

# Practice Management eSource

January/February 2008

A Publication of the

Law Practice Management Program of  
The State Bar of Georgia

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Upcoming Events

## Tech Talk

### ABA TECHSHOW® 2008

The ABA TECHSHOW is an annual event that is very popular nationwide with attorneys and their staff.

Join the ABA Law Practice Management Section as it presents ABA TECHSHOW® 2008 from March 13-15, 2008 at its newest location, the Hilton Chicago hotel, in the magnificent Windy City! Take advantage of the world's premier legal technology conference and expo at a substantial discount by registering to attend as a member of The State Bar of Georgia.

Now in its 22nd year, ABA TECHSHOW® offers registrants more than 60 legal technology educational sessions in sixteen exciting tracks, including Litigation, Mac Track, E-Discovery, Client Relationships, Solo/Small Firm and Large Firm tracks, and Advanced IT to name a few. During the two-day expo, over 100 technology vendors feature the latest in legal technology products and services. Network with over 1500 attendees during the ABA TECHSHOW After Dark – a gala event in the Grand Ballroom with a live band, light fare, drinks and door prizes.

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## ABA TECHSHOW® 2008, concluded

The ABA LPM Section will also host an educational track providing practical, down-to-earth practice management advice for both the tech-savvy and the techno-novice. A vendor track will provide demonstrations of new software and technological tools and product information.

State Bar of Georgia members will need to use **Code PP821** when registering.

One-day passes are available for Thursday and Friday; however, the \$100 discount cannot be applied to the one-day registration rate.

ABA TECHSHOW highlights include:

- Three Days of CLE with more than 60 educational sessions

- Two Days of Expo

- Friday Luncheon and James I. Keane Award Presentation

- Free USB Drive

- Taste of ABA TECHSHOW – a dine-around event

- Conference Concierge and Tech Help Desk

- Book Bucks and 15-20% Discounts on LPM Books

- CD with Loaded Program Materials

- Passport to Prizes

It's easy to register at [www.techshow.com](http://www.techshow.com)

Hope to see you there!!! Ω

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## Marketing

If you'd like to expand your income base, whether by growing your client base or by increasing the amount of work you do for the clients you already have, some sort of marketing needs to take place. You need to put some "romance" in the picture.

ROMANCE??? Yep! We encourage lawyers to approach prospects and clients as people with whom you'd like to have a long-term romantic relationship. The rules of marketing romance are:

- Communicate honestly
- Listen and work to understand
- Communicate frequently
- Be supportive and understanding, not critical
- Genuinely care about the relationship
- Express appreciation

The best way to achieve success is to do work you feel passionate about and for people about whom you care. Ω

## New Materials in Our Lending Library

***Business Valuation, A Primer for the Legal Professional*** (book is written for the attorney who has the need to work with valuation professionals, whether it be in the context of litigation, corporate planning, or tax reporting to name a few)

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## New Materials in Our Resource Library, concluded

***ABA Guide to International Business Negotiations, 2nd Edition*** (a comparison of cross-cultural issues and successful approaches to international business negotiations)

If you're interested in borrowing from our Resource Library, please contact Kim Henry at [kim@gabar.org](mailto:kim@gabar.org) or 404-527-8772. Ω

## Vendor Spotlight



### Professional Estate Organizer

2148 N. Forest Trail, Dunwoody, GA 30338

Contact: Peggy Slotin T: 770-868-7460 E-mail: [pslotin@bellsouth.net](mailto:pslotin@bellsouth.net)

Website: [www.powerfulpage.com](http://www.powerfulpage.com)

**20% off for State Bar Members**

If You Need Someone Who Will...

**Help locate Important Papers;** Locate Important files and papers and organize them; notify the government and other providers to stop payments; contact credit card companies, medical providers, utilities, etc... to secure final billing information and close accounts.

**Evaluate and Dispose of Estate Assets;** Photograph and inventory assets; make arrangements for bequeathed items to be delivered or picked up by heirs; arrange for donations, gifts, or sales as directed by the estate; arrange for disposal of possessions through charities, estate sales or auctions.

**Get Property Ready for Resale;** Obtain real estate appraisals and market evaluations; identify successful realtors in the area; handle contracting repairs for resale; clean the home and manage landscaping.

**Be Accountable;** Keep track of expenses through entire estate process; make sure all charitable contributions are documented; provide full accounting with original sales and expense receipts. Ω

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## Casemaker Tip

### SuperCODE Feature

Did you know that Casemaker utilizes SuperCODE to identify changes to the statutes and codes?

SuperCODE is the exclusive Casemaker feature that identifies session laws which may affect the documents that users view. SuperCODE appears on the right-hand side of the screen and displays hyperlinks to session laws that reference the document currently being viewed. By clicking on the hyperlink (if present) the user is immediately transported to the segment of the legislation that deals with the current document. Users can then quickly determine if the new law will apply to the salient portion of code of interest.

This is just another way that Casemaker keeps our members current and ahead of users of other services.

If you need assistance with Casemaker, contact Jodi McKenzie at [jodi@gabar.org](mailto:jodi@gabar.org), 404-526-8618 or toll-free at 800-334-6865 Ext. 618. Ω

## Life Away From Work

This will be the first in a series of tips that might help you either get more time away from work, or just help increase the enjoyment of non-work time you do have.

**Change your route:** What I mean by this is literally "change your route home." If you have a bad or overly stressful day at work, take the long way home. During the first half of your journey home, turn the radio off and think about what you have to accomplish at work and how you will execute. During the second half of the drive, turn on whatever music you like, talk radio and begin the process of thinking about things outside of work. Do not think about work during the *entire 2<sup>nd</sup> half of your commute* --- you must separate before you get home! Ω

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## Upcoming Events

### Educational Opportunities

**February 7, 2008**

#### **LAW PRACTICE MANAGEMENT 2008**

State Bar of Georgia Headquarters, 104 Marietta Street, NW, Atlanta, GA

Co-sponsored by: The State Bar of Georgia's Law Practice Management Program and Legal Economics Section

Six CLE hours, including one Ethics hour. Register for Seminar Number - 6725 at [www.iclega.org](http://www.iclega.org) or telephone Athens Area: (706) 369-5664, Atlanta Area: (770) 466-0886 or Toll Free: 1-800-422-0893.

**February 20, 2008**

#### **BEGINNING LAWYERS' PROGRAM**

State Bar of Georgia Headquarters, 104 Marietta Street, NW, Atlanta, GA

To fulfill initial CLE requirements, lawyers who are newly admitted to the State Bar of Georgia are required to take this seminar and any other six-hour CLE course of their choosing during the year in which they are admitted or the following calendar year.

Register for Seminar Number – 6741 at [www.iclega.org](http://www.iclega.org) or telephone Athens Area: (706) 369-5664, Atlanta Area: (770) 466-0886 or Toll Free: 1-800-422-0893.

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### Educational Opportunities, concluded

#### Casemaker

Below are dates for upcoming training sessions for Casemaker at the Bar Center. These sessions are filled on a first-come, first-served basis (only 10 seats per class) and there is no charge for SBG members and their staff.

#### Casemaker Training:

**Thursday, February 21, 2008 and February 28, 2008**

Morning session: 10:00AM-Noon

Afternoon session: 2:30PM to 4:30PM

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. Ω

### **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/ga\\_bar/lpm.html](http://www.gabar.org/ga_bar/lpm.html)

Practice Management **eSource** is a publication by the staff of  
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