

ABA TECHSHOW[®] 2011

CONFERENCE AND EXPO • APRIL 11-13, 2011

Bringing Lawyers & Technology Together

**25th
Anniversary**

Conference: April 11-13, 2011

EXPO: April 11-12, 2011

Hilton Chicago, Chicago, IL

www.techshow.com

Visit  and watch a fun take on the past 25 years of technology!

Got questions?
Get answers!

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LAW PRACTICE MANAGEMENT SECTION

MARKETING • MANAGEMENT • TECHNOLOGY • FINANCE

ABA TECHSHOW[®]

2011

CONFERENCE AND EXPO • APRIL 11-13, 2011



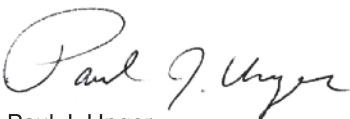
A message from the ABA TECHSHOW 2011 Chair, Paul Unger

For 25 years, ABA TECHSHOW has been committed to bringing you the latest legal technology news and emerging technologies. On behalf of the ABA TECHSHOW 2011 Planning Board, I would like to extend a personal invitation to join us for ABA TECHSHOW's Silver Jubilee ... our 25th year anniversary, in the beautiful city of Chicago, April 11-13, 2011. We will be focusing on technology trends, tablet computers, social networking, cloud computing, E-Discovery, the latest in litigation technology and paperless law offices.

The 25th year milestone really can't be overlooked when it comes to ABA TECHSHOW. Technology changes so fast, that the fact that this event, and the incredible team behind it, has consistently been able to stay abreast of "what's next" is a testament to the caliber of people who make ABA TECHSHOW work. The faculty is unmatched in industry experience and expertise. The educational tracks are jam-packed with great sessions and the EXPO Hall will be filled with aisles and aisles of legal technology vendors demonstrating products and solutions to help you develop your own expertise in the technology and privacy issues facing lawyers and clients today.

We also wanted to bring someone really special to this year's ABA TECHSHOW as a keynote speaker. We are thrilled to have a huge name and author in legal technology, Professor Larry Lessig, who currently serves as Director of the Edmond J. Safra Foundation Center for Ethics at Harvard University and as a Professor of Law at Harvard Law School. Professor Lessig has always been known for his educational and highly entertaining presentation style but he brings a special perspective to ABA TECHSHOW's Silver Jubilee due to his consistent focus on law and technology. He has also authored several books on the intersection of law and technology, including *The Future of Ideas* (2001), *Free Culture* (2004), *Code v2* (2006), and *Remix: Making Art and Commerce Thrive in the Hybrid Economy* (2008). As technology continues to evolve in new and exciting directions, I can't think of anyone better suited to speak at an event focused on bringing lawyers and technology together.

This conference and EXPO truly offers something for everyone, so I hope to see you there! Be sure and register by February 25, 2011 to get the Early Bird Discount.



Paul J. Unger
Chair, ABA TECHSHOW 2011

Keynote Address: Code Is Law Professor Larry Lessig

Monday, April 11, 2011
1:30 p.m. – 2:30 p.m.

Does anyone get this yet? What is the place of law in a digital society? How does it compete with or complement code? It has been a decade since these questions were first asked and answered. It is time the law began to take these answers into account.

This year's keynote speaker is Professor Larry Lessig, the Director of the Edmond J. Safra Center for Ethics and a Professor of Law at Harvard Law School. He has devoted much of his career to issues of law and technology, founding Stanford Law School's Center for Internet and Society and serving as a founding board member at Creative Commons. His compelling and uniquely styled presentations are notorious. To celebrate this special year for ABA TECHSHOW, we felt Professor Lessig was the perfect keynote as we reflect on the importance of technology in the legal industry. We're thrilled to have him at ABA TECHSHOW and are sure attendees will enjoy the experience of hearing him speak.



Register by
February 25 for
ABA TECHSHOW 2011
and save!

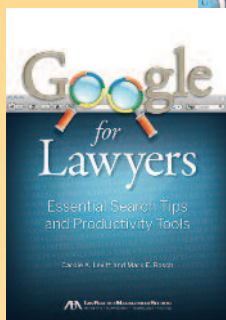
For complete information
and online registration visit:
www.techshow.com

ABA TECHSHOW 2011 Session Descriptions

LPM Book Bucks

All full-conference registrants will receive a \$10 "Book Buck" to use toward a book purchase at the ABA Law Practice Management Section (LPM) booth.

LPM publishes innovative books focused on practice management and technology, including:



Networking and Social Events

Silver Jubilee Reception

For 25 years, ABA TECHSHOW has educated legal professionals on new and relevant technology that helps you practice better. To celebrate our Silver Jubilee, attendees are invited to a special reception on Monday, April 11, 2011. Let's reflect on the significant impact technology has made over the past 25 years as we prepare for 25 more!

