



CONFERENCE GUIDE

October 24-26, 2019
Kalahari Resort, Wisconsin Dells

Download Grandstand, the official mobile app, and search for WSSFC.
Our event code is 60612.



TABLE OF CONTENTS

General Information	2-3
Program Schedule	4-5
Special Events	6
Plenary & Program Session Descriptions.....	7-12
Sponsors & Exhibitors.....	13
Exhibitor Map & Directory	14-16

2019 WSSFC Planning Committee

A word of thanks to the Planning Committee for their generous contributions of time, talent and energy to make this event a success. We appreciate their work and service to the members of the State Bar.

Executive Committee

Nerino J. Petro, Jr.
Conference Chair
Sarah L. Ruffi
Past Chair
Nancy L. Trueblood
Chair-Elect
Timothy Clark
Barbara Moddes

Substantive Law Track

Sara M. Drescher*
Kate Knowlton*
Carol E. Kingbaum
Eliza M. Reyes
Melissa A. Spindler
Alexander L. Ullenberg

Technology Track

Brent J. Hoeft
Nerino J. Petro, Jr.

Plenary Committee

Kathleen A. Brost
Johanna R. Kirk
Jeffrey S. Krause
Sarah L. Ruffi
Christopher C. Shattuck
Nancy L. Trueblood

Practice Management Track

Jeffrey S. Krause*
Sarah L. Ruffi*
Stephanie L. Melnick
Erin R. Ogden
Todd W. Schluesche
Michael Srung-Hycok Yang

Quality of Life/Ethics Track

Paul F. Angel*
J. David Krekeler*
Deborah M. Richter
Aiden Tharp

*Track Chairs

HOSPITALITY SUITE

Friday 5:00 - 6:30 p.m. | Room 4000, Sands Building

Enjoy wine, beer, and refreshments sponsored by:

**KREKELER
STROTHER, S.C.**

SK SmithKeane LLP
INTELLECTUAL PROPERTY LAW

SIGN IN FOR CLE CREDITS!

Please be sure to sign-in at the registration counter **each day** to ensure your credits are accurately recorded for the BBE.

This year's Legal Expo features more than 30 businesses whose products and services are designed to help you better manage your practice.

Knowledgeable representatives are on hand to provide you with information on technology, insurance programs, expert services, practice management tools, marketing, research, financial services, and more.

Exhibitors contribute important financial support to State Bar of Wisconsin PINNACLE Conferences & Institutes. Please return that support by visiting their booths.

EXHIBIT HALL HOURS:

THURSDAY
11:30 a.m. – 6 p.m.

FRIDAY
7:45 a.m. – 1:45 p.m.

Win Prizes

You have several chances to win prizes:

- Participate in the Scavenger Hunt during the Attendee Reception on Thursday.
- Stop by the individual booths to register for the many door prizes being offered directly from exhibitors.
- Have your PASSPORT TO PRIZES signed by exhibitors and drop it at the State Bar booth.
- Drop your business card at the Hospitality Suite on Friday.

Thursday Evening Attendee Reception in the Legal Expo

On Thursday evening, unwind from a busy day and start making new connections while enjoying beer, wine, soda, hors d'oeuvres, and a cash bar from 4:30 – 6 p.m., sponsored by *WILMIC* and *West Bend Mutual Insurance Company*.

Hospitality Suite

On Friday evening from 5 – 6:30 p.m., join your colleagues in the Hospitality Suite for wine, beer, and refreshments. Sponsored by *Krekeler Strother, S.C.* and *Smith Keane LLP*.

Dine-Arounds

Sign-up at the Conference Registration Desk

Looking to make dinner plans Thursday night? Expand your connections with dedicated dining options at Wisconsin Dells restaurants that meet your budget. Facilitated by WSSFC speakers and Planning Committee members. Take a chance — maybe you'll meet that one key connection at the Dine Around!

How it works:

1. Claim your seat at the table by signing up at the registration desk.
2. 5:50 p.m. – Meet your group at the registration table.
3. 6:00 p.m. – Groups leave for restaurants.
4. 6:30 p.m. – Dinner.

This is a pay-on-your-own event. Spouses and guests are welcome, but please no children.

Family Fun Night

Join us at the Volcano Lounge and Lanes, located inside Tom Foolerys for bowling and socializing in the lounge overlooking the theme park. See additional information on page 6.

General Information

REGISTRATION

IMPORTANT: Sign in each day before attending any sessions.

Thursday, October 25	8 a.m. - 5 p.m.
Friday, October 26	7:45 a.m. - 4 p.m.
Saturday, October 27	7 a.m. - 10:50 a.m.

The State Bar registration booth is located either directly outside the Exhibit Hall, or just inside the Expo doors.

CREDITS

The Wisconsin Board of Bar Examiners (BBE) has approved WSSFC for up to 15.5 credit hours, which can be earned by attending and reporting a combination of approved sessions. Depending on your session selections, you may earn up to 15.5 credits, comprised from a combination of 13.0 CLE, 7.0 EPR, 6.0 LPM, and 6.0 LAU credits.

Complimentary webcast replays totaling an additional 9.0 credit hours will be offered in November and December for select sessions. Those additional credits are comprised of up to 4.5 CLE, 3.5 LPM, and 1.0 LAU.

Use the schedule on pages 4-5 to track the sessions you attend and plan ahead for webcast replays. Note that the BBE has a 6.0 credit limit per reporting period for Law Practice Management (LPM) and another 6.0 for Lawyer Awareness and Understanding (LAU) credit. If you have questions about CLE credit, please visit the registration desk.

NAME BADGES

Please wear your badge at all official *Conference* functions. It is your admission to all CLE programs, workshops, and events. In addition, your badge will help you to renew old friendships and meet new colleagues. Name badge ribbons will help you identify State Bar speakers, conference sponsors, and exhibitors.

Name badges adorned with a black dot or a conference ribbon designate that you are attending the Friday Lederer Award networking lunch. If you do not have a black dot or a ribbon and would like to attend the lunch, please visit the registration desk.

PLEASE RECYCLE YOUR NAME BADGE HOLDER

Before you leave the *Conference*, please drop your name badge holder in one of the name badge boxes. We appreciate your efforts to help our environment.



GUEST PACKAGES

In an effort to keep conference tuition down for all attendees, no carryout food or beverage is permitted from the Expo Hall or continental breakfasts. While meals and breaks are for conference attendees and presenters, food and beverage passes for guests and family members are available for purchase for \$50 each for breakfasts/breaks and \$20 per lunch. You may purchase guest passes at the registration desk.

DOWNLOAD THE OFFICIAL WSSFC MOBILE APP

- Access your schedule
- Speaker information
- Exhibitors and sponsors
- Sign up for Dine Arounds

<http://grandstandsites.com/gs/index.php?c=WSSFC>

Visit wssfc.org for up-to-date information

HOSPITALITY STATIONS

Hospitality stations are located in the Expo Hall. A complimentary breakfast will be served each day, with refreshments served during session breaks.

LIST OF PREREGISTRANTS

Wondering if someone is here? A list of all preregistered attendees is available at the registration booth.

Visit this year's exhibitors to see how they can help you practice law, manage your business, and enjoy life.

ABA Retirement Funds Program

Affinity Consulting Group

ALPS

American Cancer Society

Boyle Fredrickson, S.C.

Bultman Financial Services

Daniels Capital Corp.

eCourt Reporters

GilsbarPRO

Habush, Habush & Rottier

Kramer, Elkins & Watt, LLC

Krekeler Strother, S.C.

LAWCLERK

LawPay

Legal Research Center

LOCALiQ

Minnesota Lawyers Mutual Insurance Company

NOMOS Marketing

Professional Insurance Programs

RKM IP Law

Ruffi Law Offices, S.C. / Woman Warrior Lawyer

RyTech, LLC

Solo Small Firm and General Practice Section

Smith.ai Virtual Receptionists

Spotlight Branding

Thomson Reuters

TRP Design Group, LLC

Trust Point Inc.

University of Wisconsin Law School

West Bend Mutual Insurance Company

WILMIC

Wisconsin Court System

Wisconsin Judicare

Wispect

Be sure to note room assignments each day for the CLE tracks.

