# USING TECHNOLOGY TO RUN A BETTER PRACTICE:

# 30 TIPS IN 30 MINUTES TO INCREASE EFFICIENCY & DECREASE COSTS

by Damon Duncan

# Today Show: What is the Internet? (1994)



#### 99 DESIGNS.COM

- Crowdsourcing
- Let professionals compete for your money.
- Logos, websites, business cards, etc.



#### **DUAL MONITORS**

- Critical to being paperless or going to less paper.
- A University of Utah study showed that dual monitors increased productivity up to 44%.



Ability to run multiple programs at once.

## RUBY RECEPTIONISTS

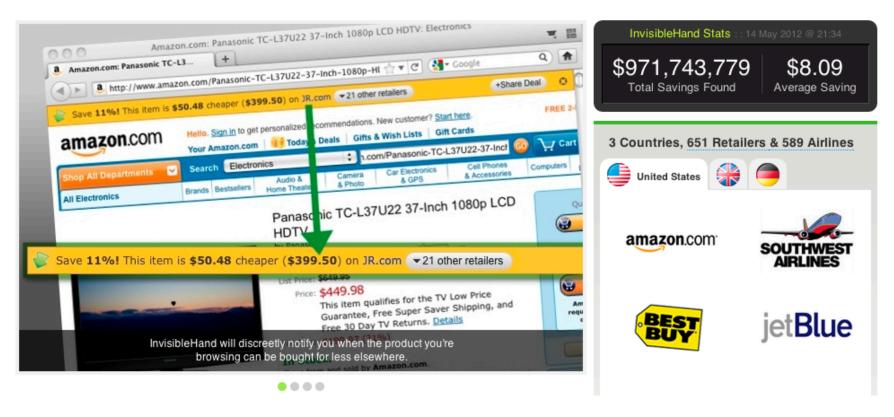


## **SQUARE**

- Ability to take credit cards "on the fly."
- Slide the credit card and can sign on your touch screen on your smart phone or tablet device.
- 2.75% + \$0.15 transaction fee



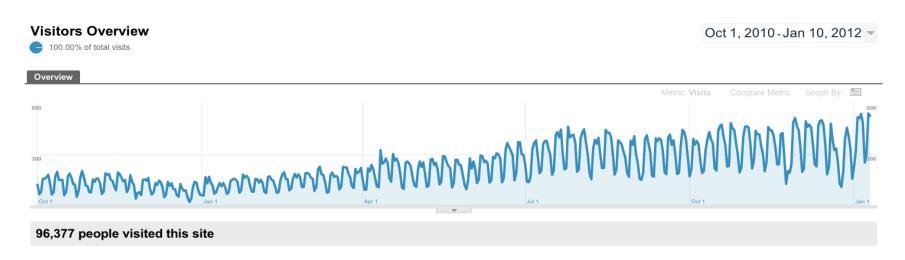
### **INVISIBLE HAND**



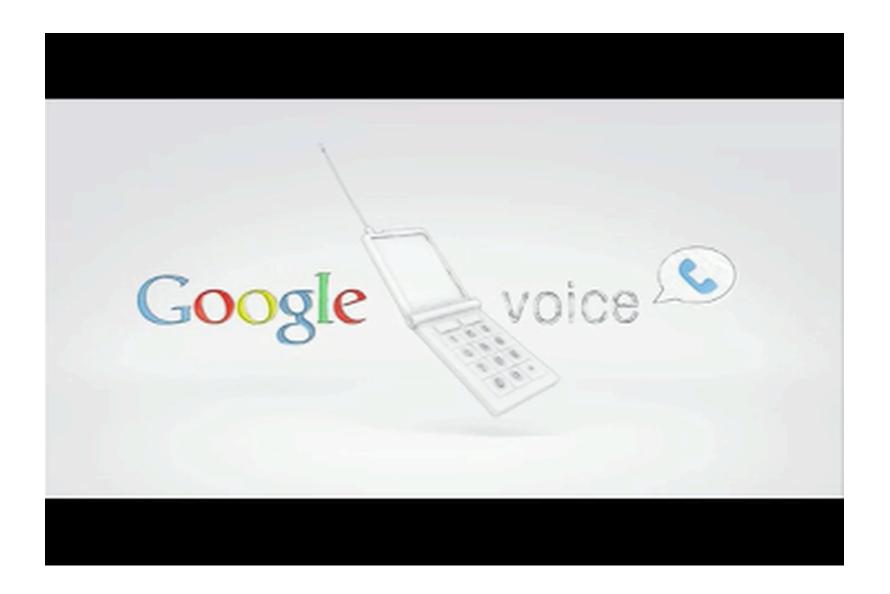
- Searches Internet for lowest prices online.
- Save on office supplies.
- Save on plane tickets.

