

**Knoxville Bar Association**  
 505 Main Street, Suite 50  
 P.O. Box 2027  
 Knoxville, TN 37901-2027

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### 2019 Law Practice Today Expo Pricing

	All Expo Pass 8 CLE Hours	Thursday Only 3 CLE Hours	Friday Only 5 CLE Hours	Individual CLE Sessions
	<i>Includes admission to Thursday &amp; Friday's CLE sessions plus lunch on Friday</i>	<i>Admission to Thursday's 3 CLE sessions</i>	<i>Admission to Friday's 5 CLE sessions and lunch</i>	<i>Register and pay for Individual CLE sessions</i>
<b>Member Rate:</b>	\$175	\$75	\$125	\$40 per CLE
<b>Members Licensed 2018 &amp; Law Students: Must Register by 3/15</b>	FREE (includes Working Lunch)	FREE	FREE (includes Working Lunch)	FREE
<b>Nonmember Rate:</b>	\$275	\$100	\$175	\$60 per CLE
<b>Law Office Staff:</b>	\$125	\$50	\$75	\$25 per CLE

### Law Practice Today Expo Registration Form

Name: \_\_\_\_\_ BPR: \_\_\_\_\_  
 Firm: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Please circle your registration option: All Expo Pass  
 Thursday Only Friday Only Individual CLE Session

Please circle your attendee type: Member Nonmember  
 2018 Admittee Law Student Law Office Staff

**2 WAYS TO REGISTER**  
**ONLINE @ [www.knoxbar.org](http://www.knoxbar.org)**  
**MAIL registration form and payment to:**  
 Knoxville Bar Association  
 P.O. Box 2027, Knoxville TN 37901-2027

#### LAW PRACTICE TODAY EXPO

➔ **THURSDAY, APRIL 11 – Circle which sessions you're attending.**

	Track 1: Research & Efficiency	Track 2: Ethics of Marketing	Track 3: Law Office Management
1:00-2:00 p.m.	Cost Effective/Time Efficient Legal Research <i>1 hour of Dual CLE Credit</i>	The Ethics of Marketing Online to Millennials <i>1 hour of Dual CLE Credit</i>	Digital Security for Lawyers: Avoid Hackers & Lost Data <i>1 hour of Dual CLE Credit</i>
2:15-3:15 p.m.	Cyberleuthing: People Searching and Social Networks <i>1 hour of Dual CLE Credit</i>	Using Data and Analytics to Manage and Improve Your Law Firm + Ethics of Securing your Data <i>1 hour of Dual CLE Credit</i>	Social Media in the Hiring Process: Pitfalls and Protections <i>1 hour of Dual CLE Credit</i>
3:30-4:30 p.m.	Microsoft Word Power Tips for Legal Users <i>1 hour of Dual CLE Credit</i>	Managing Your Online Reputation Ethically & Professionally <i>1 hour of Dual CLE Credit</i>	Law Firms and the Day You Hope Will Never Come: Preparing for Disaster <i>1 hour of Dual CLE Credit</i>

➔ **FRIDAY, APRIL 12 – Circle which sessions you're attending.**

9:00-10:00 a.m. - Plenary Session: The Bill & Phil Show 2019: BEAT THE CLOCK - Technology to Save You Time and Keep You Young (1 hour of Dual CLE Credit)

	Track 1: Litigation	Track 2: Transactional	Track 3: Tech Updates
10:15-11:15 a.m.	How to Advise Clients, Manage Judicial Holds, and Discovery with Social Media <i>1 hour of Dual CLE Credit</i>	The Effect of Recent Tax Law Changes on Current Businesses <i>1 hour of General CLE Credit</i>	Essential Law Firm Technology <i>1 hour of Dual CLE Credit</i>
11:30 a.m.-12:30 p.m.	Practical & Ethical Guidelines for Texting with Clients <i>1 hour of Dual CLE Credit</i>	Advanced Purchase and Sale Agreements <i>1 hour of General CLE Credit</i>	Paperless Lawyering: Making Your Practice Exponentially Easier To Manage <i>1 hour of Dual CLE Credit</i>
12:45-1:45 p.m.	Lunch Options Judicial Roundtable Luncheon (limited to 140) OR Working Lunch (boxed lunch provided)		
2:00-3:00 p.m.	Manage Your Case File Using OneNote <i>1 hour of Dual CLE Credit</i>	Better Methods for Drafting Legal Documents <i>1 hour of Dual CLE Credit</i>	Law Firm Autopilot: 3 Pillars to Prosperity & Freedom <i>1 hour of Dual CLE Credit</i>
3:30-4:30 p.m.	Avoiding "Benchslaps": The Real Scoop from the Other Readers of Your Appellate Briefs <i>1 hour of General CLE Credit</i>	Data Privacy – Why do you need to know about GDPR? <i>1 hour of General CLE Credit</i>	Legal Tech Security Measures Every Lawyer Must Take <i>1 hour of Dual CLE Credit</i>

