

# Small Firms, Big Community.

## WSSFC22

WISCONSIN SOLO & SMALL  
FIRM CONFERENCE 2022



Practice Law.  
Manage Business.  
Enjoy Life.



### Live

October 27-29  
Kalahari Resort,  
Wisconsin Dells



### Virtual

November 14-16

**EARLY BIRD DISCOUNT EXPIRES SEPT. 19**

## Earn up to 16.5 credits

FREE for Ultimate Pass Gold Subscribers



STATE BAR OF WISCONSIN  
**PINNACLE**

# Small Firms, Big Community

Solo and small firm practitioners are the pioneering mavericks of the legal world, devoted to achieving successful outcomes for clients. But in addition to being a counselor at law, you may also be the marketing director, the office manager, human resources, or “all of the above.” No one should have to do all that alone. That’s why the Wisconsin Solo & Small Firm Conference (WSSFC) was created.



WSSFC provides solo and small firm practitioners with a vast community of support, fellowship, and mentorship. If you need guidance on the latest tech trends, business



development strategies, or the best way to market your firm, our speakers, staff, and other WSSFC attendees have your back. Whether it’s keeping up with multiple practice areas or managing the business side of your office, WSSFC was designed with your needs in mind.

## Why WSSFC?

- Experience CLE sessions presented by nationally and regionally known speakers, most of whom are current small firm practitioners
- Get reliable information on legal developments in multiple practice areas
- Leave with solutions for the problems that are keeping you up at night
- Enjoy a fall getaway where you can relax and expand your circle at fun, engaging social events
- Interact with friendly, helpful exhibitors who offer products and services designed for lawyers like you and score amazing prizes!



# Your place or ours?

WSSFC 2022 will meet you wherever you are. We're offering a hybrid conference, giving you the flexibility to choose how you want to attend. Whether you decide to attend in person, online, or both - you'll come away better equipped to practice law, manage your business, and enjoy life.

## ATTEND LIVE ON OCTOBER 27-29

### Great CLE and adventure await you in Wisconsin Dells

Wisconsin Dells is one of the oldest resort areas in the state and has become the Waterpark Capital of the World. It's home to a huge variety of family-friendly attractions. Take a stroll through Wisconsin Dells' historic downtown, or check out the unique, iconic area attractions. Visit [www.wisdells.com](http://www.wisdells.com) to learn more.



### Kalahari Resort & Convention Center



The Kalahari is a full-service vacation destination in the heart of Wisconsin offering America's largest indoor waterpark, golf, a world-class spa, dining, shopping, and more. Whether you're 3 or 103, the Kalahari has something for you.

Bring your family or a friend for a fall vacation to remember!

Reserve your room by **September 26, 2022** to ensure the best rates and availability. To book your room, visit <https://book.passkey.com/e/50123128>

## ATTEND VIRTUALLY ON NOVEMBER 14-16

### Experience the CLE sessions on a virtual platform from any location you like.

Join in from the location of your choice, and focus on presentations in your own quiet space. And, you'll save on lodging and travel costs. Easily connect via tablet, computer, or smartphone.



# Special Events at the Kalahari

## Conference Kick-Off Luncheon

Celebrate the grand opening of the Legal Expo Hall at this energizing kick-off event – a convenient on-site lunch in the Expo Hall. It's the perfect opportunity to make new friends, visit with familiar faces, and check out the many unique products and services on display at the Expo. You can even start filling out your Passport to Prizes.



## Attendee Reception

Thursday evening after a full day of learning, relax with friends new and old while enjoying beer, wine, soda, hors d'oeuvres, and a cash bar from 5:00 to 6:30 p.m., compliments of *West Bend*, *WILMIC*, and *K.E.W. Law*.

## Choose Your Own Adventure

Offsite, onsite, with colleagues, your friends, your family, or on your own – YOU choose! This year, we're offering two Thursday night options:

### Barristers' Bowling Bash

Join us at the Volcano Lounge and Lanes, located at the Kalahari, to enjoy some pizza and bowl on lanes reserved for conference attendees, and/or take advantage of discounted tickets to Tom Foolerys, Kalahari's 100,000 sq. ft. adventure park. Challenge a friend or your kids to a skee-ball competition or test your driver at the virtual driving range! Sponsored by *Bakke Norman*.



