



# The Orange County Bar Association Solo Practitioner/Small Firm Section

Approved for  
2.5 CLE Credits

Presents

## Running and Developing a Successful Business: The Next Step for a Thriving Law Practice

### Thursday, September 16, 2010

5:30 p.m. Registration/Dinner • 6:15 p.m. - 9:30 p.m. Program • Radisson Hotel, 4545 MacArthur Blvd., Newport Beach 92660

#### SPEAKERS

Donna R. Bashaw, Esq., *The Elder Law Center*  
Ralph G. Martinez, Esq., *Martinez Law Group*  
Neil Pedersen, Esq., *Pedersen Law & Dispute Resolution Corporation*  
Lisa Staight, Esq., *Law Office of Lisa Staight*

#### PROGRAM CHAIR

Denise J. Treviño, Esq., *Treviño Law*

#### ADVANCED DISCOUNT RATE:

(payment received by 9/9/10)

OCBA Member	\$125
New Admittee Member	\$110
Law Student Member/Judge	\$80
Non-Member	\$160
Emeritus (Certified by California State Bar)	\$50

#### STANDARD SEMINAR RATE:

OCBA Member	\$150
New Admittee Member	\$135
Law Student Member/Judge	\$105
Non-Member	\$185
Emeritus (Certified by California State Bar)	\$75

ADVANCED DISCOUNT DEADLINE: September 9, 2010.  
Standard rates apply for payments received in the OCBA offices after close of business on September 9, 2010. OCBA is not responsible for lost, misdirected or delayed mail.

REGISTER ONLINE @ [www.ocbar.org](http://www.ocbar.org)

**Added Bonus:**  
All Seminar Attendees Are Automatically Entered in Opportunity Drawing to Win 2 TICKETS to the OCBA Charitable Fund Annual Fall Fundraiser on Saturday, Nov. 6th

#### Presentation topics will include:

- **The Entity:** Solo or Small Firm
- **The Factors:** Pros and Cons of Growth
- **The Key Decisions:** More Clients, Advertising, Longer Hours
- **The Hurdles:** Challenges Encountered and Maintaining Control of the Practice
- **The Action Plan:** Business Plan, Goal Setting and Motivation
- **Law Practice Personnel:** The Essentials
- **The Technology:** Computers, Networking, Paperless, and Virtual Practices
- **Marketing Options:** Consultants, Referral Fees
- **Law Office Management:** Personnel and Case Management
- **The Monetary Aspects:** Overhead, Loans, Financial Support, Accounts Receivables, and Collections
- **Firm Branding:** Purpose, Standards, and Reputation



## Thursday, September 16, 2010 • Running and Developing a Successful Business

Name: \_\_\_\_\_ Email: \_\_\_\_\_  
By providing your email address, you agree to allow the OCBA to email you regarding relevant OCBA information.

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\$ \_\_\_\_\_ is enclosed/to be charged. (Checks payable to OCBA) **Please copy additional forms for each registrant.**

Registration unconfirmed until full payment is received. Standard rates apply to payments received after September 9, 2010. Cancellations must be received in writing by September 9, 2010 (no refunds after this date) and are subject to a \$25 non-refundable administrative fee. OCBA reserves the right to substitute speakers. On-site registration available, but space is limited. This activity has been approved for Minimum Continuing Legal Education Credit by the State Bar of California in the amount of 2.5 hours, as appropriate to the content of the activity. OCBA is a State Bar approved MCLE provider and certifies that this activity conforms to the standards for approved education activities prescribed by the rules & regulations of the State Bar of California governing MCLE. **Persons with disabilities:** If special arrangements are required, contact OCBA 21 days prior to the program.

Return this form to OCBA, P.O. Box 6130, Newport Beach, CA 92658 - Fax: 949-440-6710

For more information about CLE seminars, visit [www.ocbar.org](http://www.ocbar.org) or call the OCBA Education Dept. at 949-440-6700, ext. 125.