



PRACTICE MANAGEMENT

ADVISORY
SERVICE

Practice 360° Newsletter

Calendar

Networking

After each Lunch and Learn program.

(See schedule to the right.)

COVID-19 Resources

[Coping During COVID-19: You Are Not Alone](#) (D.C. Bar, Lawyer Assistance Program)

[COVID-19 and Well-Being](#) (D.C. Bar, Lawyer Assistance Program)

[Well-Being Tips for Working at Home](#) (D.C. Bar, Lawyer Assistance Program)

[Bracing for the Unexpected: Disaster Preparedness for Lawyers](#) (D.C. Bar, Practice Management Advisory Service)

[Quick Start Guide to Launching a Firm During the Pandemic](#) (D.C. Bar,

Lunch and Learn

Due to the ongoing coronavirus outbreak, key Bar services, including PMAS programs, are currently only available online via videoconference.

All Lunch and Learn programs begin at Noon.
Register for any or all at lunchandlearn@dcbars.org

April 30, 2020

Federal Funding... Now What? (Online Only), presented by Manny Cosme of [CFO Services Group](#).

This is a follow-up to the April 14 program, [COVID-19 Help for Small Firms](#). What are my Loan Options? During this update, we will cover the current status of the Small Business Administration (SBA) Paycheck Protection Program (PPP) and the Economic Injury Disaster Loan (EIDL) program. We will also explore some of the options moving forward, and what you need to know if you got funding.

Register

May 7, 2020

Overcoming the Crisis: How to Retool your Marketing to Stay Connected and Relevant (Online Only), presented by Mary Ellen Hickman of [Hickman Consulting Partners, LLC](#).

Practice Management Advisory Service) -- *Coming Soon!*

[New Law Firm Quick Start Technology Guide](#) (D.C. Bar, Practice Management Advisory Service) -- *Coming Soon!*

[Working Remotely During the Pandemic: A Guide to Bar Member Benefits](#) (D.C. Bar, Practice Management Advisory Service)

[Legal Ethics in the Age of Coronavirus](#) (D.C. Bar, Legal Ethics Program)

[Link to other D.C. Bar Covid-19 Resources](#)

PMAS Events

April 30 – Lunch and Learn, Federal Funding...Now What?

May 7 – Lunch and Learn, Overcoming the Crisis: How to Retool your Marketing to Stay Connected and Relevant

May 13 – Day 1 of Basic Training & Beyond

May 14 – Lunch and Learn, Affordable Tools, Tech and Talent to Run a Small Law Firm Remotely

May 20 – Day 2 of Basic Training & Beyond

May 21 – Lunch and Learn, From Client to Court: The Basics of Running a Small Firm in 2020

May 28 – Lunch and Learn, Going Remote in the Legal Industry

Ethics

New ethics guidance on **Mandatory Arbitration Provisions in Fee**

It's a tough time for all. That said, countries, markets, and businesses have faced incredibly difficult circumstances before - and recovered. We'll discuss how to rethink and retool your marketing so that you can set your firm up to recapture business and even grow while staying connected and relevant in this time of remote work and social distancing.

Register

This program is sponsored by Zola Creative. Law Firm Client Generation and Website Design.

May 14, 2020

Affordable Tools, Tech, and Talent to Run a Small Law Firm Remotely (Online Only), presented by Maddy Martin of [Smith.ai](#).

Participants will learn how to run a more productive, professional, and profitable law practice through smart integrations and automations. This program will touch on ways to improve everything from lead qualification to intake; new-client engagement; and case management using affordable software and services all without needing a computer science, marketing, or business degree.

Improve the efficiency and efficacy of your communications and operations, so you can spend more time lawyering (for the clients you most want to work with) and less time laboring.

Register

May 21, 2020

From Client to Court: The Basics of Running a Small Firm in 2020 (Online Only), presented by Ada Chan and Mark Rollins of the [Rollins and Chan Law Firm](#).

During this program we will focus on all the steps from marketing to bringing the client through the door and thereafter. We will provide a review of the technology you need to make your practice paperless.

