

Practice Management eSource

March/April 2007

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

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MARK YOUR CALENDARS !!

COMING IN APRIL !!

GEORGIA'S 3rd ANNUAL SOLO AND SMALL FIRM INSTITUTE AND TECHNOLOGY SHOWCASE

This three-day conference (April 26 through 28, 2007) is designed for solos, firms of 20 or fewer attorneys and their staff and will be held at the Bar Center in downtown Atlanta. The exhibit hall will feature products and services specifically for solo and smaller law firms. We've added a new Vendor Showcase track to show off our sponsors' latest and greatest lawyer-specific tools.

This year's program promises to meet or beat prior years' events, which garnered the distinction of being one of the highest-rated CLE programs, **EVER**. We're anxious to maintain our rating during this year's event.

The conference will include a separate "Practice Success" Boot Camp that will offer an inside track on making your practice more productive and profitable. You may register for Boot Camp separately.

There will be discounted Early Bird and pre-registration pricing for Boot Camp only, Institute and Technology Showcase only or the Boot Camp/Institute and Technology Showcase combination.

See [Registration Information and Schedule](#). Check out the [CLE Session Descriptions](#) and decide which breakouts interest you most. **Ω**



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ABA TECHSHOW 2007®

The ABA TECHSHOW 2007 will be held in Chicago on March 22-24. If you are a legal professional who is interested in legal technology, this year's ABA TECHSHOW is for you. The ABA TECHSHOW includes more than 65 education and training sessions in eight different tracks -- sessions designed to help people at various skill levels.

Learn to make the most effective use of technology in your legal setting. Whether you are an IT novice or a technocrat, ABA TECHSHOW provides education and training sessions sure to challenge your thinking and expand your knowledge. Sessions are created to accommodate the needs of solo practitioners and those operating in large firms.

Visit www.abanet.org/techshow for track specifics and registration information. Ω

Software Talk – Microsoft Vista, Part II

Windows Vista Capable and Premium Ready PCs

What is a Windows Vista Capable PC?

A new PC running Windows XP that carries the Windows Vista Capable PC logo can run Windows Vista. All editions of Windows Vista will deliver core experiences such as innovations in organizing and finding information, security, and reliability. All Windows Vista Capable PCs will run these core experiences at a minimum. Some features are only available in the premium editions of Windows Vista—like the new Windows Aero. Aero builds on the basic Windows Vista user experience and offers Microsoft's best-designed, highest-performing desktop experience. Using Aero requires a PC with a compatible graphics adapter and Premium or Business edition of Windows Vista and may require advanced or additional hardware. For more detailed on Microsoft Aero, visit www.microsoft.com/windows/products/windowsvista/features/experiences/aero.mspx

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Software Talk, continued

A Windows Vista Capable PC includes at least:

- A modern processor (at least 800MHz¹).
 - 512 MB of system memory.
 - A graphics processor that is DirectX 9 capable.
- Windows Vista Premium Ready PCs

Some Windows Vista Capable PCs have been designated Premium Ready. These PCs will provide an even better Windows Vista experience, including the Windows Aero user experience. Features available in specific premium editions of Windows Vista, such as the ability to watch and record live TV, may require additional hardware.

A Windows Vista Premium Ready PC includes at least:

- 1 GHz 32-bit (x86) or 64-bit (x64) processor¹.
- 1 GB of system memory.
- Support for DirectX 9 graphics with a WDDM driver, 128 MB of graphics memory (minimum), Pixel Shader 2.0 and 32 bits per pixel.
- 40 GB of hard drive capacity with 15 GB free space.
- DVD-ROM Drive.
- Audio output capability.
- Internet access capability.

Can the Windows Vista experience vary on different PCs?

Yes. Windows Vista is the first Windows operating system with a user experience that adapts to take advantage of the capabilities of the hardware on which it is installed.

All Windows Vista Capable PCs will be able to run at least the core experiences of Windows Vista.

All Windows Vista Premium Ready PCs can deliver even better Windows Vista experiences, including the new Windows Aero user experience.

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Software Talk, concluded

Does buying a Windows Vista Capable PC mean that I will receive a free upgrade to Windows Vista?

No. A PC that is Windows Vista Capable or Premium Ready means that the PC is ready for an upgrade from Windows XP. You would still need to purchase the edition of Windows Vista that you want to install on your Windows Vista Capable or Premium Ready PC.

Again, some product features are only available in certain editions of Windows Vista and may require advanced or additional hardware.

Detailed information regarding all the new Microsoft products and system requirements can be found at www.microsoft.com 

Marketing

If you're embarking on an advertising/marketing campaign to boost your practice, you may want to refresh your understanding of the State Bar of Georgia's rule governing advertising by its members. You can view the entire Handbook section regarding marketing/advertising at "PART SEVEN - INFORMATION ABOUT LEGAL SERVICES" at www.gabar.org/handbook/part_iv_after_january_1_2001_-_georgia_rules_of_professional_conduct/. You may also get information by dialing the Ethics Hotline at 404-527-8741 or 800-682-9806.

RULE 7.2 ADVERTISING

- (a) Subject to the requirements of Rules 7.1 and 7.3, a lawyer may advertise services through:
- (1) public media, such as a telephone directory, legal directory, newspaper or other periodical;
 - (2) outdoor advertising;
 - (3) radio or television;
 - (4) written, electronic or recorded communication.



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Marketing, continued

(b) A copy or recording of an advertisement or communication shall be kept for two years after its last dissemination along with a record of when and where it was used.

The maximum penalty for a violation of this Rule is a public reprimand.

