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CALIFORNIA LAWYERS ASSOCIATION
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SOCAL Symposium on Solo Success

FRIDAY, SEPTEMBER 20, 2019

Thomas Jefferson School of Law

701 B Street

San Diego, CA 92101

CALIFORNIA
LAWYERS
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Register Online: CALAWYERS.ORG/SOLO

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JOHN BUELTER AT JOHN.BUELTER@CALAWYERS.ORG**

REGISTRATION INFORMATION

CANCELLATIONS/REFUND POLICY:

Cancellations and requests for refunds must be received in writing no later than Thursday, September 12, 2019 and are subject to a \$50 service charge. Refunds will not be available after September 12, 2019.

ON-SITE REGISTRATION:

On-site registration will be on a space available basis. Call to confirm space availability.

PROGRAM MATERIALS:

Registrants will receive a USB storage device with an electronic version of all program materials the day of the conference. Before the Conference, Registrants will receive a link with information on how to review and download the program materials. It may be helpful to review a program's reference material before the class. This website is not available to the public, and access is given only to Conference registrants. Late-breaking supplemental materials not available before the Conference will be added at a later date.

SPECIAL ASSISTANCE:

For special assistance please call 916-516-1753

QUESTIONS:

For registration information please call 916-516-1757. For information regarding the program please call 916-516-1753.

PROGRAM SCHEDULE

Registration

8:30 A.M. - 2:30 P.M.

Opening Remarks

9:25 A.M. - 9:30 A.M.

Forming your Future—The Essential Nuts and Bolts of Starting a Successful Practice

9:30 A.M. - 10:30 A.M.

Four solo and small firm practitioners discuss the thought process on going solo, the steps to become a small business owner, and the importance of growing and protecting the company brand. These speakers will provide the tools and vision necessary to create a sustainable law practice from formation, to website, to administration, to handling client matters with vigor and care.

SPEAKERS: **Nastaran Parvizi, Esq., Chantal Duisters, Esq., Jeremy Ellias, Esq., and Vanessa Duisters, Esq.**

Break

10:30 A.M. - 10:45 A.M.

Tech Talk-Technology that takes You and Your Firm into the Future

10:45 A.M. - 11:45 A.M.

Attorneys compared to non-attorney business owners are generally the last to implement technology into their practices. The panelists will take you through the process on allowing technology to work for you and your clients. In the end, the goal is for you to have more time for other things (including more clients) through efficiency and competency.

SPEAKERS: **Robert M. Klein, Esq., and Kim Life, Esq.**

Networking Lunch

11:45 A.M. - 12:15 P.M.

Managing a Profitable Practice in the New Millennium

12:15 P.M. - 1:15 P.M.

Utilizing the acclaimed program “How to Manage a Small Law Firm”, learn about the value of time and how to leverage it for profit using your calendar as a profitable tool, strategic planning and managing stages of law firm growth.

SPEAKERS: **Allison F. Tilton, Esq., LLM, and Michael Bender, Esq.**

Break

1:15 P.M. - 1:30 P.M.

Up, Up & Away - Real Strategies for Growing a Sustainable Law Firm

1:30 P.M. - 2:30 P.M.

The speaker for our final panel is a marketing guru turned attorney. Mr. Bonnici has been able to take his skills as a marketing professional and implement them into a successful law practice. Some of the things he will discuss are the use of newsletters, social media, speaking engagements, writing, and much more in the effort to grow and sustain your law practice clientele.

SPEAKERS: **Joshua Bonnici, Esq., Brian Findley, Esq. and David Majchrzak, Esq.**

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Friday, September 20, 2019 • San Diego, California

REGISTRATION FORM

Note: One registrant per form. Photocopies may be used.

Bar Number: _____

Name: _____

Firm: _____

Firm Address: _____

City, State: _____ Zip Code: _____

Phone Number: _____

Email Address: _____

(Required for email confirmation)

Program package includes 4.0 Hours of MCLE credit, program materials, continental breakfast and lunch.

☐ Check here if you do not want your information released.

The event may be recorded. By attending this event, you consent to be photographed, filmed, and/or otherwise recorded, and to any use, by the CLA, of your likeness, voice, and name in any and all media including social media. If you do not want your name or photo to be used, please let us know in advance. We cannot, however, honor requests to opt out of the use of your image or voice if you choose to ask a question during one of the event sessions.

PRE-REGISTRATION FEES (check the appropriate circle)

- ☐ **\$160** Current Solo Section Members
- ☐ **\$200** Non-Section Members
(Includes enrollment in the Solo and Small Firm Section)
- ☐ **\$95** California Young Lawyers Association Members and Students

**Onsite registration fees are \$180 for Section Members and \$220 for Non-Section Members

AMOUNT ENCLOSED OR TO BE CHARGED

\$ _____

CHECKS CAN BE MADE PAYABLE TO CALIFORNIA LAWYERS ASSOCIATION

REGISTRATION INFORMATION

Deadline: In order to pre-register, your form and payment to the California Lawyers Association must be received 5 working days prior to the program.

Register Online: CALAWYERS.ORG/SOLO

Mail To: Program Registrations, California Lawyers Association
400 Capitol Mall, Suite 650, Sacramento, CA 95814

Email To: ProgramRegistrations@calawyers.org. In order to email your registration, credit card information is MANDATORY.
(Photocopies of checks will NOT be accepted.)

CREDIT CARD INFORMATION (VISA/MASTERCARD ONLY)

I authorize California Lawyers Association to charge my program registration to my VISA/MasterCard account. **(No other credit card will be accepted.)**

Account Number: _____

(VISA or MasterCard only)

Expiration Date: _____

Cardholder's Name: _____

Cardholder's Signature: _____

California Lawyers Association is an approved State Bar of California MCLE provider.

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