

October 23–25, 2014 Hilton Palacio del Rio San Antonio, TX

Learn to Build or Expand Your Practice Without Spending a Fortune at the

9th Annual ABA GPSolo National Solo & Small Firm Conference and Expo



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October 23-25, 2014 Hilton Palacio del Rio San Antonio, TX



Traditionally this GPSolo signature event attracts more than 200 solos and small firm practitioners from across the country and abroad. This year's NSSFC meeting in Texas is going SUPERSIZE as we expect to draw records numbers. Join the excitement, network and learn specific skills to build or expand your practice without spending a fortune.

Highlights include:

- 25 Hours of Programming Not your everyday CLE.
- A Rainmaking Forum (October 23, 2014)
- Difference Makers Awards Luncheon (October 24, 2014)
- U.S. Supreme Court Swearing-in Ceremony (October 24, 2014) (Note: You must register before September 24, 2014)
- U.S. Veterans Administration (Three Credit Hour Course October 25, 2014)
- Sessions presented by the ABA Commission on Immigration featuring a mock trial and immigration judge that will share strategies to win your case (October 25, 2014)

Learn How to Build Your Own Texas-Sized Practice! Register Now!

	Early Bird Tuition Expires September 22, 2014	Regular Tuition Effective September 23, 2014
General Public	\$399	\$499
ABA Members	\$250	\$350
ABA Solo, Small Firm, and General Practice Division Members	al \$145	\$245
Law Students	\$75	\$75

*Fees do not include travel or lodging. We reserve the right to correct typographical errors.

Presented by
ABA Solo, Small Firm and General Practice Division

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ABA CLE National Institutes bring you face to face with nationally recognized experts on substantive topics—often while fulfilling most of your annual CLE requirements.

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Faculty

Jeffrey Allen

Grave Allen Oakland, CA

Alejandro R. Almanzan (*Invited*)

Federal Public Defender El Paso, TX

Mary Lou Alvarez

Law Office of Lisa A. Vance San Antonio, TX

Nancy Andrade

American Bar Association Chicago, IL

Cedric Ashley

Ashley Law Firm LLC Princeton, NJ

Melanie Bragg

Melanie Bragg Houston, TX

Hon. Pamela Brown

Howard County Maryland District Court Baltimore, MD

FEATURED SPEAKER Paul F. Chavez

Cesar Chavez Foundation San Antonio, TX

Hon. J. Michelle Childs

U.S. District Court Judge Columbia, SC

David J. Cook

Author of
"The Debt Collector's
Handbook: Collecting
Debts, Finding Assets,
Enforcing Judgments,
and Beating Your
Creditors"
Cook Collection
Attorneys
San Francisco, CA

Noah Davis

In Pacta PLLC Seattle, WA

Hon. Bernice B.

Donald

6th Circuit Court of Appeals Cincinnati, OH

Mark Fassold (Invited)

Watts Guera LLP San Antonio, TX

Bob Goss, J.D., LL.M.

Attorney and Counselor of Law *B. Goss, P.C.* Houston, TX

Peggy Gruenke

LegalBizSuccess.com Cincinnati, OH

Ann Guinn

*G&P Associates*Seattle, WA

Ashley Hallene

Alta Mesa Holdings, LP Houston, TX

Will Harrelson

Curo Legal Dayton, OH

Gerry Healy

Military Justice Attorneys Beaufort, SC

Hon. Barbara Hervey

Court of Criminal Appeals Austin, TX

Mark Homer

Get Noticed Get Found Cincinnati, OH

Hon. Eileen Kato

King County Seattle District Court Seattle WA

Linda Klein

Baker Donelson Atlanta, GA

Alan Klevan

Law Practice Strategies Boston, MA

Hon. Jennifer P.

