



ATLANTA BAR ASSOCIATION

LAWYERS WHO SERVE

Sole Practitioner/Small Firm Section

The Information Exchange

A Sole Practitioner/Small Firm Section Publication

June 2012

In This Issue

Upcoming Events

Did You Know

The Section Hosts 2nd Annual Comedy Club Social

Sanam Azeem Discusses Video Website Usage

Bonnie Buol Ruszczyk Discusses Social Media

Announcements

Classifieds

The Information Exchange is Looking for Articles of Interest

Follow Us



Quick Links

[Atlanta Bar Association](#)

[Atlanta Bar Association Calendar](#)

[SPSF Section Website](#)

Newsletter Editor:

Clark A.D. Wilson

Sole Practitioner/Small Firm Section Board of Directors

Chair: David M. Lilienfeld

Vice Chair/Chair-Elect: L. Katherine Adams-Carter

Secretary: James A. Attwood

Treasurer: David G. Richards

Immediate Past Chair: Scott E. Atwood

Members-At-Large

The Hon. T. Jackson Bedford, Jr.

Timothy M. Curtin

Monroe J. Feldman

Frank G. Goldman

Ronne G. Kaplan

William J. Piercy

Rachel Platt

Beth E. Rogers

Thomas L. Walker

Robert G. Wellon

Clark A.D. Wilson

Thank you to our Annual Section Sponsors

Gold Level Sponsors



Minerva
Planning Group

Silver Level Sponsor

FindLaw.

Upcoming Events

**Mark your calendars
for these upcoming
Section events!**

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



Next Section Breakfast

Thursday, June 21, 2012 - 7:30 am

"Differentiating Your Business - Why It's So Important"

Speaker: Jeff Lovejoy

Certified Business Coach, ActionCoach Atlanta

Location: The Buckhead Club

3344 Peachtree Road

Please [register online](#) or return the [registration form](#)

**Atlanta Lawyers Under 40 & MacGregor
Lyon, LLC learned 3 things at last month's
inaugural event:**

1. Our CLE seminars educate & impact small firms.
2. Our attorneys actually refer clients.
3. Our guest list proves we're on to something.

**Be at the Warren City Club on June 28 from 5:30 pm
- 8:30 pm to learn the 7 Simple Steps for Marketing
the Atlanta Lawyer Under 40!**

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

Many thanks to sponsor [SunTrust Legal Specialty Group](#).

***Please note that there will be no luncheon in June
and no meetings in July. Enjoy your Summer!***

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 [Clark Wilson](#) for approval and inclusion.

**The Section Hosts 2nd Annual Comedy
Club Social on April 18, 2012**



On April 18, 2012 the Section hosted a networking event at the Laughing Skull Lounge Comedy Club. Several members were in attendance.

Laser Stream Video Discusses Video Website Usage at the April 19 Breakfast



At the April 19 breakfast meeting, the Section welcomed Sanam Azeem from Laser Stream Video, who presented "How to Use (and Not Use) Video on your Law Firm Website." Some highlights and tips from the presentation include the following:

Six reasons why your website needs video:

1. Text-based content is losing its effectiveness.

Online viewers have extremely short attention spans, and text takes time to read. You have six seconds to capture their attention when they land on your webpage. Adding video to your site captures your audience's attention and holds it longer.

2. Video is a great first impression of your firm.

It quickly gives the viewer an overview of your firm, establishes trust and allows them to get to know you. Viewers look for video content on websites to quickly get the 'big picture' of the firm or attorney. And video profile of your firm or attorney is a great way to establish a successful and long lasting first impression.

[View entire article](#)

Laser Stream Video Discusses Video Website Usage at the April Breakfast



At the April 19 breakfast meeting, the Section welcomed Sanam Azeem from Laser Stream Video, who presented "How to Use (and Not Use) Video on your Law Firm Website." Some highlights and tips from the presentation include the following:

Six reasons why your website needs video:

1. Text-based content is losing its effectiveness.

Online viewers have extremely short attention spans, and text takes time to read. You have six seconds to capture their attention when they land on your webpage. Adding video to your site captures your audience's attention and holds it longer.

2. Video is a great first impression of your firm.

It quickly gives the viewer an overview of your firm, establishes trust and allows them to get to know you. Viewers look for video content on websites to quickly get the 'big picture' of the firm or attorney. And video profile of your firm or attorney is a great way to establish a successful and long lasting first impression.

[View entire article](#)

BBR Marketing Discusses Social Media at the April Luncheon



At the April 26 lunch meeting, the Section welcomed Bonnie Buol Ruszczyk from BBR Marketing, who presented "Social Media and Your Practice." Some highlights from the presentation include the following:

Social media is no more evil than any other marketing tactic. Marketing is a basic business necessity to keep your firm top of mind for potential clients, and the use of social media is just another way for clients to learn about your firm, its philosophy and its work. Another common misconception is that only kids are on social media. While there are indeed younger generations using it, they are not the only ones. In fact, the Baby Boomer generation and

those even older account for over a third of the traffic, which grows daily. That's a sizeable audience!

[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](#).

Section members may now place free classified ads in our Newsletter. Please email [Clark Wilson](#) for further information.

Classifieds

Vacation Property Available for Rent

Hilton Head Island, South Carolina, Palmetto Dunes Resort:

2BDR, 2BATH recently refurbished villa: sleeps 8.

Superb location overlooking golf course with adjacent private community pool and tennis courts, kayaking on canals, large network of trails, and short bike ride from outstanding beaches. Perfect for families, golfing or tennis retreats.

"My family and I had a great time and were very comfortable."

-Glenn Lyon, Past Chair of the SPSF Section

Contact: Clark Wilson, (770) 984-2300



Space for Rent

Morningside - Ansley area

Available Offices: 2 small approx. (10x12) and 1 large (18x15) window office available for rent in converted house on 2nd floor. Phones, high speed dsl, parking, etc. Some referral & association cases possible. Negotiable.

Contact: Monroe Feldman, 404-881-0800

The Information Exchange is Looking for Articles of Interest



The Information Exchange is looking for articles of interest to the SPSF Section.

If you would like to submit an article for publication, please email the editor, [Clark Wilson](#).



Try it FREE today.