



Section Success Conference and Section Annual Meeting

Mark your calendars

Success Conference and Section Annual Meeting—April 1, 2005, Holiday Inn Select—2200 Freeway Blvd., Brooklyn Center, MN 55430



By: Jason P. Hoffman
Newsletter Editor

The GPSSF Section Council has been hard at work planning for our Section Success Conference and Section Annual Meeting to be held on April 1, 2005 at the Holiday Inn Select Hotel located at 2200 Freeway Blvd., Brooklyn Center, MN 55430.

This year's Success Conference promises a diverse selection of presenters with information on numerous topics of interest. Our Section Council's primary goal this year was to provide "something useful for everyone", said Section Chair, Patrick W. Kelly. "We want to improve upon what we've done in year's past and make this year's program something the membership will find beneficial to their respective practices."

To that end, this year's CLE offerings will feature

a plenary session regarding the future of the practice of law; dual-track, break-out sessions focusing on both law practice management-related and substantive law topics; a legal ethics-related program and a technology-focused panel discussion.

Somewhere in the midst of all of this activity, the Section will be sure to make time for its Annual Meeting to elect a new Section Council and review the Section By-Laws.

This year's Success Conference and Section Annual Meeting promises to be something special, so mark your calendars and watch your mailboxes for further announcements and registration materials.



Section Council Members and Officers

Patrick W. Kelly	Section Chair
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Please E-mail any and all comments and/or suggestions for newsletter topics to Jason P. Hoffman, Newsletter Editor, at hoffman_jason@hotmail.com.

Ideas for Attracting and Retaining Associate Attorneys



By: Jason P. Hoffman
Newsletter Editor

It is alarmingly difficult for small firms and solo practitioners to attract and retain associate attorneys. Inadequate compensation is generally the reason given by associate attorneys for leaving a firm.

Most small firms and solo practitioners simply cannot afford to pay salaries and benefits equivalent to their larger metropolitan colleagues. Therefore, small firms and solo practitioners need to be more creative.

I would suggest that base salary should be set competitively, but that it should always be somewhat lower than what larger firms in the vicinity are paying their associates. The employer should look at the yearly expenses for that associate at-

torney other than salary, such as additional staff support, bar association dues, licensing fees, health insurance, etc., and calculate a monthly average for these related costs. Add these costs to the amount of the associate's salary. This amount should never exceed the anticipated monthly revenue generated and collected by that associate attorney.

If the associate actually generates and collects more than the anticipated monthly revenue, then these amounts represent profit an opportunity to create an incentive for the associate. Set a reasonable and attainable target figure somewhere above the projected receipts. If the associate exceeds this target, than the associate deserves to share in this profit in the form of some type of bonus to help that associate "bridge the salary gap" between the employer and any other larger firms in the vicinity.

The incentive to look elsewhere for employment is somewhat diminished.