Thursday Schedule	Substantive Track <i>Aloeswood/Tamboti</i>	Practice Management Track <i>Ballroom 5</i>	Technology Track <i>Aralia/Marula Sponsored by Bakke Norman, S.C. & The Computer Center</i>	Quality of Life/Ethics Track <i>Ballroom 4 Sponsored by Bakke Norman, S.C.</i>
8 a.m. - 5 p.m.	Conference Registration - North Atrium			
8 - 8:30 a.m.	Continental Breakfast - Compliments of Hupy and Abraham, S.C. - North Atrium			
8:30 - 10 a.m.	Opening Plenary: Persuading Judges and Juries (1.5 CLE) - <i>Hon. Michael R. Fitzpatrick</i> - Ballrooms 1/8			
10 - 10:15 a.m.	Refreshment Break - North Atrium			
Session 1 10:15 - 11:30 a.m.	CBD in Wisconsin – All Gray? – (1.5 CLE) <i>Jeffrey A. Cornell</i>	Don't Change Your Size, Change Your Approach: The Advantages of Being Small (1.5 LPM) - <i>Anthony K. Murdock, Erin R. Ogden, AJ Sue</i>	E-Discovery for the Effective E-Advocate (1.5 CLE) - <i>Brett Burney</i>	Design Your Practice and Your Life (1.5 LAU) - <i>Sarah L. Ruff</i>
11:30 a.m. - 12:30 p.m.	Legal Expo Grand Opening & Lunch - Lunch compliments of Habush, Habush & Rottier, S.C.			
12:30 - 2 p.m.	Plenary: "Moneyball" for Lawyers: Using Data to Build a Major League Practice (no credit) - <i>Jeffrey S. Krause</i> - Ballrooms 1/8			
2 - 2:25 p.m.	Refreshment Break - visit the Legal Expo and get your passport signed to be entered to win great prizes!			
Session 2 2:25 - 3:15 p.m.	Udderly Broke: How to Liquidate and Sell the Family Farm (1.0 CLE) - <i>John W. Menn, Troy R. Schneider</i>	Beyond Moneyball: Keeping Score (1.0 LPM) - <i>Jeffrey S. Krause</i>	Document Management for the Tech-Savvy Firm (1.0 LPM) - <i>Bryan Sims</i>	What You Should Know Before You Go - Leaving the Firm (1.0 EPR) - <i>Aviva Meridian Kaiser, Christopher C. Shattuck</i>
3:15 - 3:40 p.m.	Refreshment Break - visit the Legal Expo and get your passport signed for a chance to win great prizes!			
Session 3 3:40 - 4:30 p.m.	Offer Strong: 5 Tips for Drafting an Offer to Purchase with Teeth (1.0 CLE) - <i>Alexander L. Ullenberg</i>	Project Management for Law Firms (1.0 LPM) - <i>Jeffrey M. Glazer</i>	The Frugal Lawyer's Guide to Information Security (1.0 LPM) - <i>Brent J. Hoeft</i>	To Hire or To Fire: Ethical Concerns (1.0 EPR) - <i>Thomas J. Watson (Moderator), Brian C. Anderson, Aviva Meridian Kaiser, Jennifer S. Mirus, Mary Spranger</i>
4:30 - 6 p.m.	Attendee Reception in the Legal Expo - Enjoy complimentary hors'doevres, beer, wine, and soda. Cash Bar also available. <i>Sponsored by WILMIC and West Bend Mutual Insurance Co.</i>			
6 p.m.	Choose Your Own Adventure! Dine-Arounds (Sign-up required - See page 2 for details) / Family Fun Night			

Friday Schedule	Substantive Track <i>Ballroom 5</i>	Practice Management Track <i>Ballroom 4</i>	Technology Track <i>Aloeswood/Tamboti Sponsored by Bakke Norman, S.C. & The Computer Center</i>	Quality of Life/Ethics Track <i>Aralia/Marula Sponsored by Bakke Norman, S.C.</i>
7:45 a.m. - 1:45 p.m.	Legal Expo Is Open - Today is your last chance to meet with companies that can help your practice.			
7:45 a.m. - 4 p.m.	Conference Registration - Be sure to sign in each day!			
7:45 - 8:45 a.m.	Deluxe Continental Breakfast - Compliments of Hupy and Abraham, S.C. - Expo Hall			
8 - 8:30 a.m.	Health Insurance in 2020: The State Bar of Wisconsin Association Health Plan Option - <i>Christine Nadolski</i> - Aralia/Marula			
8:45 - 10:15 a.m.	Plenary: Houdini's Greatest Secret: Unlocking a Path to Personal and Organizational Success (1.5 LAU) - <i>Michael Brandwein</i> - Ballrooms 1/8			
10:15 - 10:45 a.m.	Refreshment Break - Last chance to visit the Legal Expo and get your passport signed to be entered to win great prizes! - Expo Hall			
Session 4 10:45 a.m. - 12 p.m.	The Great Debate: Lawyers and Immigration (1.5 CLE) - <i>Reid F. Trautz</i>	Way More than 50 Tips (1.5 LPM) - <i>Brett Burney, Brent J. Hoeft, Jeffrey S. Krause, Nerino J. Petro, Jr., Bryan Sims, Christopher C. Shattuck</i>	Practical Guide to Implementing Encryption and Security on Your Technology (1.5 LPM) - <i>Jeremy Cherny</i>	Technical Capabilities and Ethical Duties: Online Communication and the Rules of Professional Responsibility (1.5 EPR) - <i>Peyton B. Engel</i>
Noon - 1:30 p.m.	Networking Luncheon & 2019 Lederer Award Presentation - <i>Sponsored by Gingras, Thomsen & Wachs</i> - Ballrooms 1/8			
1:30 - 1:45 p.m.	Feeling lucky? Passport to prizes and exhibitor drawing winners will be announced in the Expo Hall			

Session 5 1:45 - 2:35 p.m.	There's No Place Like (Someone Else's) Home? Restrictions on Listing a Home for Vacation Rental (1.0 CLE) - <i>Carol E. Krigbaum, Liz Tobolt</i>	How to Speak so People Stay Awake and Do Not Hate You (1.0 CLE) - <i>Michael Brandwein</i>	iMazing Presentations from Your iPad (1.0 LPM) - <i>Brett Burney</i>	In Case of Emergency, Put Your Mask On First (1.0 LAU) - <i>Nicholas E. Fairweather, Comm. Daniel P. Murray, Allison M. Ritter, Mary Spranger</i>
Session 6 2:50 - 3:40 p.m.	Thinking About Adding Public Defender Appointments to Your Practice? What You Need to Know as Private Bar Counsel (1.0 CLE) - <i>H. Craig Haukaas, Aiden Tharp, Andrew I. Martinez</i>	Motivating Communication: How to Get People to Talk More about What Matters Most (1.0 CLE) - <i>Michael Brandwein</i>	Getting the Most from Microsoft Outlook (1.0 LPM) - <i>Nerino J. Petro, Jr., Bryan Sims, Reid F. Trautz</i>	Becoming a Happy Lawyer Without Finding Work-Life Balance (1.0 LAU) - <i>Deanne M. Koll</i>
3:55 - 4:55 p.m.	Plenary: Gadgets, Gizmos, and Widgets (1.0 LPM) - <i>Brett Burney, Nerino J. Petro, Jr., Bryan Sims</i> - Ballrooms 1/8			
5 - 6:30 p.m.	Hospitality Suite - Enjoy wine and refreshments sponsored by Krekeler Strother S.C. and Smith Keane LLP - Room 4000, Sands Building (Dinner on your own.)			