Comment:

[1] To assist the public in obtaining legal services, lawyers should be allowed to make known their services not only through reputation but also through organized information campaigns in the form of advertising. Advertising involves an active quest for clients, contrary to the tradition that a lawyer should not seek clientele. However, the public's need to know about legal services can be fulfilled in part through advertising. This need is particularly acute in the case of persons of moderate means who have not made extensive use of legal services. The interest in expanding public information about legal services ought to prevail over considerations of tradition. Nevertheless, advertising by lawyers entails the risk of practices that are misleading or overreaching.

[2] This Rule permits public dissemination of information concerning a lawyer's name or firm name, address and telephone number; the kinds of services the lawyer will undertake; the basis on which the lawyer's fees are determined, including prices for specific services and payment and credit arrangements; a lawyer's foreign language ability; names of references and, with their consent, names of clients regularly represented; and other information that might invite the attention of those seeking legal assistance.

[3] Questions of effectiveness and taste in advertising are matters of speculation and subjective judgment. Some jurisdictions have had extensive prohibitions against television advertising, against advertising going beyond specified facts about a lawyer, or against "undignified" advertising. Television is now one of the most powerful media for getting information to the public, particularly persons of low and moderate income; prohibiting television advertising, therefore, would impede the flow of information about legal services to many sectors of the public. Limiting the information that may be advertised has a similar effect and assumes that the bar can accurately forecast the kind of information that the public would regard as relevant.

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Marketing Tip, concluded

[4] Neither this Rule nor Rule 7.3: Direct Contact with Prospective Clients prohibits communications authorized by law, such as notice to members of a class in class action litigation.

Record of Advertising

[5] Paragraph (b) requires that a record of the content and use of advertising be kept in order to facilitate enforcement of this Rule.

The Law Practice Management Resource Library has several items to help you with marketing, such as: **The Complete Guide to Marketing Your Law Practice**, **Effective Yellow Pages Advertising for Lawyers**, **Marketing Your Practice**, and many others. Call us and we'll be glad to loan them to you. Ω

New Materials in Our Lending Library

How to Prepare for, Take and Use a Deposition, by Daniel P. Dain

Proven Deposition Tactics and Questions

This compact, step-by-step guide covers every aspect of the all-important deposition phase of a case: preparation; procedure before, during and after; examination techniques; objections; defense; depositions at trial; videos and computers; rule updates and much more. Now, *How to Prepare for, Take and Use a Deposition* can provide greater assistance with the challenges of your next deposition.

THINK AGAIN! Innovative Approaches to the Business of Law, by Jeffrey L. Nischwitz

Think Again! Is about creating a client-centric law firm and delivering great client service, differentiating your firm from other law firms; developing the specific skills and strategies needed for effective and productive relationship building and positive business development results.

One Minute Manners, by Ann Marie Sabath

Quick solutions to some of the most awkward situations at work. For example, did you know there are rules for using the salutation "Ms."? This rule and many other interesting situations are addressed in this compact, easy-to-read book.

If you'd like to borrow either book, please contact Kim Henry at kim@gabar.org or 404-527-8772. Ω

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Vendor Spotlight



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 404-526-8618.

Our featured vendor is **Lanier Worldwide Inc.**

Lanier helps its customers succeed by understanding their unique document management needs and delivering systems and services that increase efficiency, reduce cost, and improve document workflow. Solutions include software and applications that enhance Lanier's complete line of award-winning digital multifunction products (color and monochrome), printers (color and monochrome), multifunction facsimile, scanners, digital duplicators, and wide format systems, as well as facilities management and outsourcing services.

Lanier distinguishes itself through [DOCutivity®](#), a unique methodology used to develop innovative products and services to achieve business results. Lanier has earned industry-wide recognition for dedication to customer service, driven by a company philosophy called [Customer Vision®](#). Founded in 1934, Lanier is based in Atlanta, Georgia, USA.

Lanier offers 20% off on all hardware and software solutions for State Bar members.

Lanier Worldwide, Inc.

2450 Commerce Ave.

Building 1000 Suite 100

Duluth, GA 30096

T: 678-584-6200

Contact: Jeff Cohen

E: jcohen02@lanier.com Ω

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Casemaker Tip

Casemaker is the fastest growing on-line legal research tool in the state of Georgia. As such, Casemaker is continuously adding information to its database, which allows more and more attorneys to rely on Casemaker as their sole method for doing legal research. Best of all, access to Casemaker's vast libraries is free! Most recently, Casemaker has added the ability to search the libraries of every state in the country. Now, when you open to Casemaker's main content page, you will see links to the Federal Library, Nationwide Collections, as well as every state in the country. At a minimum, every state will have their State Case Law available since 1950, their current State Statutes and their State Constitution. The CaseCheck feature will be available on all State Caselaw Books to indicate if the case you are looking at has been cited by any later cases within that same State Caselaw book starting from 1950 forward. The Georgia Library has extended their Case Law content to go back to 1939 which includes the CaseCheck feature.

Upcoming Events

Additional Educational Opportunities

Below are 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. Check out the schedule and registration information and contact Kim Henry (kim@gabar.org or 404-527-8772) to sign up.

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

March 16, 2007 (Friday) March 30, 2007 (Friday)

10:00am to Noon
2:30pm to 4:30pm

10:00am to Noon
2:30pm to 4:30pm **Ω**

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On a Personal Note . . .



Our Kim Henry was safely delivered of a daughter on January 5th. Infant Elena and Mom are doing very well. Kim is already back to work!!!

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 by the staff of
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Look for our Next Issue in May 2007