

PREMIERING IN 2018

MANAGING YOUR SUCCESS: PRACTICE MANAGEMENT AT THE NEXT LEVEL



February 9, 2018

Cityplace Conference Center ■ Dallas, Texas

Earn up to 6.00 Hours of MCLE Credit, Including 1.50 Hours of Ethics Credit

Approved in Texas and California (Expected in Oklahoma)

Additional 1.00 Hour of non-MCLE Marketing-Related Content Included

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FRIDAY MORNING, FEB. 9, 2018

Presiding Officer:

Carol Bavousett Mattick, Carol Bavousett Mattick, PLLC, San Antonio and Austin, TX

7:30 a.m. Conference Room Opens

Includes continental breakfast.

8:20 a.m. Welcoming Remarks

8:30 a.m. .75 hr

Cyber Ethics: Ensuring Compliance with Evolving Technology

Lawyers today find that keeping client information safe is more challenging when using today's technology tools. You don't have to have a degree in computer science to understand how to avoid ethical missteps related to technology. Lawyer-friendly information on cyber ethics is provided.

Jim Calloway, Oklahoma Bar Association, Oklahoma City, OK

9:15 a.m.

Marketing and Branding: How To Build a Plan and Generate Leads

The ability to effectively brand and market a legal practice, generate new client business, and then cultivate and fortify existing client relationships is a critical component of the practice of law, one that is often overlooked. Get tips and learn best practices for successful attorney marketing and business development.

Moderator:

Andrew Lee Payne, Payne Mitchell Law Group LLP, Dallas, TX

Panelists:

Camisha L. Simmons, Simmons Legal PLLC, Dallas, TX

Dave Wishnew, Gruber Hail Johansen Shank LLP, Dallas, TX

10:15 a.m. Break

10:30 a.m. .50 hr

Expanding Your Firm: How to Hire Contract and Associate Lawyers

What are the basics that you need to know? How do you manage your staff and attorneys? Get practical tips on how to answer these questions so that your firm can continue to flourish.

Katrina Grider, Ogletree, Deakins, Nash, Smoak & Stewart, P.C., Houston, TX

11:00 a.m. .50 hr

Virtual Law Firms: Is It An Option For You?

What is a virtual law firm? What does it mean? Why does this law firm business model make a lot of sense for lawyers and clients in today's legal environment?

Wei Wei Jeang, Grable Martin Fulton PLLC, Dallas, TX

11:30 a.m. .50 hr

Secrets to Improving Client Communication to Cement Client Relationships

The key to effective communication is appreciating that not everyone communicates in the same way. Learn about the essential types of communication styles, and how you can make sure that different styles don't get in the way of communication with your client.

Michael P. Maslanka, UNT Dallas College of Law, Dallas, TX

12:00 p.m. Pick Up Lunch

Included in registration.

FRIDAY AFTERNOON

Presiding Officer:

Michael P. Maslanka, UNT Dallas College of Law, Dallas, TX

LUNCHEON PRESENTATION

12:20 p.m. 1.00 hr

Assessing the Health of Your Law Firm

Hear a discussion on how to create and grow a business in the practice of law that is designed to efficiently and effectively deliver services to clients, including how to make sure your business and your relationships with clients are (and remain) healthy.

Barry Rosenthal, RSM US LLP, Chicago, IL

1:20 p.m. Break

1:35 p.m. .50 hr

Stress Kills Success: Mindfulness and the Small Firm Practitioner

Learn about the science behind stress and wellness, along with how mindfulness can help with peak performance.

Melissa Marks Garner, Your Mindful Edge, Dallas, TX

2:05 p.m. .75 hr

The Likeability Offensive: Making Your Practice More Effective Through Personal Interaction

Lisa Blue, Baron and Blue, Dallas, TX

2:50 p.m. Break

3:00 p.m. .50 hr ethics

Client Selection

Explore what factors go into deciding to accept or reject a client, how to make a client rejection a win/win, and how to manage your practice in terms of client expectations.

Amy Gibson, Gibson Wiley PLLC, Dallas, TX

3:30 p.m. .50 hr ethics

Keeping Good Clients

Some practices depend on repeat business or volume—literally. Some simply want to be “top of mind” if and when a particular type of transaction or litigation comes along. Learn how best to maintain a relationship with current and former clients.

Carol Bavousett Mattick, Carol Bavousett Mattick, PLLC, San Antonio and Austin, TX

4:00 p.m. .50 hr ethics

Firing Bad Clients and Recovering When You're Fired

There may be nothing worse than a bad client, unless it is getting fired by a good one. Get practical tips on how to effectively manage problem clients, and how to recover when the problem is actually a good client walking away.

