILITIES - A UNIQUE FREE BENEFIT TO MEMBERS

Attorney Work Space

Mon-Thur 9:00 a.m. - 8:30 p.m.
Fri 9:00 a.m. - 6:30 p.m.
Sat 10:00 a.m. - 3:30 p.m.

Conference Room

Mon-Thur 9:00 a.m. - 8:30 p.m.
Fri 9:00 a.m. - 6:30 p.m.
Sat 10:00 a.m. - 3:30 p.m.

NOTE: Attorney Work Space is available on a walk-in basis, except during the hours of 12:00 p.m. and 2:00 p.m. Between 12:00 p.m. and 2:00 p.m. it must be reserved as a conference room. The Conference room can be reserved for 2 hour intervals daily except during the hours of 12:00 p.m. and 2:00 p.m. If you wish to reserve a conference room between 12:00 p.m. and 2:00 p.m. the Attorney Work Space currently serves as a secondary conference room during those times. To make a reservation contact the reference desk of the Library at (212) 382-6666 or email rmrvis@nycbar.org. Due to the increase in demand for the Small Law Firm Center members will be limited to making no more than 2 reservations per week.

Small Law Firm Center Online Discussion Forum

If you would like to post a
question click [here!](#)

New York City Bar
www.nycbar.org

Small Law Firm Center

SEPTEMBER 2008 NEWSLETTER

A NOTE FROM THE SLFC DIRECTOR...

*Autumn is the mellower season, and what we lose
in flowers we more than gain in fruits.
- Samuel Butler*

Dear Solo and Small Firm Practitioners,

Welcome to the start of another season at the New York City Bar. The Small Law Firm Center has been busy planning informative events for small firm practitioners. Don't miss the **5th Annual Law Practice Management Symposium on November 12, 2008**, which is entitled "Making Your Small Firm Thrive in Uncertain Times". Whether you are just starting out or have been a small firm practitioner for decades, the Symposium's workshops are tailored to meet everyone's interests. Learn how to start your small law firm on a shoestring budget. Expand your practice by obtaining valuable information on how to grow your firm responsibly in an unpredictable economy. Learn to create websites, write business plans and appropriately maintain escrow accounts. If you are a real estate practitioner learn how to fine tune your practice in challenging times. If you are a litigator, find out what support you need to compete with larger firms. Increase your client base by joining the legal referral service at the New York City Bar and learn more about the benefits the Small Law Firm Center offers to NYC Bar members. Most importantly, you can network with your colleagues throughout the day at the "Seasoned Solo" Drop-in Center and at our complementary breakfast, luncheon and the wind down reception with live music. The cost of the Symposium is an incredible \$25.00 for members and \$50.00 for nonmembers. To register click on the events calendar at www.nycbar.org and go to November 12, 2008.

If you are interested in learning how to use online video to market your practice you can learn all about it from our member-benefit FindLaw, during their Luncheon program entitled "**Marketing with Online Video for Solos and Small Firms**". The Luncheon, will take place on September 23, 2008 at 12:30 p.m.. To register click [HERE](#).

In October the Small Law Firm Center will launch a series of 4 **Stress Management Breakfasts** for Solo and Small Firm Practitioners with the first one taking place on October 7, 2008 from 8:30 a.m. to 10:00 a.m.

Also in October, the Small Law Firm Center will launch a series of 4 Law Practice Management Luncheon programs tailored specifically to the needs of Small Firms rather than Solo Practitioners. The series will address **needs of partners in firms which are non-hierarchical and for whom achieving consensus and commitment to move in a given direction is an inherent challenge**. The first program of the series, will take place on October 14, 2008 from 12:30 until 2:00 p.m.

In June 2008 the Small Law Firm Center created an Online Discussion Forum. The purpose of this forum is to provide a place for solo and small firm practitioners to ask each other questions and exchange ideas on law practice management issues. To post a question on the forum click [HERE](#).

Finally, don't forget that if you have any questions or would like to a meeting to brainstorm about your practice, please email me at aroytberg@nycbar.org and I will be glad to meet with you.

With Best Regards,
Alla Roytberg, Esq.

BENEFITS FOR SOLOS AND SMALL FIRM

A BRIEF LIST OF LIBRARY RESOURCES FOR SOLOS AND SMALL FIRMS

- Westlaw and Lexis available in Library free to members;
- Remote and Library electronic access to law reviews and/or journals Via HeinOnline;
- Numerous print treatises and forms also in CD format;
- Library server-based access to Matthew Bender treatises/forms and McKinney's Forms;
- Remote access to limited Westlaw forms;
- Copy service fax and e-mail (PDF) requests;

For Further Information -
Click here

<http://www.nycbar.org/Library>

The Small Law Firms
Committee at the NYC
Bar has a few open slots.
If you are interested in
becoming a member of
the committee email
your resume to
omedenica@wrlawfirm.com

SMALL LAW FIRM LUNCHEONS

Control e-Discovery Costs Through Effective Early Case Assessment Thursday, September 18, 2008 12:30 p.m. - 2:00 p.m.

