

**September 2022**

**From the Desks of Your D.C. Bar Practice Management  
Advisors**



**Train Your Brain for Peak Performance at Practice 360**

Psychotherapist [Elyse Schunkewiz](#), a fitness coach, presents at 10 a.m. on September 14 on how to achieve stronger focus, increased energy and lower stress. If you would like a free, private session with Elyse on September 15, email [PMAS@DCBar.org](mailto:PMAS@DCBar.org) to reserve your 30 minute session on Zoom. Sessions start at

11:30 a.m. with the last at 2p.m. and will be filled on a first-come, first-served basis. To reserve a private session, you must be registered to attend Practice 360 and specify a time between 11:30 a.m. and 2 p.m.

[REGISTER NOW](#)

## **What is in Your Negotiator's Tool Kit?**

Do you have confidence in your negotiation skill set? Here is your opportunity to learn the fundamental framework for a collaborative approach to negotiation. At 9 a.m. on September 14 at Practice 360, [Max Bevilacqua](#) presents The Negotiator's Tool Kit.

[REGISTER NOW](#)

## **Successful Small Firm Practice Course**

### **We have launched the Successful Small Firm Practice Course in a new way . . .**

The Course has been a staple for several years as a series of multi-session programs focused on starting & growing a firm with attendees creating work product for the firm. We now offer it upon request on an individual basis designed to help the lawyer develop their firm in a series of one-on-one sessions. The Course will be able to focus precisely on the type of firm the member wants to create and will take place at a pace that suits the lawyer. If you are interested in this approach to creating and growing a law firm, contact [PMAS@dcb.org](mailto:PMAS@dcb.org).

## **Basic Training & Beyond**

Here is how to start, grow and manage a law firm in a large, urban market during a pandemic.

Our monthly [Basic Training & Beyond](#) is set for September 7 & 21, 2022 / 9:15 a.m. – 4:30 p.m. We will meet in-person in the Williamson Conference Room on the third floor of Bar Headquarters or by Zoom videoconference. In-person attendees must comply with these [protocols](#) to enter the building.

[REGISTER HERE](#)

This program has been presented more than three hundred times for more than 4,000 lawyers over the last fourteen years, and many have launched and are now operating small law firms. We stay connected with many small firms, and what we learn informs the content for this program.

## Managing Money

On September 26, learn how to onboard a new client by creating the appropriate fee agreement; make the proper entries onto the client ledger and trust account when needed; track the established earning mechanism; and make proper entries in the firm's operating or business account. Our next in-person and Zoom session of Managing Money is set for September 26, 2022, 9:00 a.m. - 12:30 p.m.

We also present Managing Money on request for a law firm or organization.

[Register for an upcoming session or schedule a session for your firm here.](#)

## Lunch & Learn

All sessions begin at noon EST.

SEPTEMBER 8

**How to Build a Brand as a Lawyer** with Tim Ito of [Marketing Nice Guys](#) and Janet Falk of [Falk Communications](#) / Learn how to build a brand around your law firm.

Webinar | [Register Now](#)

SEPTEMBER 15

**[Upgrade Your Personal Operating System](#)** / Learn how to transform the way you think to be an island of calm in a tsunami of fear and doubt.

Webinar | [Register Now](#)

## SEPTEMBER 22

[Cyber Exposure for Law Firms](#) with Mark LeFever of [USI Affinity](#) / Why lawyers are prime targets for a cyber attack and what they can do to protect their law firm.

Webinar | [Register Now](#)

## OCTOBER 6

[Valuing a Law Firm](#) with Michael Molder of [AILA Limited](#) & Ellen Freedman of the [Pennsylvania Bar Association](#) / Learn the factors that influence the value of a law firm by reviewing case studies of actual firms with similar revenues but very different values.

Webinar | [Register Now](#)

[SEE ALL SESSIONS](#)

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](mailto:lunchandlearn@dcbbar.org).

And if you missed **5 Steps to Grow Your Firm Online** with Annette Choti, **Vetting Technology** with Sharon Nelson & John Simek, **Working with Clients in Trauma** with Katharine Manning, **Manage the Challenges of Going Back to In-Person and How to Improve Your “Stage Presence”** with Ingela Onstad, **5 Steps to Creating Great Marketing Content as a Lawyer** with Tim Ito and Boney Pandya, **How to Start or Expand Your ‘Low Bono’ Legal Practice** by Joining DC Refers with Charlie Lemley & Jennifer Lyman, **Negotiation Essentials** with Max Bevilacqua, **How Can DocuSign Help a Law Firm Manage Agreements with Rob Everette, Lucy Nagasawa, and Rory Sullivan of DocuSign**, **Perfect Your Pitch** with David Skinner and Karen Dunn Skinner, or any of our other programs, here are the [recordings and materials](#).

### More news from PMAS ...

We are contributing to the Bar's blog at [Duly Noted](#).

If you are interested in a practice management assessment, [click here](#).

- Kaitlin & Dan

### In other news . . .

[Here is the Lawyer Assistance Program Dispatch newsletter for the Summer.](#)

For the results of the groundbreaking study on attorney mental health and well-being, [click here](#).

Here is new ethics guidance on **Disclosure of Client Confidences or Secrets in Compliance With the Outside Counsel Guidelines of Another Client; Advance Agreement to Withdraw from Representation in the Event of a "Midstream" Conflict:** [Legal Ethics Opinion 383](#).

For more information on PMAS programs, [click here](#).

#### **CLE, Communities Events & Pro Bono:**

**Continuing Legal Education** programs are [here](#).

**Communities Events** are [here](#).

**Pro Bono Center** training programs are scheduled [here](#).

As we return to D.C. Bar Headquarters for meetings and events, everyone entering the building will need to comply with the [COVID Guidelines](#).

**Turn chaos into collaboration.**  
*Work Together with netdocuments*

Learn More >

**Our Practice Management Advisors are:**

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Practice Management Advisors have a free and confidential relationship with D.C. Bar Members pursuant to Rule 1.6(j) of the D.C. Rules of Professional Conduct.



Serving our members so they can serve the community

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