



PRACTICE MANAGEMENT

ADVISORY SERVICE

Practice 360° Newsletter

May 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)

[Quick Start Guide to Launching a Firm During the Pandemic](#) (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

May 6, 2021

The 5 Most Common Trust Accounting Mistakes & How to Overcome Them, presented by Tom Boyle of [TrustBooks](#).

[Register](#)

May 13, 2021

Collaborative Law Practice, presented by Alice Ahearn and Emily Baker of [Feldesman Tucker Leifer Fidell LLP](#).

[Register](#)

May 27, 2021

Next Level Online Oral Communication & Advocacy Skills, presented by Christine Clapp of [Spoken with Authority](#).

[Register](#)

Read more at [Small Firm Lunch and Learn Series](#)

[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

May 2021

May 6 – Lunch and Learn: *The 5 Most Common Trust Accounting Mistakes & How to Overcome Them*

May 12 – Day 1 of Basic Training & Beyond

May 13 – Lunch and Learn: *Collaborative Law Practice*

May 19 – Day 2 of Basic Training & Beyond

May 27 – Lunch and Learn: *Next Level Online Oral Communication & Advocacy Skills*

Ethics

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

The **Spring Wellness Fair** is set for May 6, 2021. Find out more and register [here](#).

[Continuing Legal Education programs](#)

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@dcbar.org.

And if you missed *What Lawyers Need to Know about Malpractice & Cyber Insurance* with Mark Lefever of USI Affinity; *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](#).

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 May 12 and 19 (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 274 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 \(Self-Check\)](#)

Communities Events

Pro Bono Center training programs

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

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

[More PMAS programs](#)

From the Desks of Dan and Rochelle



Video Conference Etiquette for Lawyers

We are a year into the pandemic, and we are all familiar with using video conferencing to engage with clients, maintain contact with staff, or participate in educational programs like CLE's. However, since we had to adapt quickly to this manner of communication, many of us have neglected to recognize that there are some basic rules for video conferencing etiquette. Here are a few things to help you provide a professional and polished appearance while using video conferencing.

1. ***Use optimum lighting.*** Do not sit with your back facing a window, especially an open window during the day, or with lighting behind you. Any lighting in the room should be set in front of you and facing towards your face.
2. ***Use a dedicated microphone.*** This can be a single microphone placed in front of you or a noise canceling headset. Do not use the speaker on your laptop. It is often muffled or will echo making it difficult for your audience to hear. A noise canceling headset can help reduce unwanted background noise and interference.
3. ***Center yourself in the camera and set it at eye level.*** Be careful to avoid too much space surrounding you in the camera view. You should not have too much space over or below your head nor on the left and right side of you. Do not place the camera sitting up so high that the lens looks down on your head and do not have the camera placed so low that it looks upwards to your face with your chin appearing most prominent. Although it may be unintentional on your part, neither of these camera positions creates an attractive visual for the viewing audience.
4. ***Look directly into the camera lens.*** It is best to look directly at the camera lens when speaking to your audience. It will give the appearance that you are making eye contact instead of looking distracted or down at your screen. This will take some practice as it is second nature to look directly at the faces of the participants on your screen.
5. ***Perform a test run.*** If you are the presenter, always be sure to log into the video conference early to work out any technical glitches.

-- Rochelle

Managing Money, a new course from the PMAS

We have begun presenting a new, free course for D.C. Bar members and you are invited to attend

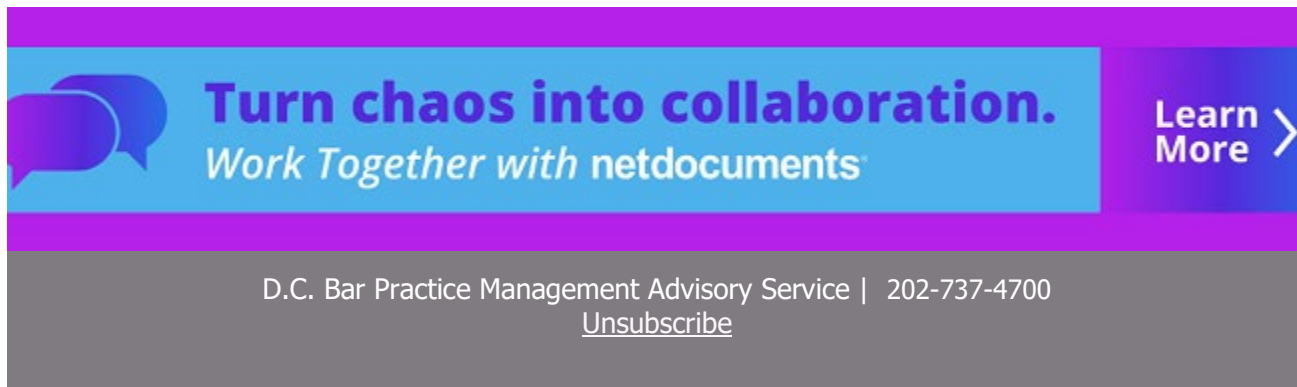
our first public session on May 17 at 9 a.m. It's called **Managing Money**. We are offering it one-on-one for a law firm and also in a group setting. We cover seven fee agreements, from advance flat fees to hourly evergreen arrangements and show how to account for the fees in the IOLTA and how the earning 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. If you would prefer the one-on-one version, we can talk about a time and how to focus it on the needs of your firm.


-- Dan

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