Langford

State of Arizona Superior Court Tucson, AZ

Dan Lear

AVVO Seattle, WA

Jabez LeBret

Get Noticed Get Found Cincinnati, OH

Amy Lin Meyerson

Attorney at Law Weston, CT

Frank T. Lockwood

Author of
"Run Your Firm
Like a Business"
Law Firm Systems
Consultant
Durango, CO

Leigh McMillan

AVVO Inc. Seattle, WA

Denis-Martin Monty

ING Retirement Services Hartford, CT

Hon. Emilio Miller Garza

U.S. Court of Appeals, 5th Circuit Western District of Texas San Antonio, TX

Chuck Noteboom

Noteboom-The Law Firm Hurst, TX

Caroline Orzac Shoenberger

Chicago Legal Clinic, Inc. Chicago, IL

Richard Paszkiet

American Bar Association Chicago, IL

Richard Pena

Law Offices of Richard Pena Austin, TX

Kari Petrasek

Carson Law Group Everett, WA

Mark Poling

Mark Poling Attorney at Law San Antonio, TX

Patricia Refo

Snell and Wilmer Phoenix, AZ

Hon. Jennifer Rymell

Tarrant County Courthouse Ft. Worth, TX

Michelle L. Saenz-Rodriguez

Attorney at Law Saenz-Rodriguez & Associates, P.C. Dallas, TX

Cindy Sharp

The Sharper Lawyer Philadelphia, PA

Hon. Eric Shepperd

Travis County Courthouse Austin, TX

Hon. Olu A. Stephens

Jefferson Circuit Court, Division 6 Louisville, KY

Mark I. Unger

The Unger Law Firm San Antonio, TX

Mary Wenzel

*Write Law*San Diego, CA

Derrick H. Wilson

Mattox & Wilson New Albany, IN

DAY ONE: OCTOBER 23, 2014

4:00 p.m. - 5:15 p.m. Rainmaking Forum

Panelists: Cedric Ashley, Linda Klein, Chuck Noteboom, Mark Poling, Patricia Refo

Moderator: Hon. Jennifer Rymell

6:00 p.m. - 8:00p.m. Welcome Reception | The Hilton Palacio del Rio

DAY TWO: OCTOBER 24, 2014

DAT TWO: OCT	OBER 24, 2014
7:00 a.m.	Registration Opens
7:00 a.m 7:50 a.m.	Breakfast
7:50 a.m 8:50 a.m.	SESSION #1: Breakfast and Plenary
	Using Technology to Market Your Practice: Social Media and the ABC's of SEOs Presentation: Get Noticed, Get Found Panelists: Mark Homer, Jabez LeBret
8:50 a.m 9:00 a.m.	Break
9:00 a.m 9:50 a.m.	SESSION #2: Plenary LITIGATION & ETHICS A Change of the Guard? The Evolution of the Courts (& the Profession) Panelists: Hon. Bernice B. Donald, Hon. Emilio Miller Garza Moderator: Hon. J. Michelle Childs
9:50 a.m 10:00 a.m.	Break

PRACTICE EMPOWERMENT	TECHNOLOGY	PRACTICE SKILLS (101 & 201)
SESSION #3a: 10:00 a.m 11:00 a.m.	SESSION #3b: 10:00 a.m 11:00 a.m.	SESSION #3c: 10:00 a.m 11:00 a.m.
Lawyer's Guide to Financial Planning Presenter: Cindy Sharp, Author of "The Lawyer's Guide to Financial Planning" Presented by The ABA GPSolo Publications Board	Bend the Internet to Your Will: 15 Marketing Tactics and Technologies for Growing Your Practice Learn discrete and specific marketing tips and technologies related to growing a solo, small and general legal practice Panelists: Leigh McMillan Dan Lear Dan Lear is a recovering lawyer and	A View from the Bench: What You Need to Know, Now! • Professionalism and Civility • Social Media Do's and Don'ts • Effective Advocacy Panelists: Hon. Barbara Hervey Hon. Eileen A. Kato Hon. Eric Shepperd Hon. Olu Stephens Moderator:
	Avvo's new Director of Industry Relations	Hon. J. Michelle Childs

working any harder or longer, Lockwood's systems will re-energize and revolutionize your firm's practice. **Presented by The ABA GPSolo**

