



2017 Conference Agenda

Speaker Bios-Session Detail

Automate Your Marketing - Ronnie Morton, Esq.

Speaker Bio -

Ronald C. Morton, LL.M., CELA, is the founding member of the Morton Law Firm, PLLC. His statewide practice is focused on estate planning, asset protection planning, elder law, business planning, and Medicaid planning. Mr. Morton graduated cum laude from Mississippi College in 1988 with a double major in public administration and applied sociology. In 1992 he earned a Juris Doctorate degree, magna cum laude, from Mississippi College School of Law. He was awarded a Masters of Law in Taxation with Honors from the University of Alabama School of Law in 2007, and has earned the designation of Certified Elder Law Attorney by the National Elder Law Foundation.

Session Detail -

Lawyers are busy practicing law. So busy, sometimes, that it makes more sense to automate their marketing and client education. Ronnie Morton is going to share the tools he uses in his practice that automate the generation of new client matters, as well as pre-educating clients prior to meeting with the lawyer. This is a can't miss session.

Tips for the More-Than -Novice, but Less-Than-Expert — Katie Floyd, Esq.

Speaker Bio -

Katie Floyd is a litigator and the co-creator and co-host of the Mac Power Users Podcast distributed through Relay.fm. Mac Power Users teaches listeners how to get the most from their Apple technology with productivity focused topics and workflow guests. The show is regularly featured as a top technology podcast in iTunes and other podcast clients. Katie is also a member of the Mac Roundtable Podcast featuring a panel of Mac notables.

Katie is a frequent speaker and consultant on Apple and technology related topics and has presented sessions for the National Business Institute, Macworld Expo, and the American Bar Association among others. Katie has been a contributor to Macworld Magazine and writes a monthly article for ScreenCastsOnline Monthly Magazine.

Session Detail -

For most Mac-using attorneys, they are beyond the simple steps of turning on the computer. But, there are still some tips on using the Mac computer that will help them be better lawyers, both in the way they practice law, as well as to their effectiveness for managing their business. Katie Floyd is a Mac-expert and will share tips that will bring your game to the next level.



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Cyber Security: Staff Access - Bjorn "Barney" Christianson, Q.C.

Speaker Bio -

Bjorn is the managing partner of the Christianson TDS offices in Portage la Prairie, MacGregor and Gladstone, offices which have operated with the Christianson name since 1970. His current practice is focused principally on transactional matters in the areas of Farm Real Estate, Corporate, Commercial, Estates, Municipal Law, and litigation relating to those matters.

Born and raised in and around Westbourne and Portage la Prairie, Bjorn has spent his working career in South Central Manitoba. His clients are the individuals, businesses and institutions who live, work and shape the communities in the area. The concerns his clients bring him involve the acquisition, growth, and protection of their family, farm, and business assets.

Session Detail -

From email hacks to compromised passwords, operating securely is an extremely important topic for lawyers. More and more, legal work is being done exclusively on computers. Client files are held electronically, and communication between attorneys, and between attorneys and clients, involved electronic means. This session will help you batten down the hatches and work more ethically in your practice.

Legal Technology Mindset: Why You Need One - Tom Lambotte

Speaker Bio -

Tom Lambotte is CEO of GlobalMacIT, the only company in the world that specializes in providing IT support to Mac-based law firms. His methods are based on close to a decade of research, testing and real-world refinement of Best Practices, working directly with Mac-based law firms and firms switching from PC to Mac, across the country and around the world. Tom is the author of Hassle Free Mac IT Support for Law Firms and Legal Boost: Big Profits Through an IT Transformation. He is a highly sought after speaker at national events such as the ABA Techshow and MILOfest/ MacTrack Legal, a Mac Lovin' Lawyers Event. Learn more about Tom and GlobalMac IT at www.globalmacit.com.

Session Detail -

Have you ever quantified your mindset towards technology within your law practice? Looking into your Legal Technology Mindset may prove to be one of the most valuable exercises you do this year. Whether or not you are conscious of its impact, your overall mindset towards technology within your law practice makes a significant impact on your bottom line. It could very well make the difference between being profitable or not.



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Time Management for Lawyers - Steve Riley, Esq.

Speaker Bio -

Steve Riley has coached attorneys for more than 15 years. His one-on-one coaching focuses on a limited number of top producing attorneys committed to taking their practices to new levels of excellence, profit and personal success. He also presents at group coaching workshops around the country for individual law firms, state bar associations and other legal organizations.