### Dine-Arounds

Let us take care of your Thursday night dinner reservations! Sign up for a dine-around, each of which will be hosted by a WSSFC planning committee member at one of many top-notch restaurants in Wisconsin Dells. Enjoy thought-provoking, lively conversation over a delicious meal with colleagues.

Sign-up will be easy. Watch your email for links to sign-up through Eventbrite prior to the Conference or stop by the registration booth in the Legal Expo to sign-up for your preferred dine-around. Register early though - space is limited and the dine-arounds will fill up quickly! Attendees are responsible for their dinner bill. Spouses or significant others are welcome, but please make other plans for the kids.

## Continental Breakfasts

Start your day off right with a hearty breakfast each morning in the Expo Hall. Plus, help yourself to a deluxe continental breakfast on Friday. Sponsored by *Hupy & Abraham, S.C.*

## Lederer Award Presentation and Networking Lunch

Don't miss one of the highlights of WSSFC - the presentation of the 2022 Lederer Award. Named in memory of attorney John Lederer, the award is presented annually to an individual, group, or organization exemplifying John's leadership, spirit, and dedication. Sponsored by the *Solo & Small Firm Section*.



\* The award presentation will be recorded and available to those who attend the virtual conference.

## Hospitality Suite

On Friday evening, there's more fun to be had. Join your colleagues in the Hospitality Suite for wine, beer, and refreshments. There are even free prize drawings. It's THE place to be. Sponsored by *Krekeler Law Office and Smith Keane LLP*.



## Legal Expo Hall

Be sure to check out the Legal Expo between sessions. There, you'll learn about products and services designed just for solo and small firm practitioners. Plus, have your Passport to Prizes signed by each exhibitor for the chance to win awesome prizes!

## Passport to Prizes Winners

Prize winners will be announced in the Legal Expo Hall after the networking luncheon on Friday. Come by and see if you're one of the lucky winners. You need not be present to win.



# In-Person Conference Schedule

(Virtual conference schedule will differ)

THURSDAY – October 27, 2022	
Time	Event
8 a.m. - 5 p.m.	Conference Registration
8 - 8:30 a.m.	Continental Breakfast - <i>Sponsored by Hupy &amp; Abraham, S.C.</i>
8:30 - 10 a.m.	<b>Opening Plenary:</b> The State of Student Loans: Repayment Options, Pay Offs, & Collection Defenses (1.5 CLE)
10 - 10:15 a.m.	Refreshment Break. <i>Sponsored by Tabs3.</i>
<b>Breakout Session 1</b> 10:15 - 11:30 a.m.	Real Facts on Virtual Assets (1.5 CLE)
	Staying Safe: De-Escalating Difficult People and Securing Your Office (1.5 LAU)
	Digitizing Your Office: Utilizing Sharepoint and Digital Files (1.5 LPM)
	Implementing Flexible Work Schedules and Maximizing Your Time (1.5 LPM)
11:30 a.m. - 12:45 p.m.	Networking Lunch in the Expo Hall
12:45 - 2 p.m.	<b>Plenary:</b> Under Oath: Views from the Bench (1.5 CLE)
2 - 2:25 p.m.	Refreshment Break – visit the Legal Expo and get your passport signed to be entered to win great prizes!
<b>Breakout Session 2</b> 2:25 - 3:15 p.m.	The ABCs of SNTs (1.0 CLE)
	Utilizing an Efficient Client Intake Process (1.0 LPM)
	Cryptocurrency and Blockchain 101 (1.0 CLE)
	Rural Practice: Providing Equal Access to Justice (1.0 LAU)
3:15 - 3:40 p.m.	Refreshment Break – visit the Legal Expo and get your passport signed to be entered to win great prizes!
<b>Breakout Session 3</b> 3:40 - 4:30 p.m.	Reverse Mortgages (1.0 CLE)
	What's Your EQ? (1.0 LAU)
	Best Practices in Cybersecurity (1.0 LPM)
	Insight From the Office of Lawyer Regulation (1.0 CLE/1.0 EPR)
4:30 - 6:00 p.m.	Attendee Reception in the Legal Expo. Enjoy complimentary hors d'oeuvres, beer, wine, and soda. <i>Sponsored by West Bend, WILMIC &amp; K.E.W. Law.</i> Cash bar also available.
6:00 p.m.	Optional Dine Arouds / Barristers' Bowling Bash - <i>Sponsored by Bakke Norman</i>

