

The Chicago Bar Association Future of the Law Week and Future Fair

February 17-20, 2015

Learn new ways lawyers are harnessing information, delivering legal services and attracting new clients.

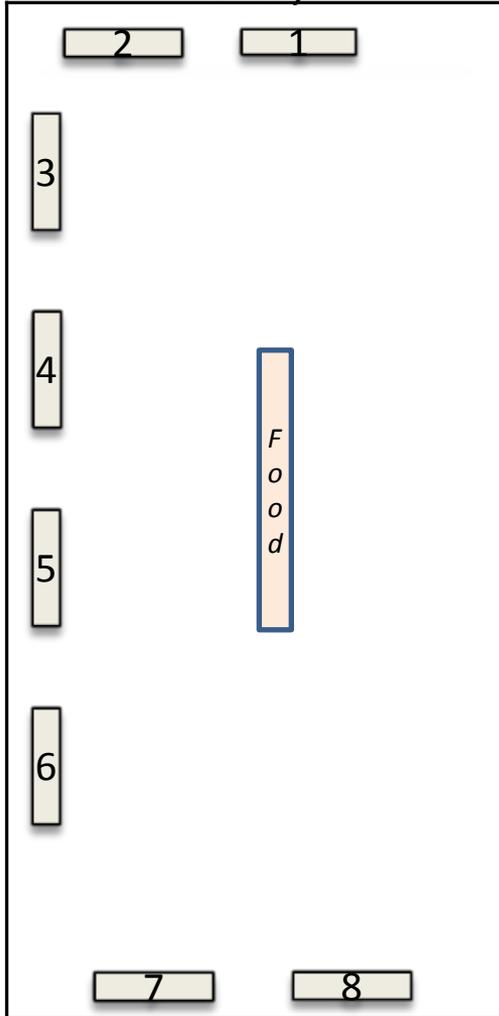
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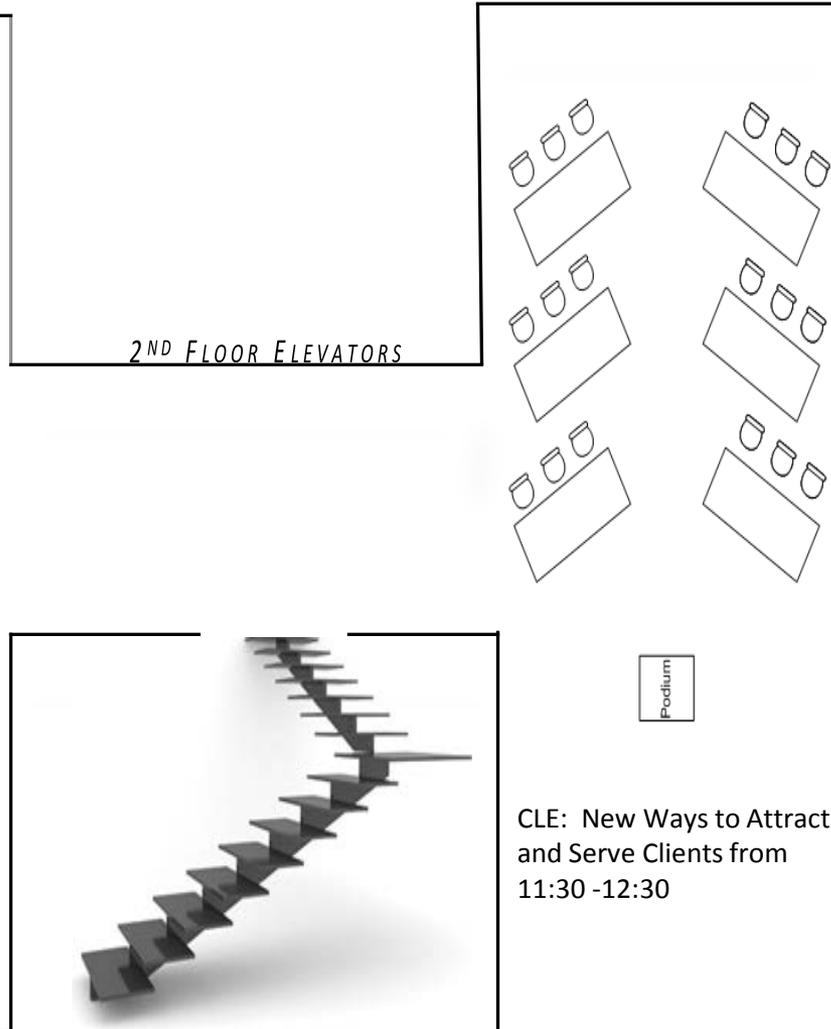