In addition to being one of the top law firm coaches in the country, Steve is an award-winning attorney. He built his estate planning practice into a million dollar business using innovative management and marketing skills. The bulk of his practice's client base was developed through word-of-mouth referrals from highly satisfied clients and a network of legal and financial professionals who trust Steve's legal expertise and integrity.

Session Detail -

Most lawyer bill on the basis of time, however, very few of them receive any training on how to be an effective lawyer with your time. This session will cover one of the four pillars of building a successful law practice: time management. You will learn practical tools for managing your time and attention that will help you build a more effective and profitable law firm.

Word for Mac: 20 Practical Tips - Brett Burney, Esq.

Speaker Bio -

Brett is an esteemed author and speaker on legal technology topics. He has been a featured speaker at numerous legal technology conferences and served as Chair of the 2015 ABA TECHSHOW. Brett speaks regularly for local and state bar associations nationwide, and is routinely quoted in industry interviews for TechnoLawyer, Legaltech News, ABA Journal, and more.

Prior to Burney Consultants, Brett Burney supported lawyers at the law firm of Thompson Hine LLP where he worked with litigation teams in building electronic document databases, counseling on e-discovery issues, and managing the technical responsibilities of presenting evidence at trial.

Session Detail -

As attorneys, we are expected to create word processing documents as part of the contacts we write and briefs that we filed. The gold standard for these programs is Microsoft Word. This session will give you 20 Practical Tips on how to use Microsoft Word to improve your practice.



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Communicating by Video - Mark Metzger, Esq.

Speaker Bio -

Mark C. Metzger is an attorney in solo practice in Naperville, Illinois (west suburban Chicago), where his practice is focused on three areas: advising businesses on Internet and technology-related contracts and issues; estate planning up to and including Medicaid spend down avoidance; and real estate transactions. He is a recovering trial attorney, which saw him defending and trying cases in fifteen other states and allowed him to see the inside of more airplanes than any one person should have to endure. He is also a recovering programmer.

Mark returns to MacTrack Legal with a seventh consecutive faculty appointment. Mark has also been a featured speaker at ABA TECHSHOW for multiple years.

Session Detail -

People learn different ways, and more and more, video is being used to communicate your ideas, issues related to your case and arguments you want to make. However, the old school of thought says that video is hard to produce and expensive. This session will show you how to produce usable video in a way that is inexpensive, efficient, and effective.

The Customer Relations Management Software Panel - Newton/Port/Rahmani

Speaker Bio -

Jack Newton, Larry Port, and Amin Rahmani are all leaders at companies that develop and support customer relations management software for lawyers.

Session Detail -

This session will be a panel discussion about what goes into an effective CRM solution. First, you will learn what information must be managed and collected. You will also learn how to leverage that information to stay on the right side of malpractice claims. Come learn from the experts that design the systems the lawyers know and love.



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Hiring and Training Employees - Julianna Maria

Speaker Bio -

Julianna has been the Director of Operations for Medina Law Group for over 7 years. In addition to experience at a law firm, Julianna has been an operations manager for a financial services company, and run her own small business. Among other law firm team leaders, Julianna is a model whose operational skills and techniques are often copied and emulated.

Session Detail -

Most lawyers get very little training in how to manage employees. In fact, what passes for management is often little more than adoption and drive-by delegation. In this session, you'll learn how to identify top employees in the interview process. Then, you will learn how to put a training process in place to develop and grow new employees into lifetime team players. Successful management of staff and team members will help you grow your practice and better serve your clients.

Workflow for Document Production - Evan Kline, Esq.

Speaker Bio -

Evan is a 1990 graduate of Washington and Lee University and a 1993 graduate of the Pennsylvania State University, Dickinson Law. He has achieved an AV-Preeminent peer review rating from Martindale-Hubbell and is an active member of the York County Bar Association. Evan is also a member of the Pennsylvania Bar Association and the Pennsylvania Association for Justice. He is admitted to practice before all Pennsylvania Courts and the United States Federal District Court, Middle District of Pennsylvania.

Evan currently lives in south-central Pennsylvania with his wife and daughter. In his spare time, he loves to dabble in tech (of course), brush up on his amateur photography and videography skills, and ski.

Session Detail -

Learning how to be a mobile road-warrior used to be the domain of business travelers. However, most lawyers today use laptops instead of desktops, and they carry iPads that are more powerful than what controlled the nuclear warheads in the '80s. In essence, we're all mobile warriors today. This session will up-level your mobile game so that you are able to be efficient at document production, specifically production of documents that are error-free and effective.