



# Lawyer Marketing & Networking

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## EXPO 2021

Presented by



### About the Faculty

#### **Aaron L. Abram, JD**

*Abram Law, Eau Claire, WI*

Aaron L. Abram is the founder and managing partner of Abram Law, where his practice areas include criminal law, OWI defense, and family law. As a proud alumnus of Morehouse College'08 – a historically Black college in Atlanta, GA – and Claude W. Petit College of Law at Ohio Northern University'12, Aaron prides himself on representing the principles of these institutions to give a voice to those most in need. Attorney Abram is a member of the State Bar of Wisconsin, Eau Claire, and Chippewa County Bar Associations, Wisconsin Association of Criminal Defense Lawyers (WACDL), Wisconsin Association of African American Lawyers (WAAL), and the General Practice/Solo Practitioner Diversity Leadership Team within the American Bar Association.

#### **Jim Calloway, JD**

*Oklahoma Bar Association Management Assistance Program, Oklahoma City, OK*

Jim Calloway is Director of the Oklahoma Bar Association's Management Assistance Program, where he has served for 23 years. He publishes the law blog [Jim Calloway's Law Practice Tips](#) and has served as co-author of three ABA books on law practice management. Mr. Calloway served as chair of ABA TECHSHOW 2005. He is a member of the ABA Law Practice Division's *Law Practice Magazine* editorial board and wrote the Practice Management Advice column for that magazine for five years. Alongside Sharon Nelson, Mr. Calloway also co-produces the *The Digital Edge: Lawyers and Technology* podcast, [available on Legal Talk Network](#) or via Apple podcasts. You can connect with him on Twitter [@jimcalloway](#).

#### **Lynette Kay Fons, JD**

*Madison, WI*

Lynette Kay Fons is licensed to practice law in Wisconsin and in Texas. She is also a Certified Compliance and Ethics Professional. Lynette has worked in private practice and city government, serving the City of Houston as First Assistant City Attorney and later as Chief Compliance Officer.



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Lynette earned a Bachelor of Business Administration degree, with Honors, from the University of Texas. She received her J.D., cum laude, from South Texas College of Law, where she also served as Editor-in-Chief of the *South Texas Law Review*. She currently resides in Madison and serves on the Boards of the Overture Center Foundation and the Overture Development Corporation.

### **Katie Harrell, JD**

*Stafford Rosenbaum LLP, Madison, WI*

Katie Harrell, a Partner at Stafford Rosenbaum LLP, has been in private practice since 2008. From the start, Katie has specialized in family law, concentrating on divorce litigation, cooperative divorce, collaborative divorce, paternity, child support, third party visitation, and the drafting of marital property agreements. Katie is an active member of many professional organizations and has received a range of awards and accolades for her accomplishments, including recently receiving *Wisconsin Law Journal's* "Leader in the Law" Award.

### **Joy Hawkins**

*Sterling Sky Inc., Ontario, Canada*

Joy Hawkins is the owner of the [Local Search Forum](#), [LocalU](#), and [Sterling Sky](#), a local SEO agency in Canada and the U.S. She has been working in the industry since 2006, and you can find her on Twitter [@JoyanneHawkins](#) or volunteering as a [Product Expert](#) on the Google My Business Forum.

### **Aviva Meridian Kaiser, JD**

*State Bar of Wisconsin, Madison, WI*

Aviva Meridian Kaiser is Ethics Counsel at the State Bar of Wisconsin. She's also an instructor at the University of Wisconsin Law School, where for 25 years, she's taught courses on Professional Responsibilities and Ethical and Professional Considerations in Writing, Problem Solving, and Risk Management. From 1992 until 2002, she was the Director of the Legal Research and Writing Program at UW.

Prior to moving to Madison, Aviva practiced law in Chicago before beginning her full-time teaching career at IIT Chicago/Kent College of Law. She also clerked for the Honorable Louis B. Garippo in *People v. John Wayne Gacy* and for the Honorable Maurice Perlin in the Illinois Appellate Court. Aviva received her B.A. in Chinese from the University of Pittsburgh and her J.D. from the State University of New York at Buffalo Law School.

### **Natalie Kelly, JD**

*State Bar of Georgia Law Practice Management Program, Atlanta, GA*

Natalie Kelly is the Director of the State Bar of Georgia's Law Practice Management Program and an instructor of Law Practice Technology at Georgia State University College of Law. She is a member of the 2020 ABA Steering Committee for the Presidential Initiative, "Practice Forward," a member of the ABA Career Center Board, and a trustee of the College of Law Practice Management.



Natalie chaired ABA TECHSHOW 2014 and also made the ABA's "Women in Legal Tech" list in 2015. She received her B.A. from Spelman College and her J.D. from Atlanta's John Marshall Law School.

**May Y. Lee, JD**

*Lee Law Firm, LLC, Milwaukee, WI*

May Y. Lee is a criminal defense solo practitioner at LEE LAW FIRM LLC in Milwaukee, where she strives to "Speak up for those we are entrusted with and to ensure justice." In addition to serving clients, Lee's firm intentionally advocates for justice by partnering with colleagues and community members to promote diversity, enact change, fight corruption within law enforcement, and provide education. Attorney Lee began her legal career as an Assistant District Attorney at Milwaukee County District Attorney's Office and is a graduate of UW Law School.

**Evan Lin, JD, CPA, AEP**

*Lin Law, Green Bay, WI*

Evan is the founding attorney of Lin Law LLC, a business and estate planning practice. Evan is certified as an Accredited Estate Planner® (AEP®) by the National Association of Estate Planners & Councils and is also a Certified Public Accountant (CPA). Evan currently serves as President of the Estate Planning Council of Northeast Wisconsin and is the Past President of the Green Bay Estate Planning Forum, as well as the Brown County Bar Association.