FRIDAY – October 28, 2022	
Time	Event
7:15 a.m. - 8 a.m.	Fitness Option: Run/Walk
7:45 a.m. - 1:45 p.m.	Legal Expo is Open - Today is your last chance to meet with companies that can help your practice.
7:45 a.m. - 4 p.m.	Conference Registration - Be sure to sign in each day!
7:45 - 8:45 a.m.	Deluxe Continental Breakfast - <i>Sponsored by Hupy &amp; Abraham, S.C.</i>
8 - 8:30 a.m.	A Deeper Look: State Bar of Wisconsin Group Health Plan Benefits for Law Firms (No CLE credit)
8:45 - 10:15 a.m.	<b>Plenary:</b> Running a Lean Law Firm (1.5 LPM)
10:15 - 10:45 a.m.	Break

<b>Breakout Session 4</b> 10:45 - 11:35 a.m.	Can They Do That? The Myth of the “Sancity of Land Ownership” (1.0 CLE)
	Considerations in Attorney Compensation (1.0 LPM)
	The Small Firm’s 9 Step Data Protection and Disaster Recovery Checklist (1.0 LPM)
	Compassion Fatigue (1.0 LAU)
11:45 a.m. - 1:15 p.m.	Networking Lunch and Presentation for the 2022 Lederer Award. <i>Sponsored by the Solo, Small Firm, &amp; General Practice Section</i>
1:15 - 1:45 p.m.	Final Break in Expo Hall - Prize winners announced
<b>Breakout Session 5</b> 1:45 - 2:35 p.m.	Civil Liberties in School (1.0 CLE)
	Death & Disability (1.0 LPM)
	Word Power (1.0 LPM)
	Ethics Jeopardy (1.0 CLE/1.0 EPR)
2:35 - 2:50 p.m.	Break
<b>Breakout Session 6</b> 2:50 - 3:40 p.m.	What You Need to Know About Election Law (1.0 CLE)
	More than 50 Tips (1.0 LPM)
	Practice Management Software: Newest Features & Offerings (1.0 LPM)
	Lawyer Self-Care: Why it Matters and Putting it into Practice (1.0 LAU)
3:55 - 4:55 p.m.	<b>Plenary:</b> Gadgets, Gizmos and Widgets (1.0 LPM)
5 - 6:30 p.m.	Hospitality Suite – Enjoy wine and refreshments. <i>Sponsored by Krekeler Law, S.C. and Smith Keane LLP</i> (Dinner on your own)

**SATURDAY – October 29, 2022**

Time	Event
7 - 10:50 a.m.	Conference Registration – Be sure to sign in each day!
7 - 8 a.m.	Continental Breakfast - <i>Sponsored by Hupy &amp; Abraham, S.C.</i>
7:30 - 8:20 a.m.	<b>Plenary:</b> Substantive Law at Sunrise (1.0 CLE)
<b>Breakout Session 7</b> 8:30 - 9:20 a.m.	Rural Flavor (1.0 LAU)
	Finesse with Finance (1.0 LPM)
	Getting the Most Out of Outlook (1.0 LPM)
	What My Facebook Posts Teach about Lawyer Mental Health (1.0 LAU)
9:20 - 9:50 a.m.	Break
<b>Breakout Session 8</b> 9:50 - 10:40 a.m.	ERISA Disability Benefit Claims: What all General Practice Attorneys Need to Know (1.0 CLE)
	Social Media’s Role in Your Practice (1.0 LPM)
	Digital Notetaking (1.0 LPM)
	Implementing Mindfulness into Your Practice (1.0 LAU)
10:50 a.m. - 12:15 p.m.	<b>Plenary:</b> Bad Lawyers of Hollywood: An Ethics Program (1.5 CLE / 1.5 EPR)



Use the camera on your smart phone to scan the QR code and view the virtual conference schedule. Or visit [www.wssfc.org](http://www.wssfc.org) for both schedules and more details.

