



ATLANTA BAR ASSOCIATION

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Sole Practitioner/Small Firm Section

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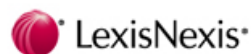
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Upcoming Events

**Mark your calendars
for this upcoming
Section event!**

Please check your emails and www.atlantabar.org for updates. Details are subject to change.



**Nuts & Bolts of Setting up
Your
Law Firm Webinar**

**Wednesday, December 12, 2012
- 12:00 to 1:00 pm**

Part of the Sole Practitioner/Small Firm Section and ACYL
"Starting Your Law Firm" Webinar Series

1 CLE hour

Speakers and Topics:

- Office Space Choices, *Jeanette L. Soltys*
- Legal Research Tools, *Natalie Kelly, GA Bar LPMP Director*
- Bank Account(s)/IOLTA Account(s), *Gene Chapman*
- Malpractice Insurance, *Gene Chapman*
- Technology Choices, *Natalie Kelly, GA Bar LPMP Director*

[Register online](#) and [view more information](#)

**Due to the holidays, the Section
will not have a December
breakfast or luncheon meeting**

Happy Holidays to you and your family
from the Sole Practitioner/Small Firm
Section.

Did You Know...

The Section is now offering its members an opportunity to announce any special recognitions or promotions achieved by you or your firm. Please submit any such announcements to newsletter editor [Parag Shah](#) for approval and inclusion.



What We Have Been Up To

On Thursday, September 20, 2012, the Sole Practitioner/Small Firm Section of the Atlanta Bar Association presented "Myers-Briggs Magic: Demystifying Differences in Communication; Conflict Management and Relationship Styles" by Martha Tate, LCSW. Martha Tate, LCSW, a psychotherapist in private practice, presented Myers-Briggs Personality Type to the morning group of Solo Practitioners. Through the lens of Myers-Briggs theory, she described the various ways that personality traits and temperaments impact communication, conflict management, negotiation and relationship. She is currently blogging about the basic tenets of Myers-Briggs Type and can be read at: www.marthatatelcsw.wordpress.com. She is also available for private consultation.

On June 21, 2012, the Sole Practitioner/Small Firm Section of the Atlanta Bar Association presented, "Differentiating Your Business" by Jeff Lovejoy. This is what our guest speaker had to say:

"When prospective clients are looking to hire a new provider, they want to understand 'what's in it for me'. Yet most businesses, law firms and practices included, are challenged to define what differentiates them from their competition. Unfortunately they mistakenly think they need to be 'everything to everybody' and fall back on generic terms like 'service,' 'quality,' 'years in business' or 'size.' These generic terms may apply to you and all your competitors, so they aren't truly differentiating. The result, you and your competitors look alike so the differentiator often becomes price."

[View entire article](#)

Announcements

A limited number of unemployed lawyers may attend SP/SF Section events at no charge. If you would like to attend one of our events, please email [Tanya Windham](mailto:Tanya.Windham).



Free Online Reference Guides

Visit www.theGACode.com to access free e-books on Georgia Criminal & Traffic Law; The New Georgia Rules of Evidence; and Georgia Civil Practice and Procedure.



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