

Practice Management eSource

Winter 2006

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

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What's New in Acrobat 7.0

Users looking for full-featured PDF creation software will want to consider Adobe Acrobat 7.0, a product that has become synonymous with the PDF format. Users of previous versions of Acrobat should consider upgrading, as even skeptics will find the enhancements/improvements in 7.0 enough to warrant the upgrade:

Enhanced Performance

Better Integration With Microsoft Office

Security Features

The Ability to Allow Reader Users to Comment on Documents

Enhanced Performance

I used to dread opening PDF files in Internet Explorer or other web browsers, due to frequent browser freezing. Adobe now provides more stability in Acrobat's performance when used with a web browser. Opening Acrobat from the desktop takes less time than previous versions, plus the time it takes to open a PDF file is significantly faster. The splash screen is gone and I assume it serves no purpose since the load time has been so greatly improved! The performance enhancements alone make the upgrade a worthwhile investment.

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What's New in Acrobat 7.0, continued

Collect Comments From Acrobat Reader Users

If the performance enhancements aren't enough to convince users to upgrade, the ability to collect comments from users of the free Acrobat Reader might do the trick. This function is available only with the Professional version of Acrobat 7.0. If you're among those who frequently send documents to colleagues for review, this feature will likely be very appealing.

Participants who have the free Acrobat Reader 7.0 have access to review features similar to those found in the latest version of MS Word, in addition to the ability to record voice notes and attach files.

Enabling this feature is easy. Adobe takes it up a notch by attaching the PDF file to an email invitation which includes instructions on where to download the latest version of Reader.

This is a must for business users who appreciate the PDF format but don't want to force clients and associates to purchase the full product.

Better Integration With Microsoft Office

Performance enhancements carry over into 7.0's integration with Microsoft Office to provide quick conversions of Word Documents and Excel spreadsheets. Another useful feature is the ability to convert Outlook email messages into PDF files; selecting ten rather lengthy emails and clicking on the "convert to PDF" button produced a PDF file containing the email messages in an impressive nine seconds. Further, Acrobat automatically attached the email attachments to the PDF file, but Acrobat did strip the graphics from the email messages.

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What's New in Acrobat 7.0, conclusion

With Internet Explorer, one can create PDF files from web pages or from parts of web pages. For the test page, a directory containing a considerable number of links was chosen, and times here slowed a bit, as Acrobat automatically included all links as clickable hyperlinks. Selecting a portion of the page and clicking the "convert page to PDF" returned a file containing only that portion of the page. It would be nice if one had the flexibility of selecting a portion of a spreadsheet or word processing document to convert to PDF, but it looks like users only have the option of converting the entire document.

Adobe Acrobat 7.0 Security Features

Adobe clearly has document security in mind in this version. Users can now add password protection to documents and specify an expiration date for documents, as well as assign other useful security policies.

Advanced security policies, such as revoking access rights to already published documents, can't be activated without Adobe Policy Server, a software that will be cost-prohibitive to those of us outside the Fortune 500 realm. I'm confident the security features included with Acrobat will be enough for most users.

Suggested reading from the LPM Resource Library: [Lawyer's Guide to Adobe Acrobat](#) by David L. Masters. 

Life Away From Work

Do you and/or your family enjoy history? If your special interest is geography, National Geographic is offering an eight CD-ROM package which archives every foldout map they've published in past issues of the magazine. If you'd like to explore our solar system, remote galaxies and compare sovereign borders and country names then and now, this is a must-have. Price: \$29.95 at <http://shop.nationalgeographic.com/jump.jsp?itemType=CATEGORY&itemID=233>



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Creating a Virtual “Big Firm”

This solution might help Solo/Small Practitioners participate in complex cases. ***What would you do?*** It's a big, exciting opportunity – the case of a lifetime – and you know you could do it, if you had more resources. There is a growing cadre of solo and small firm lawyers (who are used to marching to their own drummer) who are combining forces in taking on larger and more lucrative cases. There's a growing number of practitioners who believe this method will allow them to remain solo or small, while participating in and profiting from larger and more complex cases. This approach was moved out of the concept stage in late 1999 when Mississippi solo, Don Barrett, headed a group of solo and small firm lawyers in a successful \$1.1 billion class-action suit against an insurance industry giant. Ω

Marketing

We've had more than a few calls about using announcements as advertising. Historically, this method was used to create and maintain awareness of a firm's services. Announcements were limited to changes in firm membership, elevation of associates to partner and changes of office location. Announcement information has expanded to include an attorney's achievement of an advanced degree, creation of new practice groups and website domain particulars. The traditional mailing of announcements is still the most common method of delivery; however, the legal press and trade publications are popular alternatives.

Before sending out an announcement, check with our Ethics Hotline at 404-527-8741 or 800-682-9806.

