

CITY BAR CENTER FOR CLE

STARTING & MAINTAINING YOUR OWN FIRM IN A RECESSION

Tuesday, February 9, 2010 / 6:00 p.m. to 9:00 p.m.

Do you have what it takes to start your own firm? Was your decision to start a law firm based on a drastic career change or circumstances beyond your control? What is your game plan, and how are you planning on facing the recent downturn in the economy? If you're thinking of launching out on your own or if you have already hung out your shingle but need to know ways to sustain your practice, there are a multitude of issues to consider ranging from who will your clients be to whether to specialize or diversify to address the economic conditions to what should your letter of engagement contain. Among the topics to be discussed are:

- Taking personal & financial inventory before you launch
- Determining the minimum budget requirement to start or sustain a practice
- The advantages and disadvantages of commercial leases, subleases and virtual office spaces - the mobile office
- Business and other ethical considerations
- How to think like an entrepreneur rather than an academic
- *How to obtain and keep clients

These issues and more will be discussed in a CLE session by panelists who have their own solo or small firm practices. Come learn, NETWORK, get useful ideas, and CLE credits. **Please note, the last session on networking does not provide CLE credit.**

Program Chair

Olivera Medenica
Wahab & Medenica LLC

Faculty

Mark A. Josephson, CPA, CFP, CFE
Murray & Josephson, CPAs, LLC

Deborah G. Rosenthal
Rosenthal, Attorneys at Law P.C.

Richard A. Roth
President
The Roth Law Firm PLLC

Alla Roytberg
Law Offices and Mediation Center
of Alla Roytberg
Director of the Small Law Firm Center
New York City Bar

Jeremy M. Saland
Crotty Saland LLP

Barry A. Temkin
Of Counsel
Mound Cotton Wollan & Greengrass

Sponsoring Association Committee: Small Law Firm, Olivera Medenica, Chair

Agenda

- 6:00–6:05 **Introduction**
Olivera Medenica
- 6:05–6:35 **The Basics to Start Out:
(Space, Business Entity, Staff, Overhead)**
Alla Roytberg & Jeremy Saland
- 6:35–7:30 **Some Business Considerations:
(Tax Considerations, Keeping Costs Down, the Mobile Office)**
Mark Josephson, Richard Roth & Barry Temkin
- 7:30–7:35 **Break**
- 7:35–8:00 **Ethical Considerations**
Deborah Rosenthal
- 8:00–8:10 **Growing Your Firm Beyond a Startup**
Richard Roth
- 8:10–8:30 **Partnership and Of Counsel Relationships**
Olivera Medenica & Jeremy Saland
- 8:30–9:00 **How to Get Clients/Networking**
Richard Roth & Jeremy Saland

New York & California Credit: 2.5 credits total: 2.0 law practice management & 0.5 ethics.
This live program provides transitional/non-transitional credit to all attorneys.

Illinois Credit: 2.25 general MCLE credits.

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Live Program (includes materials):

\$195 Member \$305 Nonmember

Walk-in Registration (includes materials):

\$220 Member \$330 Nonmember

CDs (includes materials):

\$335 Member \$405 Nonmember

DVDs (includes materials):

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Materials Only (no CLE credit):

\$105 Member \$135 Nonmember

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How did you hear about this program? Please check one:

Email Web Mail Other (please specify) _____

Registration Information

Program Location:

All programs are held at:

New York City Bar

42 West 44th Street, New York, NY 10036

To Register: Call 212.382.6663, fax 212.869.4451, mail registration form to the City Bar Center for CLE, 42 West 44th Street, New York, NY 10036, or register online at www.nycbar.org.

Advance registration is advised. An additional fee of \$25 will be charged for "walk-in" registrations—those received later than 3:00 p.m. one business day prior to the program.

Scholarships & Discounts: Financial scholarships are available; please call 212.382.6663 for an application. All applications must be submitted three weeks prior to the program. *50% discounts off of member and nonmember prices are available for government and public interest attorneys, students, and academics.* A 20% discount off of member and nonmember prices is available for firms and corporations that register four or more people for a combination of programs or video replays.

**Non-legal professionals receive the member rate.*

Cancellations & Refunds: For live programs and video replays, refunds and program credits are available provided cancellation is made in writing and received by the City Bar Center prior to the program. A \$45 administrative fee will be charged for all refunds. The cancellation fee will be deducted directly from the refund. For program credits no administrative fee will be charged. Program credits must be used within one year of the original program date. Cancellations must be in writing and faxed to the City Bar Center at 212.869.4451. Refunds and program credits are not available for the purchase of CDs, DVDs, course materials, or online programs.

Please allow 3–5 weeks for delivery of CDs, DVDs and course materials. International orders will be sent by traceable means, and an additional charge for shipping will be named by the recipient.

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Illinois ethics credits cannot be awarded until the MCLE Board of Illinois approves an ethics component per individual program. For programs that provide ethics credit, *Illinois ethics credits are pending.*

All information is subject to change.

All programs and products are sponsored by the CLE Committee, Lisa M. Stenson Desamours, Chair.

