

ETHICS, PROFESSIONALISM AND THE BUSINESS OF LAW

Friday 31st January, 2014
Campbell House,
160 Queen Street West,
Toronto, ON

FULL DAY PROGRAM: 9:00 AM - 5:00 PM

CHAIR: Joe Milstone, Cognition LLP

CURRENT ATTENDANCE OPTIONS:

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EARLY BIRD DEADLINE: 20th January, 2014



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Law, perceived as a business, is faced with a number of novel challenges. In a fast-paced world, ethical conundrums have become more complex; in the drive to control costs and deliver value to clients, legal process outsourcing premised on a global talent pool has crept from conjecture to reality; in the midst of the pervasive use of technology, social media and cloud based practice management has developed and pose unique questions that can't be ignored. To remain competitive, today's practitioner requires a robust awareness of concerns beyond knowledge of the law itself. Those concerns engage the Rules of Professional conduct in new ways, in ways that cannot be ignored, and in ways that were firmly non-existent when those Rules were crafted. Our program, Ethics, Professionalism and the Business of Law, premised on the perspectives of an august faculty of pace-setters, is about the application of the Rules to a vastly altered, and still evolving legal landscape.

A Sampling Of Issues To Be Addressed:

- Social Media, Professionalism and the Building of Profitable Relationships
- The Use of Cloud Technology in the Practice of Law
- Caught Between a Rock and a Hard Place: Your Client and the Law Society
- Jumping into Outsourcing
- Overhauling the Provision of Legal Services: Is The Future Friendly?
- Ethical Issues in Criminal Litigation and Civil Litigation
- Managing the Media Monster: Effective Communications Strategies for Lawyers

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- With a broad coverage of practice areas, securing 12 hours of meaningful and relevant content is easy and certain.



SPEAKERS:



Kevin West

Sky Law LLP

Kevin is a senior corporate and securities lawyer with over a decade of experience. Kevin has led numerous corporate transactions, including mergers and acquisitions, initial public offerings and joint ventures. He also has significant experience advising companies on corporate governance, disclosure and compliance issues.



Joe Milstone

Cognition LLP

Joe Milstone is co-founder of Cognition LLP, the innovative alternative for law department leaders to retaining a traditional business law firm or hiring additional in house counsel. Giving its clients the best of both worlds, Cognition's model provides senior, business-minded legal advice at affordable rates, under flexible structures and with counsel possessing a unique blend of private practice and in-house experience.



Jessica Catton

Fasken Martineau

Jessica Catton is the current and founding president of Young Women in Law. She obtained her J.D. from Osgoode Hall Law School in 2008. She graduated from the University of Windsor in 2005 with a Bachelor of Commerce and obtained her MBA from the Richard Ivey School of Business in 2012.



Debra Forman

Executive Coach

Debra Forman of Pinstripe Coaching is a certified executive coach with more than 30 years of legal and business experience. Debra partners with high potential legal and business clients in one-on-one and group coaching sessions. Pinstripe's clients want to attract new business opportunities, manage time effectively, demonstrate strong leadership and communication skills, adjust to business change, and conduct business strategically.



Heela Donsky

Altro Levy LLP

Heela Donsky practices law at Altro Levy, and is the Director of Sponsorship, Young Women in Law. Prior to joining Altro Levy, Ms. Donsky was an associate in the Estate Planning and Wealth Management Group at Fasken Martineau DuMoulin LLP in Toronto. She earned her J.D. at the University of Western Ontario School of Law and was called to the Bar of Ontario in 2010. She also holds a B.A. in Business Administration from York University.



Janice Wright

Rueter Scargall Bennett LLP

Janice joined Rueter Scargall Bennett LLP as a partner in 2004. She has acted as counsel in a broad range of civil, regulatory and class action litigation, including complex corporate, commercial and securities cases such as Hollinger, Portus, Bre-X (John Felderhof), Asbestos, YBM Magnex, Thomson Kernaghan (Mark Valentine), and Brian Costello.

SPEAKERS:



Daniel Reisler

Reisler Franklin LLP

Mr. Reisler graduated from the University of Windsor law school in 1978, and was called to the Bar of Ontario in 1980. Dan has practised in insurance defence litigation exclusively since then, serving major North American and European property and casualty insurers. In 1990, Dan became certified as a specialist in Civil Litigation by the Law Society of Upper Canada.