#### **GOOGLE ANALYTICS**

- Easy way to track visitors to your website.
- Can be filtered by time, date, traffic source, keywords, location.
- Lets you know what people are typing in a search engine to find you.



#### GOOGLE VOICE



### FUJITSU SCANSNAP S1500

- It just works
- Starting at \$455
- Works with PCs and Macs
- 20 ppm
- Scans duplex & different sizes
- Comes with Adobe Acrobat (\$300)

#### **SMALL BUSINESS ADMINISTRATION**

- Resource for almost all things small business.
- Business Plans, checklists, fillable PDFs, obtaining loans
- Offer free training programs from Service Corps of Retired Executives and others.



#### **GOOGLE ALERTS**



- Receive emails when Google finds new results

   web pages, newspaper articles, or blogs -- that match your search term.
- Monitor an industry, a company, an issue, your presence on the Internet.
- What are people saying?

### **TRUECRYPT**

- Free
- Over 21.5 million downloads
- Encrypts the file so it is completely protected.
- Many are doing this with jump drives.

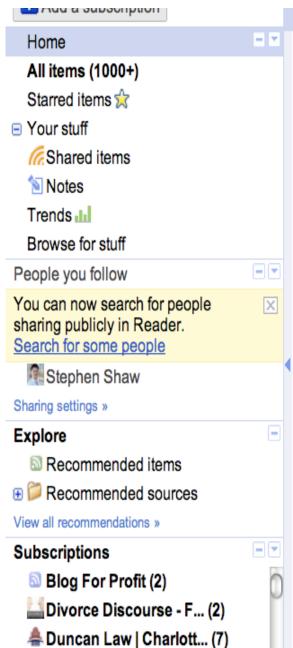


### **GOOGLE Reader**

Aggregation tool

 Can view the most recent posts from your favorite blogs and websites all in one place.

 Can have multiple accounts (marketing, family law, technology). Great for developing blog post ideas for own website.



#### поше

#### A look at what's new

#### Divorce Discourse - Family Law Technology, Management, Marketing (2)

The Easy Way to Handle Employee Reimbursements [image: Expensify Dashboard] Do you have a pile of receipts on your desk waiting for reimbursement? Isn't that pile the last thing you want to deal with? Expense reimbursements are a pain. Employees are out and about incurring a variety of expenses. ...



How a Two-Minute Call Changes Your Clients' Opinion of You [image: Crystal Buchaluk] Crystal is one of our paralegals. Part of her job (a pretty important part, actually) is calling every single client with a pending QDRO (Qualified Domestic Relations Order) or absolute divorce. We've got about 60 or more ...

#### Social Media Examiner: Your Guide to the Social Media Jungle (1)

<u>Location-Based Services: Foursquare vs. Facebook Places</u> [image: social media tools]Ask any marketer about trends for 2011 and you'll undoubtedly hear the phrase "location-based services." However, among Foursquare, Facebook Places, SCVNGR, Gowalla and many others, marketers have a lot to choose from. ...



#### **Blog For Profit (2)**

11 Reasons Your Business Should Be Online Here are some good reasons your business should be online. 1. \*78% of Internet users conduct product research online. \*2. \*57% of businesses have acquired a customer through their company blog. \*3. \*67% of B2B companies and 41% of ...