Saturday Schedule	Substantive Track <i>Ballroom 2</i>	Practice Management Track <i>Aloeswood/Tamboti</i>	Technology Track <i>Ballroom 7</i> <i>Sponsored by Bakke Norman, S.C. & The Computer Center</i>	Quality of Life/Ethics Track <i>Aralia/Marula</i> <i>Sponsored by Bakke Norman, S.C.</i>
7 - 10:50 a.m.	Conference Registration - North Hallway			
7 - 8 a.m.	Continental Breakfast - Compliments of Hupy and Abraham, S.C. - North Hallway			
7:30 - 8:20 a.m.	Plenary: Substantive Law at Sunrise (1.0 CLE) - <i>Kate Knowlton, J. David Krekeler, Sarah L. Ruffi, Anne Wal, Michael Seung-Hyock Yang</i> - Ballrooms 1/8			
Session 7 8:30 - 9:20 a.m.	Advising Small Businesses Regarding Tax Liability (1.0 CLE) - <i>Alison E. Helland, Douglas A. Pessefall</i>	Promoting Diversity Through Special Business Designations (1.0 CLE) - <i>Emery K. Harlan, Michael Seung-Hyock Yang, Tru Mwololo</i>	The Amazing Value of Video Conferencing (1.0 LPM) - <i>Nerino J. Petro, Jr., Reid F. Trautz</i>	Protecting Client Information - How to Win When Fighting Technology (1.0 EPR) - <i>Dean R. Dietrich</i>
9:20 - 9:50 a.m.	Break/Hotel check-out - North Hallway			
Session 8 9:50 - 10:40 a.m.	Blockchain and Smart Contracts (1.0 CLE) - <i>Jeffrey M. Glazer</i>	Check Your Attitude, Win Your Case (1.0 LAU) - <i>Sarah L. Ruffi</i>	Ask the Tech Guys: Law Firm Technology Workshop (1.0 LPM) - <i>Brent J. Hoeft, Christopher C. Shattuck</i>	Ins and Outs of (In)Active Practice in Wisconsin (1.0 EPR) - <i>Scott E. Mickelson</i>
10:50 a.m. - 12:15 p.m.	Closing Plenary: The Fine Art of Getting Paid... Ethically (1.5 EPR) - <i>Reid F. Trautz</i> - Ballrooms 1/8			

 Programs that will be offered as Webcast Replays.

CONTINENTAL BREAKFASTS

Thursday 8 - 8:30 a.m. | North Atrium

Friday 7:45 - 8:45 a.m. | Expo Hall

Saturday 7 - 8 a.m. | North Hallway

Sponsored by **Hupyand Abraham S.C.**
personal injury lawyers

ATTENDEE RECEPTION

Thursday 4:30 - 6 p.m. — Expo Hall

Enjoy beer, wine and soda, plus a cash bar and hors d'ouvres sponsored by:

Wisconsin Lawyers Mutual
INSURANCE COMPANY

WEST BEND



EARN EVEN MORE CREDITS!

Select sessions of the conference will be recorded and webcast on November 21-22 and December 4-5 ... and all conference attendees will be allowed to view these dates **FOR FREE!**

Special Events

THURSDAY, OCTOBER 24

Conference Kick-Off Luncheon

11:30 a.m. – 12:30 p.m.

Sponsored by Habush, Habush & Rottier, S.C.

Celebrate the grand opening of the Expo Hall at this energizing event. Lunch will be provided for all Conference registrants – no need for separate registration. It's the perfect opportunity to meet new friends, check out the many products and services on display at the Expo, and start filling out your Passport to Prizes.

Attendee Reception

4:30 - 6 p.m.

On Thursday evening, unwind from a busy day and start making new connections while enjoying beer, wine, soda, hors d'oeuvres, and a cash bar from 4:30 - 6 p.m., compliments of WILMIC and West Bend Mutual Insurance Company.

Choose Your Own Adventure

6 p.m.

Offsite, onsite, with colleagues, with your friends and family, or on your own – YOU choose!

This year we developed several options for you to choose from – one is more for causal socializing with friends and colleagues at local restaurants (Dine-arounds). OR, you can take part in our Family Fun Night, which features FREE reserved bowling, discounted Tom Foolerys tickets, light snacks and refreshments for solo small firm attendees and their families. OR, you can go your own way – you choose.

Family Fun Night

Join us at the Volcano Lounge and Lanes, located at the Kalahari Resort. Bowl a few frames (for free!) on reserved lanes for conference attendees, and/or take advantage of discounted tickets to Tom Foolerys Adventure Park, Kalahari's 100,000 sq. ft. indoor theme park. See registration desk to purchase a pass by 2 p.m. on Thursday.

The Volcano Lounge overlooks the theme park. You need not purchase a wristband to take advantage of bowling or relax in the lounge.

The following attractions are included with Tom Foolerys passes:

G-Force One	Toucan Climb
XD Dark Ride	Conqueror's of Mt. Foolmore
Atomic Rush	Laser Tag
Centrifooled	Lil' Toucan Climb
Meteorace	Sky Rangers
Ferris Wheel	RevoFooltion
Kalahari Carousel	
Legend of the Lost Jungle	



Follow the **WSSFC** on Twitter. If tweeting about or from the conference the hashtag is **#wssfc**

Dine-Arounds

Let us take care of your Thursday night dinner reservations by signing up for a dine-around. Each dine-around will be hosted by a WSSFC speaker or planning committee member and will take place at one of many top-notch restaurants in Wisconsin Dells. Enjoy stimulating conversation over a delicious meal while making new friends.

Signing up is easy. Simply stop by the Solo/Small Firm & General Practice Section booth in the Legal Expo to choose your preferred dine-around. Stop by early, though. Space is limited and last year's dine-arounds filled up quickly!

Attendees are responsible for their own dinner bill. Spouses or guests are welcome, but please plan to leave the kids at the hotel.

FRIDAY, OCTOBER 25

Continental Breakfasts

Start your day off right with a hearty breakfast each morning. Plus, we're serving a deluxe continental breakfast on Friday, compliments of Hupy and Abraham, S.C.

Lederer Award Presentation and Networking Lunch

12 - 1:45 p.m.

Luncheon sponsored by Gingras, Thomsen & Wachs

Don't miss one of the highlights of WSSFC – the presentation of the 2019 Lederer Award. Named in memory of attorney John Lederer, the award is presented annually to an individual, group, or organization exemplifying John's leadership, spirit, and dedication.

Hospitality Suite

5 - 6:30 p.m.

Sponsored by Krekeler Strother, S.C. and Smith Keane LLP

On Friday evening, the fun doesn't stop. Join your colleagues in the Hospitality Suite for wine, beer, and refreshments. There's even prize drawings. It's THE place to be.


WIN FABULOUS PRIZES

Have your **Passport to Prizes** signed by all exhibitors for a chance to win valuable prizes including an Apple Watch, Apple TV, Bluetooth speaker and other tech items for home or office, PINNACLE CLE gift certificates, and registration for the 2020 Annual Meeting & Conference in Elkhart Lake. Passport to Prizes winners will be announced in the Legal Expo after the Networking Luncheon on Friday, but you need not be present to win.

Participate in the **Scavenger Hunt** during Thursday's Attendee reception for a chance to win a \$100 Target Gift Card. The Scavenger Hunt winner will be announced in the Legal Expo at 5:45 Thursday. Winner must be present to win.

Passport to Prizes and Scavenger Hunt forms are available at the Registration Desk and can be deposited at State Bar booth when completed.

Program Descriptions

 Programs that will be offered as Webcast Replays.

THURSDAY, OCTOBER 24

8:30 – 10 a.m.

Opening Plenary

Persuading Judges and Juries

Discover the fundamentals of persuasion in the courtroom and learn techniques to improve your performance in criminal and civil trials, as well as at the trial and appellate court levels. This session offers numerous strategies and tactics for persuading judges and juries to find in favor of your client. You'll learn tips for:

- Presenting information to judges and juries
- Developing effective themes and arguments
- Writing persuasive briefs

Hon. Michael R. Fitzpatrick, Court of Appeals District IV, Madison

10:15 – 11:30 a.m.

Substantive Track

CBD in Wisconsin – All Gray?



