



LAUNCHING and BOOSTING Your Immigration Law Practice **MINI-ONLINE COURSE**

AILA Launching and Boosting Your Immigration Practice Mini-Online Course

Sponsored by AILA Malpractice Insurance Program

AILA University and the AILA Practice & Professional Center present this new member benefit law practice management centered mini-online course. Created as a thank you to our members in this difficult year, the course offers a collection of programs that will put your firm on the right path for success in 2021. This curated course pulls together highlights from some of AILA's best education from 2020.

New practitioners or those looking to strengthen core aspects of their practice management will benefit from Part 1: Launching Your Immigration Practice. This series guides lawyers through the essentials of opening a practice, marketing it, financial management, and ethical and efficient processes. More advanced lawyers will enjoy Part 2: Boosting Your Immigration Practice, programs on incorporating and security technology, ramping up marketing, and adding well-being into their firm practices. Cap Part 2 off with a panel on post-Election updates and AILA's suggestions for the new Biden/Harris administration.

The 2020–21 edition of AILA's Immigration Practice Pointers is also included with over 1500 pages of practical advice and guidance from some of the most experienced and well-known immigration law practitioners in the country.

Course Outline

Part 1: Launching Your Immigration Practice

MODULE 1: STARTUP EXCHANGE

Essentials to Opening Your Practice

Recorded October 21, 2020: 75 minutes

This session is a "down to earth" practical presentation on the basics of opening your own law practice. Topics to be discussed include budgeting; office arrangements, the ethics issues of sharing space, and where to locate; professional liability insurance; office communication options; license fees; taxes, including federal withholding, business taxes, etc., computers, business cards, letterhead and more.



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Faculty:

Charity Anastasio, Washington DC

Reid Trautz, Washington DC

Reading: “Essentials to Opening Your Practice,” by Charity Anastasio and Reid Trautz

Practice Development: Building Your Client Base

Recorded October 28, 2020: 60 minutes

Effective marketing is a major factor in the success of any law practice. From personal referrals to websites and social media, what marketing strategies really work? Plus, we’ll help you get a jumpstart on client development with proven ideas before you open the doors.

Faculty:

Bridgette M. Bennett, Groveland, FL

Reid Trautz, Washington DC

Reading: “Practice Development: Building Your Client Base,” by Reid Trautz

The Fine Art of Getting Paid: How to Keep Clients Paying (And What to Do When They Don’t)

Recorded November 11, 2020: 75 minutes

This session addresses the important financial issues in a new practice including how to set fees; charging for initial consultations; choosing clients wisely; understanding hourly, flat fee, and contingent fees; drafting effective representation agreements; and sound financial management.

Faculty:

Kirby Joseph, Aurora, CO

Olsi Vrapic, Albuquerque, NM

Moderator: Charity Anastasio, Washington DC

Reading: “The Fine Art of Getting Paid: How to Keep Clients Paying (And What to Do When They Don’t),” by Reid Trautz and Charity Anastasio



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Managing Your Practice Ethically and Effectively

Recorded November 18, 2020: 60 minutes

One of the most overlooked parts of starting a law practice is developing winning processes and procedures that will make it scalable and efficient, avoid errors such as conflicts of interest and missed deadlines, and use technology to streamline and simplify workflows. This session explains law firm operations—offering templates and how to build your own.

Faculty:

Ruby Powers, Houston, TX

Ruth McChesney, San Antonio, TX

Moderator: Charity Anastasio, Washington DC

Reading: “Managing Your Practice Ethically and Effectively,” by Reid Trautz and Charity Anastasio

What Should I Charge? Is Solo (Immigration) Practice for Me?

10-15 Minute Video

The practice of law is a profession, but a law practice is a business. Are you ready to be a law practice entrepreneur? Hear from AILA leadership how they took the leap of faith/plunge into solo practice and whether it was worth it. [Allen Orr, Jeff Joseph, Jeremy, Farshad, Kelli] Should anyone start an immigration practice right now? [1-2 big ideas each, no more]

Reading: “When (and How) to Hire,” by Charity Anastasio and Reid Trautz

Part 2: Boosting Your Immigration Practice

MODULE 2 TECHNOLOGY

Reading: Top Ten Tech Tips for a Feb 2021

Managing the Cybersecurity Risks to Your Practice

Recorded July 23, 2020: 60 minutes **CLE Eligible**

This session from the 2020 AILA Annual Conference focuses on the steps you need to take to ensure your clients’ information is protected. Topics covered include:



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- The Ethical Duty of Technology Competence, Understanding Today's Cybersecurity Risks
- Training Staff on Cybersecurity Issues
- Security Solutions for Immigration Firms
- What to Do When There Has Been a Data Breach: Ethical Requirements and Practical Obligations
- Is It Time for Cyber Liability Insurance?
- Cyber Security in the Age of COVID-19

Faculty:

Charity Anastasio (DL), Practice Management Advisor, AILA Practice & Professionalism Center, Washington, DC

David L. Bridges, President, The Leavitt Group of Atlanta, Inc., Lawrenceville, GA

Reading: Cybersecurity Dos and Don'ts on a Budget - June 6, 2019

Human-Centered Justice Innovation

Recorded November 10, 2020: 30 minutes

In this keynote address from AILA's Technology and Innovation Summit, Margaret Hagan, Director of the Legal Design Lab and a lecturer at Stanford Institute of Design, an industry technology influencer discusses the future of innovation and technology's impact on the legal profession.

Future-Proof Your Practice: Innovative Solutions for Solo and Small Firms

Recorded November 10, 2020: 45 minutes

This session also from the AILA's Technology and Innovation Summit will provide you with sound ideas to jumpstart your innovation efforts. It provides short tips and practical ideas to keep your firm profitable and competitive.

Faculty:

Charity Anastasio (DL), Practice Management Advisor, AILA Practice & Professionalism Center, Washington, DC

Gregory Howard Siskind, AILA Board of Governors, Memphis, TN

Additional Resources:

- Future-Proof Your Practice PowerPoint
- Four Keys to Software Success: AILA U tutorial video



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Bleeding Edge Ethics: Reregulation Roundtable

Recorded November 10, 2020: 60 minutes

Learn the latest about how legal technology and legal ethics are colliding. Utah created a regulatory sandbox to test innovative unlicensed legal service offerings. California, Arizona, and others are on the brink of change, and the ABA passed Resolution 115 earlier this year, encouraging state legal services re-regulation. These actions will either finally open the profession to non-lawyer investors and tech companies to serve underserved populations or destroy it as legal technology companies eclipse the lawyer, depending on who you talk to. This panel will discuss what is happening on the bleeding edge of ethics and legal tech and how you can be prepared.

Faculty:

Charity Anastasio (DL), Practice Management Advisor, AILA Practice & Professionalism Center, Washington, DC

Jayne Reardon, Executive Director at Illinois Supreme Ct Commission on Professionalism, Chicago, IL

Joshua Walker, Co-founder of Lex Machina and Author of “On Legal AI,” San Francisco, CA

Readings:

- Bleeding Edge Ethics: Reregulation Roundtable PowerPoint and Handouts
- “Attorney Regulatory Reform: Where Do We Stand?,” by Jayne Reardon

MODULE 3 MARKETING

Rainmakers Reveal: How to Be Competitive in 2020 and Beyond

Recorded November 10, 2020: 60 minutes

This session will show you how to “walk the talk.” Learn how large firms, Big Four and other global service providers are using and talking about technology to win and sometimes steal premium corporate accounts. See a role-play on the pitch, showing which questions are asked now and what it takes to win, especially on the technology parts. Learn about approaches these firms are using that you could readily implement and how the employee experience is tied to business process engineering.

Faculty:

Julie C. Pearl (DL), Conference Planning Committee Chair, San Francisco, CA

Jeremy Fudge, Managing Partner, Berry Appleman & Leiden LLP, Richardson, TX

Vincent W. Lau, Managing Partner Clark Lau LLC, AILA DOL Liaison Committee Vice Chair, Boston, MA



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Readings:

- “Marketing Doesn’t Stop for the Pandemic: 12 Tips for Finding Clients Online Right Now,” by Charity Anastasio
- “How to Design, Implement, and Evaluate Your Personalized Marketing Strategy,” by Allen Orr, Kaushik Ranchod, Jacob Sapochnik, and Zaira Solano

Additional Resources:

- Pivoting Your Online Marketing to The New Normal - Roundtable Recording:
- Article: An Immigration Lawyer’s Guide to Delivering Online Legal Services:
- The Five Sources of All Clients: AILA U Tutorial video

MODULE 4 WELLNESS

Taking Care of Yourself While Taking Care of Others

Recorded June 20, 2020: 60 minutes [CLE Eligible](#)

One of the greatest challenges immigration attorneys face is caring for themselves when working under pressure from clients, colleagues, and the government. Panelists on this session from the 2020 Annual Conference discuss best practices to avoid secondary trauma and how to manage a healthy work-life balance.

