



NEXT

C O N F E R E N C E



September 26-28, 2018

DeVos Place, Grand Rapids



Opening Keynote

Jack Newton

THURSDAY, SEPTEMBER 27

9:00am-9:50am

SPONSORED BY  **Clio**



#SBMNext

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SBM & ICLE Together Delivering More to Bar Members

NEXT CONFERENCE 2018

Come See What's **NEXT** for Your Law Practice

Join us for the 2nd Annual **NEXT Conference** (formerly Annual Meeting/Solo and Small Firm Institute) to hear about the latest technology and practice management innovations designed to raise your level of practice. Learn new strategies for delivering competitive legal services in this changing marketplace and harness artificial intelligence software to increase your productivity. From **NEXT Conference** favorites like Barron Henley and the return of the popular “judicial perspectives” track to industry icons like CEO of CLIO, Jack Newton, and MyCase’s Nicole Black—you’ll gain valuable practice tips to use immediately.

Make **NEXT** Your Own Experience

Just like last year, the **NEXT Conference** has something for everyone—whether you’re attending educational sessions, going to a section meeting or to network and make new connections. Flexible and à la carte pricing allow you to choose your own experience with multiple lunch and reception options, including the complimentary All-Member reception.

SECTION SPONSORS

The State Bar of Michigan would like to thank the following sections for their support of this year’s **NEXT Conference**:

PREMIUM SECTION SPONSORS

Labor & Employment Law Section
Law Practice Mgmt. & Legal Admin. Section
Master Lawyers Section
Negligence Law Section

SECTION SPONSORS

Alternative Dispute Resolution Section
Litigation Section
Military & Veterans’ Law Section

Thank You to Our 2018 Sponsors

Platinum Gavel Sponsors



Gold Gavel Sponsor



Benefits of Attending

- Gain insight into judges’ pet peeves and expectations in both criminal and civil cases
- Get step-by-step guidance on using speech recognition software to draft documents and time entries
- Understand the six numbers and the six reports every lawyer must know to run a successful practice
- Avoid common malpractice traps when using technology in your practice
- Expertly and ethically use social media evidence in your next case
- Gain efficiencies in your practice with artificial intelligence software
- Sell your legal services by understanding how client’s value it
- Keep current on the latest tech tricks, gadgets and websites
- Capitalize on key trends in the legal marketplace to stay competitive
- Find dozens of industry-leading companies and organizations offering solutions that are geared toward your specific needs

NATIONAL SPEAKERS



OPENING KEYNOTE

THURSDAY, SEPTEMBER 27

9:00am-9:50am

Sponsored by



Jack Newton

CEO & Founder, Clio, British Columbia, Canada

Jack Newton is founder of the firm, a pioneer in cloud-based practice management with more than 150,000 legal professionals in 130 countries depending on it every day. Mr. Newton has been recognized as EY's Entrepreneur of the Year, and the company has been named to Deloitte's Best Managed Companies, Deloitte Fast 50, Canada's Most Admired Corporate Cultures, and more. Mr. Newton has spearheaded efforts to educate the legal community on issues surrounding cloud computing (security, ethics, privacy) and has become a nationally recognized writer and speaker. He is cofounder and president of the Legal Cloud Computing Association (LCCA), a consortium of leading cloud computing providers with a mandate to help accelerate the adoption of cloud computing in the legal industry.



ELIZABETH C. JOLLIFFE

Your Benchmark Coach, Ann Arbor

Elizabeth C. Jolliffe is a career management and business development coach for lawyers and works most frequently with solo and small firm lawyers, associates

with firms of all sizes, new and non-equity partners, and women lawyers both in and out of private practice. She founded her coaching practice in 2008 after being a partner, a former recruiting committee chair, and a commercial litigator at Clark Hill PLC, a large Detroit-based firm, for 19 years. Ms. Jolliffe is a past president of the Detroit Metropolitan Bar Association, current president of the Women Lawyers Association of Michigan Wayne Region, a board member of the Washtenaw County Bar Association, and is active with the State Bar of Michigan and ABA Women Rainmakers Committee. She speaks frequently for the ABA, the State Bar of Michigan, ICLE and other bar associations, law schools, private firms, and other groups on the subjects of career management and business development. She was certified as a professional coach in 2009 by the Coaches Training Institute.

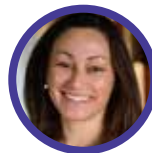


BARRON K. HENLEY

Affinity Consulting Group

Barron K. Henley is a member of the American, Ohio, and Columbus bar associations, and the Worthington Estate Planning Council. He is also a member of the

ABA Law Practice Management Section, a board member for the ABA TECHSHOW, and is the former chair of the Ohio State Bar Association Law Office Automation and Technology Committee. Mr. Henley heads Affinity's document assembly/automation and software training departments; he is a renowned expert on Microsoft Word, Adobe Acrobat, and HotDocs document assembly software; and has authored legal-specific manuals on HotDocs, Adobe Acrobat, Microsoft Word, Excel, and Outlook. Barron is also an expert in launching new law firms, overhauling existing firms, and documenting and reengineering law firm processes. He teaches continuing legal education (CLE) classes throughout the U.S. and Canada.