Taste of ABA TECHSHOW

There's nothing better than attending a conference and meeting other professionals with similar interests. At ABA TECHSHOW, we help you connect with peers through the Taste of ABA TECHSHOW by organizing several dinners at various Chicago restaurants. Each dinner is based on a technology topic and hosted by an expert in the field. Taking place Monday, April 11, 2011, and Tuesday, April 12, 2011, sign up on site for this dutch-treat event and meet your dining companions as you travel to dinner.

Day One Monday, April 11, 2011

Solo/Small Firm

• Getting the Most from Speech Recognition Software

Britt Lorish, Nerino Petro
8:30 a.m. – 9:30 a.m.

Speech recognition software has come of age so that many lawyers are turning to the microphone rather than keyboard to improve their computer productivity. From document creation to sending e-mail, from improving accuracy to unveiling shortcuts, this session will cover the latest tips, techniques and tools for getting the most out of your voice recognition software.

• Expanding Your Practice with an Online Office

Stephanie Kimbro,
Catherine Sanders Reach
10:30 a.m. – 11:30 a.m.

Web-based law practices are emerging as tools to expand an existing law firm and capture a greater segment of the legal services market. Our expert faculty will cover the latest tools such as interactive advice systems and intelligent document assembly applications, as well as explore the regulatory and ethical aspects of adopting these changes to a law firm practice. The world is changing as you read this. Will you be prepared for this new future?

• The Inbox Ninjas Ride Again: Time-Saving Tools and Tips to Chop Through Your Inbox

Natalie Kelly, Courtney Kennaday
2:30 p.m. – 3:30 p.m.

An updated edition of last year's hit session! Can't find your clients' e-mails? Desperate about the 20,000 unsorted e-mails in your inbox? Panicking about the e-mail you just inadvertently sent to opposing counsel? Remain calm, meet us in our dojo, and start your training with our two inbox sensei who will teach you technical, behavioral and organizational inbox chopping skills, and discuss ethical concerns. You too can become masters of your inbox and regain control over the chaos!

• Managing E-Discovery in Small to Medium Cases

Tom O'Connor, Bruce Olson
4:30 p.m. – 5:30 p.m.

Love it or hate it, E-Discovery is showing up in smaller cases, adding cost and complexity to litigation. Every litigator now must be competent to identify, process, and produce electronically stored information (ESI). Knowing the requirements and basic techniques of E-Discovery could mean the difference between winning your client's case and facing a malpractice action for botched E-Discovery! This session covers practical and productive E-Discovery strategies at a scale and cost that let you meet your digital duties in every matter in your firm.

Solo/Small Firm— The Basics

• Jumpstart Technology Skills Every Attorney Should Possess

Laura Calloway, Donna Neff
8:30 a.m. – 9:30 a.m.

You have the technology to run your practice but are you ready to take it to the next level? Explore the newest technology must-haves to help you be more productive and efficient and offer a superior level of client service.

• OneNote—The Secret is Out!

Kathy Jacobs, Ben Schorr
10:30 a.m. – 11:30 a.m.

Microsoft Office 2010 includes a powerful little-known application that you will find more useful than you ever imagined. Attend this session to explore OneNote's features including creating shared notebooks, working with images and audio, notebook organization, digital ink, and integrating OneNote with other applications.

• Google Tools and Apps for Lawyers

Carole Levitt, Mark Rosch
2:30 p.m. – 3:30 p.m.

Our Google pros will demonstrate how to use Google's wide array of tools and applications to increase productivity, enhance marketing efforts, research effectively, and more. This session goes beyond Google's famed search capability to explore little-known features, almost all of which are free.

ABA TECHSHOW 2011 Session Descriptions



• Getting the Most from Windows 7

Jim Calloway, Ivan Hemmans
4:30 p.m. – 5:30 p.m.

Microsoft's newest operating system has more features and functionality than ever before. Join us as our experts explore these key features to help you get the benefits and avoid the pitfalls of this PC operating system.

Large Firm/ Corporate Counsel

• Technology Adoption: Is Your Firm Ahead of the Curve?

Todd Corham, Josh Poje
8:30 a.m. – 9:30 a.m.

With the legal industry under pressure from all sides, firms across the country and around the globe are looking for ways to increase their competitiveness and distinguish themselves from the competition. To what degree is your firm looking to technology to provide the "edge" in this environment? Are you out front, staying on the conservative side, or working hard to keep up with competition? Todd Corham, co-author of the International Legal Technology Association's (ILTA) *Annual Technology Survey*, will present findings from the latest poll of law firms around the world. This survey routinely pulls in responses from 400 to 500 firms and legal departments ranging in size from smaller firms to the largest of mega firms. Representing 88,000 attorneys and almost 200,000 total users, the *ILTA Annual Technology Survey* provides a good snapshot of how firms are using technology and where the industry is heading. This is an opportunity to see how your organization stacks up against the competition and how technology is being leveraged by other firms to move the practice forward.