Faculty:

Hardeep Sull (DL), Las Vegas, NV

Irene Mugambi, Dallas, TX

Diana Santos, Fairfax, VA

Danielle Polen, AILA Director of Publications and Online Resources, and Registered Yoga Teacher (E-RYT500) and Mindfulness Instructor, Washington, DC

Reading:

“Practicing Mindfulness as an Attorney in the Age of Immigration Chaos,” by Ellen Freeman, Donusia Lipinski, Diana Santos, and Hardeep Dee Sull

Building Resilience for Asylum Attorneys

Recorded September 30, 2020: 60 minutes

Panelists on this session from the 2020 Asylum Conference share the results of the National Asylum Attorney Burnout, Stress, and Trauma Survey, conducted earlier in 2020. Panelists focus on understanding how to recognize, manage, and prevent burnout and the effects of vicarious



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trauma. They also address the connection between trauma stewardship and an attorney's ethical obligations, and share expert strategies for enhancing individual self-care.

Faculty:

Lindsay Muir Harris (DL), AILA Asylum and Refugee Committee Vice Chair, Conference Program Committee, Washington DC

Hannah C. Cartwright, Indianapolis, IN

Ronald E. Walker, Detroit, MI

Dr. Sheetal Patel, Licensed Psychologist, Washington, DC

Readings:

- Building Resilience for Asylum Attorneys PowerPoint
- "Building Resilience for Asylum Attorneys," by Hannah C. Cartwright, Lindsay M. Harris, Sheetal Patel, and Ronald E. Walker

Self-Care and Ethics in the Immigration Law Practice

Recorded January 24, 2020: 60 minutes

Panelists on this pre-pandemic session from the 2020 Midwinter Conference introduce a holistic approach to tending to overall health and wellness, focusing on mind, body, and soul. They also provide guidance on how to realize the many benefits of good self-care, including improving overall happiness and success, reducing stress, preventing illness and disease, and avoiding malpractice.

Faculty:

Kirby Joseph (DL), Aurora, CO

Laura Mahr, Conscious Legal Minds, Asheville, NC

Donna Peters, Psy.D., P.C., Denver, CO

Reading: Self-Care and Ethics PowerPoint and Handouts

MODULE 5 MOVING FORWARD AFTER THE ELECTION

The Future of Immigration – Moving Forward After the Election

Recorded November 11, 2020: 60 minutes

This panel recorded one week after the election as part of the 33rd Annual California Chapters Conference, features Jennifer Minear, AILA President; Ben Johnson, AILA Executive Director; Greg Chen, AILA Senior Director of Government Relations, and Sharvari Dalal-Dheini, AILA Director of Government of Relations and discusses the first insights into the election, what we might expect with a new administration, and prospects for immigration reform in Congress in



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2021. Learn also how AILA plans to fight for reform and help members advocate for their clients in an ever-changing practice environment.

Reading: A Vision for America as a Welcoming Nation: AILA Recommendations for the Future of Immigration

‘Burning Down the House’: Hot Topic in a Rapid Fire 2020

Recorded December 16, 2020: 60 minutes

Panelists on this session from the 2020 AILA Fall Conference Business Track discuss the latest immigration-related news emanating from the White House, including the president’s efforts to use executive powers to implement changes to employment-based immigration. Panelists also discuss when regulatory changes that already have been set into motion will take effect, and what the president can and cannot do to the country’s business immigration apparatus before leaving office.

- Most Recent Presidential Proclamations
- Executive Orders
- Proposed and Implemented Regulatory Changes
- What to Expect Now That the President Has Not Been Re-elected (Critical Deadlines for the Administration)

Faculty:

Matthew D. Stump (DL), AILA Fall Conference Program Business Chair, Oklahoma City, OK
Bennett Savitz, USCIS HQ Committee Chair, Boston, MA

Gregory Howard Siskind, Memphis, TN

Sharvari (Shev) Dalal-Dheini, AILA Director of Government Relations, Washington, DC

Reading: Immigration Practice Pointers, 2020-21 Ed.

The 2020–21 edition of AILA's Immigration Practice Pointers includes over 1500 pages of practical advice and guidance from some of the most experienced and well-known immigration law practitioners in the country. This book was created as a companion to the 2020 AILA Virtual Annual Conference and offers original articles with cutting-edge analyses of a broad range of advanced immigration law topics in a clear and concise format.