

State Bar of California 2009 LRS Forum

Los Angeles, CA

Friday, October 2, 2009

9:00 am – 4:00 pm

9:00 – 10:00 am Registration - Continental Breakfast - Networking

10:00 – 11:00 am *I. Discussion of State Bar Issues*

- Welcome and Introduction from Board of Governor Member Rex Heinke
- President Howard Miller's Message: Need For Legal Services to Moderate Income Californians– Why LRS's are Important to the State Bar of California
- Status of Find a Lawyer Initiative, Implementation Timeline
- Revision of Rules and Regulations Pertaining to Lawyer Referral Services Including Minimum Standards for a Lawyer Referral Service in California

11:00 am – 12:45 pm *II. Panel of LRS Veterans–Issues in a Recession*

- Dealing with the tough economic climate
- Managing the bottom line – Cutting expenses
- Governance issues and their impact on the bottom line: Why they are important
- Dealing with requests for pro bono and modest means attorneys
- Recruiting, orienting, and retaining panel members, including a member's perspective
- Recruiting young or new attorneys while maintaining minimum standards

12:45 – 1:45 pm **Box Lunch: Networking**

1:45 – 3:00 pm *III. Effective Marketing & Promotional Techniques*

- Marketing Planning
- Importance of Having a Marketing Plan
- Improving the quality of clients
- Maximizing the 30 minute consultation
- Traditional vs. Innovative outreach
- Designing Internet pages – live critique

3:00 – 3:45 pm *IV. Creating a Subject Matter Panel: Demonstration*

- Designing and Implementing Subject Matter Panels Training:
Creating a Subject Matter Panel – Limited Scope Representation on Homeowners Association Issues

3:45 to 4:00 pm *V. Tools from the State Bar and ABA and Evaluation*

What was the Best Thing from Today? What are Next Steps?

- LRS Listserv – CA[LRS]; Irs@calbar.org
- Certification Mark
- LRS Directory – Handout Updates
- Practising Law Institute: Free MCLE Training
- LawHelpCalifornia.org and ForeclosureInfoCA.org
- LRS Technical Assistance
- ABA PAR Program
- ABA LRIS Clearinghouse
- ABA LRIS National Directory
- ABA LRIS Workshop, Oct. 28-31, 2009