# Exhibitor & Sponsor Directory

# **SPONSORS**

#### **Bakke Norman**

#### bakkenorman.com

Since 1985, Bakke Norman has set the legal standard in Northwest Wisconsin. Bakke Norman is a full-service law firm dedicated to providing exceptional advice to businesses and individuals. With offices across northwest Wisconsin, Bakke Norman has the right people in the right places to assist with all of your legal needs.

# **Hupy and Abraham, S.C.**

dedication to the legal field.

#### hupy.com

Founded in 1969 — celebrating more than 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 lowa, the firm has a reputation of providing sound legal representation to accident victims and giving back to the community. The firm has donated more than \$1 million to thousands of charitable organizations. Hupy and Abraham, S.C. has received top ratings from national professional organizations and is consistently voted best by the public. The firm and its staff have received over 250 awards praising service provided and

# **Kramer, Elkins & Watt, LLC**

#### kewlaw.com

Kramer, Elkins & Watt, LLC ("KEW") focuses on landlords, businesses and litigation. Representing landlords, KEW processes evictions, advises on sticky tenant issues, and defends fair housing and other disputes. For businesses, KEW advises on employment matters, contracts, and other issues. As litigators, KEW represents businesses and individuals in cases such as fraud, breach of contract, business owner disputes, and more.

# Krekeler Law, S.C.

#### ks-lawfirm.com

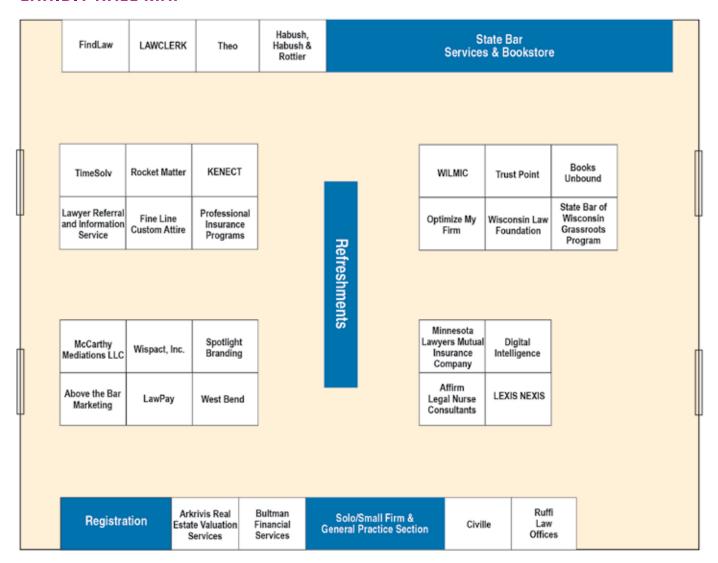
Keeping businesses in business. Solving financial problems is all we do, for farms, businesses and individuals. We handle all types of bankruptcy, debt and foreclosure defense, workouts and difficult debts like taxes & student loans. If your client stays in business, you keep a client. Let us help.

#### **Smith Keane LLP**

#### 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.

# EXHIBIT HALL MAP



14 Wisconsin Solo & Small Firm Conference

# **Tabs3 Software**

#### Tabs3.com

Tabs3 Software offers intuitive, fully integrated legal billing and practice management solutions that combine security and advanced performance with fast, flexible, work-anywhere functionality. Our Tabs3 Connect mobile platform allows unmatched connectivity. We offer outstanding, U.S.-based support for all clients. Set up a personal demo and learn more at Tabs3.com.

# **EXHIBITORS**

# **Above the Bar Marketing**

#### abovethebarmarketing.com

Above the Bar Marketing is a full-service marketing agency for Wisconsin lawyers and law firms. Our services include website design, call tracking, content marketing, search engine optimization, social media marketing, reputation management, pay-per-click advertising, citation management, ROI tracking and more. We have the expertise and tools to grow your practice!

