A Note from the SLFC Director

"'Think simple' as my old master used to say- meaning reduce the whole of its parts into the simplest terms, getting back to first principles."

– Frank Lloyd Wright

Dear Solo and Small Firm Practitioners,

The work of a legal entrepreneur in creating and successfully running a small law firm is often no different than the work of an architect. There is the initial spark, followed by a functional design, an elegant form that organically enhances the function and the masterpiece is born. Hours, days, weeks and maybe months of work go into each step, but with dedication and perseverance the resulting product is a successful small law firm. Whether you are in the initial stages of law firm formation or are looking to improve your practice management, in the fall of 2015, the Small Law Firm Center at the City Bar plans to equip you with the skills and tools to make your journey successful. Here are the latest developments:

1. **Mentoring Circles.** This year we are expanding our Mentoring Circles to nine groups in various practice areas. The circles will run in two sessions, one in the fall of 2015 and the other in the spring of 2016. We try to keep group membership relatively small, so registration for Session 1 will likely close soon after the first Kick-Off Reception Event, which will take place on September 9th. Don’t miss your chance to sign up. To register or find out more about Mentoring Circles, click [here](#).

2. **Virtual Law Firm Program.** The Virtual Law Firm Program now serves nearly 100 members, offering vital cost-effective services. To sign up or learn more about the program, click [here](#).

3. **Monthly Small Law Firm Law Practice Management (LPM) Programs.** Our monthly Small Law Firm programs continue, with the Luncheon on Google Marketing for Attorneys on September 17th and the Afternoon Tea Practice Management Series’ first program on Rainmaking on September 30th. The monthly Small Law Firm LPM Luncheons take place from 12:30 p.m. to 2:00 p.m. and contain a 30-minute networking component followed by a program, each month. The Afternoon Tea LPM Programs take place...
from 3:00 p.m. to 5:00 p.m. and also contain a 30-minute upfront networking component. The Afternoon Tea Series is designed especially for those lawyers who find themselves unable to make it to the City Bar for a lunch program due to court or client obligations. The Afternoon Tea Series offers a discounted series rate for all three monthly programs and covers such topics as rainmaking, internet marketing and email management for solos and small firms. Click here for more information about the Afternoon Tea Series.

4. City Bar Annual Small Law Firm Symposium. Our yearly Small Law Firm Symposium on November 12, 2015 is a full day event featuring workshops, a trade show of vendors who cater to the needs of solo and small firm practitioners and extensive networking. The Symposium Day serves as a one-stop trove of valuable information for lawyers who are either on the brink of starting their own practice or those who already run small firms and seek to improve them. The fee to attend is very modest and includes one CLE credit, breakfast, lunch and a cocktail networking reception with raffle prizes at the end of the day. Clearly, the benefits are great. Don’t miss it. To find out more and to register, click here.

Wishing everyone a pleasant month of September,

Alla Roytberg

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**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.

Join the Virtual Law Firm
Small Law Firm Mentoring Circles 2015-2016

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:

- ADR (Alternative Dispute Resolution) Circle
- Corporate Practice Circle
- Family Law Circle
- Immigration Circle
- Intellectual Property Circle
- Labor & Employment Circle
- Litigation Circle
- Real Estate Circle
- Trusts & Estates Circle

The 2015-2016 Mentoring Circles Program will be divided into two separate sessions. Session 1 will run from September 2015 – January 2016, and Session 2 will run from February 2016 – June 2016.

If you are a member and would like to join a Mentoring Circle, please click here to fill out and submit an application. We are currently only taking registrations for Session 1. Attendance is limited and the cost of participation in Session 1 is $120. Registration for Session 2 will begin in January of 2016. At that time participants in Session 1 can elect to continue 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. Meeting dates for the 2015-2016 year are as follows:

**Session 1**
- September 9, 2015, 6:00 PM – 7:30 PM (Kick-Off Reception)
- October 13, 2015, 8:30 AM – 10:00 AM
- November 17, 2015, 8:30 AM – 10:00 AM
- December 15, 2015, 6:00 PM – 7:30 PM (Holiday Event)
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.