The 2018 Farm Bill and Wisconsin Act 100 opened the door to the growing, processing, and selling of industrial hemp. This session will offer growers guidance on the USDA and FDA regulations around industrial hemp, as well as how to:

- Get a permit
- Ensure THC content is within the legal limit
- Obtain financing from wary lenders

Jeffrey A. Cornell, Bakke Norman, S.C., Hayward

Practice Management Track

Don't Change Your Size, Change Your Approach: The Advantages of Being Small

At their best, small firms can be nimble and focused, operating like a fighter jet flying with deadly precision. But achieving that type of high-performance doesn't happen without some work. As the pilot of your firm's destiny, this session will help you chart a course toward success. You will:

- Develop a vision for your practice
- Learn practical steps for implementing your plan
- Get advice for dealing with challenges and setbacks

Anthony K. Murdock, Murdock Law, S.C., Milwaukee; Erin R. Ogden, Ogden, Glazer + Schaefer LLC, Madison; AJ Sue, AJ Sue LLC, Middleton

Technology Track

E-Discovery for the Effective E-Advocate

No litigation matter today can escape the "e" of discovery. Regardless of the size of your firm or the focus of your practice, every lawyer needs to know how to handle electronically-stored information (ESI). This session will cover the basics of collecting, processing, reviewing, and producing ESI, and then provide you with practical and applicable tips that you can integrate into your practice. You'll learn:

- Why virtually all relevant case information is electronic
- The importance of using a document review tool
- Why you should care about data processing
- How to talk to your clients about collecting and preserving relevant ESI
- How to talk to opposing counsel about producing ESI

Brett Burney, Burney Consultants LLC, Chagrin Falls, OH

Quality of Life/Ethics Track

Design Your Practice and Your Life

Many attorneys start their own firms so they can enjoy practicing law and spending time with their families. This interactive presentation will encourage participants to dig deep and articulate what they truly want in their career, finances, and family life. After setting your future goals, you'll learn:

- How defining a clear, specific vision boosts your confidence
- How small changes in language use can affect outcomes
- How creating a mental picture can turn your dreams into reality

Sarah L. Ruffi, Ruffi Law Offices, S.C., Wausau

12:30 – 2 p.m.

Plenary

"Moneyball" for Lawyers:

Using Data to Build a Major League Practice

By utilizing numbers and data for analytic and predictive purposes, the Moneyball concept revolutionized the game of baseball. Similarly, statistical analysis models present a promising solution for responding to the challenge of marketing and delivering legal services to a new generation of clients. This fun, fastball presentation will help you see billing in a whole new light. You'll learn how to:

- Review your firm's business numbers in detail
- Use the "Profit Principle" to create a realistic "box score" for your practice
- Increase your firm's profitability

Jeffrey S. Krause, Affinity Consulting Group, Waterford

2:25 – 3:15 p.m.

Substantive Track

Udderly Broke: How to Liquidate and Sell the Family Farm



In 2018, nearly 3,000 dairy farms went under—700 of those were Wisconsin farms. For the past three years, Wisconsin has led the nation in farm bankruptcies, losing almost two farms a day. This session will primarily cover the winding down and selling of a family farming operation, covering topics such as:

- Whether to liquidate through bankruptcy or receivership
- The tax implications of sales
- Issues to take into account when drafting sale documents
- Exemptions

John W. Menn, Steinhilber Swanson LLP, Oshkosh; Troy R. Schneider, Twohig Rietbrock Schneider & Halbach, S.C., Chilton

Program Descriptions

THURSDAY (Continued)

Practice Management Track

Beyond Moneyball: Keeping Score

In sports, the scoreboard always tells you who is winning. In business, the reports are your scorecard. This session will build on Thursday afternoon's plenary and dive deeper into the details of running reports. You'll learn:

- Which reports truly matter
- How to create useful reports
- Where to look to find the data you need

Jeffrey S. Krause, Affinity Consulting Group, Waterford

Technology Track

Document Management for the Tech-Savvy Firm

Law firms deal with many different types of data. Effective and creative use of document management systems can reduce paper, improve efficiency, support process automation and risk management. This session will share software and strategies for effectively managing documents, systems, and email. Discover what to consider when choosing:

- Document management software
- Practice management software
- Your own self-created document management system

Bryan Sims, Sims Law Firm Ltd., Naperville, IL

Quality of Life/Ethics Track

What You Should Know Before You Go: Leaving the Firm

Making a career change inevitably triggers a slew of matters that need to be quickly wrapped up, but it's important that your ethical obligations don't get lost in the shuffle. In this session, prepare for a smooth transition by reviewing The Rules of Confidentiality and how to:

- Check for any potential client conflicts
- Handle and hand off trust accounts and files
- Give appropriate and ethical notice to clients

Aviva Meridian Kaiser and Christopher C. Shattuck, State Bar of Wisconsin, Madison



3:40 – 4:30 p.m.

Substantive Track

Offer Strong:

5 Tips for Drafting an Offer to Purchase with Teeth

It's a real estate lawyer's worst nightmare: the deal that looked completely solid suddenly falls through and the client asks "what can we do?" This session will teach you techniques for drafting a solid WB-11—one that gives you and your clients as much peace of mind as possible. You'll learn:

- Tips for drafting contingencies that minimize wiggle room to back out
- The clauses that help obtain a money judgment against defaulting buyers
- Strategies for presenting non-standard clauses

Alexander L. Ullenbergh, Ullenbergh Law Offices, S.C., Fond du Lac



Practice Management Track

Project Management for Law Firms

Most businesses have a process in place for when a big (or small) project comes their way, so they can hit the ground running. Why don't lawyers? In this session, you will learn how to work smarter, not harder. Take your law firm to the next level by learning project management tips for:

- Case management
- Increased capacity
- Resource planning

Jeffrey M. Glazer, UW Law & Entrepreneur Clinic, Madison

Technology Track

The Frugal Lawyer's Guide to Information Security

Is cost or complexity holding you back from implementing a security plan in your law practice? In this session, you'll discover simple, cost-effective steps that will dramatically increase the security of your firm's information. Learn the basics for protecting your firm from:

- Ransomware
- Hacking
- Data breaches
- Data loss

Brent J. Hoeft, FirmLock Consulting LLC, Madison

Quality of Life/Ethics Track

To Hire or To Fire: Ethical Concerns

Every business experiences employee turnover, but for attorneys, wrongfully handling hiring and termination matters can lead to ethical missteps and malpractice suits. In this session, we'll review the appropriate circumstances in which a firm can consider hiring or firing staff. Review your rights as an employer, learn how to avoid violating employees' rights, and receive practical guidance on:

- How to give proper notice
- The circumstances in which you should start a search to replace current staff
- The limitations on an employer's right to terminate
- Potential ethical, malpractice, and employment law issues

Moderator: Thomas J. Watson, Wisconsin Lawyers Mutual Insurance Co., Madison; Brian C. Anderson, Wisconsin Lawyers Mutual Insurance Co., Madison; Aviva Meridian Kaiser, State Bar of Wisconsin, Madison; Jennifer S. Mirus, Boardman & Clark LLC, Madison; Mary Spranger, State Bar of Wisconsin, Madison

FRIDAY, OCTOBER 25

8:45 – 10:15 a.m.

Plenary

Houdini's Greatest Secret:

Unlocking a Path to Personal and Organizational Success

This unique keynote presentation will employ actual magic tricks to disclose amazing secrets about the Wisconsin-raised master magician, Harry Houdini. By observing how Houdini approached his "greatest physical and mental challenge"—an escape in full view from a real hospital straitjacket—you'll

be inspired to set (and break through) your own seemingly impossible goals. You'll come away with:

- New techniques for dealing with problems, fears, challenges, and change
- Specific tips for achieving success in your professional and personal life

Michael Brandwein, Lincolnshire, IL

10:45 a.m. – 12 p.m.

Substantive Track

The Great Debate: Lawyers and Immigration

As lawyers, we understand the rule of law, due process, and the roles of the government. Or do we? In the midst of a heated national debate between our three branches of government, it can be easy to forget that America's immigration system is built on a venerable web of laws. This session will help you separate policy from politics—and law from lore—and provide:

- An overview of the issues impacting immigrant clients
- Tips for avoiding political landmines when immigration-related issues arise in your practice
- How to use your legal skills to help achieve a just outcome

Reid F. Trautz, American Immigration Lawyers Association, Washington, D.C.

