

## “So You Want to Go SOLO?”

Friday, January 12, 2018 | 9:00 a.m. – 2:00 p.m.

Hendricks Heritage Room, University of Houston Law Center

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### PROGRAM AGENDA

8:30 a.m. – 9:00 a.m.	<b>Registration, Continental Breakfast, and Networking</b>
9:00 a.m. – 10:00 a.m.	<b>Session I: Overview, Start-up Resources, and Ethics</b> This session will provide an overview of the solo practice, resources solo practitioners need to get a legal practice off the ground, and present ethical issues that arise for solo practitioners.  Presenter: Kimberly Dawn Levi, JD, UHLC '93 Bill De La Garza & Associates, P.C., Houston, TX <a href="http://www.billdelagarzazpc.com/bdlg/">http://www.billdelagarzazpc.com/bdlg/</a>
10:00 a.m. – 10:10 a.m.	<b>Break</b>
10:10 a.m. – 11:10 a.m.	<b>Session II: Marketing and Ethical Advertising</b> This session will help new solos learn the most effective marketing strategies for small law firms, as well as the most common business development mistakes and how to avoid them.  Presenter: Matt Starosciak, JD, UHLC '98 Proven Law Marketing, Canton, GA <a href="http://provenlawmarketing.com/">http://provenlawmarketing.com/</a>
11:10 a.m. – 11:20 a.m.	<b>Break</b>
11:20 a.m. – 12:20 p.m.	<b>Session III: Solo Practice Growth: Efficiency, Technology, and Cost-Cutting</b> This session will provide essential tips on how to grow a solo law practice by improving efficiency, ethically utilizing technology, and implementing cost-cutting methods.  Presenter: Donivan W. Flowers, JD, UHLC '04 The Flowers Law Firm, P.C., Tyler, TX <a href="http://flowers-law.com/">http://flowers-law.com/</a>
12:20 p.m. – 2:00 p.m.	<b>Networking Lunch</b>