Publications Board

PRACTICE EMPOWERMENT **TECHNOLOGY** PRACTICE SKILLS (101 & 201) SESSION #4a: SESSION #4b: SESSION #4c: 11:10 a.m. - 12:10 p.m. 11:10 a.m. - 12:10 p.m. 11:10 a.m. - 12:10 p.m. **Debt Collection Empowered Cash Flow** One free hour of power Management networking for attendees. Picking the right cases and clients. and taking it to the collection If you aren't making enough money, agencies and the credit bureaus wonder if your overhead is too high, or are simply unsure of how to and how to get paid while doing it. effectively manage your firm's finances, Presenter: this program is for you! ABA author, David Cook, Author of "The Debt Ann Guinn will share her tips on how Collector's Handbook: Collecting to master your cash flow for maximum Debts, Finding Assets, Enforcing profitability, along with valuable Judgments, and Beating Your templates for the "must have" Creditors" financial reports and other revenue Presented by management tools you need to The ABA GPSolo Publications review each month to maintain a Board healthy financial state for your firm. Presenter: Ann Guinn 12:15 p.m. - 1:30 p.m. 12:15 p.m. - 1:30 p.m. 12:15 p.m. - 1:30 p.m. **LUNCH & AWARDS LUNCH & AWARDS LUNCH & AWARDS** (Included for Conference Attendees) (Included for Conference Attendees) (Included for Conference Attendees) SESSION #5a: SESSION #5b: **SESSION #5c** 1:40 p.m. - 2:40 p.m. 1:40 p.m. - 2:40 p.m. 1:40 p.m. - 2:40 p.m. Don't Be The Lone Ranger Tech On The Move One free hour of power networking for attendees. The New Wild, Wild, West-Tablets, This is a practice management seminar designed specifically for solos and Telephones, and Technology for the small firms. Based upon systems Mobile Lawyer described in his book, Run Your Firm Presenter: Like a Business, (ABA 2013) Frank Will Harrelson Lockwood shows lawyers how to kick Derrick H. Wilson the bad habit of trying to do everything themselves. By showing lawyers how to work smarter, not harder, they will be able to free up to 1.5 hours per day which can help pay for all the help they need to liberate themselves from burdensome, administrative duties. He covers a wide range of topics including time, information and case management, telephone calls, employee hiring, motivation and evaluation. ethics and much more. He demonstrates how solos and small firm lawyers waste 25% of their time and lose up to 25% of their income doing these things the wrong way. Without

PRACTICE EMPOWERMENT TECHNOLOGY

PRACTICE SKILLS (101 & 201)

	TECHNOLOGI	PRACTICE SKILLS (101 & 201)
2:40 p.m 2:50 p.m. Break		
SESSION #6: 2:50 p.m 3:50 p.m.	SESSION #6: 2:50 p.m 3:50 p.m.	SESSION #6: 2:50 p.m 3:50 p.m.
Is Your Retirement Plan Right For Your Solo or Small Firm? This presentation explores the paradox that exists with small law firm—the desire for and understanding of the importance of a voluntary retirement plan, such as a 401(k) against the low sponsorship rates for these plans among the legal community. This session explores some of the underlying reasons for this paradox, challenges some of the myths about saving for retirement. Presenter: Denis-Martin Monty	Want to know the hottest, best must technological must haves? Join lawyers Jeffrey Allen and Ashley Hallene and learn how to ethically and efficiently improve your communications, storage, security, and day-to-day practice. Panelists: Jeffrey Allen Ashley Hallene	One free hour of power networking for attendees.
3:50 p.m 4:00 p.m. Break		
SESSION #7: 4:00 p.m 5:00 p.m.	SESSION #7: 4:00 p.m 5:00 p.m.	SESSION #7: 4:00 p.m 5:00 p.m.
	4.00 piiii. 3.00 piiiii	noo piiiii oloo piiiii
How to Write a Book,	SAVVY TECHNOLOGY	CLIENT DEVELOPMENT
How to Write a Book, Get Published and Get Famous, Well, Sorta		
How to Write a Book, Get Published and Get Famous,	SAVVY TECHNOLOGY Moneyball: Cost/Benefit Analysis	CLIENT DEVELOPMENT Tips on Representing Spanish

DAY THREE: OCTOBER 25, 2014

7:00 a.m. - 8:15 a.m.

Breakfast

PRACTICE EMPOWERMENT

TECHNOLOGY

PRACTICE SKILLS (101 & 201)

8:30 a.m. - 12:00 p.m.