Allan Hutchinson

Osgoode

A member of Osgoode's faculty since 1982, Professor Allan Hutchinson served as Associate Dean from 1994 to 1996 and later, in 2003, he was named Associate Dean (Research, Graduate Studies and External Relations). Professor Hutchinson is a legal theorist with an international reputation for his original and provocative writings. He was elected to the Royal Society of Canada in 2004 and named a Distinguished Research Professor by York University in 2006.



Edward Prutschi

Adler, Bytensky, Prutschi, Shikhman LLP

Edward Prutschi received his B.A. in Political Science (International Relations) from York University and his LL.B. from Osgoode Hall Law School. Mr. Prutschi appears routinely before all levels of court in Ontario including the Superior Court of Justice and the Ontario Court of Appeal. Mr. Prutschi teamed up with Leo Adler and Boris Bytensky to form the boutique firm of Adler Bytensky Prutschi Shikhman.



Shelby Austin

Founder, President ATD Legal Services PC

Prior to founding ATD, Shelby was a partner at a leading Bay Street law firm, where her practice focused on complex corporate and commercial litigation matters. Shelby is also the recipient of several awards, including most recently, the prestigious 2011 Canada's Most Powerful Women: Top 100 award given by The Women's Executive Network (WXN).



Omar Ha-Redeye

Fleet Street Law

Omar Ha-Redeye is a Toronto lawyer focusing on health law (personal injury, medical malpractice, occupational health and safety, health policy) and reputation management (online defamation, crisis communications, public relations). He practices in association with Fleet Street Law at 20 Carlton Street, in Toronto.



Linda Fuerst

Lenczner Slaght

Linda's litigation practice covers a broad range of commercial and professional liability matters, with a particular focus on securities litigation, class proceedings and regulatory issues. She has appeared before all levels of court in Ontario, the Supreme Court of Nova Scotia, to name a few.

SCHEDULE | FRIDAY, JANUARY 31ST, 2014 | TORONTO, ON

9:00 AM - 10:10 AM - Work-Life Balance and the Changing Business of Law

Work Life Balance

- Heela Donsky & Jessica Catton (9:00 AM - 9:35 AM)

[Rule 2.01: Competence] Effective practice management necessarily encompasses effective life management. The acquisition and maintenance of competence requires the proper management of time; the maintenance of candour requires the proper management of stress; the avoidance of conflicts of interest requires both proper planning and the ability to consistently follow established processes.

Work-Life Balance and New Service Delivery Models

- Joe Milstone (9:35 AM - 10:10 AM)

[Rule 2.01: Competence] Effective practice and life management can be aided by the mastery of new delivery service models, but once embarked upon, the maintenance of client-oriented due diligence in the implementation of such models is highly necessary.

10:10 AM - 10:15 AM - Refreshment Adjournment

10:15 AM - 12:00 PM - Social Media, Communications, and Technology

Social Media, Professionalism and the Building of Profitable Relationships

- Debra Forman (10:15 AM - 10:55 AM)

[Rule 3.01: Making Services Available; Rule 3.02: Marketing] There is great value in understanding and navigating the complex environment made possible through social media, and that value includes the ability to harness its promotional potential. However, for lawyers, this can only be properly done while remaining aware of concerns such as the persistence of past comments, the need to ensure the accuracy of commentary, and the importance of not bringing the profession into disrepute inadvertently or otherwise.

Managing the Media Monster: Effective Communications Strategies for Lawyers

- Edward Prutschi (10:55 AM - 11:30 AM)

[Rule 2.02: Quality of Service; Rule 6:03(5) & (6): Communications] A primer on the elements critical to professional communications, including courteousness, timelines, candour, & assessments regarding confidentiality.

The Use of Cloud Technology in the Practice of Law

- Kevin West (11:30 AM - 12:00 PM)

[Rule 2.01: Competence] Cloud technology offers new and exciting possibilities for the practice of law, but simultaneously, the technology present distinct and new challenges. An exploration of the maintenance of competence in a world of paperless law practices is both timely and critical.

12:00 PM - 1:00 PM - Lunch Adjournment

1:00 PM - 2:00 PM - Legal Process Outsourcing

Jumping into Outsourcing

- Shelby Austin (1:00 PM - 1:35 PM)

[Rule 2.01: Competence; Rule 2.02: Quality of Service] Legal process outsourcing can be a new and innovative way to manage law practices, with the added benefit of freeing up time for other practice concerns, or for expansion. However, outsourcing presents its own set of challenges. Thus, it is important to be aware of best practices, and to develop a plan that can assist in side-stepping possible pitfalls.