Have the costs, complexities, and unknowns of handling cases with electronic information got you thinking? If so, please join us for a discussion about simple tools and techniques that you can use to process electronic information. We will cover the basics of e-Discovery, from PST files to load files, forensics, as well as where and how the vendor community fits into your budget and legal strategy. So, whether you have a gigabyte of email on a DVD, or 56 custodians data, spread across the enterprise, we will talk about practical, cost effective ways of performing an effective early case assessment.

Moderator:

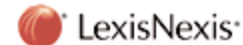
MARK A. JOSEPHSON, CPA, CFP, CFE
Murray & Josephson, CPAs, LLC

Speakers:

JOHNNIE M. JACKSON, Jr.
Former Vice President, General Counsel and Secretary, Olin Corporation; Lead Director, Advisory Board of RVM and ESI Strategies

STEPHEN L. STEWART

Director, e-Discovery Services at RVM; Email, File, and Records Management Technical Specialist
Registration by September 11 is necessary. The fee, which includes lunch, is \$25 for members; \$35 for non-members. Please register online [HERE](#). Sponsored By:



MARKETING WITH ONLINE VIDEO FOR SOLOS AND SMALL FIRMS Tuesday, September 23, 2008 12:30 p.m. - 2:00 p.m.

- Video grabs people's attention, builds trust, gets them to act and it's tailor-made for the legal profession.
- Studies show that 58% of consumers indicate video increases their likelihood to contact a law firm. This is great news for attorneys.
- Please join us for the "Marketing with Online Video for Solos and Small Firms" seminar.
- Learn why this is the next high-impact marketing tool for attorneys, how your firm can leverage this trend to increase traffic to your Web site, and increase the number of potential clients contacting you for legal guidance.
- Attendees can expect an introduction to online video and answers to the following questions:
 1. Why is video such a powerful marketing tool for attorneys?
 2. How can video be used to increase potential client contacts?
 3. What are the ethical guidelines for utilizing online video as part of a marketing strategy?

Presenter: Tony Loscalzo, Thomson Findlaw, New York regional manager.

The cost of the program (\$25 for members and \$50 for nonmembers) includes Lunch. To register online click [HERE](#) no later than by September 17, 2008.

EVENTS

NYC BAR EVENTS OF INTEREST

SMALL LAW FIRM CENTER LUNCHEON

*Control e-Discovery Costs Through
Effective Early Case Assessment*

September 18, 2008

12:30 p.m. - 2:00 p.m.

SMALL LAW FIRM CENTER LUNCHEON

*Marketing with Online Video for Solos
and Small Firms*

September 23, 2008

12:30 p.m. - 2:00 p.m.

CLE PROGRAMS OF INTEREST

RESIDENTIAL REAL ESTATE CLOSINGS:

*What You Need to Know From Pre-
Contract Closing*

September 15 2008

6:00 p.m. -9:00 p.m.

September 22 2008

6:00 p.m. -9:00 p.m.

TO SAY OR NOT TO SAY:

*Ethical Issues That Arise When
Litigation & Public Relations Mix*

September 23, 2008

6:00 p.m. -8:00 p.m.

SAVE THE DATE!

Small Law Firm Luncheon (A
three part luncheon series.) *Growing
Your Practice*

Thursday, October 23, 2008 12:30 –
2 pm

October 7, 2008 Stress Management
Breakfast

October 14, 2008 Small Firm
Management Tools Luncheon

ABA BOOK OF THE MONTH



Regular Price:
\$99.95 USD

Member Price:
\$85.00 USD



Regular Price:
\$69.95 USD

Member Price:
\$59.00 USD

Please note, that this price does not include shipping/handling and taxes, charged by ABA. To Order books please email aroytberg@nycbar.org

NEWS FROM OUR MEMBER-BENEFITS

New Term Life Insurance Program for City Bar members!

Effective October 1, 2008 City Bar members will be able to apply for a new life insurance program underwritten by Hartford Life and Accident Insurance Company. Members will be able to choose among a traditional group term life program with some exciting new enhancements or a 10, 15 or 20 year term policy which helps lock in lower rates.

To kick off the new program, The Hartford has agreed to a special one time open enrollment period offering Guaranteed Issue coverage to existing City Bar members under age 50 whose applications are received before December 1, 2008. Members who are actively at work for the 90 days prior to the effective date of coverage will be issued a benefit amount of \$50,000. Coverage reduces to \$25,000 upon attaining age 60.

Under the new group program (not the above Guaranteed Issue plan) members and their spouses may apply for up to \$1,000,000. A new Ability Plus Benefit is included for members under age 60 at time of issue. If a member or spouse becomes disabled while covered, the policy will pay \$1,000 per month for up to 24 months provided the cognitive impairment or inability to perform two or more Activities of Daily Living has lasted for at least 30 consecutive days.

A new Guaranteed Purchase option is available that can increase a member's coverage by 10% each year for up to 5 years, without any further medical underwriting.

Members will also be able to choose from among 10, 15 or 20 year term life policies. These policies let you lock in your rate based on your age at time of application for the first 10, 15 or 20 years of the policy.

For more information on these plans, please call Marsh at 888-882-2269. This summary is only intended to advise members of the plans that are available. Complete details of coverage are contained in the certificate received by each enrolled member.