Practice Management Track

Way More than 50 Tips

A recurring favorite, this popular session on life hacks is back and in a newly expanded 75-minute slot. Presented in rapid-fire format, you'll learn technology and practice management tips that will promise to change your life. You will:

- Learn 50+ tips for achieving greater efficiency at work
- Get things done smarter, faster, and maybe even cheaper

Brett Burney, Burney Consultants LLC, Chagrin Falls, OH; Brent J. Hoeft, FirmLock Consulting LLC, Madison; Jeffrey S. Krause, Affinity Consulting Group, Waterford; Nerino J. Petro, Jr., The Erickson Group, Rockford, IL; Christopher C. Shattuck, State Bar of Wisconsin, Madison; Bryan Sims, Sims Law Firm Ltd., Naperville, IL

Technology Track

Practical Guide to Implementing Encryption and Security on Your Technology



When transmitting sensitive and confidential client and case details within devices, emails, documents, backups, and flash drives, you need methods and tools to ensure that the information you're storing and sharing is only read by the intended party. Encryption and multi-factor authentication are valuable tools to ensure information makes it only to the right person, but how do you actually enable them? In this session, we'll demonstrate how to:

- Identify the types of info that should only be shared in encrypted formats
- Protect Microsoft files before sending (with technology you probably already have)
- Send and receive encrypted email
- Implement multi-factor authentication on downloaded apps

- Encrypt and store your passwords
- Uncover security blind spots
- Properly "wipe" a device at the end of its life

Jeremy Cherny, Tobin Solutions Inc., Wauwatosa

Quality of Life/Ethics Track

Technical Capabilities and Ethical Duties: Online Communication and the Rules of Professional Responsibility



The Duty of Competence doesn't just involve possessing a substantive knowledge of law. It also necessitates that attorneys keep up with technology trends. In this session, you will:

- Review how confidentiality affects lawyers' technology usage
- Learn how to safely transmit and dispose of confidential information
- Identify ways to control risk in a small practice environment

Peyton B. Engel, Hurley Burish, S.C., Madison

1:45 – 2:35 p.m.

Substantive Track

There's No Place Like (Someone Else's) Home?

Restrictions on Listing a Home for Vacation Rental

Are there limits to if or how often homeowners can rent out their homes on rental services like Airbnb or VRBO? Do neighbors have any legal means to prevent the house next door from becoming a vacation rental? In this dynamic point-counterpoint session, you'll hear the case for both sides.

Topics covered include:

- Zoning and municipal restrictions
- Necessary licenses and permits
- The sanctity of land ownership
- Insurance and liability considerations

Carol E. Krigbaum, Krigbaum Law LLC, Milwaukee; Liz Tobolt, Liz Tobolt Law LLC, Hartland

Practice Management Track

How to Speak So People Stay Awake and Do Not Hate You

An effective presentation motivates others to take positive action. Whether you're a beginner or a seasoned presenter, this session will offer valuable techniques for how to create a more engaging, effective presentation—one that doesn't simply involve commenting on dull PowerPoint slides. You will:

- Learn exactly what to say to grab and hold any audience's attention
- Discover fool-proof tips for improving your existing presentations or for creating new ones
- Identify and wipe out extremely common presentation blunders
- Gain confidence in your public speaking abilities

Michael Brandwein, Lincolnshire, IL

Program Descriptions

FRIDAY (Continued)

Technology Track

iMazing Presentations from Your iPad

From wirelessly driving a PowerPoint presentation (while using speaker notes) to creating callouts and highlights on the fly in trial, an iPad can do it all and make you look poised at trial. This interactive session will show you exactly how to prepare your iPad for showtime. Bring your iPad and learn:

- How to get files on and off your iPad
- What apps and equipment you need to look flawless
- Tips for creating an “iMazing” presentation

Brett Burney, Burney Consultants LLC, Chagrin Falls, OH

Quality of Life/Ethics Track

In Case of Emergency, Put Your Mask on First

Between balancing the needs of clients, running a firm, taking care of family, and maintaining friendships, solo and small firm lawyers often have the weight of the world on their shoulders. While well-being is an indispensable part of a lawyer's duty of competence, many busy attorneys often put their health last. Attend this session to hear first-hand experiences of attorneys who've corrected course. You'll gain:

- Tips for getting your groove back (No meditation required)
- Perspective on what behaviors may be unhealthy and strategies for expressing concern about a colleague
- A lawyer well-being toolkit, including an action plan for a healthy workplace

Nicholas E. Fairweather, Hawks Quindel, S.C., Madison; Comm. Daniel P. Murray, Daniel P. Murray Attorney at Law, Waukesha; Allison M. Ritter, Ritter Law Office LLP, Milwaukee; Mary Spranger, State Bar of Wisconsin, Madison

2:50 – 3:40 p.m.

Substantive Track

Thinking About Adding Public Defender Appointments to your Practice? What You Need to Know as Private Bar Counsel

In some northern Wisconsin counties, it can take up to 24 days for the State Public Defender's Office to appoint an attorney for indigent defendants. This session will explore if, when, how, and why attorneys can (or should) accept these appointments.

- The appointment process
- What you need to know to competently represent indigent individuals
- What to consider if criminal law is not currently part of your practice
- The personal and professional benefits of taking appointments

H. Craig Haukaas, Haukaas Law Office, S.C., Ashland; Andrew I. Martinez, Martinez & Ruby, LLP, Baraboo; Aiden Tharp, Williamson & Siler, S.C., New Richmond

Practice Management Track

Motivating Communication: How to Get People to Talk More About What Matters Most

What clients and others don't tell you can really hurt, especially when you find out too late. This one-of-a-kind session will help you and your colleagues reduce unproductive behaviors like problem avoidance and whining, and teach you techniques for modeling open, full, and prompt communication. You will learn:

- Four direct steps for encouraging direct communication
- Positive problem-solving techniques
- Barriers that interfere with healthy communication and how to eliminate them

Michael Brandwein, Lincolnshire, IL

Technology Track

Getting the Most from Microsoft Outlook

Microsoft Outlook can be an effective email communications tool, but gaining and keeping control over your inbox can sometimes seem futile. This session will bring you closer to that elusive state of email nirvana by demonstrating:

- Strategies and techniques for powering through a cluttered inbox
- Outlook's helpful email features, security settings, and add-ins

Nerino J. Pertro, Jr., The Erickson Group, Rockford, IL; Bryan Sims, Sims Law Firm Ltd., Naperville, IL; Reid F. Trautz, American Immigration Lawyers Association, Washington, D.C.

Quality of Life/Ethics Track

Becoming a Happy Lawyer *Without* Finding Work-Life Balance

Traditional tips for managing work-life balance are not practical for the practicing attorney. Log out of your email and clients call the office to see if you are ignoring them. Take a day off and suddenly you're behind on filing an emergency motion. In this session, you'll learn why achieving work-life balance isn't always realistic, but also, how acknowledging that reality can help you live your best life. This session will explore:

- Why the traditional “5-steps to work-life balance” doesn't work
- Why the constant search for work-life balance is making you unhappy
- How embracing the realities of private practice leads to greater happiness

Deanne M. Koll, Bakke Norman, S.C., New Richmond



EARN EVEN MORE CREDITS!

Select sessions of the conference will be recorded and webcast on November 21-22 and December 4-5 ... and all conference attendees will be allowed to view these dates **FOR FREE!**

3:55 – 4:55 p.m.

Plenary

Gadgets, Gizmos, and Widgets

Back by popular demand, this session will give you technological tips to improve your law practice so you can de-stress and enjoy life more. You will learn:

- Tips for getting more from your favorite gadgets and office equipment
- New gizmos that can streamline your work processes

Brett Burney, Burney Consultants LLC, Chagrin Falls, OH; Nerino J. Petro, Jr., The Erickson Group, Rockford, IL; Bryan Sims, Sims Law Firm Ltd., Naperville, IL

SATURDAY, OCTOBER 26

7:30 – 8:20 a.m.

Plenary

Substantive Law at Sunrise

Whether you have a specific or general law practice, you still need to be familiar with a range of substantive law issues. This rapid-fire primer will familiarize you with practice areas that every solo practitioner should know about. You'll learn:

- What's new in real estate, bankruptcy, family law, intellectual property, and criminal defense
- How to refer clients with needs outside your practice
- Confidence-building tips for adding a new practice area

Kate Knowlton, Knowlton Law Group LLC, Wauwatosa; J. David Krekeler, Krekeler Strother, S.C., Madison; Sarah L. Ruffi, Ruffi Law Offices, S.C., Wausau; Anne Wal, von Briesen & Roper S.C., Milwaukee; Michael Seung-Hyock Yang, MY Law Office LLC, Madison

8:30 – 9:20 a.m.

