Rooted in Experience. Built for Growth.

Why You Can't Miss the Wisconsin Solo & Small Firm Conference

The Wisconsin Solo & Small Firm Conference, October 22-24 in Wisconsin Dells, offers attendees the educational credits, practice-management strategies, and statewide community they need to work *on* their firms, not just *in* them.

ERIC A. RISTAU

Solo and small firm practitioners wear countless hats. Just this week, I've run firm financial reports, scheduled associate candidate interviews, updated our website — oh, and practiced law a bit. Let's face it, we are not just legal advocates; we are also chief financial officers, marketing directors, IT specialists, and human resource managers. Navigating this vast landscape requires sharp skills, reliable resources, and a strong community. That is exactly why the Wisconsin Solo & Small Firm Conference (WSSFC) has been an indispensable event on my calendar for the past eight years, and why I personally invite you to join us in October.

Whether you are a firm of one or 21, this year's conference is specifically designed to meet the challenges and opportunities we face as lawyers and law firm owner-operators. With sessions on the responsible use of artificial intelligence, immigration, cybersecurity, consumer law, negotiation strategies, attorney compensation, marketing, and many other topics, the WSSFC planning committee has curated an exceptional lineup of substantive, practice management, technology, and ethics/quality-of-life presentations that will deliver immediate, practical value. You will leave not only with continuing legal education (CLE) credits (including ethics credits!) but also with concrete, practicable strategies to increase your efficiency, mitigate risk, streamline procedures, and boost your bottom line.

Beyond the presentations (which will be fantastic), my favorite part of WSSFC is networking. Whether you are a solo practitioner or part of a firm, it is easy to feel like you are operating on an island. By bringing together attorneys from across the state, WSSFC breaks down that isolation. If you are struggling with a complex case, exploring a new practice management tool, or weighing a major business or career decision, you will likely meet someone at WSSFC who has been there, done that, and is ready to share their roadmap. Then, once the hard work is done, you can visit dozens of sponsors and exhibitors at the legal expo, enjoy on- or off-site dinners and social events with your new connections, or relax on the Kalahari's lazy river.

Investing in your practice means taking a step back from the daily grind to focus on the bigger picture. WSSFC is the premier opportunity to do just that. Join us to learn from subject matter experts, find new tools to support your practice, efficiently obtain CLE (and ethics) credits, learn how to run your law firm more effectively, and recharge your professional batteries alongside peers who truly understand your journey. Register today to secure your spot and join the vibrant community of Wisconsin's solo and small law firms. I look forward to seeing you there! **WL**

Register Now for WSSFC

When: October 22-24, 2026

Where: Kalahari Resort, Wisconsin Dells

View Schedule and Register:
wisbar.org/wssfc

State Bar of Wisconsin PINNACLE®
WSSFC 2026
Wisconsin Solo & Small Firm Conference

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