Changes coming to Blog For Profit [image: Change Ahead] I knew it had been a while since my last post here on Blog For Profit. In fact, my last post here was on January 27th. It is not that I didn't have ideas or topics I could have written about. It is not because I don't enjoy ...

#### Lawyerist (47)

#### CLOUD BACKUP + EXTERNAL HARD DRIVE

 Cloud Backup = Dropbox or similar program

 Don't just depend on "the cloud", back up with an external hard drive at least periodically.



 Saves time, money and keeps away major headaches.

#### GoToMeeting.com



- Great way to have clients see your computer as you are demonstrating something to them.
- Great for tutorials for staff.
- Can be used to explain documents to clients virtually.

### **LOGMEIN**

- Allows you to log in to your computer remotely from another computer, iPad, or iPhone.
- Is free on your computer (with options to upgrade).
- Secure you set your own login and password for the program.





- Website dedicated to efficiency.
- Motto: "Tips and downloads for getting things done".

 "Hive Fives" gives Top 5s each week which are voted on by readers. (Five Best: tax prep tools, online meeting services, video editing tools, online file storages, etc.)

#### GOOGLE+ LOCAL

• Free.

 Your online business listing for Google.

Need a physical address.

GOOGLE
places = +Cocal

• Becoming competitive.

#### GOOGLE+ LOCAL

#### Duncan Law, PLLC ...

628 Green Valley Road #304 Greensboro, NC 27408

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Posts About Photos Videos



Introduction

Duncan Law, PLLC is a law firm with bankruptcy lawyers and workers' compensation attorneys.

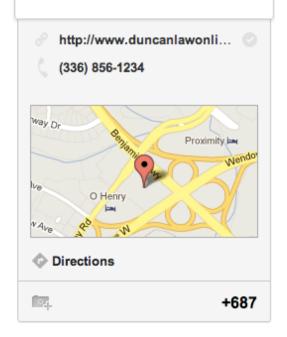
#### **Bankruptcy Lawyers**

We help people in Greensboro and the greater Triad file Chapter 7 and Chapter 13 bankruptcies. Bankruptcy may be able to stop the foreclosure of a house, repossession of a vehicle and may wipe out most if not all unsecured debts such as credit cards, medical bills and personal loans.

#### Workers' Compensation Attorneys

In addition to bankruptcy, we also focus on workers' compensation. We help those who have been injured at work get the treatment and compensation they are entitled to receive. Unfortunately, the insurance companies for an employer will try to cut corners to save as much money as possible. Having a workers' compensation lawyer can help you get the best treatment available and recover lost compensation.





Edit husiness details

#### Personal V. Professional Social Media





#### HowSecureIsMyPassword.net

- 5 Worst (easily hacked) Passwords:
  - 1. password
  - 2. 123456
  - 3. 12345678
  - 4. qwerty
  - 5. abc123

- Song lyrics, quote from a book
- Replace A's with @ and S's with \$

#### HowSecureIsMyPassword.net

# HOW SECURE IS MY PASSWORD?

It would take a desktop PC

#### About 6 quintillion years

to hack your password



Length: Long

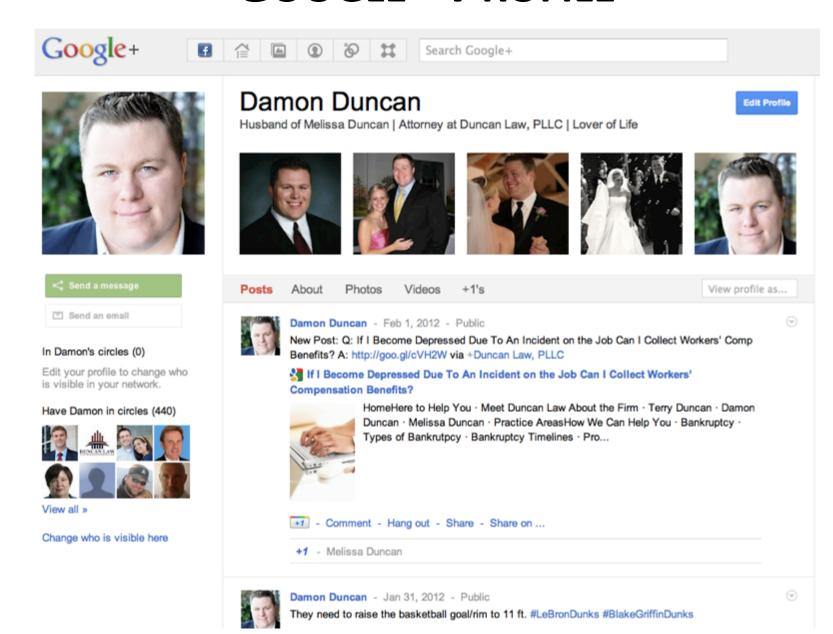
Your password is over 16 characters long. It should be pretty safe.