# CLE Programs & Events

## Day One

### Opening Plenary

#### The State of Student Loans: Repayment Options, Pay Offs, & Collection Defenses

Many struggling borrowers don't realize there are options that could lower their payments to zero dollars a month. Others don't know there are ways to get their repayment plans back on track. One of the few student loan experts in the country will help solo and small firm attorneys learn how to help clients - or attorneys - overcome or better manage student loan debt issues.

Stanley Tate, Tate Law, Frontenac, MO

### Breakout Session One

#### Real Facts on Virtual Assets

**Moderator:** Jeffrey M. Glazer, Ogden Glazer + Schaefer, Madison; **Panelists:** Virginia E. George, Steinhilber Swanson LLP, Milwaukee; Catherine A. La Fleur, La Fleur Law Office, S.C., Milwaukee; Timothy J. Pierce, State Bar of Wisconsin, Madison

#### Staying Safe: De-Escalating Difficult People and Protecting Yourself

Jessica M. Kramer, Kramer, Elkins & Watt LLC, Madison; Mathiam Mbow, Silver Lining Taekwon-Do, Middleton; Gregory P. Seibold, Seibold Law Firm LLC, Florence

#### Digitizing Your Office: Utilizing Sharepoint and Digital Files

Jeffrey S. Krause, Affinity Consulting Group, Waterford

#### Implementing Flexible Work Schedules and Maximizing Your Time

JoAnn Gromowski, Gromowski Law Firm LLC, Fond du Lac; Erin R. Ogden, Ogden Glazer + Schaefer, Madison; Emily L. Stedman, Husch Blackwell LLP, Milwaukee

### Plenary Session

#### Under Oath: Views from the Bench

Get a view directly from the bench as Wisconsin judges share their thoughts on procedural and court rules, virtual court appearances, the use of court commissioners, and more. Have your questions ready! This lively, informative panel discussion will include time for judges to answer questions submitted by attendees.

**Moderator:** Thomas J. Watson, Wisconsin Lawyers Mutual Insurance Co, Madison

**Panelists:** Hon. Valerie Bailey-Rihn, Retired Dane County Circuit Court Judge, Madison; Hon. Kristine A. Snow, Dodge County Circuit Court, Juneau

### Breakout Session Two

#### The ABCs of SNTs

Kristi L. Papez, Wispact, Inc., Madison; Carol J. Wessels, Wessels & Liebau LLC, Mequon

#### Utilizing an Efficient Client Intake Process

Stanley Tate, Tate Law, Frontenac, MO

#### Cryptocurrency and Blockchain 101

Aaron Brooks, Brooks Law and Consulting, LLC, Naperville, IL; Jeffrey M. Glazer, Ogden Glazer + Schaefer, Madison

#### Rural Practice: Providing Equal Access to Justice

Johanna R. Kirk, Kirk Law Office LLC, Superior; Renee Taber, Taber Law Firm LLC, Luck

## Breakout Session Three

### Reverse Mortgages

Steve Kalscheur, American Advisors Group, Madison; J. David Krekeler, Krekeler Law Office, Madison

### What's Your EQ?

**Moderator:** Jessica M. Kramer, Kramer, Elkins & Watt LLC, Madison; **Panelists:** Sarah Byer, MA, LPC, Sarah Byer Counseling LLC, Madison; David Hardin, Cultivate Advisors, Chicago, IL; Erin R. Ogden, Ogden Glazer + Schaefer, Madison

### Best Practices in Cybersecurity

Aaron Brooks, Brooks Law and Consulting, LLC, Naperville, IL

### Insight From the Office of Lawyer Regulation

Timothy C. Samuelson, Office of Lawyer Regulation, Madison

## Day Two

### Plenary Session

### Running a Lean Law Firm

While most industries have enthusiastically adopted and championed the “science of industrial management,” law firms have been reluctant to do the same. It’s time to stop resisting and learn how to transform your law firm using “Lean” methods and technologies pioneered by companies like Toyota and relied upon by the world’s most profitable – and highest-performing – companies.

