

# SOLO & SMALL FIRM CONFERENCE

## Register now to save on the 2010 Wisconsin Solo and Small Firm Conference

### [Wisconsin Solo & Small Firm Conference](#)

Wilderness Hotel & Golf Resort, Wisconsin Dells  
October 28-30

#### Feeling lost in the economic forest?

Looking for a path to prosperity? Then be sure to mark October 28-30 on your calendar for the [5th Annual Wisconsin Solo and Small Firm Conference](#). The WSSFC will once again offer you maximum value with:

Preconference workshop – Sponsored by the State Bar's [Law Office Management](#) section

- **Building the Service-Centered Firm** – Matt Homann of LexThink, St. Louis, MO  
Learn why service – not price – is the key to keeping great clients happy. Using a mixture of lecture, small-group discussion, and collaboration, Homann shows you why service is more important than ever. Walk away with a plan to build your own service-centered firm.

#### Plenary sessions

- **Real Innovation for Real Lawyers** – Matt Homann  
Acquire dozens of unique tips and ideas about alternative billing strategies, creative marketing techniques, proven customer-service principles, and more as Homann makes the case for adding a dose of innovation to your practice.
- **Make Rain, Not Mist** – Judi Craig of Atticus Inc., San Antonio, TX  
Improve your rainmaking skills by learning the secrets of how to stay truly focused on bringing in new clients and targeting the best clients and referral sources. The author of four books, she has appeared on Larry King Live, The Today Show, NBC News, CBS News, and more.
- **Getting Clients into Your Law Practice from Google** – Ken Matejka of Legal PPC, San Francisco, CA  
Since Google handles the overwhelming majority of law-related Internet searches, you need to know how to optimize your firm's website to appear high in Google's rankings. Matejka shows how to design your law office website content to be found by people using Google, as well as the benefits of Google marketing.



### Winner of the 2010 ABA Solo and Small Firm Project Award

#### Tuition:

Early bird special (July 1 – Sept. 27)

State Bar members & Staff,\* Milwaukee Bar, & WALA members: \$249  
Nonmembers: \$349  
Ultimate Pass: \$145  
General Practice Section: \$224

**Credits:** This program has received general program approval from the Wisconsin Board of Bar Examiners.

\*In order for staff to receive this rate, an SBW member must also register for the Conference at the same time as the staff member.

A special thank you to our gold sponsor



### Other featured presentations

- **What a Law Firm Can Learn From Zappos (Hint: It isn't about selling shoes)** – Jack Newton, Clio, Vancouver, BC
- **"Get-Real Selling" Principles for Lawyers** – Keith Hawk, LexisNexis, Dayton, OH

### More than 32 education and training sessions in four tracks, including:

- Marketing Tips
- Disaster Planning
- Social Media
- Smart Phones
- Digital Dictation
- Dealing with Difficult Clients
- Succession Planning
- [Much more!](#)

Presenters will include regional and national speakers who'll provide useful tips that range from technology to practice management, and from building client relationships to dealing with real-world issues. You'll earn CLE credits, learn from legal exhibits, and network with colleagues. [Click here](#) to see the full schedule!

### Make it a mini-vacation!

Most Wisconsin public schools are closed October 28th and 29th, so bring your family and still be home in time for trick or treating.

### [Register by September 27 for the Special Early Bird Discount!](#)

### Special room rate!

We've left room in the schedule so you and your family can find adventures in the wave pool, water slides, and lazy river of the Wilderness Resort's four fabulous indoor waterparks. Overnight guest rooms start at \$99 with two-bedroom suites starting at \$124, which includes waterpark access.

### [Reserve a room now](#)

Sign up today – [online](#) or by calling (800) 728-7788!

Priority Code: LOM23E3

*The Wisconsin Solo & Small Firm Conference is co-hosted by the Milwaukee Bar Association and the State Bar of Wisconsin.*