# Google+

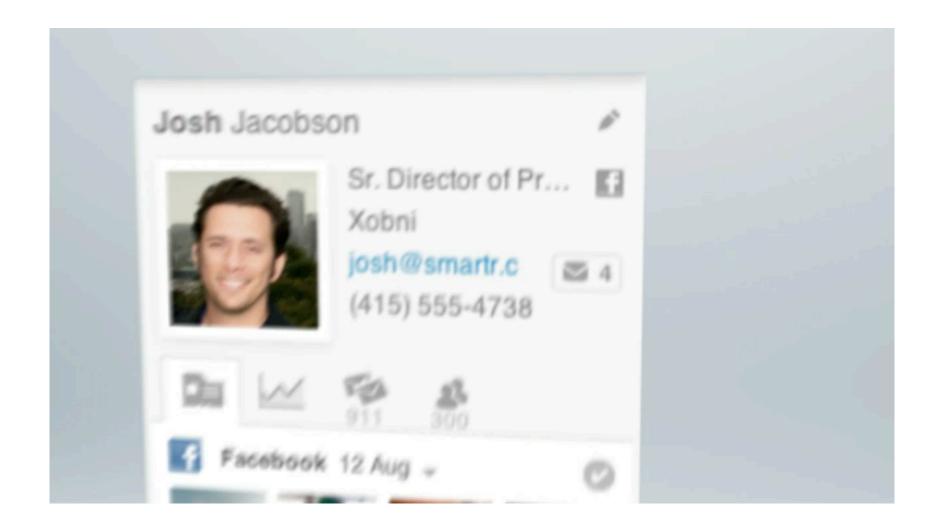
- Google's fairly new but incredibly important social network.
- Can have "hangouts" or video chats with other Google+ members for free – great for video conferencing.
- "Search, Plus Your World"



#### **GOOGLE+ PROFILE**



#### **SMARTR**



#### ZAMZAR



 Convert files in four easy steps.

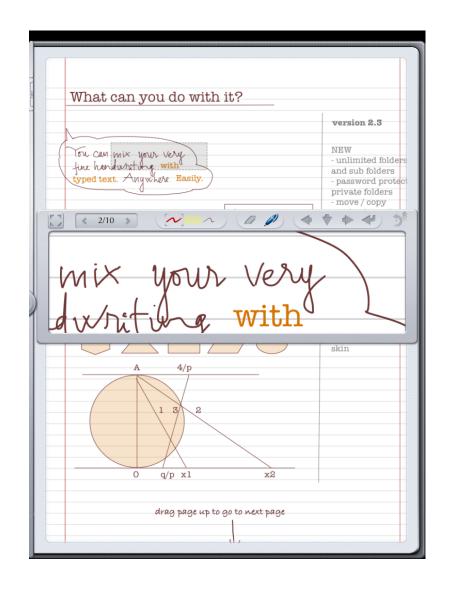
 Dozens and dozens of different file types.