Questions? Please visit [www.knoxbar.org](http://www.knoxbar.org) or call (865) 522-6522.



## Law Practice Today EXPO

Technology & Management Best Practices for a Modern Law Office

**April 11 & 12**

U.T. Conference Center, 600 Henley Street, Knoxville, Tennessee

The Knoxville Bar Association's Law Practice Today Expo is where legal professionals learn law practice management best practices and tips on how to use technology more efficiently. You will find programming to help lawyers and their staff adapt to the changing needs of their clients. Discover solutions, new technology, and emerging trends.

**Tracks have been specifically designed for litigators, transactional lawyers, and those who want to understand law firm marketing. Seasoned practitioners and legal industry experts will offer practical tips on managing a law practice regardless of size or type of practice.**



Customize your Expo experience by selecting the courses that will most benefit you and your firm. Attendees can select from up to 22 CLE sessions on Thursday and Friday with flexible registration options (individual sessions, single day or all-Expo passes). Discounted rates for staff and free passes are offered to 2018 bar admittees and law students. KBA Members can earn up to 8 hours of "Live" in Classroom CLE Credit with the All-Expo pass for just \$175.

Expo attendees can win big due to the generosity of our sponsors! Thousands of dollars in door prizes plus a \$1,000 grand prize will be given away. Earn up to 8 hours of CLE credit and attend the Expo's special events with an All Expo Pass - only \$175 for members! Free *Exhibit Hall Only* passes are available for Thursday and Friday to attorneys, their staff and law students.



**Track 1: Research & Efficiency**

1:00– 2:00 p.m. **Dual CLE Credit**

**Cost Effective/Time Efficient Legal Research**

**Ann Long, LMU Duncan School of Law**

Learn how to save time and money using reliable free legal resources on the Internet. Learn which resources may be worth the \$\$\$ to help save time. Participants will receive access to a website with reliable, free and low-cost Internet sites to help streamline future research efforts.

2:15– 3:15 p.m. **Dual CLE Credit**

**Cybersleuthing: People Searching and Social Networks**

**Bill Dean, LBMC**

While the internet is a phenomenal source of information, its vastness renders it terribly inefficient for identifying focused, valuable information. Attendees will learn how to become familiar with the tools to "cybersleuth" publicly available information in a structured and methodical manner. While popular social media sites such as Twitter, Instagram, and Facebook are covered in detail, the presentation delves much deeper into the extensive resources available online for researching personal and corporate information to assist in your cases.

3:30– 4:30 p.m. **Dual CLE Credit**

**Microsoft Word Power Tips for Legal Users**

**Barron Henley, Affinity Consulting Group (Ohio)**

Most lawyers find Microsoft Word to be a constant source of frustration. It's the primary tool we use to produce work product, yet it so often seems to be working against us. Learn to master Word, leading to faster turn-around, higher drafting accuracy and better client service. Learn exactly how to fix the common legal drafting problems plaguing you now and avoid them in the future.

**THURSDAY, APRIL 11**

**Track 2: Ethics of Marketing**

1:00– 2:00 p.m. **Dual CLE Credit**

**The Ethics of Marketing Online to Millennials**

**Mark Homer, CEO, GNGF**

Millennials are about to be the largest generation in the work force. Being digital natives this group has higher expectations of your web presence. We will walk through the expectations of the typical millennial user and show you the tools and technologies you should be incorporating into your online presence to attract this generation. Learn about the expectations and habits of the typical millennial prospect and how to be an on-demand, 24/7, always on law firm. Understand the ethical issues surrounding posting on social media and ethical issues in communicating with clients through texting, online-chat, and client portals. This CLE delivers a lot of educational content about the millennial generation with regards to working with them online as a prospect or a client.

