

Practice Management eSource

June/July 2007

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

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Software Talk

A Look at Microsoft Office 2007, Part 3 – Excel, Outlook and PowerPoint

In previous releases of Microsoft Office applications, users had a system of menus, toolbars, task panes, and dialog boxes to get their work done. This system worked well when the applications had a limited number of commands. Now that the programs do so much more, the menus and toolbars system does not work as well. Too many program features are too hard for many users to find. For this reason, the overriding design goal for the new Office user interface is to make it easier for people to find and use the full range of features these applications provide. In addition, the preservation of an uncluttered workspace reduces distraction, allowing users to spend more time and energy focused on their work. With these goals in mind, Microsoft developed a results-oriented approach that makes it easier to produce great results using the 2007 Microsoft Office applications.

Here are some of the highlights of Office 2007's Excel, PowerPoint and Outlook. Word was covered in our December 2006/January 2007 edition.

Excel – There is a new charting engine: You can add visual enhancements to your charts such as 3D, soft shadowing, and transparency. Create and interact with charts the same way, regardless of the application you are using, because the new charting engine is consistent in both Word and PowerPoint 2007.

Increased spreadsheet row and column capacity of one million rows by 16,000 columns enables you to import and work with massive amounts of data and achieve faster calculation performance. Wow!

Page Layout View helps ensure that what you see on the screen is what you'll get in printed output. That means any headers and footers you add or edit are displayed in plain view.

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Software Talk, continued

PowerPoint - The drawing and formatting tools are now on the Home Tab. You can draw shapes, use shape styles and do things like group/ungroup right from the Home Tab.

SmartArt graphics and other shape effects give you the ability to add 3D effects, glow, shadowing, and other visuals to power up your presentation elements.


PowerPoint Slide Libraries help you publish and share slides and layouts while easily accessing content from other presentations.

Outlook - Outlook appointments and meetings now have time zone controls, allowing users to schedule appointments and meetings in the context of another time zone. Instant search makes it possible for you to search through all of your e-mail, e-mail attachments, calendars, contacts, and tasks to help you find the information you need much faster. Instant Search indexes content and uses "word-wheeling" (instant search results while you type). Quickly locate email, calendar, contacts or tasks not only in Outlook, but on mobile devices with Exchange Server 2007.

To-Do Bar gives you a consolidated view of your daily priorities by integrating tasks, e-mails flagged for follow-up, upcoming appointments, and calendar information in one convenient place. It also connects tasks you may have stored in Project, OneNote, and SharePoint.

SMS Link for Microsoft Office Outlook 2007 is a service that lets you to send and receive text messages from Office Outlook 2007 as well as receive SMS text message notifications of appointments, contacts and tasks on any SMS text messaging-capable mobile phone.

An RSS (really simple syndication) document, (aka: "feed," "web feed," or "channel,") contains either a summary of content from an associated web site or the full text.

Integration enables RSS subscriptions to be delivered directly to your inbox. 

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Marketing

What Do Your Clients Want?

Although lawyers don't often consider themselves consultants to their clients, it might be a good idea to alter your perspective of who you are and what you do. Sure, you can be more than a consultant (as in advocate, mouthpiece in the courtroom or during negotiations and the like), but consultants you are. When I saw the list of items below, identifying what clients want from their consultants, I realized that clients of law firms look for the exact same things. The following steps come from author Jay Levinson's famous marketing book called **Guerrilla Marketing**.

What your clients want to know:

- **Can you deliver results?** (We all know that lawyers cannot promise results. That is not only foolish, but in violation of the ethics rules. However, clients want to know that you've been there and done that before – and yes, that you have been successful, so that the likely result will be success.)
- **Who will do the work?** (What partner and/or associates will be part of the team working on their matter.)
- **What are the risks of the project?** Not only do they want to feel comfortable with your experience, but what are the risks associated with the current matter and how will you approach those uncertainties; and they want to know that upfront.
- **How will you interact with client?** Clients and prospective clients want to know how you will work with their in-house people, whether on the legal staff or with other employees. It is essential to clarify the roles, expectations, time commitments and working style.
- **Can you keep fees under control?** No one likes surprises, and clients are no different. They don't want fees and costs to run unchecked. They want the matter to be done within budget, or at least within an agreed upon range.