City Bar Small Law Firm Symposium

Don’t miss our Annual Small Law Firm Practice Management Symposium on November 12, 2015. Whether you are just starting out or have been in business for decades, the Symposium’s workshops are tailored to meet everyone’s needs. Learn the basics of small firm start-up or how to grow your existing practice in a cost-effective way. Brush up on the social media do's and don’ts and get valuable information on websites and marketing to clients “on and off” the Internet. Learn how to start and manage attorney escrow accounts without getting into trouble, and how to leverage cloud and other technology to improve your bottom line. Learn to cost-effectively expand your law firm without increasing overhead, how to attract clients with creative billing strategies and avoid malpractice claims. Most importantly, network with your colleagues throughout the day at the trade show and at the “Seasoned Solo” Drop-in Center and at our complimentary breakfast, luncheon and the wind-down reception with live music. The early bird registration fee is an incredible $50 for members and $85 for nonmembers. The fee includes all food, networking, choice of eight workshops, Exhibit Hall entrance and one (1) CLE credit. To register, please click here.

SEPTEMBER 2015 SMALL LAW FIRM PROGRAMS

Mentoring Circles Fall Session
Wednesday, September 9, 2015, 6:00 PM – 7:30 PM (Kick-Off Reception)

Small Law Firm Luncheon: Google Marketing for Attorneys
September 17, 2015, 12:30 PM – 2:00 PM
How can you push your website to the top of Google (aka, SEO)? How can you use Google to boost word-of-mouth referrals? What are the best practices for Pay-Per-Click Adwords? See what creative lawyers are doing with YouTube. Google’s platform is the second largest for blogging. Moreover, your Google+ verified page will literally put your practice on the map!

But there are specific do’s & don’ts that Google has revealed, experts have experienced, and Attorney Advertising rules prohibit. Our presenter, Vik Rajan, will simplify the complex world of Google to grow your law practice. You’ll walk away with specific tasks to strengthen your word-of-mouth, Attorney Advertising, website content, and search marketing.
Registration fee, which includes lunch, is $35 for members; $50 for non-members.

**Small Law Firm Law Practice Management Afternoon Tea**  
*Rainmaking for Small Firms: A No-Fluff Approach to Successful Legal Marketing*  
Wednesday, September 30, 2015, 3:00 PM – 5:00 PM

The reliable flow of high-quality work is the lifeblood of your law business, but generating that flow consistently requires the systematic application of key activities. This resource-rich program will teach you what to do and how to do it. You will learn how to:

1. Design realistic business development goals  
2. Target the right kind of matters and clients  
3. Convey effective messages to prospective clients and referral sources  
4. Chart, grow, and tap your universe of contacts  
5. Use multiple channels of communication to reach your target audiences  
6. Build your online presence  
7. Plan marketing budgets and manage vendors  
8. Strengthen your business development habits

Moderator: **Alla Roytberg**, Director, Small Law Firm Center  
Speaker: **Bill Jawitz**, Founder, SuccessTrackESQ

Registration fee, which includes coffee/tea and sweets, is $15 for members; $30 for non-members. **Members receive a special discount by paying $40 for all three Afternoon Tea programs.**

**UPCOMING EVENTS – SAVE THE DATE!**

**Small Law Firm Luncheon: Linkedin & Online Networking for Lawyers**  
Thursday, October 29, 2015

**Afternoon Tea Series: Effective Internet Marketing**  
Thursday, October 29, 2015

**12th Annual Small Law Firm Practice Management Symposium**  
Thursday, November 12, 2015

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Join our SLF Community on City Bar Central’s Solo & Small Firm Practice Forum!  
Exchange practice management ideas, learn about upcoming events, ask questions, post discussions. To join the Forum and view discussions log in to your City Bar [member page](#) and click on City Bar Central blue button on the upper right.
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<td>September 2</td>
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<td><strong>Mentoring Circles Fall Session</strong></td>
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<td><strong>Residential Real Estate Closings: What You Need</strong></td>
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<td><strong>Communication Skills for Lawyers: Strategies for</strong></td>
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