2:15– 3:15 p.m. **Dual CLE Credit**

**Using Data & Analytics to Manage & Improve Your Firm + Ethics of Securing your Data**

**Mark Homer, CEO, GNGF**

What does day to day management of a law firm look like when the data from software tools and analytics are used to make decisions? You can track a lot of data now, from client satisfaction, utilization rates, and receivables, to intake, conversion rates, website traffic and social media mentions. With the right know-how, you have the ability to track and measure this data to begin predicting what the next few months of business will look like for your law firm. Real examples from a successful data-driven law practice will demonstrate what data you should collect to manage your firm. Following this CLE course, lawyers and law firm staff will understand the various technologies available to them to help improve how they best use data to better manage their law firm and the latest data security approaches law firms need to take to stay in compliance with their state's professional ethics rules.

3:30 – 4:30 p.m. **Dual CLE Credit**

**Managing Your Online Reputation Ethically & Professionally**

**Ernest Svenson, New Orleans attorney, PaperlessChase & Law Firm Autopilot**

Your legal reputation is influenced by what you do. But words also matter, especially what other people say about you on the Internet. Learn what tasteful tools and methods are appropriate for lawyers to use; the #1 most powerful thing you can do to impact your online reputation; why an effective website is crucial for small firm lawyers, and WAY more affordable than you probably imagine; a fantastic tool for following up with site visitors; and why the most powerful secret to online reputation building isn't technology, but something simpler and more profound.



**Technology at work for you**  
EXPLORE SOLUTIONS  
TO TODAY'S ISSUES  
AND TOMORROW'S  
CHALLENGES WITH  
LEGAL INDUSTRY EXPERTS

**THURSDAY, APRIL 11**

**Track 3: Law Office Management**

1:00– 2:00 p.m. **Dual CLE Credit**

**Digital Security for Lawyers: Avoid Hackers & Lost Data**

**Ernest Svenson, New Orleans attorney, PaperlessChase & Law Firm Autopilot**

Hackers are a constant, serious threat. They've set up automated bots that scour the web for vulnerabilities, and odds are you're on their hit list. And yet, if you know what to do, you can protect yourself against virtually all of those common attacks. Discover what the #1 weak link is in your security wall and why weak passwords are the #2 weak point, and how to quickly and easily prevent hackers from gaining access through this channel. Learn how you can stop a hacker from gaining access to your online accounts EVEN IF they have your password.

2:15– 3:15 p.m. **Dual CLE Credit**

**Social Media in the Hiring Process: Pitfalls and Protections**

**Chris McCarty, Lewis Thomason King Krieg & Waldrop, P.C.**

Many law firms are looking at the online social media profiles of candidates as part of their background check. But if this process isn't done correctly and according to the law, hiring managers could be putting themselves at risk for a lawsuit.

3:30 – 4:30 p.m. **Dual CLE Credit**

**Law Firms and the Day You Hope Will Never Come:**

**Preparing for Disaster**

**Kathryn Scourby, KNS Consulting**

It could be a burst pipe, a fire in a neighboring suite, a workplace violence incident or a weeklong power outage...it doesn't have to be a natural disaster that could close your firm or affect the firm's reputation. Does your current business continuity plan address all the essential components necessary to seamlessly continue providing services to clients if such a situation were to occur? Items such as IT recovery and cyber security protection, alternate work space, risk management and compliance, crisis communication systems and comprehensive written business continuity plans will be discussed in an interactive session.

**flexible solutions  
your practice needs**



**Sessions You Can't Afford to Miss:**

**Practical programming to help lawyers and their staff adapt to the changing needs of their clients. Explore law practice management best practices and tips on how to use technology more efficiently.**



**Litigation and Transactional Law tracks have been added along with a track for those who want to understand law firm marketing.**

**Plenary Session**

9:00 – 10:00 a.m.

**Dual CLE Credit**

**The Bill & Phil Show 2019: BEAT THE CLOCK - Technology to Save You Time and Keep You Young**

**Phillip Hampton, CEO, LogicForce Consulting LLC (Nashville) and William T. Ramsey, Neal & Harwell, PLC (Nashville)**

Bill and Phil are back with a fresh look at the latest technology trends, gadgets, and apps impacting legal professionals in 2019. They will focus on technologies to help professionals "Beat the Clock". They will survey the best new tech helping stressed professionals save time, improve efficiency, and create more quality time in a hectic day. Beyond just redeeming the time, the tech gurus will explore how technology does not have to be just a young person's game. Some say 70 is the new 40; and Bill and Phil will show how technology can be used to turn back the clock and rejuvenate work and life even as the calendar pages keep turning. No tech expertise required...just an open mind and a young heart.