Dealing with these issues upfront may well improve your marketing efforts over the competition.

Noted legal author Jay G. Foonberg has written books entitled **Finding the Right Lawyer**. This volume is written from the prospective client perspective and, from your perspective: **How to Get and Keep Good Clients**. Both volumes are available for borrowing from the LPM Resource Library. Contact Kim Henry (kim@gabar.org or 404-527-8772). **Ω**

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Life Away From Work

In our previous edition, we listed a few attractions in the Georgia Mountains. This time, we're featuring stuff to do in Atlanta.

WORLD OF COCA-COLA (www.woccatlanta.com) – It's **NEW**, it's **IMPROVED**, it's **BIGGER**!! This popular Atlanta attraction, this tribute to the world-famous, century-old soft drink, fills three stories with everything you ever wanted to know about Coca-Cola. A spectacular collection of memorabilia, entertaining, hands-on exhibits and video presentations as well as unlimited samples in many flavors await you.

GEORGIA AQUARIUM (www.georgiaaquarium.com) – Any time is the perfect time to experience the world's largest aquarium and one of the feature Atlanta attractions! With eight million gallons of fresh and marine water and more aquatic life than found in any other aquarium, you are sure to see things you have never seen before! Purchase your tickets online to guarantee your admission to one of the top Atlanta attractions.

HIGH MUSEUM OF ART (www.high.org) - This stunning, porcelain-enameled building was originally designed by world-renowned architect Richard Meier and the new addition is by another famed architect, Renzo Piano. This building is rivaled only by the art inside. Featuring American, European and African art, as well as decorative art and photography, the High Museum boasts a permanent collection of over 11,000 pieces, many of which can be viewed from different levels of the four-story, glass atrium. Currently, the High is featuring exhibitions of the photography of Annie Leibovitz, Ghiberti's Gates of Paradise, and Cecelia Beaux: American Figure Painter (all through September 9). Through 2009, an unprecedented partnership between the High Museum of Art and the Musée du Louvre in Paris brings hundreds of works of art from the Louvre's collections to the High. Built around specific themes and periods, the museum will present a series of long-term special presentations of art from the Louvre.

HISTORIC OAKLAND CEMETERY (www.oaklandcemetery.com) – **No, it's not creepy!** Impressive art and architecture can be seen in many styles: Victorian, Greek Revival, Gothic, Neo-classical, Egyptian and Exotic Revival. Several mausolea feature stained glass windows from Tiffany Studios. Bronze urns over six feet high were cast at Gorham Factory in New York, the first art foundry in America.

Figures carved from stone droop in sorrow, gaze pensively or reach to the heavens. The best known is the massive, woefully beautiful "Lion of Atlanta," marking an estimated 3,000 graves of unknown Confederate soldiers disinterred from the battlefield.

Icons are everywhere, employing symbols that speak a language of grief unknown in contemporary culture.

In the next edition, we'll cover another exciting, fun-filled Georgia region. **Ω**

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New Materials in Our Resource Library

Lawyer's Field Guide to Effective Business Development by William J. Flannery, Jr.

The Lawyer's Field Guide to Effective Business Development is much more than a "survival guide"—it's a "success guide." Having trained more than 10,000 lawyers from around the world in client relationship management, business development and effective communication skills, William J. Flannery, an ex-IBM executive and J.D., focuses on practical ideas and approaches for business growth and relationship improvement. Flannery's approach to winning and retaining long-term, attractive clients is detailed and sensible. He proves that with the right approaches, the appropriate homework and diligence, and a little bit of courage, any lawyer be smart and effective as a client relationship manager and advocate.

The **Field Guide** is designed for seasoned lawyers who want to refine and polish their business development skills, as well as younger lawyers who have set their sights on designing successful and profitable careers as trusted advisors.