• Insourcing or Outsourcing E-Discovery

Dominic Jaar, Browning Mearan
10:30 a.m. – 11:30 a.m.

As a result of recent economic developments, corporations and law firms are seriously

considering whether they should outsource E-Discovery. This panel will discuss building the business case and developing appropriate policies and processes to achieve a cost-effective and defensible E-Discovery response.

• Time to Consider Project Management?

Rob Gebrandt, Michael Minter
2:30 p.m. – 3:30 p.m.

The recent recession has caused firms and organizations to focus on increased efficiency. Achieving this goal can be enhanced through the use of project management (PM) techniques. While many lawyers have not thought in terms of PM in the past, many are turning to this discipline to provide better value and outcomes.

• Taking Your Practice Into the Cloud

Antigone Peyton, John Simek
4:30 p.m. – 5:30 p.m.

While cloud computing offers many advantages and potential short-term cost savings, moving to the cloud raises serious ethical and practical issues that lawyers need to consider and resolve. This session will focus on the steps necessary to achieve compliance while realizing the benefits that cloud computing offers.

Social Networking/ Marketing

• Web Site 101: Build and Rebuild

Steve Matthews,
Courtney Ward-Reichard
8:30 a.m. – 9:30 a.m.

Your firm's Web site is your online identity headquarters (HQ) and it has never been easier or more critical to build a strong HQ. Whether you are working on your first Web site or looking to improve your existing site, this session will take you through the basic tools and strategies to make your site one you can be proud of. From domain registration and hosting to surveying easy, cheap Web-building tools to locating cost-effective web designers with the click of the mouse, you will learn the mechanics of building a great law firm Web site. In addition, you will get tips for content creation, effective layout, incorporating RSS feeds, and other strategies for getting the most value out of your time and money online.

• Web Site 201: Optimize and Get Noticed

Robert Ambrogi, Steve Matthews
10:30 a.m. – 11:30 a.m.

Are you getting great return on investment (ROI) from your existing Web site? Join our panelists to learn how to improve your search engine ranking and increase the number of visitors to your Web site by mastering the arts of Search

Engine Optimization (SEO), Search Engine Marketing (SEM) and Pay-Per-Click (PPC). They'll show you how (and why) to build e-mail lists, create viral marketing campaigns and use multimedia and social media to make your Web site more attractive, more search-friendly, and more effective. Finally, you'll be taught how to track your results to better define your future Web strategy including how and where to invest time, energy and money online.

• Litigators' Toolbox: Social Media

Hon. Herbert Dixon,
Sharon Nelson, Antigone Peyton
2:30 p.m. – 3:30 p.m.

Discovery can now be handled by lawyers alone—the Web is full of highly valuable information about your opposing party and opposing counsel, not to mention your own clients. Learn how to leverage the power of social media by developing the required skills to search in the right places, find the information and process the volume of noise to find the silver bullet. Once you find the data you want, you have to produce it and ensure it will be reliable. Our panel will explain how to deal with the evidentiary challenges you will be facing, including admissibility, authenticity and integrity. This session will convince the most asocial litigator there's value in the social Web.

• Social Media 101

Robert Ambrogi, Reid Trautz
4:30 p.m. – 5:30 p.m.

Few technologies have garnered as much attention in recent years as social media. It has become a fixture in today's legal marketplace with lawyers and firms racing to learn how to use it effectively and ethically. In this track you will learn about the most popular social media outlets, how to create a great profile, and how to incorporate social media in your overall marketing plan. Speakers will also cover ethical obligations so your online networking doesn't compromise your real world law license.

Litigation

• Effective Case Management Tools

Julie Brown, Dan Siegel
8:30 a.m. – 9:30 a.m.

Case Management Tools offer the promise of bringing order and discipline to potentially chaotic situations. This panel will look into how to best select the right tools to meet the challenges of your practice.

• PowerPersuasion

Craig Ball
10:30 a.m. – 11:30 a.m.

Craig Ball returns to ABA TECHSHOW with his highly acclaimed (and updated) "PowerPersuasion" presentation on using Microsoft PowerPoint and other visual

persuasion techniques. Craig is a veteran trial lawyer and E-Discovery guru who walks you step-by-step through when and how to use PowerPoint to add life to dry documents, make images dynamic, craft timelines, and move a jury to tears with interactive visuals. You don't have to be a graphics artist or a geek to master these simple skills. Come find out why Craig's PowerPersuasion talk has always been one of the top rated sessions at ABA TECHSHOW.

• **Technology for Transcript Management**

Todd Corham, Tom O'Connor
2:30 p.m. – 3:30 p.m.

A disciplined approach to deposition and trial transcripts is essential in cases of any size. This panel will focus on which tools are available and which make sense for your particular practice. The speakers will also look at how to best use them and develop the right processes.

• **Collaboration Tools for Litigators**

David Sparks, Courtney Ward-Reichard
4:30 p.m. – 5:30 p.m.

