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A NOTE FROM THE SLFC DIRECTOR
Dear Solo and Small Firm Practitioners,

Thank you for attending our 12th Annual Small Law Firm Practice Management Symposium in November and helping to make it a great success. The energy and enthusiasm were overwhelming, as over 200 participants exchanged views and ideas on the law practice management of their small firms. The New York City Bar continues its effort to help solos and small firm owners through numerous member benefits and resources, which include its free conference rooms, library and free legal research accessible remotely from members’ own computers, the Virtual Law Firm Program, Mentoring Circles, the opportunity to expand your client base by participating in the Legal Referral Service Program, and multiple educational and networking events. As we strive to add more and more events, programs and benefits for solo and small firm practitioners I welcome your comments and suggestions. Please email these to me here.

With warm wishes for a wonderful holiday season and a happy New Year,

Alla Roytberg

Member Exclusive - Virtual Law Firm Program

Are you a solo practitioner who needs a virtual law office?

Do you already pay for a virtual office but attend City Bar networking events, use the City
Bar library for research and meet clients in the Small Law Firm Center Conference Rooms in our prestigious landmark building?

Are you a law firm that would like a Midtown Manhattan Office presence?

As a member, you may already participate in our committees, attend our luncheons, CLEs and networking events, and take part in our Legal Referral Service and Mentorship programs. Now you can complete the picture by having a virtual office at your City Bar home as well.

The City Bar is uniquely positioned to offer its members so much more than just a “mail drop” or a street address.

ADD A LIVE ANSWERING SERVICE AND A PERSONAL (212) PHONE NUMBER TO YOUR VIRTUAL LAW FIRM - $70 per month. Click here to learn more.

Small Law Firm Mentoring Circles 2015-2016 (Member Exclusive)

PLEASE NOTE: REGISTRATION FOR THE SPRING 2016 SESSION BEGINS SOON. PLEASE BE ON THE LOOKOUT FOR OUR EMAILS.

The New York City Bar Mentoring Circles are designed to serve members at all stages of their practice. Each Circle will include several experienced lawyers and a somewhat larger group of newer lawyers who are establishing a practice.

In a traditional mentoring set-up, experienced practitioners advise junior practitioners one-on-one. With Mentoring Circles, each member is both a mentee and a mentor and all members receive professional development and networking opportunities. While the benefits for a newer attorney might be obvious, the Circles offer equally valuable opportunities to more experienced attorneys, for whom networking with newer solos and small firm practitioners may open up opportunities for help with piled up legal work and the expansion of business through referrals of cases.

Mentoring Circles provide members with a confidential and more personal forum that allows the groups to hone law practice development and management skills, build relationships, expand referral networks and engage in substantive discussions. The City Bar Mentoring Circles are divided into the following areas:
The 2015-2016 Mentoring Circles Program is divided into two separate sessions. Session 1 is currently in progress, as it runs from September 2015 through January 2016, and Session 2 will run from February 2016 – June 2016.

Attendance is limited and the cost of participation in Session 2 is $120. Registration for Session 2 will begin soon. At that time participants in Session 1 can elect to continue (at a discounted price) or not to continue with Session 2. Session 2 will also be open to new members who did not participate in Session 1. Not all applicants are assured of being placed in a Mentoring Circle. Anyone not placed in a Circle will have her/his payment refunded.

You must be a current City Bar member to participate. If you are not a current member, please click here to join the City Bar.

Upcoming Mentoring Circles Events

Meetings will begin with a 30-minute short breakfast/reception allowing members of all the Circles to network, which will be followed by individual Circle meetings lasting up to one hour. Upcoming meeting dates for the 2015-2016 year are as follows:

**Session 1**
December 15, 2015, 6:00 PM – 7:30 PM (Holiday Event)
January 12, 2016, 8:30 AM – 10:00 AM

**Session 2 – Registration Begins January 2016**
February 23, 2016, 6:00 PM – 7:30 PM (Kick-Off Reception)
March 22, 2016, 8:30 AM – 10:00 AM
April 19, 2016, 8:30 AM – 10:00 AM  
May 24, 2016, 6:00 PM – 7:30 PM  
June 14, 2016, 8:30 AM – 10:00 AM

For questions about the Mentoring Circles please contact Alla Roytberg, Director of the Small Law Firm Center, or Martha Harris, Director of Professional Development.

**Practice Management Consultations**

As a benefit of City Bar membership, any member who is interested in starting and/or growing their small law firm is entitled to one free practice management/brainstorming session with Alla Roytberg, Director of the Small Law Firm Center. If further consultations are needed, City Bar members can schedule additional consultations with Alla Roytberg at a discounted consultation fee of $50 per consultation. Payment should be by check made payable to "The New York City Bar" in advance of each consultation. A consultation would last up to one hour, as needed. To schedule a consultation, please email Alla Roytberg.

**DECEMBER 2015 SMALL LAW FIRM PROGRAMS**

**Small Law Firm Luncheon: Your Marketing Schedule: The Backbone of Your Annual Marketing Plan**  
Thursday, December 10, 2015, 12:30 PM – 2:00 PM

In this highly practical session, we will reveal the key to a strong marketing effort: the development of your marketing schedule. With so many marketing channels available, it is critical to focus on the events and opportunities that add value to your practice. You need to plan where and when you will spend your time, money and efforts. You need to schedule access to communications channels (your website, newsletter, LinkedIn, etc.) and events (conferences, symposia, mentoring opportunities, etc.) where you are likely to meet referral sources and/or clients. You will be provided with a template schedule with some activities identified, but with plenty of space to customize it to your specific needs.

Moderator: Mark A. Josephson, Murray & Josephson, CPAs, LLC  
Speaker: David Post, President, DVP Advisors, Inc.

*Registration by December 7 is requested.*

**Mentoring Circles Fall Session Monthly Meeting – Holiday Event**  
Tuesday, December 15, 2015, 6:00 PM – 7:30 PM

**UPCOMING EVENTS – SAVE THE DATE!**

NOTE: All LPM Luncheons take place from 12:30 p.m. until 2:00 p.m. Attendance fee, which includes lunch, is $35 for members, $50 for non-members.
All LPM Afternoon Tea programs take place from 3:00 p.m. until 5:00 p.m. Attendance fee, which includes coffee/tea and sweets is $15 for members, $30 for non-members. Members receive a special series discount by paying $40 for all three programs.

Afternoon Tea: January 20, 2016 – How YOU Can Be the Attorney Reporters Call

Luncheon: January 21, 2016 – Your Client Development: Guidance for Leveraging Your Client-Development Efforts

Join our SLF Community on City Bar Central's Solo & Small Firm Practice Forum! Exchange practice management ideas, learn about upcoming events, ask questions, and post discussions. Spread the news about your practice among your colleagues. To join the Forum and view discussions log in to your City Bar Membership and click on City Bar Central Blue button on the upper right.

**EVENTS OF INTEREST @ CITY BAR**

**Lunch & Public Policy Discussion with Gale A. Brewer, Manhattan Borough President**  
December 7, 12:00 PM – 2:00 PM

**Teleconference: Affordable Care Act Information Returns - Understanding the Tax Forms Before It's Too Late**  
December 9, 12:15 PM – 1:30 PM

**CLE OF INTEREST @ CITY BAR**

**Efficient, Effective and Powerful Legal Writing**  
December 9, 9:00 AM – 11:00 AM

**Persuasion and Decision-Making Skills for Lawyers**  
December 10, 9:00 AM – 11:00 AM