Substantive Track

Advising Small Businesses Regarding Tax Liability

The past year has brought big changes for small businesses regarding tax liability. The Tax Cut and Jobs Act (TCJA) made significant changes to the corporate income tax and taxes on pass-through businesses, including S-Corporations. Meanwhile, a recent Supreme Court decision held that states can hold out-of-state retailers liable for use tax on their customers' purchases. This session will address:

- Practical implications of the TCJA for small service corporations
- Summary of key 2019 tax developments
- Application of the Qualified Business Income Deduction to your firm, and your client's business
- Planning for state sales and use tax on remote sales
- A brief overview on how to help your clients reduce their property tax liability

Alison E. Helland, Boardman & Clark LLP, Madison; Douglas A. Pessefall, Reinhart Boerner Van Deuren, S.C., Milwaukee

Practice Management Track

Promoting Diversity Through Special Business Designations

Co-produced with: Diversity & Inclusion Oversight Committee

Obtaining certification or representing clients designated as a Minority Business Enterprise, Women-Owned Business Enterprise, or Disabled Veteran Business Enterprise can increase a business's competitive advantage. This session will offer insights on:

- The steps to obtaining a minority-owned business designation
- How MBE-certified businesses positively impact individuals and communities
- The economic advantages of seeking certification

Emery K. Harlan, MWH Law Group LLP, Milwaukee; Tru Mwololo, State of Wisconsin, Department of Administration, Madison; Michael Seung-Hyock Yang, MY Law Office LLC, Madison

Technology Track

The Amazing Value of Video Conferencing

From one-to-one conference calls to multi-party settlement conferences, video is more useful than ever before. Yet, while video technology opens up a world of possibilities for both small and large law firms, many lawyers report still feeling uncomfortable using video. Others lament that web conversations lack human connection and aren't "real" meetings. This session will help you become more confident in your skills by covering:

- The benefits of digital discussions
- What tools to use
- Confidentiality and security concerns
- Tips and ideas to be your best

Nerino J. Petro, Jr., The Erickson Group, Rockford, IL; Reid F. Trautz, American Immigration Lawyers Association, Washington, D.C.

Quality of Life/Ethics Track

Protecting Client Information – How to Win When Fighting Technology



Explore the risks of digitally communicating with clients and learn techniques for how to safely transmit information in the 21st century. You will:


- Review your obligations under the Duty of Competence
- Explore ways to protect client information
- Discuss proper usage of social media
- Learn what technology traps to avoid

Dean R. Dietrich, Dietrich VanderWaal Law Group, S.C., Wausau



Follow the *WSSFC* on Twitter. If tweeting about or from the conference the hashtag is **#wssfc**

Program Descriptions

 Programs that will be offered as Webcast Replays.

SATURDAY (Continued)

9:50 – 10:40 a.m.

Substantive Track

Blockchain and Smart Contracts

“Blockchain” and “smart contracts” used to be futuristic buzzwords, but nowadays, businesses are regularly employing blockchain-powered, self-executing contracts or “smart contract technology.” These technologies have the potential to bring massive transactional efficiencies to every aspect of transactional and commercial life, in all industries, across the globe. In this session, you’ll learn:

- What blockchain, artificial intelligence, and smart contracts are
- How these new technologies are deployed
- What legal issues you should be aware of when working with clients using these technologies

Jeffrey M. Glazer, UW Law & Entrepreneur Clinic, Madison

Practice Management Track

Check Your Attitude, Win Your Case

Get ready for a fast paced, interactive workshop that will empower you and your clients to view life events in a whole new way. Learn how to view the circumstances in your clients’ cases as neutral, so you can diffuse negative energy and tension that keeps you from developing a strong strategy. Build a strong case and drive your desired outcome by learning how to:

- Define the goal of representation
- Take ownership of how your attitude affects a situation’s results
- Refocus your perspective
- Move toward your goal with a clear head and confident attitude

Sarah L. Ruffi, Ruffi Law Offices, S.C., Wausau

Technology Track

Ask the Tech Guys: Law Firm Technology Workshop

Do you want to implement more technology into your law practice, but don’t know where to start? Do you have questions on what tools are available, or how to implement options you’ve already found?

During this session, you will:

- Get recommendations for tech tools for solo and small law firms
- Find out what tools may be a good match for your tech ability
- Learn the best ways to start implementing new tools into your practice
- Have the opportunity to ask all of your lingering tech questions

Brent J. Hoeft, FirmLock Consulting LLC, Madison; Christopher C. Shattuck, State Bar of Wisconsin, Madison

Quality of Life/Ethics Track

Ins and Out of (In)Active Practice in Wisconsin



Only active and emeritus State Bar members may practice law in Wisconsin. This session will cover best practices for lawyers who are looking to take a timeout from practice or assume a non-attorney career role. We’ll explore the quasi-legal roles an inactive Wisconsin lawyer can participate in that don’t require reactivating membership, how to reframe your communication to avoid inadvertently giving legal advice, as well as how to position yourself to re-enter practice. Learn how to:

- Assess whether to go inactive
- Prepare your clients (and your files) for the transition
- Rephrase business communication so it’s not mistaken for legal advice
- Return to active practice after a hiatus, sabbatical, or extended medical leave

Scott E. Mickelson, Total Administrative Services Corporation, Madison

10:50 a.m. – 12:15 p.m.

Plenary

The Fine Art of Getting Paid ... Ethically



For many lawyers, recording time, billing clients, and getting paid is the worst part of running a practice. This session will help you improve your processes so you can boost your client relationships and capture more of what you’ve earned! You will learn how to:

- Create an ethical and profitable representation agreement
- Set fees for your clients
- Avert ethical and financial troubles
- Avoid accounts receivable

Reid F. Trautz, American Immigration Lawyers Association, Washington, D.C.

Thank you to our Conference Supporters & Exhibitors

Wisconsin Lawyers Mutual
INSURANCE COMPANY



**HABUSH HABUSH &
ROTTIER S.C.®**



**Solo Small Firm &
General Practice Section**

**KREKELER
STROTHER, S.C.**



Professional Insurance Programs



the answer company™

THOMSON REUTERS®



WEST BEND®



TRUSTPOINT
Investments • Trust • Since 1913



DanielsCapital
Corporation
A Finance Company Serving Attorneys



KRAMER, ELKINS & WATT

**Hupyand
Abraham S.C.**
personal injury lawyers



SmithKeane
INTELLECTUAL PROPERTY LAW



TRP DESIGN GROUP

**GINGRAS
THOMSEN
& WACHS**
LAWYERS

**BOYLE
FREDRICKSON**
INTELLECTUAL PROPERTY LAW



Affinity
CONSULTING

Wispect

LOCALiQ
PART OF THE USA TODAY NETWORK



rytech
real estate digital marketing solutions

ALPS

LegalResearch.com

NOMOS | MARKETING

**American
Cancer
Society®**



BULTMAN
Financial

GilsbarPRO
Take a minute. Go PRO.

**The Computer
Center**

LAW CLERK
Where Attorneys Go To Hire Freelance Lawyers

smith

CCAP
Consolidated Court
Automation Programs



ABA
Retirement
Funds

LAWPAY
AN ALLINPAY SOLUTION



Spotlight
Branding

**UNIVERSITY of
WISCONSIN
LAW SCHOOL**

BAKKE ♦ NORMAN

**COURT
REPORTERS**

Exhibitor & Sponsor Directory

ABA Retirement Funds Program www.abaretirement.com

The ABA Retirement Funds Program offers a different kind of retirement plan; built by lawyers, powered by pros. We innovate with a purpose, helping plan participants save more and worry less. Our unique culture is dedicated to helping secure financial futures for the legal community. Visit us to learn more!

Affinity Consulting Group www.affinityconsulting.com www.affinityuniversity.com

At Affinity Consulting Group, we inspire, enable, and empower legal teams of all sizes to work smarter. Our holistic approach incorporates people, process, and technology. Our passionate, well-connected industry experts work hand in hand with you to help you better understand and optimize your business – from software to growth strategy, and everything in between.