# Affirm Legal Nurse Consultants PLATINUM SPONSOR

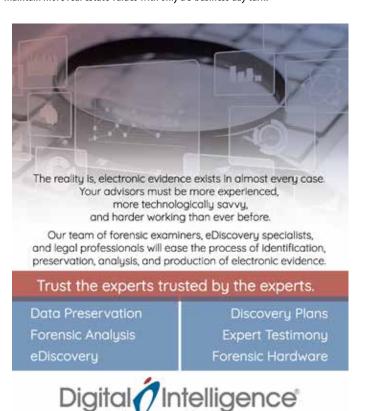
# affirmconsultants.com

Affirm is a leading provider of legal nurse consulting and medical expert services for cases involving medical records, injury, or illness. Our team of certified medical professionals transform medical records and events into essential evidence for each case. Practice areas: Personal Injury, Medical Malpractice, Nursing Home/Assisted Living

# **Akrivis Real Estate Valuation Services**

#### akrivisteam.com

With more than 5 million properties valued in the past 20 years, Akrivis has become a trusted service provider for real estate institutions nationwide. Our Compliant cost-effective real estate valuation products help our clients efficiently identify, capture and maintain more real estate values with only a 5 business day turn.



(414) 404-8800 digitalintelligence.com 1841 N. Prospect Avenue Milwaukee, WI 53202

# **Bultman Financial Services**

#### bultmanfinancial.com

Bultman Financial Services, we believe in sound financial preparation and insuring against risk. We offer expertise, guidance and insurance plans that help bring you peace of mind. We specialize in individual and small group health, Medicare, dental, vision, life, long-term care, short-term and long-term disability and insurance.

# Civille

# getciville.com

Civille was born out of the desire to help. Our mission is to connect people with attorneys, so attorneys can focus on their strong suit — helping people. We build fast and modern law firm websites, and offer a digital suite including SEO, lead enhancement, analytics, and more.

# **Digital Intelligence**

# digitalintelligence.com

Digital Intelligence is a locally owned and internationally recognized pioneer in the field of computer forensics offering a complete line of services including electronic discovery and forensic casework. Our expert eam of forensic examiners and legal professionals provide innovative solutions to help simplify the legal and technical challenges faced by attorneys, corporations, and government agencies with a focus on best practices, efficiency, and managing costs associated with electronic evidence.



Scan the QR Code to download a copy of the 2022 WSSFC onsite program.



Visit wssfc.org for up-to-date information 15

# **Exhibitor Directory** (continued)

#### **FindLaw**

# lawyermarketing.com

At FindLaw, we provide customized online marketing solutions exclusively for law firms including website design, social media marketing, Google optimization and online lead generation. Our leading online legal directories include FindLaw.com (#1), SuperLawyers.com (#3), Abogado.com (#1 Spanish language) and LawInfo.com (fastest growing). Our goal is to help bring in more and better quality new client leads to help them to achieve their growth goals.

# **Fine Line Custom Attire**

#### finelinecustomattire.com

Fine Line Custom Attire is a Madison based custom clothing company, providing high-quality garments for men and women. Forget dealing with the hassle of shopping, only to be left unsatisfied. The Fine Line process is fully customizable, allowing you to bring your dream garments to life.

# **Habush Habush & Rottier**

#### habush.com

Habush Habush & Rottier is Wisconsin's premier personal injury law firm. Headquartered in Milwaukee with 13 locations throughout the state, the firm has been successfully representing injured plaintiffs since 1930. Attorneys at Habush are recognized nationally for their exceptional work at both the trial and appellate levels. National Reputation, Hometown Service.

# **KENECT - PLATINUM SPONSOR**

#### kenect.com

Kenect brings all of the customer communication at your business under one platform. We convert your main business line into a text-enabled number so you never need to give out your personal number again. Start texting your customers while also generating reviews, increasing web leads, and saving time.

