

OSB Summer Series

How to Survive the Crash— Crucial Skills and Techniques for Weathering the Downturn



Special encore video replay

Across the country, hundreds of firms and thousands of sole practitioners have “crashed” since the economy began its downward spiral. What can you and your firm do to avoid crashing, too?

- ◆ Five things to absolutely avoid in the downturn
- ◆ “Change the game” to retain clients
- ◆ Reduce collections problems
- ◆ Effectively use advertising, websites, and blogs
- ◆ Reorganize safely—know what to cut and what to keep

Only \$49 for OSB
members! Click here to
register online

Wednesday, July 22, 2009
8:30 a.m.–4:30 p.m.

Oregon State Bar Center
Tigard, Oregon

5.25 General CLE or Practical Skills credits

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16037 S.W. Upper Boones Ferry Rd.
Tigard, Oregon

BAILOUTS, BUYOUTS, AND BANKRUPTCIES. EVERY DAY BRINGS GRIM NEWS about the worst economic crash since the Great Depression. As the legal profession begins to feel the effects, lawyers and law firms need to take action to survive. Whether you want to stabilize your practice, reduce costs, or increase revenue, this full-day seminar will teach you to manage change in a drastically changing environment.

Learn what to absolutely avoid in a downturn, how to retain clients (and how to bring them back), and steps for building effective prospect conversations. Focus on identifying true practice area profitability and potential, strategies for pricing legal services, combating competition and price resistance, and developing pricing and payment techniques that attract more clients. Within your firm, gain techniques for controlling overhead and increasing efficiency, including restructuring employees for cost savings, utilizing technology to innovate how work is done, and creating collaborations for back-office support and production.

About your presenter, **Dustin Cole**

Dustin Cole is President of Attorneys Master Class, one of the nation's leading attorney practice development organizations. Mr. Cole has trained over ten thousand attorneys across the United States in how to build more successful practices. He brings more than 35 years of experience in every phase of business and management to his work with the legal profession. Mr. Cole specializes in providing structured, long-term assistance to help attorneys and firms cope with market changes, partner disputes, mergers, and breakups. He has supported firms ranging in size from sole practitioners to over 2,000 attorneys.



7:30 Registration

Morning Session—Maximizing Your Income Stream

8:30 Gaining Perspective

- ◆ Framing the issue: the economy—what's now, what's next
- ◆ What to absolutely avoid in the downturn
- ◆ Performance competency
- ◆ The causes of grievances, errors, and malpractice

9:15 The Four Core Principles of Personal Referral Marketing

- ◆ Talk to the right people
- ◆ Build trust relationships
- ◆ Educate on what you do and who you work with
- ◆ Stay in consistent contact over time

10:00 Break

10:15 How to Retain Clients—How to Bring Them Back

- ◆ Setting the stage for effective prospect and client conversations
- ◆ Effective new client conversations
- ◆ Forging new relationships

11:15 Advertising: What, Why, and Why Not

- ◆ Effective new client conversations
- ◆ Business development and the World Wide Web

Noon Lunch (on your own)

Afternoon Session—Firm Operations

1:00 Focusing, Right-Sizing, and Innovating the Machine

- ◆ The biggest threats to your future
- ◆ Keys to success
- ◆ Essential perspective shifts
- ◆ Key principles of a successful legal business
- ◆ New directions for pricing your services
- ◆ Managing collections and receivables
- ◆ Controlling overhead and increasing efficiency

4:30 Adjourn

One 15-minute break will be taken during the afternoon session

Register by using this form or calling the OSB CLE Service Center at (503) 431-6413, or toll-free in Oregon at 1-800-452-8260, ext. 413.

OSB CLE Seminars Attorney:

◆ Karen D. Lee, klee@osbar.org, (503) 431-6382

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Special encore video replay—Wednesday, July 22, 2009

Bar # _____ Name _____

Firm Name _____

Email _____ Phone _____ Fax _____

Address _____

City _____ State _____ Zip Code _____

TIGARD VIDEO REPLAY REGISTRATION

- \$49 OSB Member.....\$ _____
- \$79 Non-OSB Member.....\$ _____
- \$0 50-year OSB members may attend free of charge.....\$ _____
- \$0 Oregon judges and their lawyer staff (see below)\$ _____

- Registrant is a judge
- Registrant is a lawyer staff member for the following judge

Judge (please print)

Signature of Judge (required)

TOTAL REGISTRATION FEES (HSC09) (721)\$ _____
WB

DVD RENTALS

For additional viewers, please call 503-431-6351, or toll-free in Oregon at 1-800-452-8260, ext. 351.

- \$135 DVD rental and course materials (HSC09.KDR)\$ _____

Subtotal: ..\$ _____

2009 Season Ticket No. _____ discount—

subtract 30%: ..\$ _____

Subtotal: ..\$ _____

Shipping and handling fee: ..\$ 7.00 _____

TOTAL ORDER: ..\$ _____

WB

GENERAL INFORMATION

QUESTIONS? Call the CLE Service Center at 503-431-6413, or toll-free in Oregon at 1-800-452-8260, ext. 413. For information about upcoming seminars, please visit the CLE Calendar at www.osbarcle.org.

CANCELLATIONS: Cancellation requests must be received at least 48 hours prior to the start of the seminar to qualify for a refund. Requests are accepted via phone, fax, or mail; please see “Three Ways to Register” for contact information. All cancellations are subject to a \$20 cancellation fee.

TUITION ASSISTANCE: Tuition assistance is available on the basis of financial need. Fax a request stating your financial situation to 503-968-4456 no later than one week before the seminar.

DIETARY RESTRICTIONS OR SPECIAL ACCOMMODATIONS: Call 503-431-6351, or toll-free in Oregon, 1-800-452-8260, ext. 351.

PAYMENT OPTIONS

- Check Enclosed: Payable to Oregon State Bar
- Credit Card (VISA or MasterCard only)

All information below required when paying by credit card.

Credit Card Number _____ Expiration Date _____

Name on Credit Card (please print)

Credit Card Billing Address

City _____ State _____ Zip Code _____

Authorized Signature

FOUR WAYS TO REGISTER OR ORDER

Registrations and orders will not be processed without payment.

1. **ONLINE** at www.osbarcle.org.
2. **PHONE:** 503-431-6413, or toll-free in Oregon at 1-800-452-8260, ext. 413
3. **FAX with VISA or MasterCard number:** 503-968-4456
4. **MAIL with check:** Oregon State Bar, CLE Registration, P.O. Box 231935, Tigard, OR 97281-1935