



PRACTICE MANAGEMENT

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Practice 360° Newsletter

**PRACTICE 360° 2020 VIRTUAL CONFERENCE
FRIDAY, SEPTEMBER 18, 2020**



PRACTICE
360° A DAY FOR
LAWYERS & LAW FIRMS

Presented by the Award-Winning D.C. Bar
Practice Management Advisory Service

**FREE
MEMBER EVENT**

ALL DAY VIRTUAL CONFERENCE

FEATURED SPEAKERS



Mark Rollins
Rollins and Chan Law Firm



Seth Price
Price Benowitz, LLP



Nakia Gray
Nakia Gray Legal, P.C.



Jack Newton
Clio

Calendar

Networking

Join us for Networking on Zoom following each Lunch and Learn session.

(See schedule on the right.)

COVID-19 Resources

[Coping During COVID-19: You Are Not Alone](#) (D.C. Bar, Lawyer Assistance Program)

[COVID-19 and Well-Being](#) (D.C. Bar, Lawyer Assistance Program)

[Well-Being Tips for Working at Home](#) (D.C. Bar, Lawyer Assistance Program)

[Bracing for the Unexpected: Disaster Preparedness for Lawyers](#) (D.C. Bar, Practice Management Advisory Service)

[Quick Start Guide to Launching a Firm During the Pandemic](#) (D.C. Bar, Practice Management Advisory Service)

[New Law Firm Quick Start Technology Guide](#) (D.C. Bar, Practice Management Advisory Service)

[Working Remotely During the Pandemic: A Guide to Bar Member Benefits](#) (D.C. Bar, Practice Management Advisory Service)

Successful Small Firm Practice Course

The Successful Small Firm Practice Course begins September 14 with eight Monday sessions (12-2 p.m.) and on October 3 with two all-day Saturday sessions. Sessions will be presented on Zoom. The Course is all about starting, growing and managing a law firm and differs from Basic Training in that it explores many topics in-depth with attendees creating work product for evaluation during the sessions.

Rochelle D. Washington will lead the Monday, Noon-2 p.m. sessions on September 14, 21, 28; October 5, 19, 26; November 2 & 9.

Daniel M. Mills will lead the Saturday sessions, 8:30 a.m. - 4:30 p.m., on October 3 & November 7.

Register by sending an email to smallfirmcourse@dcbar.org and indicating whether you will be attending the Monday or Saturday sessions. The Course is free for D.C. Bar members and their law firm staff.

Lunch and Learn

Due to the pandemic, key Bar services, including PMAS programs, are currently only available online via videoconference.

All Lunch and Learn programs begin at Noon.

Register for any or all at lunchandlearn@dcbar.org

October 8, 2020

The Impact of Social Media Marketing on Your Firm's Online Reputation, sponsored by Thompson Reuters.

Register

[Legal Ethics in the Age of Coronavirus](#) (D.C. Bar, Legal Ethics Program)

[Link to other D.C. Bar Covid-19 Resources](#)

PMAS Events

September

September 14, 21 and 28 – Monday sessions of the *Successful Small Firm Practice Course* (Days 1, 2 and 3 of 8)

September 16 – Day 1 of Basic Training & Beyond

September 18 – *Practice 360°/ A Day for Lawyers & Law Firms*

September 23 – Day 2 of Basic Training & Beyond

October

October 3 – Saturday session of the *Successful Small Firm Practice Course* (Day 1 of 2)

October 5, 19 and 26 – Monday sessions of the *Successful Small Firm Practice Course* (Days 4, 5 and 6 of 8)

October 8 – Lunch and Learn, *The Impact of Social Media Marketing on Your Firm*

October 15 – Lunch and Learn, *Practice Perfect: Strategies for Growing Your Firm*

October 19 – Day 1 of Basic Training & Beyond

October 22 – Lunch and Learn, *A Day in the Life of a Litigation Attorney*

October 26 – Day 2 of Basic Training & Beyond

November

November 2 and 9 – Monday sessions of the *Successful Small Firm Practice Course* (Days 7 and 8 of 8)

October 15, 2020

Practice Perfect: Strategies for Growing Your Firm, presented by Tim Bedford of [Ruby Receptionsists](#).

[Register](#)

October 22, 2020

A Day in the Life of a Litigation Attorney, presented by Margeaux Thomas of [Thomas Law Office, PLC](#).

[Register](#)

Read more at **Small Firm Lunch and Learn Series**

All programs begin at Noon. You may attend by Zoom video conference. Register for any or all [here](#).

The *Lunch and Learn Series* is [here](#). New programs are added regularly. Recordings and materials from recent programs are [here](#). If you have an idea for a program, let us know at: lunchandlearn@dcbbar.org.

And if you missed *Affordable Tools, Tech, and Talent to Run a Small Law Firm Remotely with Maddy Martin*; *Overcoming the Crisis: How to Retool your Marketing to Stay Connected and Relevant with Mary Ellen Hickman*; *Running on Empty: Burnout in the Legal Profession* with Niki Irish; *Clearing Clutter, Tuning in to Time, Space & Mind* with Niki Irish & Tracy Huang; or Mary Ellen Hickman on *Help, I Have No Time for Marketing*, here are the [recordings and materials](#).

Basic Training & Beyond

Our monthly [Basic Training & Beyond](#), is set for September 16 and 23 (9:15 a.m. – 4:30 p.m.) We will meet by Zoom videoconference. [Register here](#).

This program has been presented 258 times for more than 3,800 lawyers over the last twelve years and many have launched and are operating small law firms. We

November 4 – Day 1 of Basic Training & Beyond

November 7 – Saturday session of the *Successful Small Firm Practice Course (Day 2 of 2)*

November 18 – Day 2 of Basic Training & Beyond

(Lunch and Learn schedule for November 2020 to be announced.)

Ethics

Here is new ethics guidance on **Acceptance of Cryptocurrency as Payment for Legal Fees**. [Legal Ethics Opinion 378](#)

Other Events

[Continuing Legal Education programs](#)

[Communities Events](#)

[Pro Bono Center training programs](#)

keep in touch with many small firms and what we learn informs the content for this program.

PMAS Links and Free Downloads

[Law Firm Management Assessment \(Self-Check\)](#)

[Small firm legal trends and compensation reports](#)

[e-Manual for Basic Training & Beyond](#)

[More PMAS programs](#)

From the Desks of Dan and Rochelle



Our all day, virtual conference, [Practice 360°](#) on September 18 is going to be really unusual. Local and national experts on everything from marketing to avoiding burnout are presenting and will be available for live Q & A. Three very popular CLE programs are on the schedule for a total of three hours of CLE ethics credit and they are free. In fact, the entire event is free and our members will not even have to

leave the comfort of their homes or places of work to attend. The only tough decision attendees will make on September 18 will be which of the 21 programs they will attend with the live Q & A.

If you have not registered, [click here](#) and get it on your calendar.

Dan & Rochelle

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