ALPS www.alpsnet.com

Lawyers put themselves on the line every day. ALPS is here to protect them. Founded by lawyers in 1988, ALPS is now the nation's largest direct writer of lawyers' malpractice insurance and is endorsed by more state bars than any other carrier. With ALPS, it's not just a policy. It's a promise.

American Cancer Society www.cancer.org

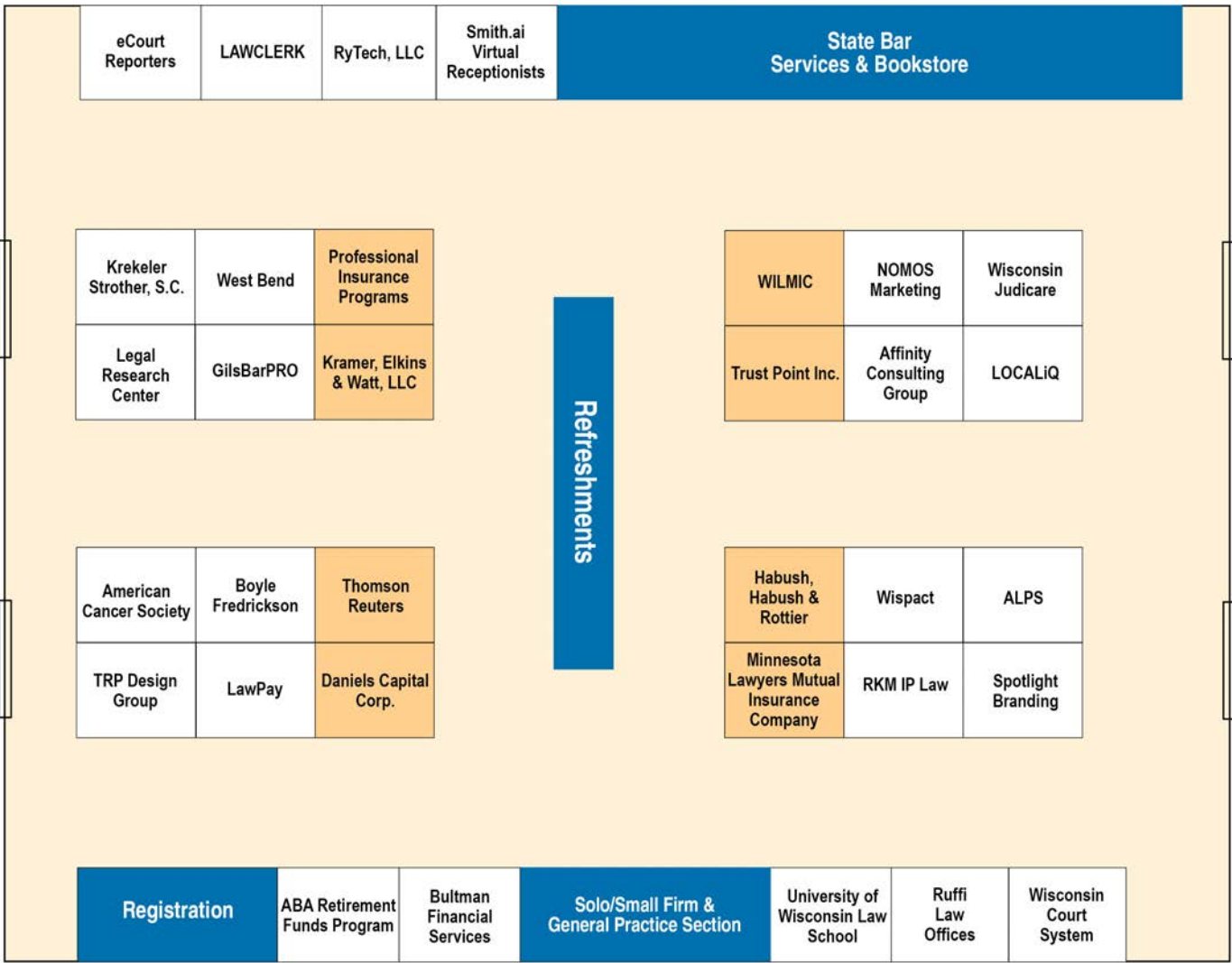
The American Cancer Society is a nationwide, community-based voluntary health organization dedicated to eliminating cancer as a major health problem. Our mission is to save lives, celebrate lives, and lead the fight for a world without cancer.

Bakke Norman, S.C. TECH & QUALITY OF LIFE/ETHICS TRACKS Sponsor www.bakkenorman.com

At Bakke Norman our sole purpose is to serve our clients. We are problem solvers and take a team approach to helping our individual and business clients. The law firm of Bakke Norman S.C., with offices in New Richmond, Menomonie, Baldwin, and Hudson, has served northwest Wisconsin since 1985.

Boyle Fredrickson www.boylefred.com

Boyle Fredrickson is Wisconsin's largest intellectual property law firm. The firm handles all facets of IP law, from patents, trademarks and copyrights to trade secrets, unfair competition and licensing. The firm's singular focus on domestic and international IP law allows Boyle Fredrickson to provide expert counsel, personal service and attention to detail not found anywhere else.



Bultman Financial Services
www.bultmanfinancial.com

Bultman Financial Services Inc. (BFS) provides financial and insurance strategies and recommendations that are in the best interest of our clients. With over 30+ years of experience BFS demonstrates a strong commitment to our clients and their purpose. Since 1995 BFS has served as the administrator for the State Bar of Wisconsin's life, disability, long-term care, health, dental and vision insurance plans. More than 3,000 members and their spouses have been covered by these plans.

The Computer Center **TECH TRACK** Sponsor
www.computer-center.com

Since 1983 The Computer Center has been providing firms and businesses in Southern Wisconsin and Northern Illinois with expertise, products, and services to keep their business computing environments reliable, productive and secure. We take the pain and frustration out of technology so you can focus on what you do best.

Daniels Capital Corp. **GOLD** Sponsor
www.danielscapital.com

Waiting for payment for your Public Defender or other appointed cases can cause major problems for your firm. At Daniels Capital, we are passionate about removing the wait time and getting you paid fast so that your practice doesn't suffer just because of a payment delay.

eCourt Reporters
www.ecourtreporters.com

Direct scheduling made easy. Online platform is designed to directly schedule experienced freelance court reporters/videographers in any state across the country. Free service for attorneys. Instant access to available reporters and videographers in locations you need. See certifications and upfront pricing before you book!

GilsbarPRO
www.gilsbarpro.com

GilsbarPRO has provided malpractice insurance and business protection policies to professionals since 1959. As one of the nation's largest administrators, GilsbarPRO provides comprehensive policy coverage to more than 30,000 professionals. Join the thousands of clients who trust GilsbarPRO with their insurance needs. Request your free, no-obligation quote online today at www.GilsbarPRO.com/LPL-Pronto-Quote.

Gingras, Thomsen & Wachs Lawyers **LUNCHEON** Sponsor
www.gtwlawyers.com

Gingras, Thomsen & Wachs has represented people all over Wisconsin in civil litigation for over 35 years. Our team handles personal injury, legal malpractice, bad faith, medical malpractice, civil rights, family law, employment, workers compensation and social security disability cases. Gingras, Thomsen & Wachs also has extensive experience in class and collective actions, and Multi-District Litigation. We have fully staffed locations in Eau Claire, Madison, Milwaukee, and Waukesha.

Habush, Habush & Rottier, S.C.

GOLD Sponsor **LUNCHEON** Sponsor
www.habush.com

Habush Habush & Rottier has served as a Wisconsin premier personal injury law firm since 1930. Our firm has 13 offices located throughout the state with local attorneys working and living in your community. We work with referral counsel, will cover all costs and offer work sharing, and fee arrangements.

Hupy and Abraham, S.C. **BREAKFAST** Sponsor
www.hupy.com

Founded in 1969 – celebrating 50 years of service and results – personal injury law firm Hupy and Abraham, S.C. has a record of success, collecting over \$1 Billion dollars for over 70,000 satisfied clients. With 11 offices in Wisconsin, Illinois and Iowa, the firm has a reputation of providing sound legal representation to accident victims and giving back to the community. We've donated more than \$1 million to thousands of charitable organizations. Hupy and Abraham, S.C. has received top ratings from national professional organizations and voted best by the public. The firm and its staff have received over 250 awards praising service provided and dedication to the legal field. Visit www.hupy.com or call 1.800.800.5678 today!

