1  **Financial Indicators – Say What?**
You practice law AND own a business. You deserve to "keep score" by using reports and benchmarks that are easy to prepare and understand. Let an expert show you the metrics you should be monitoring regularly that will help you understand where your firm is financially, and the financial statements that will provide this information.

*Pete Roberts – Practice of Law Advisor, Seattle*

2  **The Ethical Website - Creating an Effective Internet Presence While Staying on the Right Side of the RPCs**
Is it okay to use testimonials on your website? Is it possible to talk about your services or track record without setting unreasonable client expectations? What elements of a website are of most interest to your clients? Is your website truly client-centered? You’ll learn:

- How to get your message out in an effective and ethical manner
- Helpful tips on developing a client-centered website
- The ethical restrictions on website content

*Jeanne Marie Clavere - Washington State Bar Association, Seattle*
*Jeff Lantz - Esquire Interactive, LLC, Tucson*

3  **Electronic Billing – Saves Time and Gets You Paid Faster!**
No more big printing jobs, stationery, stamps, or invoices lost in the postal system. With e-billing, you can prepare your bills and get them into your clients’ hands within minutes! You save time and money, and get paid faster. What’s not to like? Let two attorneys who successfully made the transition from paper to electronic billing show you how to incorporate e-billing into your practice – and start reaping the benefits!

*Bruce Gardiner - The Gardiner Law Firm, Kirkland*
*Brett T. Sullivan - Sullivan Stromberg, PLLC, Spokane*

4  **Agile Project Management**
If you want to improve your productivity, this presentation is for you. You’ll get an overview of a handful of modern productivity techniques (including Lean, Agile, Scrum, Kanban, and more) that are working wonders in the business world and are ripe for adaptation into the law field. Topics include:

- What is systems thinking and how can it help me?
- Finding your bottleneck and how to address it.
- How multi-tasking is killing your productivity and uni-tasking can save it.
- Why long-term planning doesn’t work, but goal-setting does.
- Why you don’t need fancy technology or complex systems to achieve outstanding results.

*John Grant – Agile Attorney Consulting, Portland*
5 Clearing Up the Cloud
What are your options if you want to store, and share, law firm documents in the cloud? What are the benefits and associated ethical risks and how do you start using the Cloud? This presentation will compare the features of the main cloud storage and sharing services, including Google for Work, Microsoft OneDrive, Dropbox, SpiderOak, ShareFile and Box. We will discuss how to incorporate a cloud-based storage and sharing system into your practice and end with a review of the ethical opinions on this use of technology.

Jennifer R. Willner - Halvorson Losie Willner PLLC, Bellingham

6 Best Management Practices for the Small Firm
Enjoy a potpourri of wonderfully effective practice management tips and techniques, developed over the years by our distinguished panelists in their own practices. Learn what works and what to avoid for a successful and well-run practice. Topics include:

- Hiring/firing/coaching employees to maximize your practice
- Developing effective systems to streamline your office
- How to get new clients through community service
- When/how to start succession planning – and lots more!

Margaret Brost – Brost Law, Olympia
Walter R. Krueger – Krueger Beck, PLLC, Kirkland
Daniel Mills – Daniel Mills Law, PLLC, Mill Creek


7 Information Security in a Post-Breach World
Learn how to protect your business from hackers and cyber-criminals. Discover the exciting world of PCI compliance. Take away practical tips on how to defend law firm and protect your clients from known and unknown threats, including:

- Payment Card Industry Compliance Standards
- Identifying privileged attorney/client information
- Intellectual property

Dan Stoker- Coalfire Systems Inc., Seattle