

# SCHEDULE

## 2008 Wisconsin Solo & Small Firm Conference

Presented by the Milwaukee Bar Association and the State Bar of Wisconsin

Kalahari Resort, Wisconsin Dells

October 23, 24, 25

Tentative Schedule

Theme: "Practice Law. Manage Business. Enjoy Life."

Target Market: ALL Legal Professionals – Lawyers, Administrators, Legal Assistants, Paralegals, Legal IT, Legal Marketing, Legal Records Management/Library, Legal HR Staff, Legal Academia, Law Students

Possible CLE Credits, Possible Ethics Credits: TBD

### TRACKS / COLOR LEGENDS:

**Plenary Sessions:** 3 sessions (one on first day, one on second day, one on third day)

**Substantive Law Track:** 8 sessions (two on first day, four on second day, two on third day)

**Practice Management Track:** 8 sessions (two on first day, four on second day, two on third day)

**Technology Track:** 8 sessions (two on first day, four on second day, two on third day)

**Ethics/Quality of Life Track:** 8 sessions (two on first day, four on second day, two on third day)

**2008 Wisconsin Solo & Small Firm Conference  
CLE and Event Schedule - Thursday, October 23, 2008**

Time	Track 1 Substantive Law	Track 2 Practice Management	Track 3 Technology	Track 4 Ethics/Quality of Life
10:00- 12:30	Exhibit Set Up			
12:30-1:00	Registration and Welcome			
1:00-2:30 Session 1: Plenary	<p><b>“To Blog or Not to Blog that is the Question.” Kevin O’Keefe</b></p> <p>Kevin will present a step by step analysis of the value of using the Internet and the Web to tell your story and level the playing field. This is a presentation you will need to approach with an open mind and a willingness to learn about the value you have and how it can effectively and efficiently be shared with clients you never knew you could serve. Kevin's presentation will give you the tools and the rules you will need to institute an effective web practice. The Rules of Professional Conduct to be considered when using the Internet and the World Wide Web will be explained in detail so you don't find yourself in ethical quicksand. At the same time you will be amazed by the potential of this 21st Century tool.</p>			
2:30-2:45	Sponsor Refreshment Break – Visit the Exhibits			
2:45-3:45 Session 2	<p><b>Family Law Practitioner’s Guide to Practicing Law, Managing Business, and Enjoying Life: Part 2</b></p> <p>Gregg Herman, Loeb &amp; Herman SC</p>	<p><b>Getting Paid: Programs And Procedures For Accurately Capturing Your Time And Collecting Your Fees</b></p> <p>Michael Hart, Kohler &amp; Hart LLP; Brenda Majewski, Kohn Law Firm SC</p>	<p><b>Ways to Reduce Costs when Dealing with Technology Consultants</b></p> <p>Jeffrey Krause, Krause Practice Management LLC; Sarit Singhal, Superior Support Resources Inc.</p>	<p><b>Financial and Retirement Planning for Solo and Small Firms</b></p> <p>Tom Sweet and Wade Ullsperger, New England Financial</p>
3:45-4:00	Sponsor Refreshment Break – Visit the Exhibits			
4:00-5:00 Session 3	<p><b>How to Sell Your Business at the Right Time for the Right Price</b></p> <p>Sandy Swartzberg, DeWitt Ross &amp; Stevens SC</p>	<p><b>Hanging Your Shingle: A Practical Approach to Starting and Growing Your Own Law Firm.</b></p> <p>Daniel S. Davis, Davis &amp; Gelshenen LLP;  Jeffrey Krause, Krause Practice Management LLC</p>	<p><b>Operating a Home Office/Starting Up a New Office: Technology to Make It Work.</b></p> <p>Martin Ditkof, Attorney at Law; Peter Grosskopf, Grosskopf Black LLC; Anne Ertel-Sawasky, Sawasky Law, LLC</p>	TBD
5:00-5:30	Sponsor Refreshment Break/Hotel check-in			
5:30-7:30	Vendor Reception / Many Prize Drawings!			