NICOLE BLACK

Legal Technology Evangelist, MyCase

Sponsored by 

Nicole Black is an author, journalist, and legal technology evangelist at the company. She is the

nationally recognized author of *Cloud Computing for Lawyers* (2012) and co-authored *Social Media for Lawyers: The Next Frontier* (2010), both published by the American Bar Association. She also co-authored *Criminal Law in New York*, a Thomson Reuters treatise. She writes regular columns for *The Daily Record*, *Above the Law*, and *Legal IT Pros*; has authored hundreds of articles for other publications; and regularly speaks at conferences regarding the intersection of law, mobile and cloud computing, and internet-based technology.



CHRISTOPHER T. ANDERSON

President & COO

How to Manage a Small Law Firm

Christopher T. Anderson focuses on practice management, systems, and staffing, and has helped

thousands of lawyers move toward more success for their firms, families, and clients. He helps lawyers understand the fundamentals of running their business, with emphases both on clients and the stakeholders of the law firm, including an uncompromising focus on meeting the law firm owners' own definitions of personal, professional, and financial success.



NEED-BASED SCHOLARSHIPS

Scholarships made possible by the generous support of the State Bar of Michigan and ICLE

Scholarships cover the registration fee for education packages to attend the **NEXT Conference 2018** and are offered on a first-come, first-served basis.

Preference will be given to people who did not receive a scholarship to last year's NEXT Conference. Don't wait—apply today!

TO APPLY, send a statement of need, indicating attendance (Thursday only, Friday only, or both days) to icle_seminars@icle.org with subject line "ICLE, Attn: Deanna Vollano."

SCHEDULE AT A GLANCE

EARLY BIRD SAVINGS END
August 22, 2018

Wednesday, September 26

M	1:00pm–4:00pm	MICHIGAN STATE BAR FOUNDATION Member/Trustee Annual Business Meeting
	1:30pm–3:30pm	STATE BAR OF MICHIGAN 2017–2018 Board of Commissioners Meeting
N	3:00pm–7:00pm	NEXT CONFERENCE REGISTRATION
M	3:30pm–4:30pm	STATE BAR OF MICHIGAN 2018–2019 Board of Commissioners Meeting
	4:15pm–4:30pm	FELLOWS OF THE MICHIGAN STATE BAR FOUNDATION Annual Business Meeting
N	4:30pm–6:00pm	FELLOWS OF THE MICHIGAN STATE BAR FOUNDATION Annual Reception (by invitation)
	6:30pm–9:00pm	STATE BAR OF MICHIGAN Awards Banquet

Thursday, September 27

N	7:30am–8:45am	MICHIGAN SUPREME COURT HISTORICAL SOCIETY Breakfast (by invitation)
	8:00am–9:30am	CONTINENTAL BREAKFAST
	8:00am–5:00pm	REGISTRATION AND VENDOR SHOWCASE
E	9:00am–9:50am	KEYNOTE PRESENTATION—FREE to attend!
MEETINGS	9:00am–12:00pm	AGRICULTURAL LAW SECTION Business Meeting and Program
	9:00am–12:00pm	FAMILY LAW SECTION Business Meeting and Program
	9:00am–12:00pm	INSURANCE AND INDEMNITY LAW SECTION Business Meeting and Program
	9:00am–12:00pm	MICHIGAN INDIAN LEGAL SERVICES Business Meeting (closed mtg)
N	9:50am–10:00am	NETWORKING BREAK & VENDOR SHOWCASE
E	10:00am–10:50am	TECHNOLOGY TRACK: The Evolution of Speech Recognition Software—You Won't Believe How Good It Has Become
	10:00am–10:50am	MARKETING/LPM TRACK: Making Your Law Firm Business Work for You
M	10:00am–11:00am	ADMINISTRATIVE & REGULATORY LAW SECTION Business Meeting
E	10:00am–11:00am	CASEMAKER LEGAL RESEARCH—FREE Presentation
MEETINGS	10:00am–11:30am	ANTITRUST, FRANCHISING & TRADE REGULATION SECTION Business Meeting (closed mtg)
	10:00am–11:30am	PAST PRESIDENTS' ADVISORY COUNCIL Business Meeting
	10:00am–12:00pm	JUDICIAL SECTION Business Meeting
	10:00am–4:00pm	REPRESENTATIVE ASSEMBLY Business Meeting
N	10:50am–11:00am	NETWORKING BREAK & VENDOR SHOWCASE
E	11:00am–11:50am	TECHNOLOGY TRACK: Avoiding Malpractice: The Good, the Bad and the Ugly of Legal Technology
	11:00am–11:50am	MARKETING/LPM TRACK: Time Management is for Suckers: Convert Your Time Into Wealth
N	12:00pm–2:00pm	STATE BAR OF MICHIGAN INAUGURAL LUNCHEON
	12:00pm–2:00pm	ALL-MEMBER NETWORKING LUNCHEON
MEETINGS	1:00pm–3:00pm	REAL PROPERTY LAW SECTION Business Meeting (closed mtg)
	1:00pm–3:30pm	AVIATION LAW SECTION Business Meeting (closed mtg)
	1:00pm–3:30pm	MILITARY & VETERANS' LAW SECTION Business Meeting and Program
	1:00pm–4:00pm	AMERICAN INDIAN LAW SECTION Business Meeting and Program
	1:00pm–4:00pm	APPELLATE PRACTICE SECTION Business Meeting and Program
	1:00pm–4:00pm	ENVIRONMENTAL LAW SECTION Business Meeting and Program
	1:30pm–4:00pm	LABOR AND EMPLOYMENT LAW SECTION Business Meeting and Program