#### **LAWCLERK**

# lawclerk.legal

LAWCLERK is where attorneys go to hire freelance lawyers and virtual associates. We make general practitioners and law firms more profitable by outsourcing projects to thousands of freelance lawyers with all levels of experience and expertise.

# LawPay

lawpay.com/member-programs/wisconsin-state-bar/

Developed specifically for legal professionals, LawPay provides a simple, secure way to accept credit, debit, and eCheck payments online. Plus, LawPay's technology ensures payments are processed in compliance with ABA and IOLTA guidelines. LawPay is a proud State Bar of Wisconsin member benefit and trusted by more than 50,000 law firms.

#### LexisNexis

#### lexisnexis.com

LexisNexis Legal & Professional is a leading global provider of legal, regulatory and business information and analytics that help customers increase productivity, improve decision-making and outcomes, and advance the rule of law around the world.

# **McCarthy Mediations LLC**

McCarthy Mediations LLC offers three potential services to small law firms: First, mediation service for any type of civil lawsuit; Second, an independent case overview/ evaluation, involving liability issues as well as damages; Third, risk management evaluation of your firm's practices compared to today's practices.



The Wisconsin Law Foundation is proud to support the Wisconsin Solo and Small Firm Conference through direct support of programing and through scholarships for attendance. Help us to continue this support by making a donation to the WLF



is to Settlements

as

Risk Calculator is to Investments

Answer: theo

www.theo-law.com



The 2022 WSSFC is soliciting donations that will support Second Harvest of Wisconsin. Scan the QR code to make a donation.

16 Wisconsin Solo & Small Firm Conference

# Minnesota Lawyers Mutual Insurance Company

#### mlmins.com

Founded by lawyers in 1982, Minnesota Lawyers Mutual Insurance Company (MLM) provides professional liability insurance and risk management services for attorneys in Wisconsin and 15 other states. 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 34 years.

# Optimize My Firm - PLATINUM SPONSOR

#### optimizemyfirm.com

Optimize My Firm helps law firms grow with SEO and Content Marketing. We can help your firm rank higher on Google so that prospective clients can find you (and hire you first). We offer exclusive relationships and don't lock our clients in with contracts.

# **Professional Insurance Programs**

#### insuranceformembers.com

Professional Insurance Programs is an independent agency whose focus is providing customized insurance and risk management solutions to professionals.

# **Rocket Matter**

#### rocketmatter.com

Rocket Matter simplifies lawyers' lives and increases profitability with easy-to-use practice management software. As the first cloud-based legal practice management software on the market, Rocket Matter leads the market in innovating for their users. Voted by Forbes as Best for All Sizes. Visit rocketmatter.com to start your free trial.

# Ruffi Law Offices, SC

#### 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.

# Spotlight Branding - PLATINUM SPONSOR

# spotlightbranding.com

We believe the best marketing starts with building a strong brand by telling your story and positioning yourself as THE expert. We also believe in maintaining top-of-mind awareness to drive referrals and repeat business. Lastly, we believe in marketing loops, not funnels, that constantly remind people of who you are and how you help. Visit spotlightbranding.com to learn more.

# **State Bar of Wisconsin Books Unbound**

#### www.wisbar.org

Books Unbound® is the exclusive digital resource from State Bar of Wisconsin PINNACLE®, providing access to PINNACLE resources that lawyers have relied on for decades. Books Unbound features a fast, user-friendly interface, secure authentication, powerful search, expanded notes function, one-click access to Fastcase and other primary law resources, and is available anywhere you have internet access.

#### **State Bar of Wisconsin Pinnacle**

#### www.wisbar.org

UPINNACLE®, the State Bar of Wisconsin's professional development division, provides the highest quality, Wisconsin-focused professional development and practice resources available. Whether you're looking for seminars to enhance your knowledge or refine your skills, or treatises, practice guide, or forms to ensure your client receives your best advice — PINNACLE delivers.