Future Fair Floor Plan

Corboy



Presidents



**Future Fair Hours
10:30 – 2:30**

- 1- **ABA Commission**
- 2- **Avvo**
- 3- **Business Law Network**
- 4- **DirectLaw**
- 5- **draftonce**
- 6- **Justice Entrepreneurs Project**
- 7- **Neota Logic, Inc.**
- 8- **RavellLaw**

Welcome to the CBA Future of the Law Week and Future Fair

Come by the CBA throughout the week of February 17-20 and attend programs that will help stretch your mental muscles regarding ways to serve clients more efficiently and effectively, while embracing and considering change. On Friday at the Future Fair meet some of the movers and shakers who are facilitating and studying how to help lawyers prepare for the future and inevitable change.

Future Fair from 10:30 a.m. – 2:30 p.m.

Visit our Future Fair to meet and speak with representatives from companies that provide services and products that can help you make headway into the future. From predictive coding to visual legal research to expert systems and analytics you will find experts offering ways to help you launch your law firm forward and apply what you've learned during the Future of the Law Week programming.

Complimentary lunch will be available at the Future Fair

Week at a Glance:

- [Innovative Pricing Techniques: Moving Away from the Billable Hour](#)
February 17, 2015 / 3:00 p.m. - 4:30 p.m. In-person at CBA Building / Reception to follow
- [Elementary, My Dear Watson: Expert Systems, Process and Knowledge Management](#)
February 18, 2015 / 12:00 p.m. - 1:30 p.m. In-person at the CBA Building / Webcast
- [From Walmart to Coffee Shops to Malls: How Practicing Differently Can Improve Your Client Development](#)
February 19, 2015 / 12:00 p.m. - 1:30 p.m. In-person at CBA Building / Webcast
- [Free Your Mind: New Ways to Attract and Serve Clients](#)
February 20, 2015 / 11:30 a.m. - 12:30 p.m. In-person at the CBA Building
- [Future Fair](#)
February 20, 2015 / 10:30 a.m. - 2:30 p.m. From predictive coding to visual legal research to expert systems and analytics, you will find experts offering ideas that will help you launch your firm forward: DirectLaw, Justice Entrepreneur Project, Draft Once, Neota Logic, Ravel Law, Avvo, ABA Commission on the Future of the Law and Business Law Network.

Full Schedule

Tuesday, 02/17 from 3:00 p.m. to 4:30 p.m. | [Register Now](#)

Co-Sponsored by The Chicago Bar Foundation

Reception from 4:30 p.m. to 6:00 p.m., sponsored by LexisNexis and Comcast Business

Innovative Pricing Techniques: Moving Away from the Billable Hour

A growing number of lawyers are building successful practices with innovative fee structures that do not revolve around the billable hour, including fixed fees, capped fees and success fees, just to name a few. But how can you develop new pricing structures that both provide value to clients and make your practice profitable, especially when litigation is involved? This interactive program will provide you with answers to these questions. Participants will tackle real life hypotheticals in small groups and leave with practical tools to help develop attractive and profitable pricing models.

Speaker: Audrey H. Rubin, Vice President, Chief Operating Officer, Global Law Department, Aon Service Corporation

Wednesday, 02/18 from 12:00 p.m. to 1:30 p.m. | Register Now [Webcast](#) or [In Person](#)

Elementary, My Dear Watson: Expert Systems, Process and Knowledge Management

"Data! Data! Data!" he cried impatiently. "I can't make bricks without clay." - Sherlock Holmes in *The Adventure of the Copper Beeches*

While the use of expert systems, knowledge management practices, and ever more refined process management techniques continue to grow in importance in the legal field, many of us are still unsure of what exactly this means both for today and tomorrow. How can expert systems and knowledge management help expand your client driven services, based on the digitized summation of your firm's know how? Come hear national leaders and experts discuss the who, what, why and when of KM and Expert systems. The panelists will be available for an open question & answer forum following their presentation.