Dave Maxfield, Dave Maxfield Attorney LLC, Columbia, SC; Larry Port, Rocket Matter, Boca Raton, FL

## Breakout Session Four

### Can They Do That? The Myth of the “Sanctity of Land Ownership”

Carol E. Krigbaum, Krigbaum Law LLC, Milwaukee

### Considerations in Attorney Compensation

Julie M. Bogle, BDO USA LLP, Madison  
Christopher J. Dodge, Fuhrman & Dodge, S.C., Middleton; Ohioama Emil Ovbiagele, OVB Law & Consulting, S.C., Milwaukee

### The Small Firm's 9 Step Data Protection and Disaster Recovery Checklist

James Pearson, The Computer Center, Janesville

### Compassion Fatigue

Dr. Julia Persike, WisLAP Manager, State Bar of Wisconsin, Madison

## Breakout Session Five

### Civil Liberties in School

Claire E. Hartley, Buelow Vetter Buikema Olson & Vliet LLC, Waukesha and Divine Saviors Holy Angels High School, Milwaukee

### Death & Disability

Matthew M. Beier, Wisconsin Lawyers Mutual Insurance Co., Madison; Thomas R. Schumacher, Bakke Norman, S.C., New Richmond

### Word Power

Bryan Sims, Sims Law Firm Ltd., Naperville, IL

### Ethics Jeopardy

Christopher C. Shattuck, Practice Management Advisor, State Bar of Wisconsin, Madison

Join our WSSFC community on social media!



#### Twitter

#WSSFC at [www.twitter.com/statebarofwi](https://www.twitter.com/statebarofwi)

#### Facebook

[www.facebook.com/StateBarofWI](https://www.facebook.com/StateBarofWI)

#### LinkedIn

[www.linkedin.com/company/state-bar-of-wisconsin](https://www.linkedin.com/company/state-bar-of-wisconsin)

# CLE Programs & Events

## Breakout Session Six

### What You Need to Know About Election Law

Michael R. Haas, City of Madison, Madison

### More Than 50 Tips

Sarah K. Haas, Melnick & Melnick, S.C., Milwaukee; J. David Krekeler, Krekeler Law Office, Madison; Stephanie L. Melnick, Melnick & Melnick, S.C., Milwaukee

### Practice Management Software: Newest Features & Offerings

Jeffrey S. Krause, Affinity Consulting Group, Waterford; Christopher C. Shattuck, Practice Management Advisor, State Bar of Wisconsin, Madison

### Lawyer Self-Care: Why it Matters and Putting it Into Practice

Julie M. Spoke, Office of Lawyer Regulation, Madison

## Plenary Session

### Gadgets, Gizmos, and Widgets

A true WSSFC tradition, this fun, high-energy session is back and packed with more useful information than ever! Make your work day more enjoyable with our technology and practice management tips – from ways to save money to hacks for making the most of the tools you use every day. Get product recommendations for improving your office technology and hear about new gizmos to streamline your work processes.

Nerino J. Petro, Jr., The Erickson Group, Inc., Rockford, IL; Bryan Sims, Sims Law Firm Ltd., Naperville, IL

## Day Three

### Plenary Session

### Substantive Law at Sunrise

Whether you practice in a specific area or have a general practice, you need to be familiar with a range of substantive law – and know when it's necessary to refer clients out with needs that fall outside the scope of your practice. Thanks to this fast-paced, rapid-fire primer, you'll be up-to-date on what you need to know about annuities, crime victims' rights, consumer credit reports, start-up agreements, and animal trusts.

#### Understanding Annuities

Kathleen A. Brost, Legacy Private Trust Co., Neenah

#### Crime Victims' Rights

Kathryn L. Knowlton, Disability Rights Wisconsin, Milwaukee

#### Consumer Credit Reports/Scores

J. David Krekeler, Krekeler Law Office, Madison

#### Start-up Agreements

Alexander "Sandie" T. Pendleton, Pendleton Legal, S.C., Milwaukee

#### Animal Trusts

Irene Au-Young

## Breakout Session Seven

### Rural Flavor

Johanna R. Kirk, Kirk Law Office LLC, Superior;  
Kathryn L. Knowlton, Disability Rights  
Wisconsin, Milwaukee

### Finesse with Finances

Martin (Marty) P. Mathias, CPA, CFE, Capital  
Valuation Group, Madison; Sherry Springer,  
CPA, SVA Certified Public Accountants,  
Madison