# **Conference Special!**

# Save 15% on your PINNACLE books and Books Unbound purchases!

PINNACLE® the State Bar of Wisconsin's professional development division, is committed to providing the highest quality, Wisconsinfocused professional development and practice resources available.

- Seminars
- Webinars
- CLE OnDemand
- Institutes
- PINNPOINT Enhanced course materials
- Print books and Books Unbound
- Electronic Forms Libraries
- Client resources

Stop by the State Bar of Wisconsin booth to browse our library!



ONE OF THE MIDWEST'S LARGEST PERSONAL INJURY LAW FIRMS

For Over 50 Years, More Than \$1 Billion Collected for Thousands of Satisfied clients

Your personal injury clients expect you to present the strongest case...

Personal injury cases are complex. They require substantial financial, technical and personal resources.

Let us do the work.

Conserve your firm's time and resources

Obtain the maximum

**200+ years** of combined personal injury experience

More than \$1 billion collected

# HupyandAbraham s.c.

personal injury lawyers

"Contact me personally at 1.800.800.5678 or email jabraham@hupy.com to discuss our generous referral fee."

- Attorney Jason Abraham

hupy.com

# **Exhibitor Directory** (continued)

# State Bar of Wisconsin Solo & Small Firm Section

www.wisbar.org

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.

# Theo

#### theo-law.com

Calzada developed Theo to help litigants make decisions to accept or reject settlement offers based on formal decision techniques. Using insights based on probability theory and the psychology of economic decision making, Theo provides an objective assessment on the risk of rejecting or accepting a settlement offer.

#### **TimeSolv**

timesoly.com

TimeSolv is the #1 solution for lawyers who demand simple timekeeping, billing, and payments. Don't pay extra and get bogged down in features you'll never use. Try it free for 30 days at timesolv.com.

# **Trust Point**

# 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. 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.

# **West Bend Mutual Insurance Company**

# thesilverlining.com

For over 125 years, West Bend has provided insurance coverage for home, auto, and business. We develop strong relationships with our customers by providing them fast and fair claim service and thorough underwriting and loss control services. Today, over 1,500 independent insurance agencies in 15 states represent West Bend.

# Wisconsin Lawyers Mutual Insurance - PLATINUM SPONSOR

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 Inc.

# wispact.org

Wispact Inc. is a private nonprofit organization that administers pooled and community Special Needs Trusts for people with disabilities. Based in Madison, Wispact manages the Special Needs Trusts for more than 4,500 people throughout Wisconsin. For more information, contact: Wispact, 226 Corporate Dr., Madison, WI 53714, Phone: (608) 268-6006

#### **Wisconsin Law Foundation**

www.wisbar.org/aboutus/WisconsinLawFoundation

The Wisconsin Law Foundation is the charitable arm of the State Bar of Wisconsin and supports programs that promote the public understanding of law, improve the administration of justice, or advance public service programs that improve the vision of the American justice system. Since 1996, the Foundation has distributed more than \$300,000 in grants on behalf of the legal profession.



MLM insures legal practices in 15 states, including Wisconsin.

Since 2001, we have been a stable, reliable source of risk management services and professional liability insurance for the lawyers of Wisconsin.

Visit Our Booth in the Expo Hall
and enter our drawing for
One of two \$50 restaurant gift cards to the
James Beard winners for Best Chef Midwest,
Daniel Bonanno's "A pig in a fur coat" in Madison and
Dane Baldwin's "The Diplomat" in Milwaukee."

Chris Siebenaler, Esq. 612-373-9641 chris@mlmins.com

Protecting Your Practice is Our Policy.®

800.422.1370 | www.mlmins.com

# Looking to grow or expand your practice?

Join LRIS today and get 25% off through June 2023.

LRIS provides pre-screened clients who have indicated a willingness and ability to pay.

Join now and get up to 3 months free!



LAWYER REFERRAL AND INFORMATION SERVICE