Speakers: Andrew Medeiros, Seyfarth Shaw; Jason Dirx, Littler Mendelson; Michael Mills, Neota Logic

Thursday, 02/19 from 12:00 p.m. to 1:30 p.m. | Register Now [Webcast](#) or [In Person](#)

From Walmart Stores to Coffee Shops to Malls: How Practicing Differently Can Improve Your Client Development

Why aren't more attorneys setting up shop in retail or other settings where clients already exist? Instead, attorneys typically expect consumers to seek out their services when they encounter a legal issue. From a marketing perspective, this doesn't make a lot of sense, especially given that the 2009 Legal Services Corporation "Documenting the Justice Gap in America" report listed the following as reasons people with legal issues did not retain attorneys to help resolve them: they did not know the problem was legal, they did not know who could help, and doing so would be too much of a hassle.

This program gets lawyers to not only think outside of the box for offering legal services in non-traditional ways, but to disregard the box entirely. Our panelists will describe nontraditional methods of client development, including mobile outreach, alternative office settings, and hybrid businesses just to name a few. And we will also discuss when we can all expect to see legal services being offered in Walmart stores in the United States. Our goal is for participants to walk away from the program inspired to practice differently and with practical tips in hand.

Speakers: William Hornsby, Staff Counsel, American Bar Association; Lenna Koke, Co-Founder, Axess Law; Mark Morris, Co-Founder, Axess Law

Friday, 02/20 from 11:30 a.m. to 12:30 p.m. | [Register Now](#) (In Person – Join Us for Lunch!)

Free Your Mind: New Ways to Attract and Serve Clients

Numerous studies have shown middle income Americans who earn too much to qualify for legal aid yet can't afford an attorney in the traditional sense have significant unmet legal needs. The same goes for small business owners. Online pro se self-help legal services are becoming more abundant, but at what cost to the consumer?

To compete with these free legal services, lawyers are choosing to add virtual services to extend their client services online with document generation and review. Are these services good for clients? For lawyers? There is also a different online legal service model aiming to match lawyers with clients, either by facilitating an introduction for a specific need or by offering access to a network of lawyers through pre-paid legal services. Come hear our panel of service providers and lawyers who are exploring ways of serving an expansive client base by meeting them in cyberspace. They will highlight best practices, challenges to consider, cost-benefits of adding virtual components to

your practice, and the ethical implications of practicing with limited scope representation and providing legal services online.

Speakers: Dan Lear, Director of Industry Relations for Avvo; Aaron Varner, Director of Document Automation for DirectLaw; Cindy Campbell, Attorney at Law from Justice Entrepreneurs Project; Rachel Boem, Attorney at Law from Justice Entrepreneurs Project

Future Fair Exhibitors

ABA Commission on the Future of Legal Services (Table #1)

<http://ambar.org/abafutures>

Katy Englehart | katy.englehart@americanbar.org



The American Bar Association (ABA) is well-positioned to lead the effort to improve the delivery of, and access to, legal services in the United States. To help achieve these goals, the ABA has established the Commission on the Future of Legal Services, which will:

- conduct a series of community-based grassroots meetings and a national convocation designed to encourage bar leaders, judges, court personnel, practitioners, businesses, clients, technologists, and innovators to share their vision for more efficient and effective ways to deliver legal services;
- seek information at the Commission's public meetings and solicit comments from the legal profession and public;
- analyze and synthesize the insights and ideas gleaned from this process;
- establish internal working groups to assess developments, and recommend innovations, in accessing and delivering legal services; and
- propose new approaches that are not constrained by traditional models for delivering legal services and are rooted in the essential values of protecting the public, enhancing diversity and inclusion, and pursuing justice for all.