Veterans Administration

Three Credit Hour Accreditation Course for practice before the Veterans Administration

To become certified to practice before the Veterans Administration board to represent veterans seeking benefits.

9:00 a.m. - 11:00 a.m.

The Green Room

Hands-on learning you can implement as soon as you get back to the office. Below is our list of topics or feel free to bring your own questions or topics for discussion. This is a casual set-up. Stop in and get answers to your technology questions.

9:10 a.m. - 12:10 p.m.

A Cross-Border Immigration and Humanitarian Crisis: How You Can Help by Representing Unaccompanied Minors in Detention and Give a Voice to Those Who Have None

SESSION #8: 8:30 a.m. - 9:30 a.m

VETERANS' BENEFITS

Three Credit Hour Accreditation Course for practice before the Veterans Administration

Getting Paid While Doing A Public Service!

PART I: The VA Disability Compensation Claims Process

Join this three-hour program designed to educate attorneys about the VA claims process. Attendees will learn about representation before the VA; privacy issues in working with the VA; eligibility for VA disability compensation benefits, as well as dependency and indemnity compensation and pension; establishing service connection; claims procedures, including the Fully Developed Claims (FDC) process; and right to appeal. This program will meet the minimum required CLE for VA accreditation of attorneys to represent veterans before the VA.

Panelist: Bob Goss

SESSION #8: 8:00 a.m. - 9:00 a.m.

PRACTICE EMPOWERMENT

60 Practice Empowerment Tip in 60 Minutes

Before heading back home to put all of your new knowledge for running you practice to use, join us for a "Back to the Basics" Sessionsure to be a fan favorite. In this fun, fast-paced and informative Session, our panel of practicing lawyers and law practice management advisors will provide you with 60 of the most practical tips to build and grow a successful law practice. This Session will include practical tips on building and managing client relations, client communication, networking, getting paid, and basic lawyering skills. Keep your tablets and iStuff in your rooms for this presentation, as technology is taboo for this hour. We are getting back to basics, to focus on the nuts and bolts of being a lawyer and running a business.

Panelists: Noah Davis Peggy Gruenke Ann Guinn Alan Klevan

SESSION #8: 8:00 a.m. - 9:00 a.m.

IMMIGRATION TRACK

Representing Juvenile Clients

What you need to know when you have a minor as a client.

Panelists:

Hon. Jennifer P. Langford

Moderator: Kari Petrasek

Presented by The Juvenile Law Committee

Break

PRACTICE EMPOWERMENT

TECHNOLOGY

PRACTICE SKILLS (101 & 201)

SESSION #9: 9:40 a.m. - 10:40 a.m.

PART II: The VA Disability **Compensation Claims Process**

Join this three-hour program designed to educate attorneys about the VA claims process. Attendees will learn about representation before the VA; privacy issues in working with the VA; eligibility for VA disability compensation benefits, as well as dependency and indemnity compensation and pension; establishing service connection; claims procedures, including the Fully Developed Claims (FDC) process; and right to appeal. This program will meet the minimum required CLE for VA accreditation of attorneys to represent veterans before the VA.

Panelist: **Bob Goss**

SESSION #9: 9:40 a.m. - 10:40 a.m.

Been feeling a little "green" in certain areas of technology, social media and online marketing? Stop by our new "Green Room' and sit with an expert for small or even one-on-one Sessions to talk tech. Walk away from the GPSolo Conference having learned and experienced first-hand the answers to many of your questions. Handson learning you can implement right away. See our list of topics or bring your own.

- PDF for Lawyers
- Paperless—Tips for Success Setting up a cloud-based file storage system: Dropbox, Box, Google Drive
- Build a Kickass LinkedIN Profile
- Do you have a Google+ Profile: You probably do but we can help you make it awesome
- Online directories: What and why
- Google Tips and Tricks

CONTINUED

- Google Apps for Business: Yes, you can have a real email address
- Developing website content and blog content
- Clio—are you making the most of it?

SESSION #9: 9:40 a.m. - 10:40 a.m.

Immigration 101

What every non-Immigration lawyer needs to know about immigration!

