



Wisconsin Solo & Small Firm Conference: A Must-Attend Event for Legal Entrepreneurs

Three lawyers describe the benefits of attending the WSSFC and urge other legal entrepreneurs to join them at the conference this fall.

BY THERESA ELLIOTT

I am often asked, "From a learning perspective, what is the best thing I can do for myself and my firm?" With 70% of State Bar of Wisconsin members being solo, small firm, or medium-size firm lawyers, my answer is clear: Attend the Wisconsin Solo & Small Firm Conference (WSSFC).

What Is the WSSFC?

This dynamic event is more than just a conference, it's a vibrant community where attendees quickly become lifelong friends. These connections often evolve into valuable professional relationships rooted in mutual support, shared challenges, and collective success. Attendees are *your* people, they understand *your* issues because they've walked in *your* shoes. They know the real risks of law firm operation, the challenges of making payroll, and what it takes to keep the lights on.

For Wisconsin's 25,000 attorneys and 4,000 paralegals, the landscape of legal practice is constantly evolving. Whether you're a solo practitioner, part of a small or medium-sized firm, or contemplating launching your own practice, the WSSFC offers an unparalleled opportunity to grow, connect, and thrive.

Why Do Your Peers Show Up Every Year?

Melissa A. Spindler, an attorney at SmithKeane, shares, "My favorite part of the Wisconsin Solo & Small Firm Conference is connecting with other small-firm lawyers from more experienced lawyers who have 'been there, done that' to newer lawyers with fresh perspectives. I always walk away

with new ideas to implement in my firm." Each attendee will leave with a plethora of innovative ideas, many of which they can start implementing the Monday they return to their offices.

Designed with your unique needs in mind, the conference provides a safe, warm, and welcoming environment that fosters growth and learning while also offering plenty of opportunities to relax, laugh, and have fun. Attendees can earn continuing legal education credits, including in ethics and professional responsibility, law practice management, and lawyer awareness and understanding, ensuring that both their professional development and their well-being are a priority.

Jessica M. Kramer, with Kramer, Elkins & Watt LLC, emphasizes the power of building relationships: "I go to the WSSFC because there is so much bang for the buck! Not just CLE, but



Theresa Elliott is the director of professional development at the State Bar of Wisconsin. She previously worked with continuing education programs for architects, engineers, insurance agents, and lawyers. Throughout the year, she will share tips and techniques on how attorneys, paralegals, and judges can turn the chore of fulfilling CLE requirements into a business strategy. Access the digital article at www.wisbar.org/wl.

telliott@wisbar.org



**October 16-18, 2025
Kalahari Resort
Wisconsin Dells**



LEARNING TO LEARN

the 2.5 days of networking each year at this conference have benefited my firm and my practice far more than attending monthly luncheons or meetings put on by other organizations all year long.”

Beyond the educational sessions, the conference’s true power lies in its ability to forge relationships, relationships that can support your practice through advice, mentorship, referrals, and camaraderie. These are your peers who understand your struggles and triumphs firsthand.

Past attendees have lauded the conference for its targeted resources and tailored educational sessions. As **Lindsey K. Kohls**, of Bakke Norman S.C., notes, “I attend the WSSFC because of the access it provides to targeted resources and continuing legal education credits tailored to the unique needs of solo and small-firm attorneys in Wisconsin. The WSSFC also offers valuable opportunities to expand your professional network and learn how to grow and manage your practice.”

When and Where Is the Next WSSFC?

If you’re running a firm or thinking about doing so, missing this event would be a missed opportunity. Join your peers at the Wisconsin Solo & Small Firm Conference, where education, connection, and fun come together to help you succeed. The WSSFC is scheduled for Oct. 16-18, 2025, at the Kalahari Resort in Wisconsin Dells. This highly anticipated annual event offers a perfect blend of education, networking, and fun in a stunning setting. Visit <https://www.wisbar.org/wssfc/2025/Pages/Home.aspx> for more information and check back for updates to CLE offerings. Registration is open now, so mark your calendar and stay tuned for details. **WL**

PD-APPOINTED ATTORNEY?



GET PAID NOW (888) 872-7884

You shouldn’t have to wait to get paid for your public defender cases.

We’ve been providing advance funding to attorneys across the country since 1998. With our help, your business can run more smoothly - which means you get to do the things that matter most.

Get paid faster with Daniels Capital.
Call 1-888-872-7884



Daniels Capital
Corporation
A Finance Company Serving Attorneys

www.danielscapital.com

Create buzz. Go viral.

Write for
Wisconsin Lawyer™.

Wisbar.org/contribute



CPI078_2c