



PRACTICE MANAGEMENT

ADVISORY SERVICE

Practice 360° Newsletter

April 2021

Calendar

Networking

Join us for Networking on Zoom following each Lunch and Learn session.

(See schedule on the right.)

COVID-19 Resources

[Coping During COVID-19: You Are Not Alone](#) (D.C. Bar, Lawyer Assistance Program)

[COVID-19 and Well-Being](#) (D.C. Bar, Lawyer Assistance Program)

[Well-Being Tips for Working at Home](#) (D.C. Bar, Lawyer Assistance Program)

[Bracing for the Unexpected: Disaster Preparedness for Lawyers](#) (D.C. Bar, Practice Management Advisory Service)

Lunch and Learn

During the pandemic, our programs are available on Zoom.

All Lunch and Learn programs begin at Noon.

Register for any or all at lunchandlearn@dcbbar.org

April 1, 2021

What Lawyers Need to Know about Malpractice Insurance and Cyber Insurance, presented by Mark LeFever of [USI Affinity](#).

[Register](#)

April 8, 2021

Pivoting Your Immigration Practice in the New Normal and Under a New Administration, presented by Jonelle Ocloo of the Law Offices of [Jonelle Ocloo, LLC](#).

[Register](#)

April 15, 2021

Departing Employees, Data Theft, and Digital Forensics, presented by Michael Maschke and Brandon Barnes of [Sensei Enterprises, Inc.](#)

[Quick Start Guide to Launching a Firm During the Pandemic](#) (D.C. Bar, Practice Management Advisory Service)

[New Law Firm Quick Start Technology Guide](#) (D.C. Bar, Practice Management Advisory Service)

[Working Remotely During the Pandemic: A Guide to Bar Member Benefits](#) (D.C. Bar, Practice Management Advisory Service)

[Legal Ethics in the Age of Coronavirus](#) (D.C. Bar, Legal Ethics Program)

[Link to other D.C. Bar Covid-19 Resources](#)

PMAS Events

April 2021

April 1 – Lunch and Learn: *What Lawyers Need to Know about Malpractice Insurance and Cyber Insurance*

April 8 – Lunch and Learn: *Pivoting Your Immigration Practice in the New Normal and Under a New Administration*

April 14 – Day 1 of Basic Training & Beyond

April 15 – Lunch and Learn: *Departing Employees, Data Theft, and Digital Forensics*

April 21 – Day 2 of Basic Training & Beyond

April 22 – Lunch and Learn: *Office On-Demand - Flexible Law Office; The New Normal*

April 29 – Lunch and Learn: *QuickBooks Online Crash Course (Attorney Edition)*

Ethics

Register

April 22, 2021

Office On-Demand - Flexible Law Office; The New Normal, presented by Grace Maupin of [Carr Workplaces](#).

Register

April 29, 2021

QuickBooks Online Crash Course (Attorney Edition), presented by Manny Cosme of [CFO Services Group](#).

Register

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.

And if you missed *Advanced Referral Marketing* with Maddy Martin *Innovative Marketing in the Covid-19 Era* with Sharon Nelson and John Simek; *Building Resilience During Challenging Times* with Niki Irish; *How to Market Your Firm in Challenging Times* with Mary Ellen Hickman; *A Day in the Life of a Litigation Attorney* with Margeaux Thomas; *Affordable Tools, Tech, and Talent to Run a Small Law Firm Remotely* with Maddy Martin; *Overcoming the Crisis: How to Retool your Marketing to Stay Connected and Relevant* with Mary Ellen Hickman; *Running on Empty: Burnout in the Legal Profession* with Niki Irish; *Clearing Clutter, Tuning in to Time, Space & Mind* with Niki Irish & Tracy Huang; Mary Ellen Hickman on *Help, I Have No Time for Marketing, Security for Lawyers Working Remotely, or Conducting Video Depositions Using Zoom*, here are the [recordings and materials](#).

Here is new ethics guidance on **Conflict of Interest Issues Related to Witnesses**, [Legal Ethics Opinion 380](#) and **Responding to Third-Party Subpoenas**, [Legal Ethics Opinion 381](#).

Other Events

[Continuing Legal Education programs](#)

[Communities Events](#)

[Pro Bono Center training programs](#)

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 April 14 and 21 (9:15 a.m. – 4:30 p.m.) A one-day version of this two-day program is set for Saturday, June 5, 2021 from 8:30 a.m. – 5:00 p.m. We will meet by Zoom videoconference. [Register here.](#)

This program has been presented 272 times for more than 4,000 lawyers over the last twelve years and many have launched and are operating small law firms. We keep in touch with many small firms and what we learn informs the content for this program.

PMAS Links and Free Downloads

[Law Firm Management Assessment \(Self-Check\)](#)

[Small firm legal trends and compensation reports](#)

[e-Manual for Basic Training & Beyond](#)

[More PMAS programs](#)

From the Desks of Dan and Rochelle



D.C. Bar Practice Management Advisory Service

Meet our Advisors:

Dan Mills, Practice Management Advisor

Rochelle Washington, Practice Management Advisor

A Return to the Office Plan

Good things are on the horizon. Although we are not yet out of the woods, we are on our way to vaccinating citizens providing some protection against Covid-19. This means we will soon transition into a modified version of pre-pandemic normalcy. This may include in-person interactions, resuming court proceedings and opportunities for networking. By now, you have discovered that working

remotely either works for your or it doesn't. Consider the experience you have had this past year and plan now for how you want your firm to operate moving forward.

What is your return-to-the-office plan? Will you keep your brick-and-mortar office? Will operating virtually or working partially remote benefit your firm, clients, and your bottom line? Change is good, but not if it doesn't work for you. There is no right or wrong answer for which logistical set up and operational process will be best for you. However, it is important that you do not wait too long to plan this out. I am optimistic that things will be different for us all next year and you should be prepared.

-- Rochelle

Managing Money, a new course from the PMAS

We are putting the finishing touches on a new, free course for D.C. Bar members and you are invited to attend our first public session on May 17 at 9 a.m. It's called ***Managing Money***. We cover seven fee agreements, from advance flat fees to hourly evergreen arrangements and show how to account for the fees in the IOLTA and how the earning mechanism brings the funds to the operating account in each fee agreement setting. We use [TrustBooks](#) to handle a hypothetical IOLTA and operating account. The course comes with a 65-page manual. If you are interested in attending on May 17 from 9-Noon, members and law firm staff can register at PMAS@dcbar.org with **Managing Money** in the subject line.

-- Dan

Dan & Rochelle

Daniel M. Mills | Practice Management Advisor | 202.780.2762
Rochelle D. Washington | Practice Management Advisor | 202.780.2764
Practice Management Advisory Service
District of Columbia Bar
901 Fourth Street, NW
Washington, DC 20001

pmas@dcbar.org
www.dcbar.org/pmas



District of Columbia Bar, 901 4th St NW, Washington, DC 20001