NEXT Conference event legend



EDUCATION



NETWORKING



MEETINGS

Thursday, September 27

E	2:00pm–2:50pm	TECHNOLOGY TRACK: Email is Killing Me
	2:00pm–2:50pm	MARKETING/LPM TRACK: Moneyball for Lawyers—Managing by the Numbers to Get Major League Results
MEETINGS	2:00pm–3:00pm	CASEMAKER LEGAL RESEARCH—FREE Presentation
	2:00pm–4:00pm	LGBTQA LAW SECTION Business Meeting and Program
	2:00pm–4:00pm	MICHIGAN RETIRED JUDGES ASSOCIATION Business Meeting (closed mtg)
	2:00pm–4:00pm	NEGLIGENCE LAW SECTION Business Meeting and Program
	2:00pm–4:00pm	YOUNG LAWYERS SECTION Business Meeting
N	2:50pm–3:00pm	NETWORKING BREAK AND VENDOR SHOWCASE
E	3:00pm–4:00pm	TECHNOLOGY TRACK: 60 Legal Tech Tips, Tricks, Gadgets, and Websites in 60 Minutes
	3:00pm–4:00pm	MARKETING/LPM TRACK: How to Sell Like a Rock Star: Selling Done Right is the Most Ethical Thing We Do for Prospective Clients
N	4:00pm–5:00pm	ALL-MEMBER NETWORKING RECEPTION
	5:00pm–6:00pm	WOMEN LAWYERS ASSOCIATION RECEPTION
	5:00pm–6:30pm	LAW SCHOOL RECEPTIONS
	6:30pm–9:00pm	CELEBRATING DIVERSITY RECEPTION

Friday, September 28

N	8:00am–9:00am	CONTINENTAL BREAKFAST
	8:00am–12:00pm	REGISTRATION AND VENDOR SHOWCASE
M	8:30am–9:00am	PRISONS AND CORRECTIONS SECTION Business Meeting (closed mtg)
MEETINGS	9:00am–9:45am	PLENARY SESSION: Artificial Intelligence and the Law
	9:00am–10:30am	MICHIGAN FELLOWS OF THE AMERICAN BAR FOUNDATION Breakfast (by invitation)
	9:00am–11:45am	MARIJUANA LAW SECTION Business Meeting and Program
	9:00am–12:00pm	CRIMINAL LAW SECTION Business Meeting and Program
	9:00am–12:00pm	MASTER LAWYERS SECTION Business Meeting and Program
	9:00am–4:00pm	PARALEGAL/LEGAL ASSISTANT SECTION Business Meeting, Program, and Lunch
	9:50am–10:30am	TECHNOLOGY TRACK: Mining Social Media for Evidence: Ethics and Practicalities
E	9:50am–10:30am	JUDICIAL PERSPECTIVES TRACK: Top Tips for Presenting Your Summary Disposition Motion
	10:00am–11:00am	CASEMAKER LEGAL RESEARCH—FREE Presentation
MEETINGS	10:00am–11:30am	SOLO AND SMALL FIRM SECTION Program
	10:00am–12:00pm	ARTS, COMMUNICATIONS, ENTERTAINMENT, AND SPORTS SECTION Business Meeting and Program
	10:00am–12:00pm	CHILDREN'S LAW SECTION Business Meeting and Program
	10:00am–12:00pm	LITIGATION SECTION Business Meeting
	10:30am–10:45am	NETWORKING BREAK AND VENDOR SHOWCASE
E	10:45am–11:30am	TECHNOLOGY TRACK: Lawyers, Cloud and Mobile Computing and Ethics
	10:45am–11:30am	JUDICIAL PERSPECTIVES TRACK: Effectively Writing Your Appellate Brief and Making Your Argument
M	11:00am–1:00pm	ANIMAL LAW SECTION Business Meeting
E	11:35am–12:15pm	TECHNOLOGY TRACK: Affordable Technology for Small Firm Productivity
	11:35am–12:15pm	JUDICIAL PERSPECTIVES TRACK: View from the Criminal Bench
N	12:00pm–2:00pm	STATE BAR OF MICHIGAN 50-YEAR GOLDEN CELEBRATION LUNCHEON
M	12:15pm–2:00pm	LAW PRACTICE MANAGEMENT AND LEGAL ADMINISTRATORS SECTION Business Meeting, Program, and Lunch