Collaboration among inside and outside counsel, co-counsel, and occasionally the court and opposing counsel has developed in recent years. This panel will focus on the various tools that are currently available and which will permit effective communication between stakeholders.

Mac

• **Going Beyond Microsoft Word on the Mac**

Victor Medina, David Sparks
8:30 a.m. – 9:30 a.m.

Microsoft Office for Mac is considered a "must-have" for many Mac-using lawyers, but that doesn't mean you can't use something else. After all, many people switch to Macs precisely because they want to get away from Microsoft products. There are many excellent word-processing and text-editing alternatives available on the Mac. Join us for an in-depth discussion of Pages, Scrivener, TextEdit, OpenOffice and more. We'll also provide some tips and tricks for ensuring your documents are compatible with the software your recipients are using ... which is probably Microsoft Word.

• **How Do You Manage Your Practice on a Mac?**

Victor Medina, Ben Stevens
10:30 a.m. – 11:30 a.m.

The leading practice management applications don't run natively on a Mac. That leaves a big hole for Mac-using lawyers that need the functionality of an application like Time Matters, Amicus Attorney, etc. You could continue to run those applications on a Mac in a virtual Windows environment, but that may not be ideal. Fortunately, Mac-using lawyers can

now explore cloud-based services, native applications, and custom-built systems for their practice management needs. In this session, you'll hear from practicing Mac-using lawyers on how they manage the day-to-day aspects of their practices on a Mac.

• **Managing Your Documents on a Mac**

Mark Metzger, Finis Price
2:30 p.m. – 3:30 p.m.

The leading document management systems don't offer Mac versions of their software. So if you're using a Mac, you're on your own when it comes to establishing a consistent method for profiling, organizing and retrieving documents. Our lawyer panelists will discuss what tools they use to save and search their documents and how they juggle their library of documents on a Mac. They'll also share some of their "workflow" secrets involved in creating, sharing and archiving documents.

• **Mac Power Users**

Brett Burney, Finis Price, Ben Stevens
4:30 p.m. – 5:30 p.m.

You want more Mac? You got it! How about some Spotlight hacks, AppleScript tips, Automator workflows, synching scenarios, Dock adjustments, Finder fixes, System Preferences and more. This session is for the Mac-heads who want to become OS X power-users. We're digging deeper into OS X to find the hidden tricks for getting more out of your Mac. We'll also cover some seriously geeky workflows in using some of the apps you already have on your Mac, plus some you'll want/need to buy.

**Face-to-Face/
Meet the Author**

• **Face-to-Face: Office Web Apps**

Kathy Jacobs
8:30 a.m. – 9:30 a.m.

• **Meet the Author: iPad for Lawyers in One Hour**

Tom Mighell
10:30 a.m. – 11:30 a.m.

• **Meet the Author: The Lawyer's Guide to Microsoft Word 2007 and The Lawyer's Guide to Microsoft Outlook 2007**

Ben Schorr
2:30 p.m. – 3:30 p.m.

• **Face-to-Face: Project Management**

Rob Gebrandt, Michael Minter
4:30 p.m. – 5:30 p.m.

Day Two
Tuesday, April 12, 2011

Advanced IT

• **Security**

Matt Kesner, John Simek
8:00 a.m. – 9:00 a.m.

Get up-to-date with the latest in computer and information security from firewalls to anti-malware and more. Learn how to protect your office systems, home systems and mobile devices. From solo to MoFo you've got privileged information and you need to keep it secure.

• **Wireless Networking**

Lincoln Mead
10:00 a.m. – 11:00 a.m.

Extend your network without running more cable. Wireless networking has been around for a while but a lot of people still do it poorly. In this session we'll explore how to deploy wireless networks at the office or at home, securely and reliably.

• **Managing Your Users with Group Policy**

Ben Schorr, John Simek
1:15 p.m. – 2:15 p.m.

Most of you have networks but few of you are actually using Group Policy to get the most out of managing your networks. In this session, we'll introduce you to using Group Policy to manage your networks and users, and show you a few tricks to do even more useful stuff. From security to application deployment to customizing your user experience, Group Policy can make your life a lot easier. And more diverse and ethical.

• **Virtualization**

Matt Kesner, Lincoln Mead
3:15 p.m. – 4:15 p.m.

IT departments across the world are doing more with less, literally. Learn how you can use Hyper-V to consolidate multiple physical servers into a single server running multiple virtual servers. Reduce costs, simplify disaster recovery and business continuity and go green.

E-Discovery

• **Project Management and Budgeting Skills for E-Discovery**

Julie Brown, David Chaumette
8:00 a.m. – 9:00 a.m.

Meeting the challenges and complexity of E-Discovery requires an organized and disciplined approach. This panel will discuss the necessary project management and budgeting skills required for achieving an on-time and on-budget result.

ABA TECHSHOW 2011 Schedule

Day One – Monday, April 11, 2011

7:30 a.m. – 8:00 a.m.