Paul Koning, Koning Rubarts LLP, Dallas, TX

4:30 p.m. Adjourn

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This course has been approved for Minimum Continuing Legal Education credit by the State Bar of Texas Committee on MCLE in the amount of 6.00 hours, of which 1.50 credit hours will apply to legal ethics/professional responsibility credit. The University of Texas School of Law is a State Bar of California approved MCLE provider (#1944), and an Oklahoma Bar Association MCLE presumptively-approved provider (#179).

HOW TO REGISTER

Online:

www.utcle.org/conferences/PM18

Mail:

The University of Texas
School of Law
Attn. CLE
PO Box 7759
Austin, TX 78713-7759

Fax:

512.475.6876

Questions? 512.475.6700

REGISTRATION BENEFITS

Before the Conference: Access course materials—downloadable PDFs of papers and slides—and speaker and attendee roster in "Your Briefcase" 48 hours before the conference.

After the Conference: Unlimited access to final, complete course materials—downloadable PDFs of papers and slides—in "Your Briefcase."

eConference: Complimentary access to the eConference—with papers, slides, and video—for CLE credit (TX and CA) you may have missed at the live conference. Available in "Your Briefcase" 6–8 weeks after the conference.

TX MCLE Credit Reporting: UT Law CLE can report credit on your behalf directly to the State Bar of Texas. Track your Texas MCLE credit claimed and reported through UT Law CLE in "Your Account."

Your Account: Activate "Your Account" online at www.utcle.org. Your UT Law CLE Account is created for you as a first-time conference registrant (mail and fax registrations) with the email address you provide.

POST-CONFERENCE PRODUCTS

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Complete accredited eConference package includes all conference video and materials for download from "Your Briefcase" at www.utcle.org.

Complete Conference Materials

Comprehensive binder and audio products from the live conference—for research and self-study. Available for download and shipping.

REGISTRATION FORM

PLEASE PRINT CLEARLY

PM18

Bar Card# _____ TX Other State: _____ N/A

Name [Mr. / Ms.] _____

Firm _____

Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____

Registrant's Email (required) _____

Assistant's Email (optional) _____

Invoices, confirmations, and receipts are emailed to these addresses.

REGISTRATION—Includes Electronic Course Materials and Luncheon Presentation

Special group registration rates available. Call 512.475.6700.

Select Registration Type

- Individual registration by January 31 \$295
- Individual registration after January 31 \$345

ECONFERENCE—For Texas MCLE Credit

Complete accredited eConference package includes conference video and materials for download from "Your Briefcase" at www.utcle.org. Available 6-8 weeks after the live conference date.

- Individual eConference \$245
- Call 512.475.6700 to register additional participants.*

COMPLETE CONFERENCE MATERIALS[†]—For Research and Self-Study

Comprehensive Binder and Audio products from the live conference.

Available for delivery 4–6 weeks after conference date. Shipping included.

- eBinder Download (PDF) \$225
- Printed Binder \$275
- Audio Download (MP3) \$175

[†]Texas customers—add 8.25% sales tax or include an Exemption Certificate \$ _____
Sales tax will be invoiced separately on taxable orders for which payment does not include tax.

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METHOD OF PAYMENT

- Check (make check payable to The University of Texas at Austin)
- VISA MasterCard American Express P.O.

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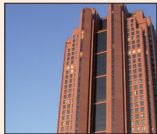
If you have dietary requirements or would like to request accommodations under the ADA, please contact Customer Service at 512.475.6700 or service@utcle.org at least 10 business days prior to the conference.

Visit
www.utcle.org
 Email
service@utcle.org
 Call
512.475.6700

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DALLAS
February 9, 2018

CONFERENCE LOCATION



Cityplace Conference Center
 2711 North Haskell Avenue
 Dallas, TX
 214.515.5100

Parking:
 \$10 self-parking
 (subject to change)

KEY DATES

January 31, 2018

last day for early registration
 add \$50 for registrations
 received after this time

February 1, 2018

last day for cancellation (full refund)

February 6, 2018

last day for cancellation (partial refund)
 \$50 processing fee applied

February 9, 2018, 8:20 a.m.

conference begins

CONFERENCE FACULTY

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 Baron and Blue
 Dallas, TX

JIM CALLOWAY
 Oklahoma Bar Association
 Oklahoma City, OK

MELISSA MARKS GARNER
 Your Mindful Edge
 Dallas, TX

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