

# Practice Management eSource

August/September 2007

A publication of the  
Law Practice Management Program of  
The State Bar of Georgia

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## TechTalk

### A New Life for Your Aging Computer

We're not totally into the "Age of Microsoft Vista" yet, but its coming and, yes, you could swap out some of the components to upgrade your current machine's capabilities. But the question needs to be asked: Why spend the time and money to upgrade when you can get a brand-new, Vista-based system for as little as \$500?

Not being able to run Vista on a computer is not necessarily a good reason to drag it out to the street. There's usefulness left in that trusty old desktop. Before you retire it, there are some things it can do very well.

1. Hand it down to your children or grandchildren. Even if you keep it in the family, you'll want to remove your personal data, unneeded software and perform some hard drive maintenance.
2. Turn it into a learning lab. Learn how to upgrade your own PC – consider it experimental learning.
3. Add RAM to boost performance. This won't keep it going forever, but could give you a one- or two-year reprieve before buying a new one.
4. Build your own digital video recorder (DVR).
5. Create a dedicated backup server. The main thing is to make sure you have enough hard drive storage.

The above information is a synopsis of an article in a recent edition of the popular *PC Magazine*. If you'd like to read the entire article, call us at 404-526-8621 and we'll send you a copy. 



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### Marketing

#### How do you tell the public about your fabulous services?

One way is to create a “wallet billboard\*,” not a business card. Competing with other law firms, both small and large requires something “new.” You might want to design a business card that looks different than everyone else’s business card. For example, you could list a number of your services – maybe five lines. This should include your name, telephone number, and address.

Rather than the usual 2” x 3-1/2” business card, make it 3” x 5”. If cost is a concern, make it white card with black lettering; otherwise, there are many options – wild and colorful or sleek and contemporary. Other options include printing on plastic or prepaid telephone cards. If you opt for prepaid telephone cards, this will allow the user to make an emergency call. The card can be limited to one short call or to entice the user to keep the card, you can limit the user to one 3 minute telephone call every month.

On your wallet billboard, you could define yourself as a “tough negotiator,” “full-service law practice” and the last line could state “I provide personal service”.

At the recent annual meeting of the National Bar Association, I saw a wallet billboard, used by a very successful attorney in Houston, TX. I must say it did stand out from all those little black and white cards.

Try something new!

\*Coined by New York lawyer Phillip Franckel 

### Life Away From Work

Brunswick and the Golden Isles – For readers who haven’t yet had a chance to travel around our state, this area deserves your consideration.

The Golden Isles of Georgia are a group of four barrier islands on the 100-mile-long Atlantic coast of Georgia. They include St. Simons Island, Sea Island, Jekyll Island and Little St. Simons.

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## **Life Away from Work**, continued

Since the American Civil War all the islands, except for Little St. Simons Island, have become elite resorts frequented by some of the nations wealthiest families. These three islands also have permanent residents: in the 2000 census, St. Simons Island was the most populated with 13,000 residents.

Annual temperatures average 66.5F, with January lows of 42F and August highs of 91F. The good weather and natural beauty have made the area an exclusive place to live. Many others visit the islands for their beaches, wetlands, sub-tropical forests, and water recreation every year.

If you'd like more information, check out the Brunswick and Golden Isles Visitors Bureau at [www.bgivb.com](http://www.bgivb.com). Ω

## **New Materials in Our Resource Library**

**Freakonomics** (this book has riddles and stories that will literally redefine the way you look at the world of economics)

**Lawyer's Business Valuation Handbook** (provides a comprehensive analysis of valuation law of understanding financial statements, appraisal reports, and expert testimony)

**Lawyer's Guide to Modern Payment Methods, The (with CD)** - (Accepting credit cards? Using a detailed, hypothetical transaction, the handbook illustrates the applicable laws governing the various methods of making payment for property and services)

**Lawyer's Guide to Networking** (This hands-on workbook is an invaluable tool for lawyers at all stages of their professional life, from law students to high-level professionals transitioning careers.)

**Careers in International Law, 2nd Edition** (this book informs you of the role and the pros and cons of practicing international law)

If you're interested in borrowing any of the above, please contact Kim Henry at [kim@gabar.org](mailto:kim@gabar.org) or 404-527-8772. Ω

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## Vendor Spotlight



**ImagineAir**

The newest member to the Online Vendor Directory is ImagineAir. As one of the first air-taxi companies in the country, ImagineAir makes efficient, convenient point to point travel possible. ImagineAir's prices are based on mileage and guaranteed. **That's it.** There are no hidden fees and no penalties for last minute bookings. ImagineAir flies out of four Atlanta airports. If you return in less than 12 hours, you automatically receive a discount. ImagineAir also offers FlightCards, which can be used like a debit card for flights and gives you a 20% discount. With ImagineAir, you can attend an out-of-state meeting and be back home in time for dinner. What's your time worth? Try ImagineAir.

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## Casemaker Tip

### **Casemaker 2.0 is here!**

Lawriter has released Version 2.0 of Casemaker. Version 2.0 offers many new user-friendly features such as being able to search multiple libraries at once and access to extended databases. You can access Version 2.0 on the Georgia homepage of Casemaker. A link for Version 2.0 is at the bottom of the screen. It's still in the beta testing stage but will be released soon. Give it a try and contact Jodi McKenzie ([jodi@gabar.org](mailto:jodi@gabar.org) or 404-526-8618) with your feedback. Your input will help us make Casemaker the most powerful search engine it can be. Ω

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### Upcoming Events

#### Educational Opportunities

Upcoming Casemaker training sessions will be held at the Bar Center during August and September. These sessions are filled on a first-come, first-served basis and there is no charge for SBG members and their staff. There is a maximum of ten (10) participants in each class. There's a link to information and registration under "Bar News and Events" on the main page of [www.gabar.org](http://www.gabar.org). You may also contact Kim Henry ([kim@gabar.org](mailto:kim@gabar.org) or 404-527-8772) or Jodi McKenzie ([jodi@gabar.org](mailto:jodi@gabar.org) or 404-526-8618) to sign up or get more information.

Choose from Session 1 (10:00am-Noon) or Session 2 (2:20pm-4:30pm) on the following dates:

August 27 (Monday), August 30 (Thursday), September 13 (Thursday) or September 20 (Thursday). **Ω**



**Want More Resources? More Articles? More Technology Advice? More Books to Check Out? Sample Forms?**

Your Law Practice Management staff is ready to assist !!!  
Contact Us.

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