Continental Breakfast

8:00 a.m. – 8:20 a.m.

Welcome to ABA TECHSHOW 2011—Paul Unger, Chair, ABA TECHSHOW 2011

Tracks	Solo/Small Firm	Solo/Small Firm— The Basics	Large Firm/ Corporate Counsel	Social Networking/ Marketing	Litigation
8:30 a.m. – 9:30 a.m.	Getting the Most from Speech Recognition Software	Jumpstart Technology Skills Every Attorney Should Possess	Technology Adoption: Is Your Firm Ahead of the Curve?	Web Site 101: Build and Rebuild	Effective Case Management Tools
9:30 a.m. – 10:30 a.m.	EXPO Break				
10:30 a.m. – 11:30 a.m.	Expanding Your Practice with an Online Office	OneNote—The Secret is Out!	Insourcing or Outsourcing E-Discovery	Web Site 201: Optimize and Get Noticed	PowerPersuasion
11:30 a.m. – 12:00 p.m.	EXPO Break				
12:00 p.m. – 1:15 p.m.	Lunch 'N Learn Sessions				
1:30 p.m. – 2:30 p.m.	Keynote Address: Professor Larry Lessig, Code Is Law				
2:30 p.m. – 3:30 p.m.	The Inbox Ninjas Ride Again: Time-Saving Tools and Tips to Chop Through Your Inbox	Google Tools and Apps for Lawyers	Time to Consider Project Management?	Litigators' Toolbox: Social Media	Technology for Transcript Management
3:30 p.m. – 4:30 p.m.	EXPO Break				
4:30 p.m. – 5:30 p.m.	Managing E-Discovery in Small to Medium Cases	Getting the Most from Windows 7	Taking Your Practice Into the Cloud	Social Media 101	Collaboration Tools for Litigators
5:30 p.m. – 7:30 p.m.	Silver Jubilee Reception				
7:30 p.m.	Taste of ABA TECHSHOW				

Day Two – Tuesday, April 12, 2011

7:30 a.m. – 8:00 a.m.

Continental Breakfast

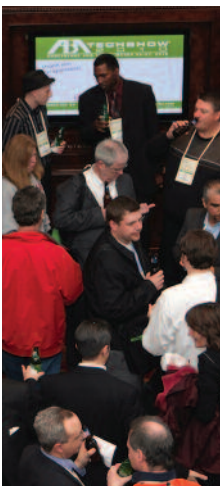
Tracks	Advanced IT	E-Discovery	Cloud Computing	Paperless	Collaboration
8:00 a.m. – 9:00 a.m.	Security	Project Management and Budgeting Skills for E-Discovery	Introduction to Cloud Computing	Define Paperless!	Developing Documents Using Collaboration Tools
9:00 a.m. – 10:00 a.m.	EXPO Break				
10:00 a.m. – 11:00 a.m.	Wireless Networking	Meeting the Challenge of Litigation Holds and Data Preservation	Popular Cloud Services for Lawyers	Logistics of Going Paperless	Communicating Collaboratively
11:00 a.m. – 11:45 a.m.	EXPO Break				
11:45 a.m. – 1:00 p.m.	Luncheon				
1:15 p.m. – 2:15 p.m.	Managing Your Users with Group Policy	Developments in Search and Review	Safe Flying in the Clouds	SaaS DMS v. Traditional DMS	Collaboration Tools for Transactional Attorneys
2:15 p.m. – 3:15 p.m.	EXPO Break				
3:15 p.m. – 4:15 p.m.	Virtualization	Effective Preparation for Rule 26(f) Conference	The Google-Powered Law Office	Getting the Most Out of PDF Software	Mind Mapping
4:30 p.m. – 5:30 p.m.	60 Tips in 60 Minutes				
6:30 p.m.	Taste of ABA TECHSHOW				

Day Three – Wednesday, April 13, 2011

8:00 a.m. – 8:30 a.m.

Continental Breakfast

Tracks	Emerging Technology	Power User I	Power User II	Finance and Management	SmartPhone/Mobility I
8:30 a.m. – 9:30 a.m.	Slate Shootout	Microsoft Word	Microsoft Excel	Finance Ain't Sexy, But It's Darn Sure Necessary	Android Basics
9:45 a.m. – 10:45 a.m.	The Open Source Powered Law Firm	Microsoft Outlook	Supercharge Your Browser: Add-ons, Extensions and Tweaks	30 Time, Billing and Accounting Tips and Tricks	60 iPhone and iPad Apps in 60 Minutes
11:00 a.m. – 12:00 p.m.	60 Sites in 60 Minutes				