Presenter Michelle L. Saenz-Rodriguez

Presented by The ABA Commission on **Immigration**

SESSION #10: 10:50 a.m. - 11:50 a.m.

Part III: The VA Disability **Compensation Claims Process**

Join this three-hour program designed to educate attorneys about the VA claims process. Attendees will learn about representation before the VA; privacy issues in working with the VA; eligibility for VA disability compensation benefits, as well as dependency and indemnity compensation and pension; establishing service connection; claims procedures, including the Fully Developed Claims (FDC) process; and right to appeal. This program will meet the minimum required CLE for VA accreditation of attorneys to represent veterans before the VA.

Panelist: **Bob Goss**

10:10 - 11:10 a.m. **GREEN ROOM PROGRAMING**

IMMIGRATION 101:

SESSION #10:

Immigration Moot Court

A Mock trial involving (tbd and presided over by (tbd)

SESSION #10b 11:20 a.m. - 12:10 p.m. SESSION #10c: 11:20 a.m. - 12:10 p.m.

GREEN ROOM PROGRAMING CONTINUED

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Topic

PDF for Lawyers

Paperless—Tips for Success

Setting up a Cloud-based File Storage System:

Dropbox, Box, Google Drive

Build a Kickass LinkedIn Profile

Do you Have a Google+ Profile?: You Probably Do But We Can Help you Make it Awesome

Online directories: What and Why

Google Tips and Tricks

Goolge Apps for Business: Yes, You Can

Have a Real Email Address

Clio—Are you Making the Most of It?

Table leader

Alan Klevan

Alan Klevan

Will Harrleson

Peggy Gruenke

Mark Homer

Representative from Avvo

Derrick Wilson

Will Harrleson

Peggy Gruenke



Get all your reference materials in one place at our bookstore.

Look for the bookstore near our registration desk.



Step 1: Rates and Course Selection

	Early Bird Tuition Expires September 22, 2014	Regular Tuition Effective September 23, 2014
General Public	\$399	\$499
ABA Members	\$250	\$350
ABA Solo, Small Firm, and General Practi Division Members	ce \$145	\$245
Law Students	\$75	\$75

*Fees do not include travel or lodging.

Enter your registration rate on line 2A.

To qualify for a group discount, three or more people must register together. Please call us to register your group or send all registrations in the same envelope. Not applicable to government rates.

lacksquare I qualify for a \$50/person group discount.

Enter your \$50 discount on line 2B.

Section Membership

☐ Enroll me in the ABA Solo, Small Firm and General Practice Division for \$45.

Enter your \$45 enrollment on line 2C.

Course Materials *

Electronic course materials are provided on-site as part of your registration. Printed course materials are available on-site for an additional fee.

☐ Please provide printed course materials on-site for \$50.

Enter your \$50 fee on line 2D.

Step 2: Your Total Due Amount		
Registration Rate (from Step 1)	2A	\$
Three or More People Registering (from Step 1) (\$50/person discount. Applicants must register together to receive discount)	2B	\$ -
ABA Solo, Small Firm and General Practice Division Enrollment - \$45 (from Step 1)	2C	\$ +
Printed Course Materials (from Step 1)	2D	\$
	Total	\$

Step 3: Your Information			
Name			
Law Firm/Organization			
Address			Suite/Apt.
City	State		Zip Code
Telephone			
Email		ABA Me	mber ID
The ABA and many of its entities provide content through email. We do not share email addresses with anyone outside the ABA.			

Step 4: Payment Information	
□ ABA Credit Card from Bank of America□ Check Payable to American Bar Association	☐ Visa ☐ American Express ☐ Mastercard
Name as it appears on Card	
Account Number	Expiration Date
Signature	
Billing Zip Code	

^{*} If you cannot attend, but would like to order the Course Materials, please visit us at www.shopaba.org/2014gpsolo or call (800) 285-2221 for pricing and availability. Course materials will be shipped after the event.

