Saturday, January 25, 2014
8:30 a.m. – 11:45 a.m.
Law Firm Management
3.0 MCLE Credit Hours

Law Firm Management

Dancing On Marbles:
Staying On Your Feet During This Period of Rampant Change

The first segment will be a presentation by Pam Woldow describing the forces and factors that are shaping the legal profession's "New Normal" and reshaping the relationship – fiscal and functional – between law firms and their increasingly demanding clients. Content will include discussion of emerging forms of alternative fee arrangement, pricing approaches, and managing legal service delivery, with "war stories and horror stories" illustrating how first-movers are defining the dance, first followers are learning the steps and reluctant adapters are being left off the dance card.

After the break, the room will be transformed into the *New Normal Marketplace,* where participants will be visited by four different outstanding South Carolina lawyers who will present a topic for discussion. Each facilitator will move to a different table every 15 minutes, so that by the end of the seminar each attendee will have participated in a total of four discussions. Don't miss out on this benchmark seminar!

Agenda

8:30 a.m. – 9:45 a.m.	**The Imperfect Storm** *Pamela H. Woldow, Philadelphia, PA*
9:45 a.m. – 10:00 a.m.	**Break**
10:00 a.m. – 11:15 a.m.	***New Normal Marketplace:* Roundtable Discussions** *Topic Facilitators: See Attached Listing*
11:15 a.m. - 11:45 a.m.	**Summing It All Up** *Pamela H. Woldow, Philadelphia, PA*

Course Planner: *Janci Baker, Columbia*

New Normal Marketplace:

Roundtable Discussion Topics & Facilitators

Topics "Sneak Peek":

- ✓ Breathing Deep or Running Naked? What Your Legal Malpractice Policy Covers – And Doesn't
- ✓ How to Run 80% of Your Practice On Your iPad
- ✓ Case Management Technology: A Boon for Small Firms
- ✓ How to Use Your Bar Associations to Enhance and Expand Your Practice
- ✓ Getting Up to Speed with Legal Project Management – Regardless of Your Firm's Size
- ✓ Sharpening Your Pencil – New Approaches to Pricing and Fee Arrangements
- ✓ Developing A Systematic Client Feedback Program
- ✓ Practicing as a Solo: Not Just A Wing and a Prayer
- ✓ Marketing & PR: It's a Whole New Ball Game!
- ✓ A Hard Look at Hard Costs: Rethinking Office Space and Equipment Needs
- ✓ Retaining Clients & Growing Market Share – Mapping the Path to Effective Client Service
- ✓ Training Young Lawyers
- ✓ Young Lawyers: How to Build A Client Base When It Seems Like All the Clients Are Taken
- ✓ Tapping Today's and Tomorrow's Technology: Tips and Tactics For Solo and Small Firm Practitioners

Facilitators:

- **David D. Cantrell, Jr.**
  David D. Cantrell, Jr, LLC
  Easley, SC
- **Doug Richardson**
  Edge International
  Philadelphia, PA
- **J. Calhoun "Cal" Watson**
  Sowell, Gray, Stepp & Laffitte, LLC
  Columbia, SC
- **Jack D. Griffeth**
  Collins & Lacy, PC
  Greenville, SC
- **James E. "Ward" Bradley**
  Moore, Taylor & Thomas, PA
  West Columbia, SC
- **John J. "Jack" Pringle**
  Adams & Reese
  Columbia, SC
- **Hagood Tighe**
  Fisher & Phillips, LLP
  Columbia, SC
- **Lanneau Wm. "Lanny" Lambert, Jr.**
  Tuner Padget Graham & Laney, PA
  Columbia, SC
- **M. Edwin Hinds, Jr.**
  Bellamy Law Firm
  Myrtle Beach, SC
- **Robert S. "Rob" Shelton**
  Bellamy Law Firm
  Myrtle Beach, SC
- **Thomas E. Lydon**
  McAngus Goudelock & Courie, LLC
  Columbia, SC
- **Walton J. "Tad" McLeod IV**
  Mike Kelly Law Group, LLC
  Columbia, SC
- **William E. Booth III**
  Booth Law Firm, LLC
  West Columbia, SC
- **William H. Latham**
  Nelson Mullins Riley & Scarborough, LLP
  Columbia, SC
- **William O. "Bill" Pressley, Jr.**
  Perrin Mann Patterson Pressley, LLP
  Spartanburg, SC