**FRIDAY, APRIL 12**

**Track 1: Litigation**

10:15 – 11:15 a.m.

**Dual CLE Credit**

**How to Advise Clients, Manage Judicial Holds, and Discovery with Social Media**

**Mark Homer, CEO, GNGF**

This course outlines how to properly advise your clients about the risks and liabilities when they use social media networks. We will also discuss using social media as evidence, understanding judicial holds and deleting social media information. Based on recent ethics opinions, it is clear that lawyers are required to understand the basics of how social media platforms function in order to advise clients on the impact of their behavior. You will need to be able to communicate about various social platforms and understand public versus private for trial. After this CLE, you will be able to guide clients more effectively, communicate clearly regarding issues surrounding publishing on social networks and know which areas should be avoided for ethical reasons.

11:30 a.m. – 12:30 p.m.

**Dual CLE Credit**

**Practical & Ethical Guidelines for Texting with Clients**

**Stephen Ross Johnson, Ritchie, Dillard, Davies & Johnson and Sandy Garrett, Chief Disciplinary Counsel, Board of Professional Responsibility**

Rules requiring technological competence mandate that attorneys understand how technology works and that reasonable care is taken to protect confidentiality of client's electronic communications. Lawyers have a duty to maintain the integrity of their files, and text communications with clients, witnesses, opposing counsel, and others may need to be preserved for the client's file. Outside of attorney-client communications, texts can also be discoverable, and failure to plan accordingly may result in damaging admissions, adverse inferences or worse. The ethical obligations of counsel will be discussed as well as the technical aspects of preserving text communications.

2:00 – 3:00 p.m.

**Dual CLE Credit**

**Manage Your Case File Using OneNote**

**Jonathan Cooper, Whitt, Cooper & Hedrick**

You have a full production of e-discovery scanned, loaded, and searchable. What do you do with all the emails, attachments, Word documents, photos, and .pdfs.? How will you organize it and bend it to your will? Microsoft OneNote and similar programs revolutionize the process for compiling, organizing, and annotating huge discovery dumps common in many civil and criminal cases today. Collect, arrange, and sort records in groups, by chronological order or category, or in way that makes sense. Add notations, flags, or drawings. This CLE will show you how to use OneNote to manage, simplify, and organize complex files, and how to easily collaborate and share work with others on your team.

3:30 – 4:30 p.m.

**General CLE Credit**

**Avoiding "Benchslaps": The Real Scoop from the Other Readers of Your Appellate Briefs**

**Appellate Court Clerks: Rebekah Bradley, Sally Goade, Alan Groves, Vanessa Johnson, Amye King, Cindy Padilla, Amy Paul, Porsche Shantz and Carlos Yunsan**

A panel of judicial law clerks and staff attorneys from the TN Supreme Court, Court of Appeals, and Court of Criminal Appeals will give examples of good (and not so good) brief writing and suggestions to improve your briefing and motion-drafting skills with a focus on earning the trust of all the sets of eyes that read every word you submit. The panel will note some pertinent and often problematic rules, give suggestions to help you avoid frustrating the appellate courts, and offer tips for explaining your case and clarifying your argument. Bring any questions you have about appellate practice, especially the parts that involve presenting the record, researching the law, and writing an argument that may make it easier for an appellate court to rule in your favor.

**Track 2: Transactional Law**

10:15 – 11:15 a.m.

**General CLE Credit**

**The Effect of Recent Tax Law Changes on Current Businesses**

**O.E. (Sonny) Schow, Woolf, McClane, Bright, Allen & Carpenter, PLLC**

Understand the biggest changes impacting businesses – what's changed and what that means for business planning this year and moving forward: Corporate Tax Rate; Pass-through deduction; Depreciation (expensing); Business interest deduction and NOLs; Accounting and partnership provisions; Business credits; Corporate AMT; International Provisions and BEAT; Benefits and compensation provisions; and more.

11:30 a.m. – 12:30 p.m.