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MCI F

The ABA directly applies for and ordinarily receives CLE credit for ABA programs in AK, AL, AR, AZ, CA, CO, DE, GA, GU, HI, IA, IL, IN, KS, KY, LA, MN, MS, MO, MT, NM, NY, NY, NC, ND, OH, OK, OR, PA, SC, TN, TX, UT, VT, VA, VI, WA, WI, and WV. These states sometimes do not approve a program for credit before the program occurs. This course is expected to qualify for 12.0 CLE credit hours in 60-minute states, and 14.40 credit hours in 50-minute states. This transitional program is approved for both newly admitted and experienced attorneys in NY. For more information about CLE accreditation in your state, visit www.shopaba.org/2014gpsolo.

Scholarships

For more information on scholarships, visit www.americanbar.org/groups/cle/scholarship.

Attire

Business casual attire is appropriate for all activities.

Cancellations

Cancellations received five business days or more before the program will receive a full refund, less a \$50 cancellation fee. No refunds will be provided for cancellations after that date; however, substitute registrants are welcome at any time. To cancel your registration or substitute another individual, please call the ABA at (800) 285-2221 or fax your request to (312) 988-5850. Registrants who do not cancel within the allotted time period and who do not attend the program will receive a copy of the program course materials after program completion.

Hotel Information

Hilton Palacio del Rio 200 South Alamo San Antonio, TX 78205 (210) 222-1400 or 800-HILTONS

Rate: \$189 Single/Double per night plus applicable taxes

Reservations: Call (210) 222-1400 or 800-HILTONS and refer to the ABA GPSolo 2014 Fall Meeting. You may also use the following Web site to make reservations and receive the group rate: http://www.hilton.com/en/hi/groups/personalized/S/SATPDHF-ABA10-20141020/index.jhtml?WT.mc_id=POG ABA Guests will receive complimentary high-speed internet access in sleeping rooms and a \$5.00 discount on self-parking.

Hotel Deadline: Wednesday, September 24, 2014

Mention this ABA meeting to receive the group discount.

Services for Persons with Disabilities

If special arrangements are required, please contact Courtney Anderson at (312) 988-6210 or courtney.anderson@americanbar.org. Reasonable advance notice is requested.

In-Person Registration

If you plan to register in person, please call the ABA at least 24 hours in advance to confirm that the program is being held as scheduled and that space is available. Cash payments will not be accepted.

Program Confirmation

Written confirmation of your registration will be sent to you upon receipt. If you do not receive the confirmation notice prior to the program, please call the ABA at (800) 285-2221 at least 24 hours in advance to confirm that your registration was received and that the program is being held as scheduled.

Airline Information

Airline discount codes are available for ABA meetings as follows:

- American Airlines: Call (800) 433-1790, code A913TT
- United Airlines: Call (800) 426-1122, Agreement Code: 937323, Z Code: ZP65
- Virgin America Airlines: Go to www.virginamerica.com, use promo code VXABA312

More details at www.americanbar.org/travel.

Standing Committee on Continuing Legal Education

Under the guidance of the Standing Committee on Continuing Legal Education, the Center for Professional Development administers and produces National Institutes, webinars, teleconferences, other technology-based products and written course materials to assist lawyers' continuing legal education efforts.







ABA GPSolo NSSFC Social Media Contest!

In honor of GPSolo's upcoming 9th Annual National Solo & Small Firm Conference, we're sponsoring a social media contest to see who is attending this great meeting! Simply like us on Facebook or follow us on Twitter or link to us on LinkedIn and you can win a free registration!

How it Works:

- 1. "Like" GPSolo NSSFC Event Facebook page, "follow" GPSolo on Twitter, or "link" with GPSolo on LinkedIn by October 10, 2014.
- 2. Use the hashtag #NSSFC2014 to complete your entry.
- **3.** We'll choose winners at random for each social media outlet.

Visit here for contest rules http://shop.americanbar.org/PersonifyImages/ProductFiles/131356834/ GPSolo%20NSSFC%20Social%20Media%20Contest. pdf> and more information on GPSolo!



Facebook

https://www.facebook.com/pages/American-Bar-Associations-Solo-Small-Firm-and-General-Practice-Division/271621032072?ref=mf



Twitte

https://twitter.com/abagpsolo



LinkedIn

http://www.linkedin.com/ groups?home=&gid=2691620&trk=anet_ug_ hm&goback=%2Ehom%2Emid_1750649641

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