



ATLAS Lawyers' Group Seminar
Palm Beach Gardens Marriott
Palm Beach Gardens, FL
February 6-8th 2008

Syllabus Outline

Day One: Wednesday, February 6th

- 1:00-1:30 "Welcome/Opening Remarks" Atty. Robert W. Munley, Founding Partner of Munley, Munley & Cartwright; Scranton, PA
- 1:30-1:45 "Introduction of Firms" Atty. Chris Munley, Founder, ATLAS Lawyers Group
- 1:45-2:45 "Branding A Law Firm: A Case Study" George Sweda, Principal, Sweda Advertising; Clarks Green, PA
- 2:45-3:00 BREAK- with refreshments
- 3:45-4:00 "Using the Internet to Build Your Caseload" Dale Tincher, Founder, Consultwebs.com; Raleigh, North Carolina
- 4:00-5:00 "Maximizing Your ROI From Directional Marketing (Yellow Pages & Internet PPC) Expenditures" Brien Johnson, President, Dominion Advertising with Offices in Washington, D.C., Huntington Beach, CA & Virginia Beach, VA
- 6:00-8:00 Cocktail Reception Sponsored by Dominion Advertising and Bob & Bernadine Munley, BallenIsles Country Club

Day Two: Thursday, February 7th

- 9:00-10:00 "Outsourcing Your Back Office Operations and Litigation Support to India: Paralegals for \$8 an hour, Licensed Attorneys for \$12/hr and the Work Product May be Superior!" Atty. Bill Litster, Litster Law Offices; Boise, Idaho
- 10:00-11:00 "The Paperless Office" Atty. James Wegmann, Wegmann & Weidner; Beaufort, South Carolina

- 11:00-11:15 BREAK
- 11:15-12:15 “Secrets of Direct Mail Marketing” Atty. Lawrence Egerton, Egerton & Assoc; Greensboro, North Carolina
- 12:15-1:15 LUNCH- brought in- “Mass Tort Update” Richard Arsenault, Neblett, Beard & Arsenault; Alexandria, Louisiana
- 1:15-2:15 “Discovery in a Tractor Trailer Case” Atty. Daniel Munley, Special Projects Coordinator of AAJ’s Trucking Litigation Group
- 2:15-3:15 “Developing Market Niches, Case Study: “Developing an Hispanic PI Division-how Gringos can do it”, Scott Richardson, Executive Director, Mahaffy Hurwitz; Phoenix, Arizona
- 3:15-3:30 BREAK- with refreshments
- 3:30-4:30 “Is Your Practice Hard Wired to Deliver Outstanding Client Service? ” Paul Hogan, founding partner, and Barney Barnhard, CEO, of The Law Offices of Paul Hogan; Wichita, Kansas
- 4:30-5:00 Group Discussion
- 5:00-???? Palm Beach Gardens on Your Own

Day Three: February 8th

- 9:00-10:00 “Case Study: Medical Care Plan” Dr. Robert O’Leary, Pain & Physical Medicine Consultants, LLC; Naples, FL
- 10:00-11:00 “Charitable Public Relations/History of Lawyer Advertising ” Atty. Herb Friedman, Friedman Law Offices; Lincoln, NE
- 11:00-11:15 BREAK
- 11:15-12:15 Viewing/Critique of Attorney Television Advertisements
- 12:15-1:15 LUNCH brought-in
- 1:15-3:15 Roundtable-Biggest Successes
- 3:15-3:30 BREAK- with refreshments
- 3:30-5:00 Roundtable-Biggest Failures/ Setting Goals for ‘08