Join the PBA Solo & Small Firm Section for their annual summer conference. This year’s conference is brought to you via webcast. The Conference will be offered in two parts. The first part consists of three, one hour sessions on July 30th and three, one hour sessions on July 31st. The second part consists of six, one hour sessions presented throughout August. Don’t miss the opportunity to attend the awesome programming usually enjoyed at our in-person meetings. Please register on PBI.org. There are special rates for Solo & Small Firm Section, RPPT Section, and YLD members.**

**DAY ONE THURSDAY, JULY 30**

8:00 - 9:05  **Hot Tips**
Sara A. Austin (moderator), Rita G. Alexyn, Harold M. Goldner, Anne N. John, Jay N. Silverblatt, Suzanne S. Smith
This fast paced session will cover a variety of topics including Bankruptcy, Condo/HOA, Real Estate, Family Law, Employment, Ethics, and Criminal Law.

9:15 - 10:15  **Paint Your Profit by Numbers**
Ellen Freedman
This course will provide you with the metrics, formulas, and other procedural information you need, and explain which questions each piece of information will answer. It will enable you to focus in on just what you need to get the answers you seek. It will enable you to be proactive in addressing key areas to improve your financial health, and even improve your marketing efforts.

12:00 - 1:00  **Section Meeting via Zoom**  All welcome — get updates on everything your section is doing!

4:00 - 5:00  **Working Remotely and Securely. What Lawyers Need to Know**
Sharon D. Nelson, John W. Simek
Lawyers across the nation are now working from home. Most law firms did not have a pandemic or remote access plan in place. As firms scramble to keep their employees productive, the biggest obstacle has been technology. This session will explore tech and security issues raised by working remotely. Topics will include the equipment you need, collaboration and video conferencing software, how to access the law firm network securely, making sure you have sufficient bandwidth, checking the security of your home router, virtual private networks (VPNs), remote access through LogMeIn and other software, the dangers of home machines vs. firm-issued devices, handling mail and telephones, video conferencing security and tips, using the cloud to help out and how cybercriminals are attacking home networks to get into law firm networks.

5:05 - 6:05  **Virtual Happy Hour via Zoom**
DAY TWO  FRIDAY, JULY 31

8:00 - 9:05  The Impact and Legacy of COVID-19 on our Courts
Sara A. Austin (moderator), The Honorable Joseph C. Adams, The Honorable P. Kevin Brobson, The Honorable Maria C. McLaughlin, The Honorable Justice David N. Wecht

Learn how COVID-19 affected the trial and appellate courts and judges and justices, what they did and how they adapted, and, as of Conference time, what they are doing and what attorneys have to look forward to in the future both procedurally and technologically.

9:15 - 10:15  Bringing in Business During Both Normal & Difficult Times (Ethics)
John Park (moderator), Daniel P. Lynch, Jennifer Gomez Hardy, Anne N. John

Law firms and lawyers need to bring in business. This is true whether we are facing a pandemic or living in normal times. During this session, you will hear from three attorneys, all from different-sized firms, all successful, who will provide you with tips on how they bring in business. John Park from Baker Tilly will moderate and bring in the consultant’s perspective. Join us and:

· Discover how to reach potential clients through podcasts and radio
· See how referral fees can be a great (and ethical) source of income
· Find out why civility still matters and makes a difference in your ability to bring in business
· Learn how writing and publishing a book can introduce you to a whole new client base
· Understand how to be prepared to handle new business you bring in
· Make sure you understand the ethics surrounding marketing and networking

12:00 - 1:00  Applying Emotional Intelligence to Hiring and Management
Ellen Freedman

What is emotional intelligence (“EQ”)? What is its relationship to hiring and retention? When it comes to hiring, how is your firm’s batting average? This seminar will explain common law firm hiring errors, and how they relate directly to a failure to include EQ in the selection and hiring process. You will be guided through the best practices of hiring, orientation, and retention. This fast-paced session will examine the relationship between emotional intelligence and professional and personal success for both attorney and firm. It will reveal the impact that emotional intelligence has on effective communication, retention, elevation decisions, and firm culture. These “soft skill” concepts will provide a great deal of food for introspective thought about personal improvement as well.