Mac		Face-to-Face/Meet the Author	
Going Beyond Microsoft Word on the Mac		Face-to-Face: Office Web Apps	
How Do You Manage Your Practice on a Mac?		Meet the Author: iPad for Lawyers in One Hour	
Managing Your Documents on a Mac		Meet the Author: <i>The Lawyer's Guide to Microsoft Word 2007 and The Lawyer's Guide to Microsoft Outlook 2007</i>	
Mac Power Users		Face-to-Face: Project Management	
Face-to-Face/Meet the Author			
Meet the Author: <i>Virtual Law Practice: How to Deliver Legal Services Online</i>			
Face-to-Face: Social Media Workshop			
Meet the Author: <i>Google for Lawyers: Essential Search Tips and Productivity Tools</i>			
Meet the Author: <i>The Lawyer's Guide to LexisNexis CaseMap</i>			
SmartPhone/Mobility II		Meet the Author	
2011 SmartPhone Shootout		<i>The Electronic Evidence and Discovery Handbook: Forms, Checklists and Guidelines</i>	
BlackBerry Love		<i>Find Info Like a Pro, Volume 1: Mining the Internet's Publicly Available Resources for Investigative Research</i>	

Program subject to change.

• **Meeting the Challenge of Litigation Holds and Data Preservation**

Steve Bennett, Browning Marean, Hon. David Waxse
10:00 a.m. – 11:00 a.m.

Recent cases have emphasized the critical importance of developing appropriate policies and procedures to design, implement, maintain, and release litigation holds. This panel will focus on understanding when the duty to preserve arises, what factors dictate the scope of the hold, understanding where data resides and the importance of maintaining an audit trail of your efforts.

• **Developments in Search and Review**

Steve Bennett, Hon. Herbert Dixon, Dominic Jaar
1:15 p.m. – 2:15 p.m.

While many attorneys regularly use keywords to perform searches, recent case law has called that practice into question. This panel will discuss the world beyond keywords and provide a deep understanding of those tools and techniques that will pass judicial muster.

• **Effective Preparation for Rule 26(f) Conference**

Craig Ball, David Chaumette, Hon. David Waxse
3:15 p.m. – 4:15 p.m.

Under the new Federal Rules of Civil Procedure, the meet and confer conference is more critical than ever. This panel will focus on the critical information you need to effectively prepare for the conference, the information you need to share with your opponent and the court, and effective methods for negotiating forms of production.

Cloud Computing

• **Introduction to Cloud Computing**

Erik Mazzone, Catherine Sanders Reach
8:00 a.m. – 9:00 a.m.

Are you still a little spacey about cloud computing? You're not alone. This introductory session will answer your basic questions and define the terms you need to know for safe flying in the clouds. We'll discuss how cloud computing differs from traditional software applications, and what kind of tools work best in the cloud for you and your clients. Join our experts for this introductory, jargon-free session that is a suggested foundational session for the remainder of this track.

• **Popular Cloud Services for Lawyers**

Stephanie Kimbro, Tom Mighell
10:00 a.m. – 11:00 a.m.

If you're overwhelmed with the choice of cloud-based services for your practice, then this session will help to clear up some of the fog. Our panelists will survey the cloud-based tools covering word processing, document management, practice management, litigation support, contact management, data backup and more. From cost to convenience, functionality to accessibility, we'll help you find the right tools for your practice.

• **Safe Flying in the Clouds**

Brett Burney, Sharon Nelson, Dan Siegel
1:15 p.m. – 2:15 p.m.

Lawyers have been hesitant to fully embrace the cloud for their computing needs because of our ethical responsibilities around client confidentiality and privilege. And while many ethics committees continue to remain silent on the topic, a few states have established some rules for their uses. In this session we'll focus on the potential ethical potholes surrounding cloud-based services, the dangers of having your client information in the cloud, and how it affects your ethical duties.

• **The Google-Powered Law Office**

Carole Levitt, Mark Rosch
3:15 p.m. – 4:15 p.m.

Google powers a large chunk of the cloud and it goes far beyond a simple search box. The Google Apps platform offers a fully-integrated, cloud-based suite of e-mail, calendar, video conferencing, word processing, and Web site tools. Theoretically, a law firm could base its entire practice on Google Apps and leave everything else in the dust. Attend this session to get an in-depth view on how Google Apps can save you money, provide redundancy and backup, and fully take your practice to the cloud.

Paperless

• **Define Paperless!**

Andy Adkins, Ernest Svenson
8:00 a.m. – 9:00 a.m.

So you've heard the buzz about going paperless. But what does it really mean for your firm? Is it all or nothing? Do you go cold turkey or ease into it? If so, how? What are the tools you need and how do you know the proper software for your firm? Our expert faculty will help you to understand more about what it means to go paperless and the best options for firms of various sizes and resource levels.

ABA TECHSHOW 2011 Session Descriptions

• Logistics of Going Paperless

Debbie Foster, Richard Serpe
10:00 a.m. – 11:00 a.m.

In this session our speakers will discuss the concept of day forward scanning of all inbound materials versus going back and digitizing your closed file and historical data. The pros and cons of outsourcing will be discussed, as well as purchasing the appropriate equipment and software for the project. Logistics of evaluating your hardware and software needs and implementation will also be a topic of discussion.