SCHEDULE DETAILS

EARLY BIRD SAVINGS END August 22, 2018

Wednesday, September 26

1:00pm–4:00pm

MICHIGAN STATE BAR FOUNDATION MEMBERS/TRUSTEES

Annual Business Meeting

1:30pm–3:30pm

STATE BAR OF MICHIGAN

2017–2018 Board of Commissioners Meeting

3:00pm–7:00pm

NEXT CONFERENCE 2018 REGISTRATION OPEN

Amway Grand Plaza Hotel—Crown Foyer

3:30pm–4:30pm

STATE BAR OF MICHIGAN

2018–2019 Board of Commissioners Meeting

4:15pm–4:30pm

FELLOWS OF THE MICHIGAN STATE BAR FOUNDATION

Annual Business Meeting

4:30pm–6:00pm

FELLOWS OF THE MICHIGAN STATE BAR FOUNDATION

Annual Reception (by invitation)

6:30pm–9:00pm

STATE BAR OF MICHIGAN AWARDS BANQUET

Join us as we pay tribute to our members who have achieved the highest honors in areas of leadership, professional integrity, and community service.

SPONSORED BY  Blue Cross Blue Shield Blue Care Network of Michigan
Nonprofit corporations and independent licensees of the Blue Cross and Blue Shield Association

Check Out Grand Rapids!



The **NEXT Conference 2018** will take place during the ArtPrize competition! For more information on this exciting event, visit www.artprize.org.

Interested in a City Tour?

Walk in the footsteps of Grand Rapids' founders as you hear about the city's origins, its political history, and the battles and triumphs that made the city what it is today, including a one-of-a-kind lawsuit that changed business in Grand Rapids forever. Along the way, take in the entries in the 2018 ArtPrize.

There is a cost for this tour and group discounts are available. Book in advance by emailing Candice at info@discoverymichigan.com—include the day and time you'd like to take this five-star tour loved by both locals and visitors! For more information, visit www.DiscoveryMichigan.com or find us on Facebook.

Thursday, September 27

7:30am–8:45am

MICHIGAN SUPREME COURT HISTORICAL SOCIETY

Breakfast (by invitation) Amway Grand Plaza Hotel

8:00am–9:30am

CONTINENTAL BREAKFAST

DeVos Place—Ballroom C&D—Vendor Hall (Main Level)

SPONSORED BY  Where Attorneys Go To Hire Freshblood Lawyers

8:00am–5:00pm

NEXT CONFERENCE 2018 REGISTRATION & VENDOR SHOWCASE

DeVos Place—Ballroom C&D

9:00am–9:50am

KEYNOTE PRESENTATION

The 2018 Legal Trends Every Michigan Lawyer Must Know – **FREE to attend!** –

Uncover the findings that impact Michigan lawyers straight from Clio's Annual Legal Trends Report, the most extensive data-driven report of its kind in the legal industry. Learn how you can build a data-driven law firm by leveraging key performance indicators, and review data from a large-scale consumer that reveals rapidly shifting consumer expectations. This talk will leave you inspired to deliver legal services in innovative and competitive ways, and will provide insights into how you can drive new business in an increasingly competitive world by adapting to rapidly shifting consumer behavior.



Jack Newton, CEO & Founder, Clio

North Vancouver, British Columbia, Canada

SPONSORED BY  Clio

9:00am–12:00pm

AGRICULTURAL LAW SECTION

Business Meeting 9:00am–10:00am

Program 10:00am–12:00pm

9:00am–12:00pm

FAMILY LAW SECTION

Business Meeting 9:00am–10:00am

Program 10:00am–12:00pm

Co-Sponsored by Michigan Judicial Institute and SBM Diversity and Inclusion Advisory Committee

9:00am–12:00pm

INSURANCE AND INDEMNITY LAW SECTION

Business Meeting 9:00am–10:00am

Program 10:00am–12:00pm

2018 Professional Education and Events Committee:

Ronald D. Keefe—Chair
Elizabeth Allen
Barbara Bosler
Opolla Brown
Christina L. DeMoore
Hon. James N. Erhart

Ian B. Lyngklip
Victoria A. Radke
Vani G. Verkhovskiy
Advisors:
Richard L. Cunningham
Jeffrey E. Kirkey

Thursday, September 27

9:00am–12:00pm

MICHIGAN INDIAN LEGAL SERVICES (closed mtg)

Business Meeting

9:50am–10:00am

NETWORKING BREAK & VENDOR SHOWCASE

DeVos Place—Ballroom C&D

10:00am–10:50am

TECHNOLOGY TRACK: THE EVOLUTION OF SPEECH RECOGNITION SOFTWARE—YOU WON'T BELIEVE HOW GOOD IT HAS BECOME

Lawyers have to draft documents, capture time entries, respond to emails, and enter case-related information into a file (or case management system). But, many lawyers just aren't good typists. With many lawyers having limited or no access to support staff, lawyers have to be far more self-reliant than they are used to. Thankfully, speech recognition technology can help. The software types exactly what you're saying and can be used for automatic transcription, time entries, and any drafting task without ever touching the keyboard. Learn how it works and what you need to incorporate it into your practice. We'll focus on the popular Dragon Professional software application.