CLE CREDITS  The Pennsylvania Bar Institute is approved by the Pennsylvania Supreme Court Continuing Legal Education Board as an accredited CLE provider. The PBA Solo & Small Firm Section Conference has been approved by the Pennsylvania Continuing Legal Education Board for up to 12 hours of CLE credit. To receive credits, you must attend the entire program.
AUGUST SESSIONS

**Wed., August 5 | 12:00 - 1:00 pm | Hot Topics in Estate Planning**
Arlene A. Dudeck, Lauren C. Presser (cosponsored by the Real Property, Probate and Trust Law Section)

Even before COVID, the estate planning arena had changed with new legislation like the SECURE Act. Once COVID hit, those of us practicing in this area were given even more issues to deal with. Join us to discuss the SECURE Act, signing estate planning documents during a pandemic and other changes in this area of the law. Lauren and Arlene will present this session in a quick paced interview format which will provide you with all they have learned during this incredibly unusual year of 2020.

**Mon., August 10 | 12:00 - 1:00 pm | Boilerplate Fails: Things Lawyers Put in Agreements That Make Financial Professionals Tear Their Hair Out**
Michael T. Molder

Attorneys will often include provisions in partnership agreements, LLC Operating Agreements, shareholder buy/sell agreements, etc. that they have in a “model” or form version of the agreement. The language moves from agreement to agreement because it is what they have always used, even though they don’t necessarily understand the nuances of the text. Often, these documents go into a file drawer with no further thought until things start to fall apart. It’s only then, when trying to enforce the agreement, that anybody discovers that the document (a) doesn’t reflect how the parties were actually managing their business, (b) misuses terms of art in the accounting and finance worlds or (c) omits critical language necessary to actually implement the provision.

**Thu., August 13 | 4:00 - 5:00 pm | Preparing for the Next Wave**
Sara A. Austin, Kim L. Lengert, Mary E. Schellhammer

We are all expecting to experience a second disruption of our law practices this year. In this program, we will briefly review what we learned from the first “shutdown,” and identify what we can do to better prepare for the next time. We will discuss what we should have in our “practice emergency preparedness kit” so that the next time we are told to close our doors within hours of having to do so, we can comply with minimal frustration and stress, while continuing to serve our clients and meet their needs. We will offer suggestions for changing the delivery of your practice that coordinate with the changing Court system and allow more flexibility (and maybe even time!) in your life. This program will be helpful in the event of any emergency situation that requires closure or change of practice.

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AUGUST SESSIONS, CONT.

Tue., August 18 | 1:00 - 2:00 pm | Lawyers Behaving Badly: Pandemic Edition (Ethics)

This ethics CLE program will survey a series of trending issues in the Covid-19 era, including professional responsibilities when remote working, law firm cybersecurity risks, and recent ethics guidance from the PBA and ABA. The panel will address ethical concerns with email communication with opposing counsel and clients, the duties of successor counsel in contingent fee cases, lawyer impairment, and negative online reviews by clients and by lawyers about clients.

To spice things up, there will also be a discussion of recent discipline involving lawyers misbehaving with clients, and the ethical duties of lawyers who suspect client fraud. The panel will also summarize the pending proposed updates to the lawyer advertising rules. We guarantee that everyone who attends this virtual CLE session will find it fascinating, moving and/or stimulating, perhaps all at once.*
*T is most certainly not attorney advertising and your results may vary.

Thu., August 27 | 12:00 - 1:00 pm | Cybersecurity For Real People and Lawyers with Ben Schorr
Ben M. Schorr

Ben Schorr from Microsoft is back. In this session he will talk in plain English about the practical steps you can take, today, to improve your cybersecurity. No computer science degree necessary. Ben will talk about how you can prevent people from hacking into your systems, the most common kinds of attacks we see, and how you can make your data more secure.

Mon., August 31 | 10:00 - 11:00 am | Tech Tips
Jennifer L. Ellis, Jonathan D. Koltash, Kim L. Lengert, James P. Miller, Levi S. Wolf

During this fast-paced panel, you will discover technology tips to keep your practice running smoothly. Presenters will share some of their secrets for using technology in a solo and small firm practice setting. Many, or most, of these secrets are equally applicable to lawyers in mid-size and large law firms as well as to government lawyers."

*All sessions will be recorded and saved in your PBI.org account to view and submit for credit, at your convenience. These sessions will be available to view for one year.

** Section/PBA member fees are $130 (6 credit) and $225 (12 credit) with the discount; non PBA/section member fees are $229 (6 credit) and $329 (12 credit). Please visit https://www.pbi.org/Meetings/Meeting.aspx?ID=37593 for more information.
Thank you to our 2020 sponsors!