• SaaS DMS v. Traditional DMS

Steven Best, Rodney Dowell
1:15 p.m. – 2:15 p.m.

In a world where things are beginning to move more and more to the cloud, should you be considering Software as a Service (SaaS), Document Management Systems (DMS) or stay with traditional DMS? There are pros and cons to each and our speakers will identify some including integration issues, costs, mobility, security, and overall features.

• Getting the Most Out of PDF Software

Larry Smith, Ernest Svensen
3:15 p.m. – 4:15 p.m.

There are a variety of Portable Document Format (PDF) software packages on the market, but most users only take advantage of the basic features. In this session, our speakers will discuss advanced features of not only Adobe Acrobat, but also competitive products such as PDFDocs, PaperPort, and others. Pros and cons of free and online PDF products will also be highlighted.

Collaboration

• Developing Documents Using Collaboration Tools

David Bilinsky, Barron Henley
8:00 a.m. – 9:00 a.m.

With ready access to the Internet, where and how documents can be developed has dramatically changed due to the wide availability of collaboration tools such as SharePoint, Google Docs, Etherpad, Google Wave, Dropbox, PBWorks, and Adobe Acrobat. Using these and other tools, collaborating with clients, staff, attorneys, general counsel and others to brainstorm, create, and edit documents can become almost effortless no matter where authors and editors are located.

• Communicating Collaboratively

Natalie Kelly, Bruce Olson
10:00 a.m. – 11:00 a.m.

The Internet provides the technical means to communicate with clients, counsel, and others but you also need to know what tools

are available and how to choose ones that most effectively meet your needs. Join our panel of speakers as they explore the pros and cons of the wide variety of collaboration tools designed for online meetings. Voice over Internet Protocol (VoIP) technology tools, such as Skype, GoToMeeting, Adobe Connect, Free Conference Call and WebEx will also be discussed.

• Collaboration Tools for Transactional Attorneys

Dennis Kennedy, Michael Minter
1:15 p.m. – 2:15 p.m.

Collaboration tools aren't just for litigators. For transactional attorneys, collaboration is proving to be a valuable resource that makes a document-intensive practice much more productive. Join our presenters who will showcase and demonstrate some of the most popular collaboration tools designed for transactional legal work such as Extranets and DealRooms.

• Mind Mapping

Britt Lorish, Richard Serpe
3:15 p.m. – 4:15 p.m.

Litigators and transactional attorneys alike are finding mind mapping software an incredibly useful new tool. By graphically organizing notes, this software allows for a visual and creative way to record ideas and information. The faculty will show you practical applications for using this tool, including how to share your maps online and allow for multiple collaborators to simultaneously edit your maps.

Face-to-Face/ Meet the Author

• Meet the Author: *Virtual Law Practice: How to Deliver Legal Services Online*

Stephanie Kimbro
8:00 a.m. – 9:00 a.m.

• Face-to-Face: *Social Media Workshop*

Robert Ambrogi, Steven Best
10:00 a.m. – 11:00 a.m.

• Meet the Author: *Google for Lawyers: Essential Search Tips and Productivity Tools*

Carole Levitt, Mark Rosch
1:15 p.m. – 2:15 p.m.

• Meet the Author: *The Lawyer's Guide to LexisNexis CaseMap*

Dan Siegel
3:15 p.m. – 4:15 p.m.



60 Tips in 60 Minutes

4:30 p.m. – 5:30 p.m.

Looking for quick ideas to take back to your office? This session does what the title says...listen to our panel as they share their best and most helpful tips.

There's no limit to the advice you'll receive here!

Day Three Wednesday, April 13, 2011

Emerging Technology

• Slate Shootout

Josh Barrett, Kathy Jacobs, Nerino Petro
8:30 a.m. – 9:30 a.m.

Nowhere has there been more innovation in the world of technology over the past couple of years than in the mobile space, and leading the pack is the emergence of slate or tablet computers. Slates have gone from niche players to center stage with world class offerings like Apple's iPad, as well as slates powered by Android, Windows, and more. Kick the tires and see these powerful mobile machines go head-to-head so you can decide which one is right for your practice.

• The Open Source Powered Law Firm

Rodney Dowell, Dennis Kennedy
9:45 a.m. – 10:45 a.m.

Open source software has taken the world by storm, and lawyers are finding innovative and novel ways to run their practices on this often free or inexpensive technology. From servers to Web building tools to browsers to office suites and beyond, it is now possible to power virtually every aspect of your practice using open source software. Learn about some of the open source solutions available and see if there is room in your firm for some openness.

Power User I

• Microsoft Word

Barron Henley, Adriana Linares
8:30 a.m. – 9:30 a.m.

Microsoft Word 2010 has taken word processing to the next level. In this session we'll teach you how to take advantage of that power to become more efficient, more productive and more profitable.