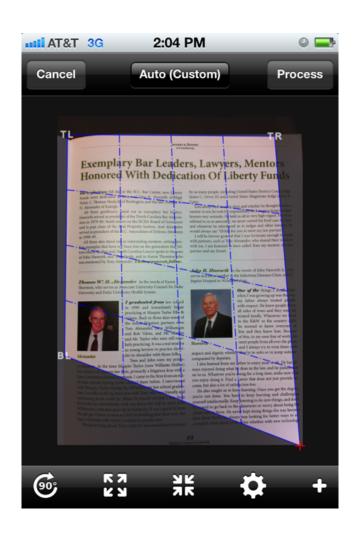
Free

#### **Notes Plus**

- Take handwritten or typed notes on tablet device.
- Can save as PDF and email or save directly to the cloud.

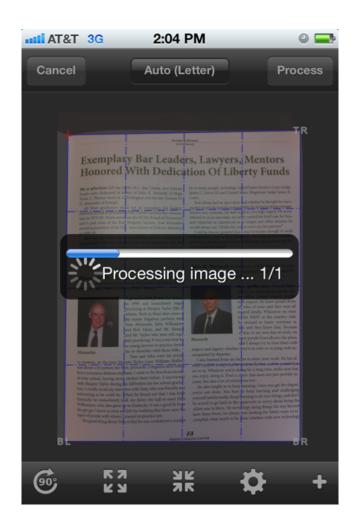
 May also record audio along with notes.

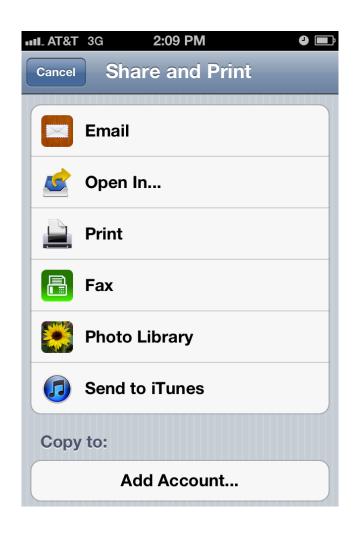


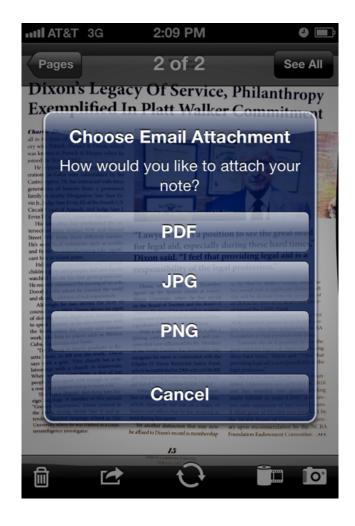












AWARDS & HONORS

\*\*WERCHELOVE

#### DEVELOPMENT

#### Exemplary Bar Leaders, Lawyers, Mentors Honored With Dedication Of Liberty Funds

On a glorious fall day at the N.C. Bar Center, new Liberty Funds were dedicated in honor of John R. Haworth of High Point, C. Thomas Steele Ir. of Burlington and the late Thomas W. H. Alexander of Raleigh.

All three gentlemen stand out as exemplary bar leaders. Haworth served as president of the North Carolina Bar Association in 1979-80. Steele serves on the NCBA Board of Governors and is past chair of the Real Property Section. And Alexander served as president of the N.C. Association of Defense Attorneys in 1998-99.

All three also stand out as outstanding mentors, setting sterling examples that have not been lost on the generation that follows them. To that end, North Carolina Lawyer spoke to the sons of John Haworth and Tom Steele, and to Karon Thornton who was mentored by Tom Alexander. Their comments follow.

**Thomas W. H. . Hexander** In the words of Karon Thornton, who serves as Associate University Counsel for Duke University and Duke University Health System.



Alexande

I graduated from law school in 1990 and immediately began practicing at Maupin Taylor Ellis & Adams. Back in those days some of the senior litigation partners were Tom Alexander, John Williamson and Bob Valois, and Mr. Maupin and Mr. Taylor who were still regularly practicing. It was a real treat for us young lawyers to practice shoulder to shoulder with those folks.