You'll enjoy Flannery's enthusiastic, animated presentation style and benefit from his wisdom and guidance when using the principles, strategies, and tactics that he has developed and taught to others over the years. Keep this pocket-sized book in your car, your briefcase, or on the corner of your desk, so you can refer to it often. It's filled with advice that you can use just when you need a boost.

This book is available on loan from the Law Practice Management Resource Library. Contact Kim Henry at kim@gabar.org or 404-527-8772. 

Vendor Spotlight

Our featured vendor is

BROWN & GALLO
LLC

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Vendor Spotlight, continued

Brown & Gallo is the most comprehensive court reporting firm in the Southeast.

They can provide you with top quality products at competitive prices. Their services and products include, but are not limited to: (1) court reporting services (standard features include Realtime Reporting, E-Transcript, Min-U-Script and litigation support such as Real Legal, Livenote, ASC11 and Summation; (2) video conferencing and video/text synchronization; and (3) other trial presentation tools such as a CD delivered to you which joins E-Transcript files with corresponding digital exhibits and an online document repository. Complimentary lunch and learns are available and will be scheduled at your convenience. For more information, call either Ellen Francis or Jeannie Johnston.

Brown and Gallo offers a 10% discount for the first time mention of this ad by State Bar Members. They can also be found on the State Bar of Georgia's Online Vendor Directory.

Brown & Gallo
2700 Centennial Tower
101 Marietta Street
Atlanta, GA 30303
404.495.0777
www.browngallo.com


Be sure to check out the our **Online Vendor Directory** (www.gabar.org/vendor_directory). Here you can find all the services you need from companies who specialize in serving attorneys. Best of all, many of our vendors offer **exclusive** benefits to our members, but you'll only find them on the **Online Vendor Directory**. You can also voice your opinion (good or bad) on the services you receive from any of our vendors and we will make sure the vendor hears you. For more information contact Jodi McKenzie, Member Benefits Coordinator at jodi@gabar.org or 404-526-8618. **Ω**

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Casemaker Tip

Hopefully, you have had a chance to use Casemaker's vast resource of State and Federal libraries. Casemaker is one of the fastest growing legal research online providers. It is considered by many to be the best benefit the State Bar of Georgia offers. Because of its phenomenal growth, Casemaker has been able to add more information to its databases. While Casemaker is adding cases to both its Federal and state libraries as quickly as possible, it is sometimes unable to add pertinent information such as citation numbers on the most recent cases. So, while the case may be in the Casemaker library, its citation number may not yet be included. If you are searching for a case that has been decided within the last year, try searching for the case by case name first. There's a high probability that the case is in the system even though you would not be able to find it by the citation number.

Contact Jodi McKenzie, Casemaker/Member Benefits Coordinator at jodi@gabar.org or 404-526-8618 for assistance. 

Upcoming Events

Educational Opportunities

On the following page find dates for upcoming training sessions for Casemaker at the Bar Center. These sessions are filled on a first-come, first-served basis and there is no charge for SBG members and their staff. There's a link to information and registration under "Bar News and Events" on the main page of www.gabar.org. You may also contact Kim Henry (kim@gabar.org or 404-527-8772) or Jodi McKenzie (jodi@gabar.org or 404-526-8618) to sign up or get more information.

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Educational Opportunities, continued

Casemaker Training at the Bar Center (Trainer: Jodi McKenzie - only 10 seats available per session)

June

Thursday, June 21, 2007 – 10:00am to Noon **OR** 2:30pm to 4:30pm

Thursday, June 28, 2007 - 10:00am to Noon **OR** 2:30pm to 4:30pm

July

Friday, July 20, 2007 - 10:00am to Noon **OR** 2:30pm to 4:30pm

Friday, July 27, 2007 - 10:00am to Noon **OR** 2:30pm to 4:30pm **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.

Practice Management **eSource** is a publication of the staff of
the Law Practice Management Program of the
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Look for our Next Issue in August 2007