• Microsoft Outlook

Adriana Linares, Ben Schorr
9:45 a.m. – 10:45 a.m.

Microsoft Outlook is more than just an e-mail client. Come find out how much more with two of the best Microsoft Outlook experts in legal technology.

Power User II

• Microsoft Excel

Ivan Hemmans, Dan Pinnington
8:30 a.m. – 9:30 a.m.

The name of the game isn't information, it's actionable information. Join us to learn how to make your workbooks more powerful and more useful to you. Mine your data for information you didn't even realize you had. Are you good at Microsoft Excel? We'll make you great.

• Supercharge Your Browser: Add-Ons, Extensions and Tweaks

Jim Calloway, Erik Mazzone
9:45 a.m. – 10:45 a.m.

It's increasingly all about the browser these days—Firefox, Internet Explorer, Chrome, Safari, Opera, and beyond—so much of what we do is on the Web. Join us to look at the most popular and powerful browsers and what you can do to make your browser better, faster and stronger.

Finance and Management

• Finance Ain't Sexy, But It's Darn Sure Necessary

Laura Calloway, Debbie Foster
8:30 a.m. – 9:30 a.m.

This session will help you and your staff members understand fundamental principles of running your law firm as a thriving business. Our speakers will review such things as understanding your firm's profit centers, reviewing key reports to analyze your practice as a business, as well as help you ensure that you remain in full compliance with bar requirements and standards. Is your trust account and retainer account in compliance? We will also review the ethics of charging your clients for costs and disbursements related to their cases as well as whether you should charge interest to improve receivable time

and efforts. And, the importance of internal checks and balances will also be a focus. Our speakers will give practical examples of how to use some of the top legal accounting and time and billing software products available to make sure you are in compliance.

• 30 Time, Billing and Accounting Tips and Tricks

Steven Best, David Bilinsky
9:45 a.m. – 10:45 a.m.

Are you someone who knows the bare minimum about your time, billing and accounting system? If so, this session will give you some manageable bite-sized informational tips about how best to maximize the system you have, or perhaps guide you to a system that can work better for you. Helpful tips will include how to get meaningful information from various reports, and how to pull data out of your system into other products such as Microsoft Excel with Open Database Connectivity (ODBC), if you need more flexibility than your system offers.

SmartPhone/Mobility I

• Android Basics

Andy Adkins, Courtney Kennaday
8:30 a.m. – 9:30 a.m.

Since Google released the Android phone operating system, Droid phones have taken the country by storm, now out-selling any other SmartPhone. Every U.S. cell phone carrier now has a Droid model and the Android Market has a growing list of useful apps. Our Droid experts will cover the latest in Droid technology and apps, and share tips and tricks to make your Droid phone an even more powerful tool!

• 60 iPhone and iPad Apps in 60 minutes

Josh Barrett, Jeffrey Richardson, Reid Trautz
9:45 a.m. – 10:45 a.m.

The Apple Store has sold over a billion apps for the iPhone and iPad since 2008—surely some of those apps can help an iPhone-totin' or iPad-lovin' lawyer be more accessible and more productive! Our panelists will cover the top apps that should be on every lawyer's iPhone, as well as apps that work best on the iPad. If you want to learn how to better use your iTools in your law practice, then don't miss this fast-paced, exciting session.

SmartPhone/Mobility II

• 2011 SmartPhone Shootout

Michael Morse, Jeffrey Richardson
8:30 a.m. – 9:30 a.m.

Unholster your SmartPhone and be ready to shoot it out with our expert faculty as we compare and debate the best SmartPhones for lawyers. They'll cover the utility, security, total cost of ownership, reliability of carriers,

and overall usability of BlackBerrys, Android phones, and iPhones for lawyers and their firms.

• BlackBerry Love

Donna Neff, Dan Pinnington
9:45 a.m. – 10:45 a.m.

No, it's not a new Ben & Jerry's flavor—it's a seminar for lawyers who are crazy about their BlackBerrys and want to enhance their relationships to make an even stronger bond! If you have "Sent from my BlackBerry" at the bottom of your e-mails, then this tips and tricks session is for you!

Meet the Author

• *The Electronic Evidence and Discovery Handbook: Forms, Checklists and Guidelines*

Sharon Nelson, Bruce Olson, John Simek
8:30 a.m. – 9:30 a.m.

• *Find Info Like a Pro, Volume 1: Mining the Internet's Publicly Available Resources for Investigative Research*

Carole Levitt, Mark Rosch
9:45 a.m. – 10:45 a.m.

60 Sites in 60 Minutes

11:00 a.m. – 12:00 p.m.

With millions of Web sites on the Internet, who has time to browse and find the best—our experts do! Close out ABA TECHSHOW 2011 with this fast-paced session that will include the latest in legal web resources and entertaining sites. Check out the 60 Sites Hall of Fame to see previous Web sites at www.techshow.com.



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Tuesday, April 12, 2011
8:30 a.m. – 4:00 p.m.

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