

# Presenters

## & Vendors

**Laura Repasky**, Probate Court Staff Attorney for Judge Brown

**William C. Johnson**, Franklin County Court of Common Pleas Staff Attorney for Judge Hogan

**Kelly Green**, Franklin County Court of Common Pleas Staff Attorney for Judge Holbrook

**Jess Cordery**, Lexis Nexis

**Donna Prehm**, Vorys, Sater, Seymour & Pease LLP

**David Fuangfuang**, Willis Group

**Michael J. Littleworth**, Willis Group

**Samantha Johnson**, Willis Group

**James Zitesman**, Solo Practitioner

**Ann Jacobs**, Clear Channel

**Mark Phelps**, ATT

**Scot Sloan**, ATT

**Matthew D. Crumpton**, Crumpton Law

**Matthew D. Austin**, Barnes & Thornburg, LLP

### Vendor Fair:



Columbus Bar Association  
175 S. Third St., Suite 1100  
Columbus, OH 43215



**Make It Count:  
Solo & Small Firm Institute**

.....  
**March 23, 2010**  
**8:30am – 4:30pm**  
**6.0 CLE hours**

.....  
 **Register online**

[www.cbalaw.org/cle](http://www.cbalaw.org/cle)

.....  
THE COLUMBUS BAR ASSOCIATION  
.....

CLE Seminar

## Make It Count 2010 Solo Practice & Small Firm

*Institute*

With Vendor Fair &  
Giveaway Prizes



**March 23, 2010**  
**8:30am – 4:30pm**  
**6.0 CLE hours**  
**Including 1.0 Ethics**

CBA

# Overview *agenda*

8:30 Registration

9:00 Legal Writing: Tips from the Courts

- Your First Chance to Make a Good Impression
- Applicable Rules of Civil Procedure & Motion Structure
- Save Some Trees – Electronic filing

10:00 Legal Research using Lexis Nexis

- Guided Tutorial

10:30 Legal Assistant – Is It Right for You?

- Paralegal vs. Legal Assistant & What Makes Sense for Your Office
- Using an Assistant Effectively
- Good Utilization Can Affect the Bottom Line

11:00 Break

11:15 Insurance Needs for Your Practice

- Claims Scenarios - Examples that affect your practice
- Risk Selection - What your carrier is looking for

12:00 Lunch provided by CBA

1:00 Technology You Need at the Price You Want

- Software: QuickBooks & Adobe Acrobat
- Equipment: Multifunction machine
- Web: Office Live, Google Calendar & LogMeIn v.GoToMyPC
- Financial: AcceptPay from American Express

2:15 Break

2:30 Innovations in Marketing Your Practice

- Effective Radio Marketing for a Solo or Small Firm
- Google 101 & Maximizing Search Keywords
- “What Makes a Good Ad”

3:30 Ethics in Social Media Marketing

4:30 Adjourn

# Program *specifics*

**Title:** Solo Small Firm Institute

**CLE hours:** 6.0 Hours w/ 1.0 Ethics

**Event #:** SS100323

**Date:** March 23, 2010

**Time:** 8:30am - 4:30pm

**Location:** Columbus Bar Association  
175 S. Third St., 11th Floor  
Columbus, OH 43215

## Non-members

**Join the Columbus Bar and Save**

At [www.cbalaw.org/members](http://www.cbalaw.org/members) or 614.221.4112

**This seminar is CLE Easy Pass Eligible**

	Prepay	Day of
<input type="checkbox"/> Member	\$129	\$155
<input type="checkbox"/> Non-member	\$180	\$205
<input type="checkbox"/> Non-attorney	\$92	\$117

## Cancellation & Transfer Policy:

The CBA reserves the right to modify or cancel a program if circumstances warrant. If the CBA cancels a program, full tuition will be refunded. Cancellations by program participants received by 5:00 p.m. the business day prior to the program will be refunded less a \$25 service fee or 1/2 the course credit amount for CLE Easy Pass holders. No refunds or transfers are given for cancellations received on or after the day of the program. Upon request, course materials are available in consideration of tuition paid.

## Services for Persons with Disabilities:

If a registrant requires special arrangements in order to participate in a CBA program, please contact the CBA at least one week prior to the course date.

# Registration *form*

**Seminar: Solo Small Firm Institute**

**Event #: SS100323**

Name \_\_\_\_\_

Supreme Court # \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_ - \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Amount Paid \$ \_\_\_\_\_

Check (payable to Columbus Bar Association)


Visa  MasterCard  AmEx  CLE Easy Pass


Card # \_\_\_\_\_

Exp. Date \_\_\_\_ / \_\_\_\_

## 4 Easy Ways to Register

 **Online:** [www.cbalaw.org/cle](http://www.cbalaw.org/cle)

 **Fax:** 614.340.2081

 **Mail:** Columbus Bar Association  
175 S Third St, Ste 1100  
Columbus, OH 43215

 **Phone:** 614.221.4112