Avvo (Table #2)

<http://www.avvo.com/>

Dan Lear | dlear@avvo.com | (206) 508-3012



Avvo is the leading legal online marketplace, making legal easier by connecting consumers and lawyers. Avvo offers on-demand, affordable legal advice through Avvo Advisor, which delivers an Avvo-rated, experienced lawyer for 15 minutes over the phone - anytime, anywhere - available online or via a free app for iOS devices. In Avvo's Q&A forum, consumers can get their legal questions answered for free by more than 190,000 participating lawyers or search more than 6.75 million previously asked questions and answers. Avvo's lawyer directory provides Avvo-rated profiles, client reviews, and peer endorsements for 97 percent of all lawyers in the U.S., so consumers can find the lawyer who's right for them. Avvo also helps lawyers grow their businesses with marketing tools and services including the Avvo JD App and Avvo Ignite, a cloud-based marketing platform designed specifically for attorneys.

Business Law Network (Table #3)

<http://www.bizlawnetwork.com/>

Andy Greene | support@bizlawnetwork.com | 312.254.5049



BLN is a network of experienced, independent lawyers that have chosen to practice at small firms. BLN allows its members to work together on a case-by-case basis to address the complex legal needs of their business clients.

DirectLaw (Table #4)

www.directlaw.com

Aaron Varner | avarner@directlaw.com

Richard Granat | richard@directlaw.com



DirectLaw is a virtual law office space that specializes in helping attorneys provide unbundled legal services online. Member attorneys have access to a robust library of automatic documents that clients can populate via easy-to-understand electronic questionnaires before submitting completed drafts for legal review. The DirectLaw storefront that comes included with each membership allows you to interact securely with clients, choose what services to offer, decide how much to charge for each service, and even collect fees up front. The storefront also maintains your brand integrity by linking seamlessly with your firm's website and displaying whatever logos and formatting you prefer. DirectLaw members have a competitive edge because the platform allows them to provide real legal advice for a predictable fee in a marketplace crammed full of generic, budget one-size-fits-all solutions.

draftonce (Table #5)

<https://draftonce.com/>

Chris Martoglio | cmartoglio@bburro.com | 812-778-3325



Whether you are looking for a faster way to complete intake documents internally, or want to offer an online option to your clients draftonce offers several ways to trim time and move onto the next phase of preparation with ease. Empower your clients with Do-It-Yourself online intake options, or facilitate faster document creation internally, reaping the rewards of efficiency firm wide. Based in Bloomington, IN, draftonce is a product of Blue Burro, Inc.

Justice Entrepreneurs Project (Table #6)

<http://jepchicago.org/>

Taylor Hammond | tthammond@chicagobar.org | (312) 546-3282



The Chicago Bar Foundation's JEP is an incubator for recent law school graduates to start their own socially conscious law firms. The goal is to expand legal services to low and moderate income people by developing innovative new models through which lawyers in solo or small practices can sustainably serve these clients. At the same time, new lawyers are increasingly looking for nontraditional paths into the legal profession. JEP participants are talented and entrepreneurial newer lawyers chosen to be part of the program through a competitive selection process. They are committed to serving the community by providing quality, cost-effective legal services for this market. They are technologically savvy, they welcome innovation, and they understand the need to reinvent the traditional law practice.

Neota Logic Inc. (Table #7)

www.neotalogic.com

Matt Wadley | wadley@neotalogic.com | 646.402.6233



Neota Logic is the creator of Neota Logic Server, a no-code platform with which people who are not programmers build, test, maintain, and deploy expert applications to reduce risk, increase efficiency, and ensure compliance. Neota Logic applications automate expertise by combining rules and complex reasoning, documents, and processes. A private company based in New York City, Neota Logic serves law firms, law departments, compliance and risk management, human resources, tax and accounting, financial services, insurance, and healthcare.

RavelLaw (Table #8)

www.RavelLaw.com/Learn

Cory Bray | contact@ravellaw.com



Founded by lawyers, Ravel spun out of interdisciplinary work between Stanford University's law school, computer science department, and school of design. Ravel builds powerful and intuitive visualization and analytics technology to move beyond basic research and expose case winning insights about the law. Finding "golden cases" that make or break an argument on traditional tools can be time-consuming and hit-or-miss. Attorneys using Ravel consistently discover key cases that impact their briefs, oral arguments and client advice that they had not found elsewhere.

