Elder Law Committee  ABA Fall Report

ABA SOLO, SMALL FIRM AND GENERAL PRACTICE DIVISION
COUNCIL AGENDA REPORT FORM – FALL 2015

Council Reports may include: 1) committee report  2) action item  3) informational Report

Division Name and Number: Division: 3 – Practice Specialty

Division Director Name: Christine Albano calbano@albanolaw.com

Group Name: Family

Reporting Board or Committee: Elder Law Committee

Completed By: Kenneth Vercammen Co-Chair, Edison, NJ

1. What communications have you had with your committee since last report? (e.g. conference call, meetings, publications, use of discussion lists, etc.)
   Met in Chicago with leadership of the ABA Publications Division on revisions to Solo Division approved by Pub Board called “Wills and Estate Administration Practice”. To be finished Fall 2015 and available for purchase January 1, 2015 Currently in production.
   -Kenneth Vercammen has participated in recent telephone conference calls with ABA Commission on Law and Aging, and invites other members of committee to participate.
   -An email will be sent to all Committee members to invite them to participate in the ABA Aging September call

2- Please describe the substance of the activities set forth in number 1 above. Please see number 1 above.

Next conference call Monday, September 21, 2015, at 4:00 PM Eastern time.

3- Please list your entity's activities and programs since last report. Revised book “Wills and Estate Administration Practice”

A. - Upcoming CLE programs
Melinda Allen - Fri Sept 25 – North Carolina Bar program at NC Bar Center, Cary, NC – sponsored by the Transitioning Lawyers Commission, titled: Retiring Well: Developing Strategies for a Successful Transition. Bill Hubbard has been invited to speak (pending). Program will address the aging process, Alzheimer’s Disease, strategies for addressing, and will provide both a NC and national perspective. This grew out of the NC Sen Lawyers Division efforts, which evolved into the Transitioning Lawyers Commission.

Steve Rosales- GP/Solo has its fall conference on same date, 9/25, with a plenary session panel on elder abuse (COLA’s Lori Stiegel is one of the speakers. Will address what abuse is, warning signs, and what we as lawyers and society can do about it.

4- Where you are in completing your annual planned activities?
   --Kenneth Vercammen revised and expanded the text new book for Solo Division approved by Pub Board called “Wills and Estate Administration Practice”. 2nd draft submitted to ABA in winter 2015. Currently in production.
      - Requested a Brown Bag seminar on Estate Planning

5- What is the status on any CLE, publications, articles, etc.? See above Revised book “Wills and Estate Administration Practice” final draft expected Fall 2015

6- What plans do you have for the rest of the year? Describe any future activities. Articles and webinar

7- Please state how your entity’s activities conform to the Goals of the Division’s Long Range Plan. Articles and webinar

8Report on anything else: **Promote recent ABA Book: “Smart Marketing For the Small Firm Lawyer” from the American Bar Association.**
   **Author:** Kenneth A Vercammen
   **Sponsor(s):** Solo, Small Firm and General Practice Division
   **Publisher(s):** ABA Book Publishing
   Marketing is essential to the growth of any enterprise. There are many low-cost and no-cost opportunities that exist. This book explores today’s
marketing landscape and outlines its many facets for you in concise and easy to understand terms.

Additional Information
• Table of Contents: TOC Smart Marketing
• About the Author: Kenneth Vercammen
• Preface: Intro-Smart Marketing
• List Price: $59.95
• ABA Price: $45.95
ISBN: 978-1-62722-484-0
Product Code: 5150468 2014, 156 Pages, 7 x 10

Book Details:
Any business owner will tell you that marketing is vital to the success and growth of a venture, and a law practice is no exception! This book thoroughly explores today’s marketing landscape and outlines its many facets for you in concise and easy to understand terms. This book will cover: *Creating a blog for free *How to leverage a wide array of social networking sites (like Facebook, Martindale Hubble, Yelp, etc.) *Best practices for marketing within the law office *Low-cost and no-cost marketing activities *Tips to increase your efficiency and reach *and more! Included with this book is a helpful CD-ROM with digital copies of all the exhibits used in the book and the various websites that are referenced. Learn how to make the most the marketing opportunities that exist with Smart Marketing for the Small Firm Lawyer.

Praise for Smart Marketing for the Small Firm Lawyer:
"Vercammen's new marketing book belongs in the tool box and library of every lawyer regardless of firm size. Ken not only tells the lawyer WHAT to do, he shows the lawyer HOW to do it."

-Jay Foonberg-Author of How to Start and Build a Law Practice, 5th Ed

Smart Marketing for the Small Firm Lawyer Order details:
http://shop.americanbar.org/eBus/Store/ProductDetails.aspx?productId=214498
ABA Service Hotline 800-285-2221 312-988-5000
9 Are you submitting an action item to be presented to Council and if so, describe. No action item
AGENDA ITEMS AND COMMITTEE REPORTS: Due (2 weeks prior to each meeting date)

- 2014 Fall Meeting – Chairs – 9/4 / Directors – 9/11
- 2015 Midyear Meeting - Chairs – 1/15 / Directors – 1/22
- 2015 Spring Meeting – Chairs – 4/22 / Directors – 4/29

FY2016 Meetings
2015 Solo & Small Firm Summit: Strategies for Success
September 24 - 26, 2015,
InterContinental Boston, Boston, MA

2016 Joint Spring Meeting presented by GPSolo and GLSA
May 12 – 14, 2016, Key West Marriott Beachside, Key West, FL

FY2016 Directors
Division 1 – Administration  David Leveque
  david@levesquelaw.com
Division 2 – Member Benefits  Alfreda Coward
  alfredacoward@hotmail.com
Division 3 – Practice Specialty  Christine Albano  calbano@albanolaw.com