

ATLAS Lawyers' Group Seminar

Buena Vista Palace

Walt Disney World, Florida

April 22 - 24, 2009



**WEDNESDAY, April 22, 2009
DAY ONE**

- 1:00 - 1:45pm ***“Dividing Your Practice to Generate Cash Flow and Keeping your Sanity”*** By: **Attorney Chris Munley** from **Munley, Munley & Cartwright P.C.**, Scranton, PA
- 1:45 - 2:45pm ***“Web Marketing: Emerging Competition, Shifting Strategies, and How to Win”*** By: **Dale Tincher/Lisa Vaughn**, Founder and CEO/Marketing Consultant of **Consultwebs**, Raleigh, NC
- 2:45 - 3:00pm **BREAK - Sponsor:** 
- 3:00 - 4:00pm ***“The Use of Technology in Producing Better Commercials Faster and Cheaper”*** By: **Jason Holly**
- 4:00 - 5:00pm ***“Medicare Set Asides - Is the Sky Really Falling? An Accurate Look at What They Really Mean to Your Practice”*** By: **Will Shapiro** and **Scott Freeman** of **James Street Group**, Austin, TX
- 6:00pm **Please join us for a COCKTAIL PART sponsored by:**





**THURSDAY, April 23, 2009
DAY TWO**

ROUNDTABLE

8:30 - 10:30am **Session I**

10:30 - 10:45am **BREAK**

10:45 - 12:30pm **Session II**

12:30 - 1:30pm **LUNCH - Sponsor:**



PLAINTIFF
INVESTMENT FUNDING, LLC

1:30 - 3:00pm **Session III**

With Discussion: “*Directional Marketing and Tracking the Results of Paid Advertising*”, By Brien Johnson from Dominion Advertising, Virginia Beach, VA

Topics to be Discussed during the Roundtable:

- Paperless Office**
- Everyday Office Ethical Dilemmas**
- Structuring your Fee**
- Direct Mail in States with and without Electronic Records**
- Marketing Disasters**
- Dealing with the Problem Employee**
- Marketing your Office to your Base**



**FRIDAY, April 24, 2009
DAY THREE**

- 8:00 - 9:00am ***“Using Technology to Increase Productivity in Your Office without Breaking the Bank”*** By: **Attorney Steve Moschetta** from **Moschetta Law Firm**, Washington, PA
- 9:00 - 9:30am ***“Plaintiff Funding”*** By: **Todd Franklin** of **Plaintiff Investment Funding, LLC** Franklin, MI
- 9:30 - 10:30am ***“How Top Grading All of your Employees will Reduce your Headaches, Boost Productivity”*** By: **Scott Richardson**, Executive Director **Hurwitz Injury Law**; Phoenix, AZ, and **Business Coach** for PI Lawyers
- 10:30 - 10:45am **BREAK**
- 10:45 - 11:45am ***“An Update on Forces Outside the Profession that Threaten Individual Rights and Our Livelihood”*** By: **Attorney David Fallk**, Scranton, PA
- 11:45 - 12:15pm ***“Trucking, Trucking, Trucking”*** By: **Roger Allen** from **RGK Consultants**, Friendswood, TX
- 12:15 - 1:15pm **LUNCH - Sponsor:**



- 1:15 - 2:15pm ***“Trial Tactics and the Changing Style of the Trial Lawyer”*** By: **Attorney Brent Adams** from **Brent Adams & Associates**, Dunn, NC
- 2:15 - 3:30pm **Roundtable Discussion Led by Scott Richardson**, Executive Director **Hurwitz Injury Law**; Phoenix, AZ, and **Business Coach** for PI Lawyers