Kramer, Elkins & Watt, LLC **GOLD** Sponsor
www.kewlaw.com

Kramer, Elkins & Watt, LLC (KEW) in Madison, with a satellite office in Blanchardville, represents clients throughout Wisconsin. KEW's practice encompasses landlord-tenant law (representing landlords, exclusively, with a focus on Manufactured Housing Community representation), business law, employer-side employment law, litigation, and family law.

Krekeler Strother, S.C. **HOSPITALITY SUITE** Sponsor
www.ks-lawfirm.com

Krekeler Strother is an elite debtor-creditor law firm serving all of Wisconsin. We help keep businesses in business and farmers farming. We get individuals a fresh start. We welcome referrals consistent with our core and related competencies. These include bankruptcy and financial problems, consumer litigation, tax debts, and student loans.

LAWCLERK
www.lawclerk.legal

LAWCLERK is where attorneys go to hire freelance lawyers on a per project basis. It's simple. Name your due date, flat fee price & description of the work and then lawyers apply to you. There are no sign-up or monthly fees. Get more work done and make more money with LAWCLERK.

LawPay
www.lawpay.com

For more than a decade, LawPay's online payment technology has been trusted to help law firms get paid easier, more securely, and 39% faster. More importantly, LawPay guarantees your firm accepts payments in compliance with ABA and IOLTA guidelines.

Legal Research Center, Inc.
www.legalresearch.com

Litigation Research & Writing . . . On point. On time. Every time. Our highly experienced team of licensed attorneys is your secret weapon to help you develop winning legal arguments. We work on-demand and never miss a deadline, irrespective of turnaround time. Over 40 years of market leadership, and trusted by thousands of customers. Contact us for cost-effective, predictable, no surprise pricing for less than the cost of an associate.

LOCALiQ
www.localiq.com

LOCALiQ is a different kind of marketing partner that combines unique insights, intelligent technology, proven expertise, and the power of the USA TODAY NETWORK to spark smarter growth for businesses. It's our mission to simplify local marketing and provide businesses with a smarter way to reach local customers.

Minnesota Lawyers Mutual Insurance Company **GOLD** Sponsor
www.mlmins.com

Founded by lawyers in 1982, Minnesota Lawyers Mutual Insurance Company (MLM) provides professional liability insurance and risk management services for the legal community. MLM is an efficient, accountable and permanent practice management resource, exemplified by an AM Best rating of A- (excellent), and a consistent dividend return for the past 31 years.

Exhibitor Directory (continued)

NOMOS Marketing

www.nomosmarketing.com

NOMOS Marketing is a full service marketing agency that provides SEO, pay-per-click, social media, design and web development services for lawyers nationwide. Through a combination of industry knowledge and marketing expertise, we create innovative marketing strategies designed to fuel referral engines and position law firms to capture the attention of modern legal consumers. Our team strives to create transformational experiences for lawyers that benefit their clients as well as their bottom line. We believe that every website, blog and social media post can be used to create positive change.

Professional Insurance Programs

GOLD Sponsor

www.insuranceformembers.com

At Professional Insurance Programs, providing quality insurance programs to State Bar Members is just the beginning. We pride ourselves in understanding the unique environment our professional clientele faces every day to better service association members. From our brand new State Bar of Wisconsin Association health plan to Home & Auto Insurance and Professional Liability insurance, we are helping you protect what matters most.

Ruffi Law Offices, S.C. / Woman Warrior Lawyer

www.ruffilaw.com

For nearly 25 years, Sarah Ruffi has been practicing law. Fifteen years ago, she opened Ruffi Law Offices so she could practice on her terms. By changing her mindset, Sarah has been able find harmony between her work life and her family. She created Woman Warrior, Lawyer to help other lawyers find that same balance.

Ryan Kromholz & Manion

www.rkmiplaw.com

Ryan Kromholz & Manion is a full-service intellectual property law firm specializing in patent prosecution and litigation. We do IP... so you don't have to.

RyTech, LLC

www.rytechllc.com

RyTech is a strategic digital marketing agency that elevates online marketing with specific emphasis on search engine marketing, social media marketing, website development, and graphic design solutions.

Smith.ai

www.smith.ai

Smith.ai is a superior receptionist and intake service. Our U.S.-based professionals answer calls and website chats; screen and intake clients; schedule appointments; and take payments. We offer 30+ integrations, including Clio, LawPay, and Calendly. Plans start at \$70/month, and include free spam blocking. Get a free trial, plus \$100 off with code WISBAR100, at <https://smith.ai>.

Smith Keane LLP

HOSPITALITY SUITE Sponsor

www.keaneip.com

Smith Keane LLP is a full service intellectual property law firm providing clients with strategic IP counseling and services at a predictable cost. Smith Keane assists clients throughout the lifecycle of their IP – from procurement to competitive analytics to enforcement. Smith Keane handles all types of IP including: patents, trademarks, copyrights, and proprietary information.

Spotlight Branding

www.spotlightbranding.com

We believe that SEO is overrated, and that to get the best results you need to build a strong brand. We work exclusively with solo and small law firms to help them get more referrals and attract better clients. Our services include website design, social media, and content creation.

State Bar of Wisconsin Solo/Small Firm & General Practice Section

Enhancing the quality of practice for the solo and small firm lawyer, as well as the lawyer who has interests beyond the bounds of a single professional practice area.

Thomson Reuters

GOLD Sponsor

www.thomsonreuters.com

Thomson Reuters offers award-winning legal business and practice management software you need to operate smoothly and profitably. Our suite of products can help you practice, manage, and grow your law firm. FindLaw, part of Thomson Reuters, is an innovator in marketing solutions and online legal information for law firms.

TRP Design Group

www.trpdesigngroup.com

Partnering with small business owners, TRP Design Group, LLC creates office interiors that are impressive, functional, and cost effective. We focus on your office design, so you can focus on your clients and business. Come visit our booth! We would love to learn about your project and partner with you.

Trust Point, Inc.

GOLD Sponsor

www.trustpointinc.com

For more than a century, Trust Point has provided a full range of financial and advisory services to individuals, families, businesses, and charitable organizations. We are uniquely positioned to offer the highest level of sophistication and professional expertise with genuine personalized service. Our philosophy is simple. We believe that in doing what is best for our clients, we will be doing what is best for Trust Point.

University of Wisconsin Law School

www.law.wisc.edu

UW Law School's Office of Career Services & Professional Development and the Lawyering Skills Program are here together to provide information and answer questions about advancing the mutual needs and interests of SSFC attendees and UW Law students and programs.

West Bend Mutual Insurance Company

RECEPTION Sponsor

www.thesilverlining.com

West Bend is a preferred partner of the State Bar of Wisconsin and offers a 10% discount on home and auto insurance.

Wisconsin Court System

www.wicourts.gov

The Consolidated Court Automation Program (CCAP) will be available to demonstrate the newly enhanced Appellate website and answer any eFiling questions you may have.

Wisconsin Judicare

www.judicare.org

Wisconsin Judicare (WJ) is a nonprofit law firm dedicated to providing equal access to justice. WJ is the civil legal service provider for Wisconsin's northern 33 counties and 11 federally recognized Indian tribes. From its inception, WJ has emphasized the utilization of the private bar to represent low-income persons in conjunction with on-staff attorneys.

Wisconsin Lawyers Mutual Insurance Company

PLATINUM Sponsor

RECEPTION Sponsor

www.wilmic.com

WILMIC is your local source for professional liability insurance and practice management services. We have been protecting Wisconsin lawyers and helping them manage risk since 1986.

Wispact

www.wispact.org

Wispact Inc. is a private nonprofit organization that administers pooled and community Special Needs Trusts for people with disabilities. It was created in 2003 from a collaborative effort among ARC Wisconsin, NAMI Wisconsin, Inc., the State Bar of Wisconsin Elder Law Section, and the Wisconsin Alzheimer's Association. Based in Madison, Wispact now manages Special Needs Trusts for more than 3,000 people throughout Wisconsin.