Tom and John were my prima-

ry mentors. At the time Maupin Taylor (now Williams Mullen) was about a 65-person law firm, primarily a litigation firm with a heavy insurance defense emphasis. I came to the firm from an out-of-state school, having never clerked there before. I interviewed with Maupin Taylor during the fall before my law school graduation. I vividly recall my interview with Tom, who was friendly and welcoming as he could be. When he found out that I was from Kentucky he immediately took me down the hall to meet John Williamson, who also grew up in Kentucky. It was a good fit from the get-go; I knew as soon as I left the building that these were the types of people with whom I wanted to practice law.

The great thing about Tom is that he was considered a mentor

by so many people, including United States District Court Judge James C. Dever III and United States Magistrate Judge James E. Gates.

Tom always had an open door, and whether he thought he was a mentor or not, he took his responsibility for bringing along younger lawyers very seriously. He held us all in very high regard. He never referred to us as associates, we never carried his brief case for him, and whenever he introduced us to judges and other lawyers, he would always say "I'd like for you to meet my law partner."

I will be forever grateful that I was fortunate enough to work with partners, such as Tom Alexander, who shared their wisdom with me. I am honored to have called Tom my mentor, my law partner and my friend.

John R. Haworth In the words of John Haworth Jr., who serves as a social worker in the Infectious Diseases Clinic at N.C. Baptist Hospital in Winston-Salem.



Haworth

One of the things I recall from when I was growing up was the way my father always treated people with respect. He knew people from all sides of town and they were all treated kindly. Whenever we went to the K&W or the country club, he seemed to know everyone in line and they knew him. Because of this, in my own line of work, we meet people from all over the place, and I always try to treat them with

respect and dignity whether they're in suits or in jump suits accompanied by deputies.

I also learned from my father to enjoy your work. He has always enjoyed doing what he does in the law, and he passed that on to us. Whatever you're doing for a long time, make sure that you enjoy doing it. Find a career that does not just provide income, but also a lot of satisfaction too.

He also taught us to keep learning. Once you get the degree, you're not done. You have to keep learning and challenging yourself intellectually. Keep learning to do new things, and don't be scared to go back to the classroom or worry about being the oldest one in there. He never kept doing things the way lawyers have done them; he always was looking for better ways to accomplish what needs to be done whether with new technology

#### Dixon's Legacy Of Service, Philanthropy Exemplified In Platt Walker Commitment

Charlie Dixon has just about seen it all in 60 years of practicing law in Hickory with Patrick, Harper & Dixon, which was known as Patrick & Harper when he ioined the firm in 1952.

He represented a company whose operations in Cuba were nationalized by the Castro regime. He has interacted with three generations of lawyers from a prominent family in nearby Morganton: Sen. Sam Ervin Ir. Judge Sam Ervin III of the Fourth U.S. Circuit Court of Appeals, and Judge Sam J. Ervin IV of the N.C. Court of Appeals.

His law office has overlooked the intersection First Avenue NW and Second Street NW from three different corners. He's seen local industries such as textiles and furniture manufacturing take significant hits in recent years.

He's watched four children and 11 grandchildren grow and prosper, and now has his watchful eye on his first great-grandchild. He recently witnessed the passing of his wife. Dorothy, with whom he traveled the world and shared a lifetime of rich experiences.

Although he has served the firm of counsel since 2003, Dixon shows no signs of slowing down. Right now he's learning to speak Spanish so he can converse with the locals when his travels and mission work take him to places such as Mexico, Cuba, Guaternala and Spain.

"I'm hoping to finally graduate to Rosetta Stone, to tell you the truth." Dixon says with a grin. "Our church has a relationship with a church in Guatemala. When we first went there, a few of our people could speak well enough to order a meal, so I started trying to learn a bit."

This is not Dixon's first foray into foreign language. A member of this nation's "Greatest Generation." Dixon enlisted in the Army during World War II and attended Japanese language school at Yale University where he was trained as a counterintelligence investigator.



"Lawyers are in a position to see the great need for legal aid, especially during these hard times," Dixon said. "I feel that providing legal aid is a responsibility of the legal profession."