### Getting the Most Out of Outlook

Bryan Sims, Sims Law Firm Ltd., Naperville, IL

### What My Facebook Posts Teach about Lawyer Mental Health

Stuart I. Teicher, Teicher Professional Growth,  
LLC, East Brunswick, NJ

## Breakout Session Eight

### ERISA Disability Benefit Claims: What all General Practice Attorneys Need to Know

Jessa Lee Victor, Hawks Quindel, S.C., Madison;  
Naomi R. Swain, Hawks Quindel, S.C., Madison

### Social Media's Role in Your Practice

Thomas Burton, Burton Law LLC, Eau Claire;  
Catherine Tang, Catherine Tang Law LLC,  
Madison

### Digital Notetaking

Nerino J. Petro, Jr., The Erickson Group, Inc.,  
Rockford, IL

### Implementing Mindfulness into Your Practice

Cami Smalley, NBC-HWC, Guided Resilience,  
Bayfield

## Plenary Session

### Bad Lawyers of Hollywood: An Ethics Program

Whether its fictional lawyers in film, or  
real lawyers who represent celebrities,  
a ton of these characters have  
committed ethical violations. Join the  
CLE Performer Stuart Teicher as he  
explores the misdeeds of real and fake  
lawyers of Hollywood, with a focus on  
Rules 1.5, 3.5, and 8.4.

Stuart I. Teicher, Teicher Professional Growth,  
LLC, East Brunswick, NJ



Use the camera on your  
smart phone to scan the QR  
code and view the virtual  
conference schedule. Or  
visit [www.wssfc.org](http://www.wssfc.org) for both  
schedules and more details.

# Lodging Information



## Kalahari Resort & Convention Center

1305 Kalahari Drive  
Wisconsin Dells, WI 53965

[www.kalahariresorts.com/wi](http://www.kalahariresorts.com/wi)  
(877) 253-5466

### Reduced Rate Deadline: September 26, 2022

Experience a taste of Africa in the heart of Wisconsin



at the Kalahari Resort, featuring the largest indoor waterpark in the state at 125,000 square feet. Whether you're by yourself or bringing the family, the Resort makes a fun backdrop for an awesome autumn trip.

The Kalahari features a 27-hole golf club, spa, dining, retail shopping, movie theater, and waterparks. Bring the entire family or bring a friend for a mini vacation! Reserve your room by **September 26** to enjoy exclusive attendee discount rates.

### All rooms include:

- Waterpark passes for registered room occupants
- Complimentary fitness center access
- High-speed internet
- Patio or balcony
- Microwave
- Refrigerator
- Ironing board and iron
- In-room safe
- Flat screen TV with cable

### Room Rates

Special room rates are available at the Kalahari October 26-29 if you reserve by **September 26**. Wish to extend your stay? Check with the Kalahari on discounted rates before and after WSSFC. Room rates are for up to four people per room. There is an additional per-person charge for more than four people.

### Register

To reserve rooms at the conference rates, visit [book.passkey.com/e/50123128](http://book.passkey.com/e/50123128)

### Room rates

	Wed. 10/26	Thurs. 10/27	Fri. 10/28	Sat. 10/29
Standard room	\$129	\$129	\$159	\$159
Two-room family suite	\$229	\$229	\$259	\$259

Join our WSSFC community on social media!



#### Twitter

#WSSFC at [www.twitter.com/statebarofwi](http://www.twitter.com/statebarofwi)

#### Facebook

[www.facebook.com/StateBarofWI](http://www.facebook.com/StateBarofWI)

#### LinkedIn

[www.linkedin.com/company/state-bar-of-wisconsin](http://www.linkedin.com/company/state-bar-of-wisconsin)

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# Attendee Information

## Conference Access

All in-person attendees must register for WSSFC and have a conference name badge. Your name badge allows you access to CLE sessions, meals, receptions, and the Legal Expo.

## Conference Materials

Registrants can download course materials before the conference from *myStateBar*.

## Cancellations

Registration cancellations received by 12 p.m. CT on **October 20, 2022**, for the live event, and 12 p.m. on **November 7, 2022**, for the virtual event, will receive a full refund of the registration fee. We're sorry, but no refunds will be granted after those dates. However, you may transfer the full value of the registration fee you paid to another person's registration for this event.

