

Networking

Thursday, November 8

The D.C. Bar, 901 Fourth Street NW at Noon. The program is, ***Stop Missing Calls & Start Delighting Callers***, presented by [Diana Stepleton](#) of [CallRuby.com](#) RSVP to lunchandlearn@dcbar.org

Friday, November 9

Alto Fumo, 2909 Wilson Boulevard, Arlington, VA (Clarendon Metro) at 12:30 p.m. RSVP to steven@stevenkriegerlaw.com

Friday, November 30

Positano Ristorante, 4948 Fairmount Avenue, Bethesda (Bethesda Metro) at 12 Noon. RSVP to rsjillions@gmail.com

Law is a relationship business. Bring cards to share.

PMAS Event Calendar

- **November 5** – *Successful Small Firm Practice Course*, Day 8.
- **November 7** – Day 1 of *Basic Training & Beyond*.

Newsletter

SUCCESSFUL SMALL FIRM PRACTICE

Register for the final session of [Successful Small Firm Practice Course](#), covering productivity and technology, on November 5, noon – 2 pm at the D.C. Bar, 901 Fourth Street NW, Washington, DC. Rochelle D. Washington will lead the session.

To register or inquire, e-mail SmallFirmCourse@DCBar.org

The Course will be presented again in 2019.

Lunch and Learn

All programs begin at Noon. You may attend in person or by our Zoom video conference link. Register for any or all at lunchandlearn@dcbar.org

November 8, 2018 – *Stop Missing Calls and Start Delighting Callers*, presented by Diana Stepleton of Ruby Receptionists ([CallRuby.com](#)). Are you concerned about missing calls from potential clients? Do you understand how important the phone can be in your firm and want to handle calls in the best possible way? Come meet Diana Stepleton, a mainstay of CallRuby and an expert in phone management for law firms. You will learn about click-to-call, mobile callers, how calls are best processed and building trust through the phone.

November 15, 2018 – *HR Basics for Small Firms*, presented by [Thomas Martin](#) of Goldblatt, Martin, Pozen LLP. Small firms are their own HR departments so come learn about employment law and human resource best practices. Tom will cover the sensitive and complicated issues of HR: discrimination, harassment, retaliation, workplace investigations, the FLSA, ADA, medical marijuana, D.C.'s leave laws, the employee handbook, and of course, hiring, discipline and firing.

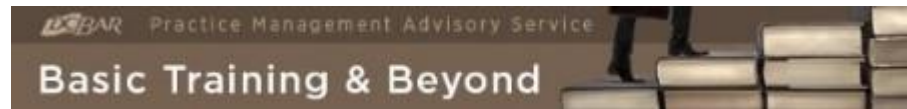
November 29, 2018 – *What Small Firm Lawyers Need to Know about Malpractice Insurance*, presented by Greg Cooke of [USI Affinity](#), the D.C. Bar's [member benefit for malpractice insurance](#). You will learn the smart way to complete and update your coverage application, how much coverage you need, what affects your premium, and what to do if you are changing carriers.

- **November 8** – Lunch and Learn, *Stop Missing Calls and Start Delighting Customers.*
- **November 14** – Day 2 of *Basic Training & Beyond.*
- **November 15** – Lunch and Learn, *HR Basics for Solo & Small Firm Lawyers.*
- **November 29** – Lunch and Learn, *What Solo and Small Firm Lawyers Need to Know about Malpractice Insurance.*

December

- **December 6** – Lunch and Learn, *Automation in Word and Outlook.*
- **December 12** – Day 1 of *Basic Training & Beyond.*
- **December 13** – Lunch and Learn, *Hands on with Fastcase.*
- **December 19** – Day 2 of *Basic*

The *Lunch and Learn Series* is [here](#). New programs are added regularly. Recaps and materials from recent programs are [here](#). If you have an idea for a program, let us know at: lunchandlearn@dcbar.org



Our monthly [Basic Training & Beyond](#), is set for November 7 & 14 / 9:15 a.m. – 4:30 p.m. Register: BasicTraining@dcbar.org This program has been presented 214 times. More than 3,000 lawyers have attended over the last ten years and many have launched and are operating small law firms.

The new e-Manual for Basic Training & Beyond can be downloaded [here](#).

From the Desks of Dan and Rochelle



*Daniel M. Mills,
assistant director,
D.C. Bar Practice
Management Advisory
Service*

We sometimes take the law firm telephone for granted. We can be deep into solving a client's problem, focused on where new business is coming from, and thinking about better optimizing our website. And then the phone rings. How it is answered, what is said, and the tone conveyed is profoundly important for your firm. But the phone and how it's answered may not get much attention or thought. The phone is a key player in your firm. Whoever answers it must convey to the caller, who may likely be a prospective client, that they are indeed in the right place and will be handled with care and attention. If the voice the caller hears is hassled and abrupt, annoyed at having to answer the phone, or just cold, it can be disastrous. [Diana Stepleton of Ruby Receptionists](#) is an expert at how a firm's phone needs to be handled. She is a west coast entrepreneur who happens to be presenting live at the D.C. Bar on November 8 at our Lunch & Learn. If you cannot get to the Bar at Noon that day for this important program, register to get the Zoom video link. LunchAndLearn@DCBar.org

*Training &
Beyond.*

Ethics

What are your obligations to a *prospective client*?

Read the new **Legal Ethics Opinion 374** to find out. Have you read the **Legal Ethics**

Opinions on social media and lawyers? They are here: **LEO 370** and **LEO 371**

Check the small firm legal trends and compensation reports **here**.

For more information on PMAS programs, **click here**.

Other Events
Continuing Legal Education programs are **here**.

Communities Events are **here**.

Pro Bono Center training programs are scheduled **here**.



Rochelle Washington, senior attorney, D.C. Bar Practice Management Advisory Service.

You are invited to the D.C. Bar's 5th annual **Practice 360° | A Day for Lawyers & Law Firms** on May 17, 2019 at our **headquarters**. This annual event brings together some of the best offerings of the **Practice Management Advisory Service** and provides D.C. Bar members the unique opportunity to attend a full day of seminars and events covering law firm management, technology, ethics and personal/business development. Over 400 members have taken advantage of this unique opportunity that you won't want to miss.

This year's program will feature:

- A showcase of product and service vendors;
- Networking opportunities;
- Discounted onsite CLE; and
- Breakfast, lunch and an afternoon reception.

For more information, please visit **www.dcbar.org**, keyword Practice 360. To receive email updates/reminders about this year's event send an e-mail to **practice360@dcbar.org** with the subject, "P360 updates".

For advertising and sponsorship inquiries, please visit **https://www.dcbar-mediakit.com/p360/**.