



# PRACTICE MANAGEMENT

ADVISORY  
SERVICE

## Practice 360° Newsletter

### Calendar

#### Networking

**Thursday, February 6, Noon**  
*Buh Bye Revolving Door: 5 Tips to Tame Turnover Troubles*, presented by Dina Eisenberg of [OutsourceEasier](http://OutsourceEasier.com).

The D.C. Bar, 901 Fourth Street NW, Washington, DC  
RSVP to [lunchandlearn@dcbar.org](mailto:lunchandlearn@dcbar.org)

**Friday, February 14, 12:30 p.m.**  
Alto Fumo, 2909 Wilson Boulevard, Arlington, VA (Clarendon Metro)  
RSVP to [steven@stevenkriegerlaw.com](mailto:steven@stevenkriegerlaw.com)

**Friday, February 28, Noon**  
Barrel & Crow, 4867 Cordell Ave., Bethesda, MD (Bethesda Metro)  
RSVP to [mark@markdelbianco.com](mailto:mark@markdelbianco.com)

*Law is a relationship business. Bring cards to share. Do RSVP so you will be notified of any*

### Lunch and Learn

All programs begin at Noon. You may attend in person or by video conference. Register for any or all at [lunchandlearn@dcbar.org](mailto:lunchandlearn@dcbar.org)

**February 6, 2020**  
**Buh Bye Revolving Door: 5 Tips to Tame Turnover Troubles**, presented by Dina Eisenberg of [OutsourceEasier](http://OutsourceEasier.com).

You've lost 3-4 paralegals or associates this year and you don't know why or what to do about it. Is it them or is it you? Find out and get advice on how to retain your employees from Onboarding Mentor, Dina Eisenberg.

**Register**

**February 20, 2020**  
**A Lawyer's Ethical Obligations After a Data Breach or Cyber Attack**, presented by Sharon D. Nelson and John W. Simek of [Sensei Enterprises](http://SenseiEnterprises.com).

To begin at the beginning, a data breach and a cyber-attack are not the same thing. Our presenters will explain the differences, with concrete examples. They will then turn to the lawyer ethical duties outlined in ABA Formal Opinion 483 on a lawyer's ethical obligations after a data breach or a cyber-attack. You may be surprised at how much the opinion moves lawyers toward keeping replicated data in the cloud! What do you have to tell your clients? What do you have to tell third parties? Are you required to have an

*event updates.*

## PMAS Events

**February 6** – Lunch and Learn, Buh Bye Revolving Dorr: 5 Tips to Tame Turnover Troubles

**February 12** – Day 1 of Basic Training & Beyond

**February 19** – Day 2 of Basic Training & Beyond

**February 20** – Lunch and Learn, A Lawyer's Ethical Obligation After a Data Breach or Cyber Attack

## Ethics

**New** ethics guidance on **Duties When a Lawyer is Impaired.** [Legal Ethics Opinion 377](#)

**Mandatory Arbitration Provisions in Fee Agreements.** [Legal Ethics Opinion 376](#)

**What are the ethical implications of crowdfunding a legal representation?** Read [Legal Ethics Opinion 375](#) for guidance.

**What are your obligations to a prospective client?** Read [Legal Ethics Opinion 374](#) to find out.

**Have you read** the Legal Ethics Opinions on *social media and lawyers?*  
[Legal Ethics Opinion 370](#)  
[Legal Ethics Opinion 371](#)

## Other Events

Incident Response Plan? What are the elements of an Incident Response Plan? Yes, it's a bit dicey, but our experts will give you a roadmap to follow to keep you safe from ethical sinkholes!

**Register**

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@dcbbar.org](mailto:lunchandlearn@dcbbar.org)

If you missed *Clearing Clutter, Tuning in to Time, Space & Mind* with Niki Irish & Tracy Huang, [here's the recording](#).

