

# 2018 Managing Your Success: Practice Management at the Next Level

## February 9, 2018 • Cityplace Conference Center • Dallas, TX

### Friday Morning, Feb. 9, 2018

**Presiding Officer:**

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

7:30 am	<p><b>Conference Room Opens</b></p> <p>Includes continental breakfast.</p>
8:20 am	<p><b>Welcoming Remarks</b></p>
8:30 am 0.75 hr	<p><b>Cyber Ethics: Ensuring Compliance with Evolving Technology</b></p> <p>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.</p> <p>Jim Calloway, Oklahoma Bar Association - Oklahoma City, OK</p>
9:15 am	<p><b>Marketing and Branding: How To Build a Plan and Generate Leads</b></p> <p>The ability to effectively brand and market a legal practice, generate new client business, and then cultivate and fortify existing client relationships is an often overlooked critical component of the practice of law. Tips and best practices for attorney marketing and business development are provided.</p> <p>Moderator: Andrew Lee Payne, Payne Mitchell Law Group LLP - Dallas, TX</p> <p>Panelists: Camisha L. Simmons, Simmons Legal PLLC - Dallas, TX Dave Wishnew, Gruber Hail Johansen Shank LLP - Dallas, TX</p>
10:15 am	<p><b>Break</b></p>
10:30 am 0.50 hr	<p><b>Expanding Your Firm: How to Hire Contract and Associate Lawyers</b></p> <p>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.</p> <p>Katrina Grider, Ogletree, Deakins, Nash, Smoak &amp; Stewart, P.C. - Houston, TX</p>
11:00 am 0.50 hr	<p><b>Virtual Law Firms: Is It An Option For You?</b></p> <p>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?</p> <p>Wei Wei Jeang, Grable Martin Fulton PLLC - Dallas, TX</p>

11:30 am 0.50 hr	<p><b>Secrets to Improving Client Communication to Cement Client Relationships</b></p> <p>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.</p> <p>Michael P. Maslanka, UNT Dallas College of Law - Dallas, TX</p>
12:00 pm	<p><b>Pick Up Lunch</b></p> <p>Included in registration.</p>

## Friday Afternoon, Feb. 9, 2018

### Presiding Officer:

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

### LUNCHEON PRESENTATION

12:20 pm	<p><b>Session Cancelled Due to Weather</b></p> <p><b>Assessing the Health of Your Law Firm</b></p> <p>Hear a discussion on how to create and grow a business in the practice of law, including how to make sure your business is (and remains) healthy.</p> <p>Barry Rosenthal, RSM US LLP - Chicago, IL</p>
1:20 pm	<p><b>Break</b></p>
1:35 pm 0.50 hr	<p><b>Stress Kills Success: Mindfulness and the Small Firm Practitioner</b></p> <p>Learn about the science behind stress and wellness, along with how mindfulness can help with peak performance.</p> <p>Melissa Marks Garner, Your Mindful Edge - Dallas, TX</p>
2:05 pm 0.75 hr	<p><b>The Likeability Offensive: Making Your Practice More Effective Through Personal Interaction</b></p> <p>Lisa Blue, Baron and Blue - Dallas, TX</p>
2:50 pm	<p><b>Break</b></p>
3:00 pm 0.50 hr ethics	<p><b>Client Selection</b></p> <p>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.</p> <p>Amy Gibson, Gibson Wiley PLLC - Dallas, TX</p>

3:30 pm  
0.50 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 pm  
0.50 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 pm

**Adjourn**