SCHEDULE | FRIDAY, JANUARY 31ST, 2014 | TORONTO, ON

Overhauling the Provision of Legal Services: Is The Future Friendly?

- Omar Ha-Redeye (1:35 PM - 2:00 PM)

[Rule 2.01: Competence; Rule 2.02: Quality of Service] Legal process outsourcing can be a new and innovative way to manage law practices, with the added benefit of freeing up time for other practice concerns, or for expansion. However, outsourcing presents its own set of challenges. Thus, it is important to be aware of best practices, and to develop a plan that can assist in side-stepping possible pitfalls.

2:00 PM - 2:35 PM - Articling

Of Necessity and Risk: Articling and the Return on Investment

- Daniel Reisler (2:00 PM - 2:35 PM)

2:35 PM - 2:40 PM - Refreshment Adjournment

2:40 PM - 3:20 PM - Professional Discipline and Ethics

Ethical Issues in Criminal Litigation

- David Porter (2:40 PM - 3:20 PM)

Ethical Issues in Civil Litigation

- Linda Fuerst (2:40 PM - 3:20 PM)

[Rule 4 - The Lawyer's Relationship to the Administration of Justice] A concurrent examination of case studies and the Rules as they apply to advocacy and legal processes, including submissions, the interviewing of witnesses, the handling of information and communications, as well as considerations regarding security.

3:20 PM - 3:25 PM - Refreshment Adjournment

3:25 PM - 5:00 PM - Perspectives on Ethics and Professionalism in the Legal Profession

Ethical Dilemmas of Outsourcing

- Allan Hutchinson (3:25 PM - 4:15 PM)

Caught Between a Rock and a Hard Place: Your Client and the Law Society

- Janice Wright (4:15 PM - 5:00 PM)

[Rule 2: Relationship to Clients & Rule 6: Relationship to the Society and Other Lawyers] A high number of concerns related to the practice of law center around Rules 2 and 6. Over the course of this segment, three august speakers will explore a number of those concerns, including client communications, ethics and professionalism. In addition this session will cover maintaining primary responsibility and ensuring standards in the midst of the trend towards legal process outsourcing.

A NOTE REGARDING ATTENDANCE OPTIONS FOR THIS PROGRAM

As with all of our offerings, you possess a number of attendance options with regard to this program. They are as follows:

(1) IN PERSON

[In-Person Attendance on 31 January 2014]

(2) LIVE WEBCAST

[Live Webcast on 31 January 2014]

(3) CD DELIVERY

[CD-ROM of the Program Video & PDF Materials to be Mailed on 20 March 2014 for Delivery to You]

(4) ARCHIVED WEBCAST

[Two Day Archived Webcast Re-run of the Program to Commence on 18 April 2014]

(5) PAY-PER-VIEW

[Single Payment for Ongoing On-Demand Access to the Program to Commence on 18 April 2014]

The next page contains a mail-in or fax-in form allowing you to pick from the first four of the five options above. You may also make a selection, for credit card payment, on the program page on our web site.

The fifth option will be made available, by email bulletin, on the morning of its release date as indicated above.

Ethics, Professionalism and The Business of Law



ACCREDITATION:

Professionalism Hours: 6.25. The law society credits excess professionalism hours towards the substantive hours requirement.

Substantive Hours: 0.75

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5. Mail: mail the form below to The Commons Institute, 407 Laurier Avenue West, PO Box 56062, Ottawa, Ontario, K1R 7Z0

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- (B) Live Webcast [31 Jan 2014]: \$340 + HST = \$384.20
- (C) CD-ROM Delivery [20 March 2014]: \$330 + HST = \$372.90
- (D) Archived Webcast [18 April 2014]: \$330 + HST = \$372.90

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GENERAL REGISTRATIONS

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- (B) Live Webcast [31 Jan 2014]: \$440 + HST = \$497.20
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- (B) Live Webcast [31 Jan 2014]: \$425 + HST = \$480.25
- (C) CD-ROM Delivery [20 March 2014]: \$415 + HST = \$468.95
- (D) Archived Webcast [18 April 2014]: \$415 + HST = \$468.95

ETHICS, PROFESSIONALISM & THE BUSINESS OF LAW

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