Agreements. [Legal Ethics Opinion 376](#)

What are the ethical implications of crowdfunding a legal representation? Read [Legal Ethics Opinion 375](#) for guidance.

What are your obligations to a prospective client? Read [Legal Ethics Opinion 374](#) to find out.

Have you read the Legal Ethics Opinions on *social media and lawyers?*
[Legal Ethics Opinion 370](#)
[Legal Ethics Opinion 371](#)

Other Events

[Continuing Legal Education programs](#)

[Communities Events](#)

[Pro Bono Center training programs](#)

Register

May 28, 2020

Going Remote in the Legal Industry (Online Only), presented by Julia Shapiro of [Hire an Esquire](#).

This presentation will address remote work highlighting concerns unique to the legal industry. We'll cover topics ranging from technology and security to project management and the psychology of selecting and motivating your team while working remotely.

Register

The *Lunch and Learn Series* is [here](#). New programs are added regularly. Recaps and materials from recent programs are [here](#). If you have an idea for a program, let us know at: lunchandlearn@dcbbar.org

If you missed *Running on Empty: Burnout in the Legal Profession* with Niki Irish; *Clearing Clutter, Tuning in to Time, Space & Mind* with Niki Irish & Tracy Huang; or Mary Ellen Hickman on *Help, I Have No Time for Marketing*, here are the [recordings and materials](#).

Basic Training & Beyond

Our monthly [Basic Training & Beyond](#), is set for May 13 and 20 at 9:15 a.m. – 4:30 p.m. We will meet by Zoom videoconference.

Register at BasicTraining@dcbbar.org

This program has been presented 249 times for more than 3,500 lawyers over the last twelve years and many have launched and are operating small law firms. We keep in touch with many small firms and what we learn informs the content for this program.

PMAS Links and Free Downloads

[Law Firm Management Assessment \(Self-Check\)](#)

[Small firm legal trends and compensation reports](#)

[e-Manual for Basic Training & Beyond](#)

[More PMAS programs](#)

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From the Desks of Dan and Rochelle



D.C. Bar Practice
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Meet our Advisors:

Dan Mills, Practice Management Advisor
Rochelle Washington, Practice Management Advisor

It's always a good time to give your standard fee agreement template a review to make sure it is rule compliant and practical. The fee agreement is your plan for solving your client's problem and getting paid. It sets the time and space of your attorney-client agreement, so it's a risk management tool. In D.C., a lawyer needs to comply with Rule 1.5(b) even when representing a friend, family member, working pro bono or court-appointed.

Chris Hoge and I are again teaching the Bar's CLE – [Fee Agreements in the District of Columbia: Ethics & Practice Guide 2020](#) on May 5 from 10 a.m. to 1:15 p.m. Combined we bring over 80 years of practical experience to the subject of fee agreements. We cover the difference between the standard, task-based agreement and the *classic engagement retainer* which is still recognized in D.C. even though it is rarely used these days. Join us on May 5 and then reach out to me for a confidential review of your template.

--Dan

Top Technology Tools to Jump Start your New Law firm

You have selected your firm name, obtained an EIN, and opened your firm bank accounts, now you must to determine how you are going to procedurally and administratively operate your firm. There are so many legal software products available that it is challenging for a lawyer to decide which technology tools are most important to get their law firm quickly up and running. For a quick start law office, consider purchasing the following software so you can start taking cases today:

1. **Office Suite:** [Office 365](#) or [Google Office Suite](#)
2. **Document Management:** [OneDrive](#) or [Google Drive](#)
3. **Case Management:** [Clio](#) or [MyCase](#)
4. **Answering Service/Virtual Assistant:** [Call Ruby](#) or [Smith.ai](#)
5. **Website:** [Wix](#) or [Weebly](#)
6. **Domain Name:** [GoDaddy](#) or [Domain.com](#)

Coming Soon -- [Quick Start Technology Guide for New Law Firms.](#)

--Rochelle

Dan & Rochelle

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