Dixon, who turned 85 in December, signed up for Spanish classes at Lenor-Rhyne University, where he has served on the Board of Trustees and the Board of Visitors. He doesn't let on to fellow students, some more than 65 years his jumor, that he's a graduate of the Harvard Law School.

Truly a lifelong learner, Doxon is also a lifelong contributor to the causes and concerns that have influenced his life. Members of the North Carolins Ber Association may recognize his name in conjunction with the Charles D. Dixon Restricted Justice Fund, which he established in 2008 with a \$100,000 gift that provided initial funding for the Legal And of North Carolina (LANC) Fund.

Others will recognize him as a member of the General Practice Hall of Fame, which represents but one of a litany of honors and offices that he has received or held during his career.

Yet another distinction that may now be affixed to Dixon's record is membership in the Platt D. Walker Society, which he has joined with a significant planned gift that will be derived from the proceeds of an IRA at the time of his death and directed toward the LANC Fund.

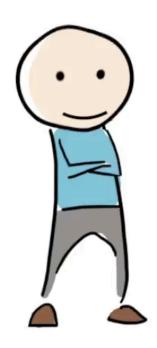
The Society, named in honor of the first NCBA president, honors those North Carolina lawyers who have included the NCBA Foundation in their personal estate plans.

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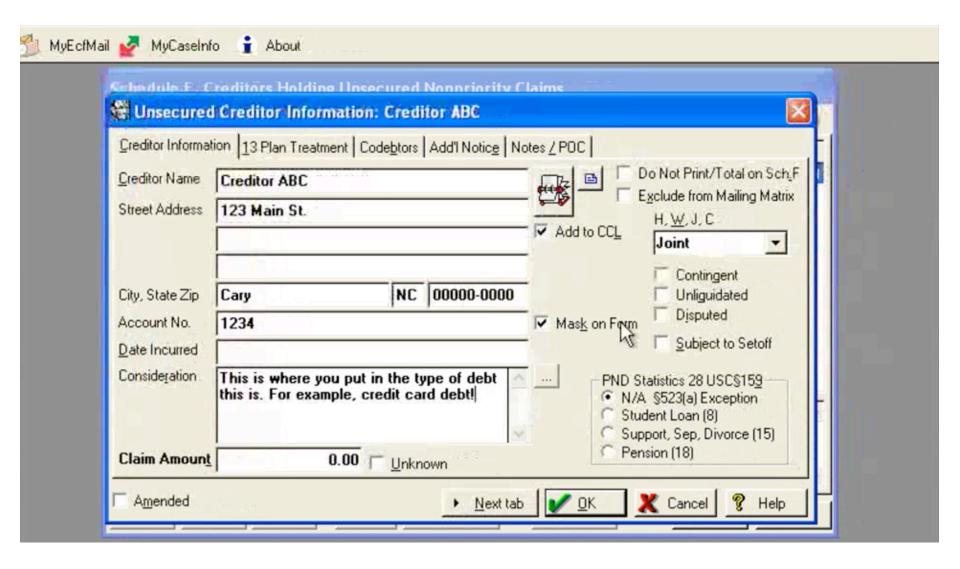
The LANC Fund of the NCBA Fountdation Endowment was activated in 2010 and has awarded two grants totaling nearly \$28,000 to assist LANC staff lawyers with repayment of law school loans. A third grant of \$33,869 was approved by the NCBA Board of Governors in January upon recommendation by the NCBA Foundation Endowment Committee. ACA.