Moderator: Charles A. Fleck

Charles A. Fleck Law Offices, Lansing

Barron K. Henley

Affinity Consulting Group, Columbus, OH

10:00am–10:50am

MARKETING/LPM TRACK: MAKING YOUR LAW FIRM BUSINESS WORK FOR YOU

Most attorneys start a law firm with little or no education or training on how to build a small business. This session will discuss the six key strategies to help law firm owners turn this around, and begin to build a law firm business that works for them. Examples include having a business plan, identifying the stages of law firm growth and ensuring you are making the three core decisions that ensure a successful practice.

Moderator: Odey K. Meroueh

Meroueh & Hallman LLP, Dearborn

Christopher T. Anderson

How to Manage a Small Law Firm, New York

10:00am–11:00am

ADMINISTRATIVE & REGULATORY LAW SECTION

Business Meeting

10:00am–11:00am

CASEMAKER LEGAL RESEARCH

FREE Presentation

10:00am–11:30am

ANTITRUST, FRANCHISING & TRADE REGULATION SECTION

(closed mtg)

Business Meeting

10:00am–11:30am

PAST PRESIDENTS' ADVISORY COUNCIL

Business Meeting

Thursday, September 27

10:00am–12:00pm

JUDICIAL SECTION

Business Meeting

10:00am–4:00pm

REPRESENTATIVE ASSEMBLY

10:50am–11:00am

NETWORKING BREAK & VENDOR SHOWCASE

DeVos Place—Ballroom C&D

11:00am–11:50am

TECHNOLOGY TRACK: AVOIDING MALPRACTICE: THE GOOD, THE BAD, AND THE UGLY OF LEGAL TECHNOLOGY

Legal technology is a double-edged sword in that it can cause malpractice or it can guard against it. Further, lawyers receive and have to manage electronic data which can be easily lost or stolen. Avoid common mistakes while using technology to your advantage by building malpractice avoidance procedures into your workflow. No technology background required to understand these concepts, and almost all of them will improve your office's overall efficiency, level of client service, and profitability.

Barron K. Henley

Affinity Consulting Group, Columbus, OH

11:00am–11:50am

MARKETING/LPM TRACK: TIME MANAGEMENT IS FOR SUCKERS: CONVERT YOUR TIME INTO WEALTH

We all get the same amount of time. The president of the United States, a middle-school teacher, a retired physician, and a "leisure professional" have the same hours per week . . . the same weeks per year. Choosing how to allocate your time based on your priorities is essential to achieving what you want to succeed. In everything we do, we must choose to spend the time we have on either low value, or high value endeavors. Understand the three mindsets that are impacting your time, and how to adopt the entrepreneurial mindset in your law firm business.

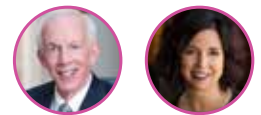
Christopher T. Anderson

How to Manage a Small Law Firm, New York

12:00pm–2:00pm

STATE BAR OF MICHIGAN INAUGURAL LUNCHEON

Share in the celebration of the swearing-in of State Bar President Jennifer M. Grieco and other State Bar officers.



**Paul
Goebel
Group**

SPONSORED BY

ACRESHIRE Agency Partner

12:00pm–2:00pm

ALL-MEMBER NETWORKING LUNCHEON

Catch up with friends and make new connections during this networking and educational luncheon! While enjoying your lunch, gain some insight into life balancing techniques from Elizabeth C. Jolliffe as she speaks on how to *Maximize Your Career by Maximizing Your Strengths*.

1:00pm–3:00pm

REAL PROPERTY LAW SECTION (closed mtg)

Business Meeting

Thursday, September 27

1:00pm–3:30pm

AVIATION LAW SECTION (closed mtg)

Business Meeting

1:00pm–3:30pm

MILITARY & VETERANS' LAW SECTION

Business Meeting 1:00pm–2:00pm

Program 2:15pm–3:30pm

SECTION
SPONSOR

1:00pm–4:00pm

AMERICAN INDIAN LAW SECTION

Business Meeting 1:00pm–2:00pm

Program 2:00pm–4:00pm

1:00pm–4:00pm

APPELLATE PRACTICE SECTION

Business Meeting 1:00pm–2:00pm

Program 2:00pm–4:00pm

1:00pm–4:00pm

ENVIRONMENTAL LAW SECTION

Business Meeting 3:00pm–4:00pm

Program 1:00pm–3:00pm

1:30pm–4:00pm

LABOR AND EMPLOYMENT LAW SECTION

Business Meeting 1:30pm–2:00pm

Program 2:15pm–4:00pm

PREMIUM
SECTION
SPONSOR

2:00pm–2:50pm

TECHNOLOGY TRACK: EMAIL IS KILLING ME

It's common for lawyers and staff to find themselves drowning in email, and many feel helpless when trying to get it under control. This session will show you how to use all of Microsoft Outlook's features to efficiently store, organize email (and attachments), and successfully deal with high email volume. Learn how to fix Outlook's default settings for email, calendar, contacts, and tasks. Finally, discover the many amazing and useful Outlook features which most users don't even know are there.