**General CLE Credit**

**Advanced Purchase and Sale Agreements**

**Robyn Askew, Lewis, Thomason, King, Krieg & Waldrop, P.C. (Moderator), Brian Krumm, U.T. College of Law, Christi Branscom, Partners Development and Jordana Nelson, Bass, Berry & Sims, PLC**

Experienced practitioners will provide an in-depth discussion of select purchase and sale agreement topics, including: Identify the top "gotchas" in commercial PSAs; Learn the current trends in representations and warranties, damage caps, and survival periods; Uninsured losses—how to deal with them in a PSA; Estoppels—what does a buyer need? What should a seller give?

2:00 – 3:00 p.m.

**Dual CLE Credit**

**Better Methods for Drafting Legal Documents**

**Barron Henley, Affinity Consulting Group (Ohio)**

When you need to generate an engagement agreement, a cease and desist letter, or a residential lease do you look for the last one you created and start cutting? Stop! There is a better way! Features built into Microsoft Word like autocorrect, templates, Quick Parts, and developer tools will save you time, prevent errors and ensure consistency. Learn to manipulate PDFs to combine and recombine electronic documents. Fill out scanned PDF "forms" in one step. Sign on the dotted line without printing out a document. Learn to use the software that you already have to make document generation faster, with fewer errors, for everyone in your firm.

3:30 – 4:30 p.m.

**General CLE Credit**

**Data Privacy – Why do you need to know about GDPR?**

**Eliza Scott, Woolf, McClane, Bright, Allen & Carpenter, PLLC**

As marketplaces become more global and our clients do business outside the U.S., they need to understand how to comply with regulations related to the storage, use, and sharing of their customers' personal information. The General Data Protection Regulation (GDPR) from Europe became effective in 2018 and impacts every company doing business with persons located in the European Union. Understand the theory and basic provisions of the regulation, including key terms and effects. There will also be a review of some GDPR cases.

**FRIDAY, APRIL 12**

**Track 3: Tech Updates**

10:15 – 11:15 a.m.

**Dual CLE Credit**

**Essential Law Firm Technology**

**Barron Henley, Affinity Consulting Group (Ohio)**

The Best Of What's Out There Technology advances quickly and it's not easy to keep up with it while also trying to practice law. Learn the technologies that can help any lawyer solve problems, improve client service and make life easier. Learn about the essential software and hardware tools that can help you protect client confidentiality, organize case information, manage your practice more efficiently and improve profitability.

11:30 a.m. – 12:30 p.m.

**Dual CLE Credit**

**Paperless Lawyering: Making Your Practice Exponentially Easier To Manage**

**Ernest Svenson, New Orleans attorney, PaperlessChase & Law Firm Autopilot**

Imagine being able to instantly access information in your client files, anytime - even if you're out of the office. Learn the simple, sensible method used by a commercial litigator who went from paper-intensive big firm practice into a low-overhead solo practice. Attendees will learn: the biggest myth about paperless lawyering, the best scanner for small law firms, which documents you MUST keep in paper form, the top 5 benefits of a paperless law practice, why PDF skills are crucial, and how to learn them painlessly and quickly, and steps to make the transition.

2:00 – 3:00 p.m.

**Dual CLE Credit**

**Law Firm Autopilot: 3 Pillars to Prosperity & Freedom**

**Ernest Svenson, New Orleans attorney, PaperlessChase & Law Firm Autopilot**

Learn to create a practice so smooth-running that it feels like it's on autopilot. All you need is a proven blueprint that shows you how to use technology sensibly and strategically. Attendees will learn: How to get better clients the fast, simple, inexpensive way (using basic technology that you're already used to and adept with); How to dramatically improve efficiency through digital automation; and How to hire exceptionally talented workers to help you run your law firm, even on a part-time basis (using virtual assistants available to you anywhere in the world).

3:30 – 4:30 p.m.

**Dual CLE Credit**

**Legal Tech Security Measures Every Lawyer Must Take**

**Barron Henley, Affinity Consulting Group (Ohio)**

ABA Rule 1.6(c) stipulates that a lawyer must make reasonable efforts to prevent the disclosure of confidential client information. Learn how to cover all the bases of computer, smartphone, tablet, email, wireless and document encryption. Learn the fundamentals of backing up your electronic data. Learn how to establish best practices in your office and discover the inexpensive or free tools that will make sure your confidential information remains confidential.