**Emma Rami-Zlatic**

*Clio, Los Angeles, CA*

Emma Raimi-Zlatic is Affinity Program Manager at Clio, the world's leading cloud-based technology platform offering legal practice management, client intake, and CRM software for legal professionals. She joined Clio with nearly a decade of combined experience in law and tech under her belt, and aims to use her unique background to help spur innovation in the legal field. As a JD who transitioned into a non-legal tech career after law school and has previously owned and operated her own business, she knows first-hand the needs of legal professionals and companies alike and regularly speaks on topics involving entrepreneurship, law firm marketing, automation, data privacy, security and cloud computing. She has also worked for a number of legal employers and tech startups in the past, including Lexicata, a legal-tech company that was acquired by Clio in 2018. Emma resides in Los Angeles, CA and can be reached at [emma.raimi@clio.com](mailto:emma.raimi@clio.com).

**Catherine Sanders Reach**

*North Carolina Bar Association Center for Practice Management, Cary, NC*

Catherine Sanders Reach is Director for the Center for Practice Management at the North Carolina Bar Association. She formerly served as the Director of Law Practice Management and Technology for the Chicago Bar Association and as Director of the American Bar Association's Legal Technology Resource Center. Catherine was co-chair of ABA TECHSHOW 2020. You can follow her on Twitter @[catherinereach](https://twitter.com/catherinereach) or [connect via LinkedIn](#).



### **April Roberts**

*Co-Founder, NOMOS Marketing*

April Roberts is an entrepreneur and a co-founder of [NOMOS Marketing](#). She discovered her passion for marketing and client service after joining the Wonderist Agency as Head of Account Management, where she supervised a team of seven account managers who handled over 200 clients nationwide. April is passionate about business development, building partner relationships, and delivering excellent client service for both NOMOS Marketing and its clients. Before launching her marketing career, April worked in higher education as the Director of Extension for a national collegiate organization.

### **Tyler Roberts**

*Co-Founder, NOMOS Marketing*

Tyler Roberts is an attorney and a co-founder of [NOMOS Marketing](#), a full-service marketing agency for lawyers on a mission to make the law more accessible, more approachable, and ultimately, more human. After working in-house at several early stage startups and reporting on legal trends as an editor for three law-related magazine titles, Tyler discovered a passion for entrepreneurship and legal technology. A content creator at heart, Tyler loves helping clients bring their visions to life through storytelling and design.

### **Robert Schmid**

*Zola Media, Port Washington, NY*

Robert Schmid has worked in digital marketing for over nineteen years. He is currently the Vice President of Zola Creative, a recognized leader in legal marketing and has helped countless firms grow their online visibility and transform their practices with more leads. As part of his work with Zola Creative, Robert has worked hard to raise awareness at law firms of their online compliance needs while supporting law firms of all sizes and across all practice areas.

### **Christopher C. Shattuck, JD, MBA**

*State Bar of Wisconsin Law Practice Assistance Program, Madison, WI*

Christopher C. Shattuck has been the Law Practice Assistance Manager for the State Bar of Wisconsin since 2017. He received his undergraduate and master of business administration degrees from the University of Wisconsin – Oshkosh and his law degree from the University of La Verne College of Law. Mr. Shattuck previously managed a department and litigated cases at a creditors' rights firm in Milwaukee. In addition to providing confidential law practice consultations, he frequently writes and speaks on law practice management topics.

### **Victoria Silecchia**

*Zola Media, Port Washington, NY*

Victoria Silecchia has worked for nearly a decade in legal technology, connecting attorneys with solutions that help to increase efficiency, collaboration and profitability. She currently serves as the Vice President of Marketing and Partnerships at Zola Media, a leading technology company that provides



firms with the tools they need to generate new business and a best-in-class matter management platform to oversee every action taken in every case.

### **Spencer X. Smith**

*AmpliPhi Social Media Strategies, Madison, WI*

Spencer X. Smith is the founder of the social media marketing company [AmpliPhi](#), a five-time award winner of *InBusiness Magazine's* Executive Choice Awards for Social Media Consulting Company (2016-2020). Formerly a VP of Sales for two Fortune 100 companies, Spencer is now deemed to be a "Social Media Expert" by Forbes. Since 2015, Spencer has spoken at over 250 events, including a presentation at the New York Stock Exchange in 2017. He's also presented at 15 Association of Legal Administrators (ALA) and Legal Marketing Association (LMA) events, including the ALA Annual Conference.

Spencer is also an instructor at the University of Wisconsin and Rutgers University, author of the bestselling book *ROTOMA: The ROI of Social Media Top of Mind*, and a frequent contributor to the American Bar Association's "Marketing The Law Firm" and "GP Solo" columns.

### **Courtney Troutman, JD**

*South Carolina Bar Practice Management Assistance Program, Columbia, SC*

Since 2002, Courtney Troutman has been the Director of the South Carolina Bar Practice Management Assistance Program (PMAP). At the Bar, she assists lawyers in large and small firms with a host of law office technology and management issues. She also currently serves as a liaison to the Solo & Small Firm Section, the Technology Committee, and the Intellectual Property and Innovation Committee. Courtney has spoken at numerous national and state bar events, including multiple ABA TECHSHOW conferences. She is also an author, former ABA columnist, and contributor to national blogs and publications.

In recognition of her professional contributions to the field of law practice management, Courtney is a fellow of the College of Law Practice Management. She was also honored in 2014 as a member of the "Fastcase 50" — for being a leader, innovator, techie, and visionary who has made outstanding contributions to the legal profession — and by *LawSites* in 2017 for being a woman trailblazer in legal tech. Prior to working at the Bar, Courtney spent more than a decade as a litigator.