**2008 Wisconsin Solo & Small Firm Conference  
CLE and Event Schedule – Friday, October 24, 2008**

Time	Track 1 Substantive Law	Track 2 Practice Management	Track 3 Technology	Track 4 Ethics/Quality of Life
7:45-8:30	Registration and Continental Breakfast (In exhibit space)			
8:30-10:00 Session 4: Plenary	<p><b>“A Small Firm is not a Barrier to Leadership.” Laurel Bellows</b></p> <p>The current Chair of the ABA House of Delegates will lead a lively discussion on involvement and leadership. She will talk about the value of self-reliance and the strength a solo practitioner can bring to today’s challenges to the Rule of Law. This will be a program you won’t want to miss because it will definitely change the way you will look at the difference you can make as protector of the Rule of Law.</p>			
10:00 – 10:30	Sponsor Refreshment Break – Visit the Exhibits			
10:30-11:30 Session 5	<p><b>Flying Solo Doesn't Mean Flying Alone: Piloting Your Way Through Legal Turbulence"</b></p> <p>Christine Harris Taylor, Harris, Nelson &amp; Davis, LLC</p>	<p><b>Business Plans 101: What Is A Business Plan and Why Do You Need One?</b></p> <p>Nancy Roberts Linder, Nancy Roberts Linder Consulting</p>	<p><b>OpenOffice – A Low-Cost Alternative to Microsoft Office</b></p> <p>Ron Phillips, Phillips Law Group SC</p>	<p><b>Are We Chasing the Wind? The Daily Mystery of Happiness (and the Law!)</b></p> <p>Dr. Greg Van Rybroek, Mendota Mental Health Institute</p>
11:30-12:00	Sponsor Refreshment Break – Visit the Exhibits			
12:00-1:30 Plenary	<p><b>Networking Luncheon Prize Drawing!</b></p>			
1:30-2:30 Session 7	<p><b>The Latest Developments in Elder Law</b></p> <p>Margaret Hickey, Becker &amp; Hickey SC</p>	<p><b>Managing Growth: What You Should Know Before Adding Staff, Attorneys, Equipment, and Technology</b></p> <p>John J. Gelshenen; Davis &amp; Gelshenen; LLC;  Jeffrey Krause; Krause Practice Management LLC</p>	<p><b>Talk to the Hand: Digital Dictation and Voice Recognition that Works</b></p> <p>Nerino Petro, State Bar of Wisconsin</p>	<p><b>Fees, Fee Agreements and Trust Accounts:</b></p> <p>Tim Pierce, State Bar of Wisconsin; Dean Dietrich, Ruder Ware</p>
2:30-3:00	Sponsor Refreshment Break –Visit the Exhibits			
3:00-4:00 Session 8	<p><b>Fundamentals of Intellectual Property for Small Firms and Solo Practitioners</b></p> <p>Jascha Walter, DeWitt Ross &amp; Stevens SC</p>	<p><b>Avoiding the “M” Word: Managing Malpractice Risks:</b></p> <p>Tom Watson, Wisconsin Lawyers Mutual Insurance Company</p>	<p><b>Protecting Client Confidences in a Digitally Scary World: How NOT to Commit Malpractice With Your Computer</b></p> <p>Ross Kodner, Microlaw, Inc</p>	<p><b>Addiction and Attorneys: Practical Insight for the Solo Practitioner."</b></p> <p>Timothy Edwards, Axley Brynelson LLP</p>

4:00-5:00 Session 9	<b>12 Things (at least) That Every Attorney Should Know About Foreclosure Defenses</b>  David Krekeler, Krekeler Strother SC	<b>Managing the Books: Preventing Theft or Mismanagement:</b>  Tracy L. Coenen, Sequence Inc.	<b>Blogs, Podcasts and the Internet: What you need to know to get started with viral marketing to further business development</b>  Chris Moander, Moander Law Firm; Rob Teuber, Weiss Berzowski Brady LLP; Jon Groth, Pitman, Kyle & Sicula	<b>Ethics and Technology: The Impact and Implications of the Rules of Professional Conduct on the Use of Technology</b>  Tim Pierce, State Bar of Wisconsin Dean Dietrich, Ruder Ware
Dinner on Own / Enjoy the Waterpark				

2008 Wisconsin Solo & Small Firm Conference CLE and Event Schedule – Saturday, October 25, 2008				
Time	Track 1 Substantive Law	Track 2 Practice Management	Track 3 Technology	Track 4 Ethics/Quality of Life
8:15-8:45	Welcome and Continental Breakfast			
8:45-9:45 Session 10 Plenary	<b>“Your Financial Personality at Home and at Work” Connie Kilmark</b>  Small firms can be stressful on a relationship. Are you the risk taker or the safe and secure partner in the relationship? Learn the differences and gain the knowledge and vocabulary to negotiate financial stress at work and at home. <b>Spouses and significant others are encouraged to attend.</b>			
9:45 – 10:00	Break			
10:00-11:00 Session 11	<b>The Facts and the Fiction of Field Sobriety Testing</b>  Andrew Mishlove, Law Offices of Andrew Mishlove	<b>Practice Killers: Six Things That Can Kill Your Practice</b>  Nerino Petro, State Bar of Wisconsin	<b>Free and Low Cost Online Resources for Legal Research</b>  Terry Dunst, Bakke Norman SC	<b>Solo &amp; Small Firm Ethics Issues</b>  Tim Pierce, State Bar of Wisconsin; Dean Dietrich, Ruder Ware
11:00-12:00 Session 12	<b>Avoiding The Bad Personal Injury Case: How to save time and money through proper investigation and evaluation of personal injury claims.</b>  Daniel S. Davis, Davis & Gelshenen; LLC	<b>People, Pitfalls and the Practice of HR</b>  Lenor Coe, Godfrey, Leibsle, Blackbourn, & Howarth, SC; Lori J. Kannenberg, Lawton & Cates	<b>The Paperless Office: A view from the trenches by a firm that has taken the steps to go paperless</b>  Monica Hansen and Jim Statz; Solheim, Billing & Grimmer SC	<b>Conflict? I Didn't Know There Was Any Conflict!”</b>  Steven Sorenson, Sorenson Law Office
12:00-12:15	Thank you and Drawing			