#### **LASTPASS**

# LastPass \*\*\*\*



### **SCREENFLOW**



#### WORLDCARD MOBILE







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# SurveyMonkey™



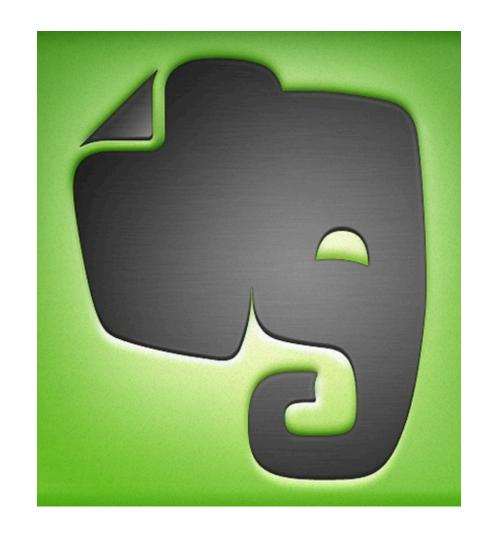
 Create Surveys for clients

See results in real time

 Quick and easy way to get feedback

#### **EVERNOTE**

- Free.
- Sync notes between computer and phone.
- Organize audio, text, images and other files.
- New York Times "Top 10 Must-Have App" winner.



## IF THIS THEN THAT (IFTTT)

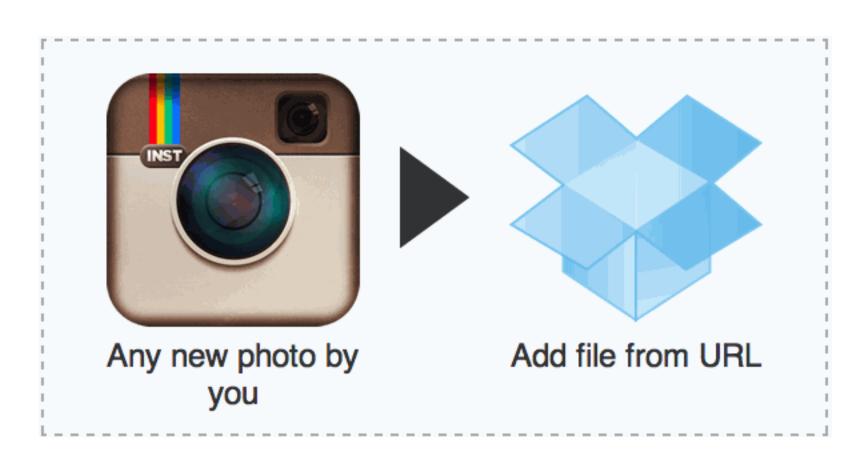


One of my favorite new applications.

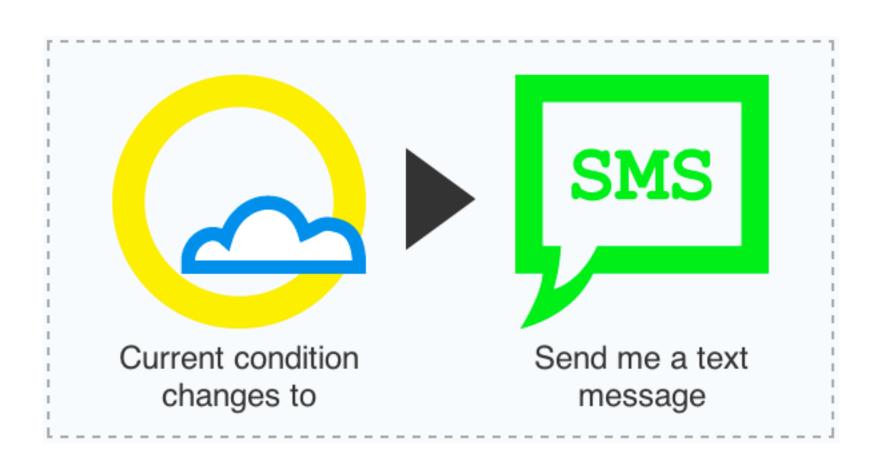
 Takes If, Then statements and creates actions

 Has "recipes" others have already created with different If, Then statements.

# IF I TAKE A NEW PICTURE WITH INSTAGRAM THEN SAVE IT IN MY DROPBOX



# IF IT'S GOING TO RAIN THEN SEND ME A TEXT MESSAGE



# IF I TEXT "IFTTT" THEN CALL MY CELL PHONE