If you missed *Help I Have No Time for Marketing (Holiday Edition)*, presented by Mary Ellen Hickman, [here's the recording](#).

## Basic Training & Beyond

Our monthly [Basic Training & Beyond](#), is set for February 12 and 19 at 9:15 a.m. – 4:30 p.m. A Saturday version is set for April 25, 2020.

Register at [BasicTraining@dcbbar.org](mailto:BasicTraining@dcbbar.org)

This program has been presented 242 times for more than 3,500 lawyers over the last twelve years and many have launched and are operating small law firms. We keep in touch with many small firms and what they learn informs the content of this program.

## PMAS Links and Free Downloads

[Law Firm Management Assessment \(Self-Check\)](#)

[Small firm legal trends and compensation reports](#)

[Continuing Legal Education programs](#)

[Communities Events](#)

[Pro Bono Center training programs](#)

[e-Manual for Basic Training & Beyond](#)

[More PMAS programs](#)

## From the Desks of Dan and Rochelle



Good, efficient and productive lawyers tend to know where and how they are spending all their time. If you get to the end of your work day and are tired, frustrated, left feeling like you did not get done what needed to get done, but know you were busy, it's time to track where and how you are spending all your time when you are at work.

The best way to do this is with your time and billing program. Don't just track billable time, but setup a matter for you and your nonbillable time and track every minute you spend on anything that is not a client billable matter. Collect the reports and study them. They may tell you that it's time to get some help with time management from an expert, or they may indicate you could be more efficient and profitable if you hired a paralegal, office manager or another lawyer.

If you are an owner and doing essentially everything for your firm, don't be surprised if you are averaging less than three billable hours each working day. This is consistent with the [Clio Legal Trends Report for 2019](#). If you are not using a time and billing application, give our [member benefit with Clio](#) a look. If you are not ready for Clio, consider [Time59](#). Or, you can ask for our time management spreadsheet to record where you spend your time in Excel. Email us at [PMAS@dcb.org](mailto:PMAS@dcb.org)

--Dan

### **5 Profit Generating Tips for Lawyers**

1. ***Invoice clients at regular intervals.*** Create a consistent process for billing and invoicing clients. Clients are more likely to pay if they know when to expect your invoices. Try sending your invoices bi-monthly, monthly or quarterly. No matter which interval you choose, be consistent!

2. ***Increase your rates.*** This is an easy way to increase revenue this year without increasing your level of effort. You become more efficient over time and with experience, it is only fair for you to get compensated for it.
3. ***Establish a collections process.*** Create standard letters that you can send to remind clients if they are behind on their bill or need to replenish their advance fee. Send these reminder letters at consistent intervals. For example, 5, 10, or 15 days after issuance of a billing invoice. Even if a client says the payment is on the way, follow your collection process until the payment is received.
4. ***Review your invoices.*** Clients may not read most of what you send, but they DO read the bill. Make sure you have an internal review process for the invoices to ensure they are accurate and easy to read.
5. ***Take an advanced fee whenever possible.*** This ensures you get paid for the work you do. The motivation for clients to pay after the work is performed is significantly reduced. Advanced fees you receive from clients for work not yet performed must be maintained in an IOLTA Account. [Click here](#) for more information on handling client funds and [Rule 1.15](#).

For more information on increasing your firm revenue [click here](#) for one of our recent Small Firm Lunch and Learn Programs on the topic.

**--Rochelle**

**Dan & Rochelle**

Daniel M. Mills| Practice Management Advisor| 202.780.2762  
Rochelle D. Washington |Practice Management Advisor|202.780.2764  
Practice Management Advisory Service  
District of Columbia Bar  
901 Fourth Street, NW  
Washington, DC 20001

[pmas@dcbbar.org](mailto:pmas@dcbbar.org)  
[www.dcbbar.org/pmas](http://www.dcbbar.org/pmas)



District of Columbia Bar, 901 4th St NW, Washington, DC 20001