Barron K. Henley

Affinity Consulting Group, Columbus, OH

2:00pm–2:50pm

MARKETING/LPM TRACK: MONEYBALL FOR LAWYERS—MANAGING BY THE NUMBERS TO GET MAJOR LEAGUE RESULTS

In the hit movie *Moneyball*, the general manager of a small-budget team adopts a numbers-based approach to recruiting players. Paying close attention to numbers resulted in a huge winning streak and a trip to the playoffs. The same is true for your law firm. Understand the six numbers every law firm stakeholder must know, and the six key reports you should be looking at every month and every week. We will discuss why you're in this business in the first place, and how to use your law firm to achieve your own success, while delivering quality service to your clients.

Christopher T. Anderson

How to Manage a Small Law Firm, New York

Thursday, September 27

2:00pm–3:00pm

CASEMAKER LEGAL RESEARCH

FREE Presentation

2:00pm–4:00pm

LGBTQA LAW SECTION

Business Meeting 2:00pm–3:00pm

Program 3:00pm–4:00pm

2:00pm–4:00pm

MICHIGAN RETIRED JUDGES ASSOCIATION (closed mtg)

Business Meeting

2:00pm–4:00pm

NEGLIGENCE LAW SECTION

Business Meeting 2:00pm–2:15pm

Program 2:15pm–4:00pm

PREMIUM
SECTION
SPONSOR

2:00pm–4:00pm

YOUNG LAWYERS SECTION

Business Meeting

2:50pm–3:00pm

NETWORKING BREAK & VENDOR SHOWCASE

DeVos Place—Ballroom C&D

3:00pm–4:00pm

TECHNOLOGY TRACK: 60 LEGAL TECH TIPS, TRICKS, GADGETS, AND WEBSITES IN 60 MINUTES

The best of legal technology, practice management, electronics, and incredibly useful websites for lawyers. This rapid-fire, entertaining hour is full of great ideas you can immediately incorporate into your practice.

Barron K. Henley

Affinity Consulting Group, Columbus, OH

3:00pm–4:00pm

MARKETING/LPM TRACK: HOW TO SELL LIKE A ROCK STAR: SELLING DONE RIGHT IS THE MOST ETHICAL THING WE DO FOR PROSPECTIVE CLIENTS

Nobody hires an attorney to solve a legal problem, so build a business by helping others. When you understand value from your clients' perspective, there's profit for you and profit for me. Once you realize the difference between doing business with clients...and not, you'll unlock the secret to gaining more clients and increasing referrals too.

Christopher T. Anderson

How to Manage a Small Law Firm, New York

4:00pm–5:00pm

ALL-MEMBER NETWORKING RECEPTION

DeVos Place—Ballroom C&D—Vendor Hall (Main Level)

After a full day of education sessions and section meetings, it's time to unwind. Relax and join section members, seminar faculty, exhibitors, fellow registrants, and guests for an early evening reception. Enjoy free drinks, tasty food, and even a few surprises.

Thursday, September 27

5:00pm–6:00pm

WOMEN LAWYERS ASSOCIATION

“Meet the Judges” Cocktail Reception

5:00pm–6:30pm

LAW SCHOOL RECEPTIONS

Michigan State University College of Law, University of Detroit Mercy School of Law, University of Michigan Law School, University of Toledo College of Law, Western Michigan University Cooley Law School

6:30pm–9:00pm

CELEBRATING DIVERSITY RECEPTION

Atwater Brewery | 201 Michigan St SW, Grand Rapids, MI 49503

The reception will acknowledge the work accomplished over the year in support of achieving greater diversity and inclusion in the legal profession. Wrap up the day in a relaxing, up-tempo venue to catch up with friends and meet new ones over appetizers and beverages.

Friday, September 28

8:00am–9:00am

CONTINENTAL BREAKFAST

DeVos Place—Ballroom C&D—Vendor Hall (Main Level)

8:00am–12:00pm

NEXT CONFERENCE 2018 REGISTRATION & VENDOR SHOWCASE

DeVos Place—Ballroom C&D

8:30am–9:00 am

PRISONS AND CORRECTIONS SECTION (closed mtg)

Business Meeting

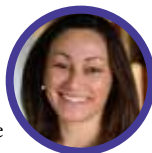
9:00am–9:45am

PLENARY SESSION: ARTIFICIAL INTELLIGENCE AND THE LAW

AI has the potential to save lawyers time and money. AI technologies hold the promise of automating the mundane aspects of practicing law, allowing lawyers to focus on more interesting, high-level analytical tasks. Hear about exciting new AI software that, although in its infancy, will soon impact a number of different aspects of your law practice. Plus, learn about a host of automation tools already in existence that will streamline your law firm's processes, whether you're looking to automate document assembly, billing and invoicing processes, or case to-dos and deadlines.