Suggested reading from the LPM Resource Library: [Lawyer's Guide to Marketing Your Practice](#) by James A. Durham and Deborah McMurray or [Complete Guide to Marketing Your Law Practice](#) by James A. Durham and Hollis Hatfield Weishar. Ω

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Book Review

Successful Client Newsletters: The Complete Guide to Creating Powerful Newsletters

Author: Milton Zwicker

Lawyers' newsletters have a reputation for being "boring," even though the thrust of their profession is communication. Most clients and prospects never look at the newsletters, which comes as a shock to many firms. Reading this step-by-step guide and putting its ideas into practice is the best way, short of hiring a professional, to guarantee that your firm's newsletter gets read and tells readers what you really want them to know.

Successful Client Newsletters keeps examples to a minimum and avoids anecdotal references altogether. Instead, it forces you to do first things first - think about the clients and what they want from your newsletter.

Part I, "Planning Your Newsletter," will help you identify goals and objectives for the newsletter and then to make smart decisions about content and format. Follow the plan and your result will be a sophisticated marketing plan.

Part II, "Writing Your Newsletter," primes you with key style ideas, provides an editing checklist and, perhaps most importantly, guidance for writing headlines that work.

Part III, "Designing Your Newsletter," will help ensure that your newsletter's look is first class. There's also a comprehensive list of resources to further the process.

Milton Zwicker, the author, is a Canadian lawyer. There is "to-the-point" value in every paragraph. LPM eSource's reinvention used Mr. Zwicker's ideas and suggestions, with a dynamic focus gearing toward improving communication. This book is available from the LPM Resource Library.Ω

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Casemaker Tip

Casemaker provides a thesaurus to aid with adding terms to your search query. To access the thesaurus, add a tilde (~) to the front of your search term(s). This tool should be used with caution because you cannot control the thesaurus terms that are added to your search. For example, the search “~dog” yielded expected hits on “terrier,” “canine,” and “bloodhound,” but also produced unexpected hits on “pursue,” “hunt,” “Hunter” (as a name), and “Pointer” (also as a name).

Upcoming Events



Our *Natalie Kelly* will again be a featured speaker at
[ABA TECHSHOW 2006](#)

60 Sites in 60 Minutes – Natalie will participate in this famous panel presentation, which is a plenary session at TECHSHOW. To look at the “60 Sites in 60 Minutes Hall of Fame”, click on www.techshow.com/60sites

60 Firm & Practice Management Tips in 60 Minutes - This session is chock-full of tips on how you can better manage the people and resources that make up your firm. Natalie, along with other nationally-recognized speakers, will show you how you can more effectively communicate and collaborate with clients, manage client matters, run productive meetings, deal with staff issues and get your staff motivated. There’s also a segment covering planning and longer term firm strategy.

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Upcoming Events, conclusion

Defeating the Demons: Practice Management Software Implementation – Do you know you need a better way to manage your deadlines, client information and documents, but just can't figure out how to bring it all together? Do you know you need practice management software but not sure which features are most important for the way you practice? Experts (including Natalie) will walk you through the process from evaluating your needs to training after installation. You'll go home ready to evaluate products, make your purchase, train your employees and be up and running in record time.

Celebrating its 20th year, the ABA TECHSHOW® continues to be the world's premier legal technology conference and exposition. From April 20-22, 2006 at the Sheraton Chicago Hotel & Towers, over 1,400 participants are expected to attend ABA TECHSHOW® to take advantage of more than 60 legal technology programs and training sessions offered in 14 topical tracks. Over 100 technology vendors will feature the latest in legal technology products and services.

State Bar of Georgia members will receive a \$100 association member registration discount. Register early and receive an additional \$200 Early Bird Discount (ends March 10) to save a total of \$300 in registration fees. Act now to receive this incredible benefit.

To register now, visit the ABA TECHSHOW® web site at www.techshow.com.

Choose Program Promoter Registration and specify promoter code **PP118**. Ω

Educational Opportunities Closer to Home

Natalie Kelly:

- 2/15/2006 Transitioning to Solo & Small Firm Practice, Bar Center, Atlanta
- 3/01/2006 Enhanced Bridge the Gap, Bar Center, Atlanta
- 3/03/2006 Law Office Technology Seminar, Atlanta
- 3/17/2006 General Practice & Trial Section Institute, Amelia Island, FL

Jodi McKenzie:

- 2/16/2006 Casemaker Training, Valdosta Bar Association, Valdosta

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Want More Resources? More Articles? More Technology Advice? More Books to Check Out? Sample Forms? You can interact directly with the Law Practice Management Program at www.gabar.org/gabar/lpm.html.

Practice Management eSource is a publication of the staff of
the Law Practice Management Program of the
State Bar of Georgia

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Look for our Next Issue in May 2006