About The Chicago Bar Association Young Lawyers Section

Future of the Profession: A special project of the Young Lawyers Section

The Young Lawyers Section is looking to the future of the legal profession. Events, special projects and articles developed throughout the year will address what is no longer working for the legal profession as well as open discussions as to what alternatives exist to create a legal profession where job satisfaction and success are not at odds. The YLS hopes to start a conversation across all areas of the legal market on how this industry needs to change, and how we need to be planning for what it will be, not what it has been.

Visit www.chicagobar.org/ylsfuture for more information and programs.

The Young Lawyers Section (YLS), founded in 1971, was created to address the needs and interests of newly admitted attorneys. To satisfy these needs the YLS offers substantive practice committees as well as public service committees and projects. The diversity of committees and projects affords a wide variety of ways for attorneys to participate in the YLS. Through this participation, the YLS encourages attorneys to develop and pursue innovative ideas and programs.

Since its inception, the Section has enjoyed national prominence, having repeatedly received the American Bar Association award for the best Young Lawyers Section in the United States as well as numerous awards for individual projects and programs. With over 9,000 members, the Section has its own officers, rules, budget, staff and administrative structure.

Visit www.chicagobar.org/yls for more information.

About The Chicago Bar Association Law Practice Management & Technology

CBA Law Practice Management & Technology Resources for You!

Seminars, tech training, consulting services, web site review, articles, and videos through the CBA's LPMT Division provide invaluable resources to help you with the business of running a law practice.

Whether evaluating new products and services, researching essential security measures, developing a niche practice, or getting hands-on help with your iPad, the LPMT Division provides all members helpful information, including:

- Monthly CLE Programs: In-person, Webcast and Archived
- "How to..." Training Series: Bi-monthly software demonstrations and training (in-person at the CBA and Webcast).
- Blog at www.chicagobar.org/lpmt: Articles, short how-to videos and more to help keep you up-to-date on what's new in LMPT.
- Opening a Law Practice Web Portal: Videos, articles, checklists and more covering the essentials of hanging your shingle (<http://lpmt.chicagobar.org/articles/opening-a-law-firm/>).
- Consulting Services: Web site evaluations, technology reviews, and strategic technology planning.
- Special Events: Member Appreciation Week Technology and Business Services Expo Hall, Starting a Law Practice Conference, BYOD (Bring Your Own Device) Practical Training Sessions, and more.
- Training Center: Hands-on training for members on popular software and hardware.
- Future of the Law Portal: CLE, articles, and videos to examine "what's next" in the quickly changing world of legal services.
- Member-to-Member Market: A web-based platform for CBA members to trade/buy/sell office space, equipment, furniture and more.

Visit www.chicagobar.org/lpmt!

About The Chicago Bar Association

Founded in 1874, The Chicago Bar Association is one of the oldest and most active metropolitan bar associations in the United States. The Association's voluntary membership of 22,000 consists largely of lawyers and judges from Cook County and the State of Illinois. However, we do have a growing out-of-state membership of lawyers who want to take advantage of the Association's many membership services and benefits.

The purposes and objectives of the Association are:

- To establish and maintain the honor and dignity of the profession of the law and to promote the general welfare of the members thereof, particularly by sponsoring and supporting continuing legal education programs covering new developments in all fields of law.
- To cultivate social relationships among its members.
- To increase the usefulness of the legal profession in promoting the due administration of justice and the public good.
- In furtherance of these purposes, the Association has adopted the following mission statements:
- Improve the effectiveness and efficiency of the administration of justice in Chicago, the State of Illinois and the Nation.
- Increase members' effectiveness and efficiency in the practice of law.
- Assure the availability of quality legal services to all persons at an affordable cost.
- Ensure that bench and bar adhere to acceptable professional and ethical standards
- Improve public understanding of the functions and importance of our legal and constitutional system and encourage respect.
- Build a better body of statutory and regulatory jurisprudence.
- Increase public understanding and respect for the legal profession.
- Develop feasible programs to encourage a bar more reflective of the racial and ethnic diversity of the Chicago metropolitan area.
- Provide programs, facilities and services to satisfy the needs of its members in their practice and to promote an atmosphere of collegiality all in and of the foregoing missions.

Visit us online at www.chicagobar.org