Nicole Black

MyCase, New York



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9:00am–10:30am

MICHIGAN FELLOWS OF THE AMERICAN BAR FOUNDATION

Breakfast (by invitation)

9:00am–11:45 am

MARIJUANA LAW SECTION

Business Meeting 9:00am–10:00am

Program 10:15am–11:45am

Friday, September 28

9:00am–12:00pm

CRIMINAL LAW SECTION

Business Meeting 9:00am–10:00am

Program 10:00am–12:00pm

9:00am–12:00pm

MASTER LAWYERS SECTION

Business Meeting 9:00am–9:45am

Program 10:00am–12:00pm

PREMIUM
SECTION
SPONSOR

9:00am–4:00pm

PARALEGAL/LEGAL ASSISTANT SECTION

Business Meeting 9:00am–9:30am

Program 9:30am–4:00pm

Lunch 12:00pm–1:00pm

9:50am–10:30am

TECHNOLOGY TRACK: MINING SOCIAL MEDIA FOR EVIDENCE: ETHICS AND PRACTICALITIES

Learn how to ethically mine social media for evidence and how to ethically use social media to research jurors, too. Explore recent ethics decisions and ethics resources on using social media to obtain information for litigation.

Moderator: Kathy Ossian

Ossian Law PC, Ferndale

Nicole Black

MyCase, New York

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9:50am–10:30am

JUDICIAL PERSPECTIVES TRACK: TOP TIPS FOR PRESENTING YOUR SUMMARY DISPOSITION MOTION

Being prepared is the first tip, but there are so many others. From not restating your brief to being familiar with the practices of your judge—you'll get best practice advice from experienced circuit court judges to immediately implement into your practice.

Moderator: Hon. Joseph J. Farah

Genesee County Circuit Court, Flint

Hon. Christopher P. Yates

Kent County Circuit Court, Grand Rapids

Hon. Jon H. Hulsing

Ottawa County Circuit Court, Grand Haven

Hon. Timothy G. Hicks

Muskegon County Circuit Court, Muskegon

10:00am–11:00am

CASEMAKER LEGAL RESEARCH

FREE Presentation

10:00am–11:30am

SOLO & SMALL FIRM SECTION

Program

Friday, September 28

10:00am–12:00pm

ARTS, COMMUNICATION, ENTERTAINMENT AND SPORTS SECTION

Business Meeting 10:00am–11:00am

Program 11:00am–12:00pm

10:00am–12:00pm

CHILDREN'S LAW SECTION

Business Meeting

10:00am–12:00pm

LITIGATION SECTION

Business Meeting

SECTION SPONSOR

10:30am–10:45am

NETWORKING BREAK & VENDOR SHOWCASE

DeVos Place—Ballroom C&D

10:45am–11:30am

TECHNOLOGY TRACK: LAWYERS, CLOUD AND MOBILE COMPUTING, AND ETHICS

This session will address the effects and ethical implications of the use of internet-based and mobile computing by attorneys in their law practices. Gain a broad overview of the concepts, including mobile computing and cloud computing. Hear statistics regarding the broad-scale adoption of these technologies and understand the ways that lawyers are harnessing them to their advantage. Plus, identify the ethical issues presented when lawyers use these tools and get best practice recommendations too.

Nicole Black

MyCase, New York

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10:45am–11:30am

JUDICIAL PERSPECTIVES TRACK: EFFECTIVELY WRITING YOUR APPELLATE BRIEF AND MAKING YOUR ARGUMENT

Improve your skills with expert advice from a Supreme Court justice and a top appellate litigator. Take away smart drafting techniques and get strategies for presenting your best arguments. Plus, learn what common pitfalls to avoid.

Panelists:

John Bursch

Bursch Law PLLC, Grand Rapids

Justice Elizabeth T. Clement

Michigan Supreme Court, Lansing

11:00am–1:00pm

ANIMAL LAW SECTION

Business Meeting

Friday, September 28

11:35am–12:15pm

TECHNOLOGY TRACK: AFFORDABLE TECHNOLOGY FOR SMALL FIRM PRODUCTIVITY

Learn how you can build a tech-savvy, cost-conscious, productive small law firm. Whether you're new to the practice of law or just starting out, this session is for you. We'll cover the latest and greatest, and the tried and true in practice management, legal research, billing, client collaboration, and more. Learn how you can make more money, save more money, and become more efficient.