## Special Needs/ Accommodations

If you need special accommodations, please contact us at (800) 728-7788, ext. 6142 at least three weeks prior to WSSFC so we can make appropriate arrangements.

## CLE Credit

The 2022 WSSFC will be submitted to the Wisconsin Board of Bar Examiners for up to 16.5 credits.

Mix and match your CLE credits from a mix of options comprised of CLE, EPR, LPM, and/or LAU credits.

Additionally, those attending the in-person conference can earn even more credits watching select complimentary webcast replays in December.

Conference webcast replays also will be available for purchase.

## To Register

- Online: [wssfc.org](http://wssfc.org) (credit card or Ultimate Pass only)
- Phone: (800) 728-7788 (credit card or Ultimate Pass only)
- Fax: (608) 250-6020 (credit card or Ultimate Pass only)
- Mail: State Bar  
PINNACLE Registrations,  
P.O. Box 7158, Madison,  
WI 53707-7158 (check,  
credit card, passbooks,  
or Ultimate Pass)

## Guest Packages (In-person only)

When you add a guest package (in-person only), the guest will be automatically registered for the included events. Please note that a conference name badge is required for entry to all WSSFC events. **Guest Package** includes breakfasts, breaks, opening reception, and hospitality suite. **Guest lunches:** If your guest(s) will be attending Thursday and/or Friday lunches, please register each guest for the appropriate options.

**REGISTRATION FORM**

Please print or type.

Use this form, visit wssfc.org, or call (800) 728-7788 to register.

**WSSFC22**  
WISCONSIN SOLO & SMALL  
FIRM CONFERENCE 2022



Name \_\_\_\_\_

State Bar No. \_\_\_\_\_

Organization \_\_\_\_\_

Email address \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

**LIVE**

**By 9/19      Starts 9/20**

State Bar of Wisconsin Members, Staff of			
State Bar Members, WALA Members .....	\$329	\$379	\$ _____
Ultimate Pass Gold Subscribers* (Tuition only - no lunches) .....	\$0	\$0	\$ _____
Ultimate Pass Silver Subscribers .....	\$164.50	\$189.50	\$ _____
Nonmembers .....	\$429	\$479	\$ _____
Law Students* (Tuition only - no lunches).....	\$0	\$0	\$ _____
Guest Packages (breakfasts, breaks, opening reception, hospitality suite) ....	\$60	\$60	\$ _____
Guest - Thursday Luncheon.....	\$25	\$25	\$ _____
Guest - Friday Luncheon .....	\$25	\$25	\$ _____

**VIRTUAL**

**By 9/19      Starts 9/20**

State Bar of Wisconsin Members, Staff of			
State Bar Members, WALA Members .....	\$399	\$499	\$ _____
Ultimate Pass Gold Subscribers .....	\$0	\$0	\$ _____
Ultimate Pass Silver Subscribers .....	\$199.50	\$224.50	\$ _____
Nonmembers .....	\$499	\$549	\$ _____
Law Students.....	\$0	\$0	\$ _____

**LIVE & VIRTUAL**

**By 9/19      Starts 9/20**

State Bar of Wisconsin Members, Staff of			
State Bar Members, WALA Members .....	\$499	\$599	\$ _____
Ultimate Pass Gold Subscribers* (Tuition only - no lunches) .....	\$0	\$0	\$ _____
Ultimate Pass Silver Subscribers .....	\$249.50	\$274.50	\$ _____
Nonmembers .....	\$599	\$649	\$ _____
Law Students* (Tuition only - no lunches).....	\$0	\$0	\$ _____

\* Optional Luncheons for Ultimate Pass Gold and Law Student Associates ..... \$50      \$50      \$ \_\_\_\_\_

Ultimate Pass Gold and Law Student Associates - please select this lunch option if you intend to attend the luncheons. This will add a \$50 fee to your registration. **TOTAL** \$ \_\_\_\_\_

Check Enclosed (payable to State Bar PINNACLE)

Ultimate Pass Subscriber

MasterCard       VISA       AMEX

Account # \_\_\_\_\_

Signature \_\_\_\_\_

Exp. Date \_\_\_\_\_



**STATE BAR  
OF WISCONSIN**

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Register by Sept. 19

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for discounted rates

Find more information at [wssfc.org](http://wssfc.org)