JoAnn L. Hathaway

State Bar of Michigan, Lansing

11:35am–12:15pm

JUDICIAL PERSPECTIVES TRACK: VIEW FROM THE CRIMINAL BENCH

Learn how judges view criminal matters and what they expect during the pendency of your case. From specific judicial protocols to hearings and trial, take away tips to improve your advocacy.

Hon. Joseph J. Farah

Genesee County Circuit Court, Flint

Hon. Pamela L. Lightvoet

Kalamazoo County Circuit Court, Kalamazoo

12:00pm–2:00pm

STATE BAR OF MICHIGAN 50-YEAR GOLDEN CELEBRATION LUNCHEON



Celebrate and honor fellow colleagues being recognized for 50 years of membership in the State Bar of Michigan. This is a great opportunity to network with your peers and mentors.

12:15pm–2:00pm

LAW PRACTICE MANAGEMENT & LEGAL ADMINISTRATORS SECTION

Program and Lunch 12:15pm–1:30pm

Business Meeting 1:30pm–2:00pm

PREMIUM SECTION SPONSOR

HOTEL INFORMATION

Amway Grand Plaza Hotel

187 Monroe Ave NW | Grand Rapids, MI 49503

Located just steps from DeVos Place, the Amway Grand Plaza Hotel offers the convenience of location plus multiple amenities, including multiple restaurants, bar/lounge, coffee shop/café, shopping, salon and spa, indoor pool and two hot tubs, and a fitness center.

Make Your Reservation

- Online <https://aws.passkey.com/e/49542852> or
- Call (800) 253-3590 or (616) 776-6450 and mention that you are with the State Bar of Michigan

To receive the discounted group rate of \$159 plus taxes, reservations must be made by August 26, 2018.

CONFERENCE INFORMATION

HOW TO REGISTER:

Visit www.michbar.org/sbmnext and choose one of the following options:

1. Register online by Visa or Mastercard. Look for the link next to “Conference Attendee Registration.”
2. To pay by check, download the paper registration form on the website and mail in with payment.

NETWORKING & MEAL EVENTS

Wednesday, September 26

AWARDS BANQUET* 6:30pm–9:00pm

Amway Grand Plaza Hotel

Join us as we pay tribute to our members who have achieved the highest honors in areas of leadership, professional integrity, and community service.

SPONSORED BY 

Thursday, September 27

INAUGURAL LUNCHEON* 12:00pm–2:00pm

DeVos Place

Share in the celebration of the swearing-in of State Bar President Jennifer M. Grieco and other State Bar officers.

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ALL-MEMBER NETWORKING LUNCHEON* 12:00pm–2:00pm

DeVos Place

While enjoying your lunch, gain some insight into life balancing techniques from Elizabeth C. Jolliffe as she speaks on how to *Maximize Your Career by Maximizing Your Strengths*.

ALL-MEMBER NETWORKING RECEPTION 4:00pm–5:00pm

DeVos Place—Vendor Hall

FREE to attend! Relax and join section members, seminar faculty, exhibitors, fellow registrants, and guests for an early evening reception. Enjoy free drinks, tasty food, and maybe even a few surprises.

CELEBRATING DIVERSITY RECEPTION* 6:30pm–8:30pm

Atwater Brewery | 201 Michigan St NW, Grand Rapids

The reception will acknowledge the work accomplished over the year in support of achieving greater diversity and inclusion in the legal profession. Wrap up the day in a relaxing, up-tempo venue to catch up with friends and meet new ones over appetizers and beverages.

Friday, September 28

50-YEAR GOLDEN CELEBRATION* 12:00pm–2:00pm

DeVos Place

Celebrate and honor fellow colleagues being recognized for 50 years of membership in the State Bar of Michigan. This is a great opportunity to network with your peers and mentors.

PRICING

There is no cost to attend section meetings or for entrance into the Vendor Showcase. Pricing for ticketed events is listed below.

EDUCATION

- Two-Day Package\$295*
- Thursday Only Package\$195*
- Friday Only Package.....\$95*
- Individual Sessions \$39/each*

NETWORKING & MEAL EVENTS

- Awards Banquet\$75*
- Inaugural Luncheon\$45*
- All-Member Networking Luncheon\$45*
- Celebrating Diversity Reception\$10*
- 50-Year Golden Celebration Luncheon\$55*

*All prices increase after **August 22**. See www.michbar.org/sbmnext for details.

VENDOR SHOWCASE HOURS

- Thursday, September 27:
8:00am–5:00pm (DeVos Place)
- Friday, September 28:
8:00am–12:00pm (DeVos Place)

REGISTRATION HOURS

- Wednesday, September 26:
3:00pm–7:00pm (Amway Grand Plaza Hotel)
- Thursday, September 27:
8:00am–5:00pm (DeVos Place)
- Friday, September 28:
8:00am–12:00pm (DeVos Place)

Interested in exhibiting or sponsoring at the **NEXT** Conference 2018?
Contact Stacy Ozanich at (517) 346-6315 or sozanich@michbar.org