

E448 1. New ABA Book: Smart Marketing For the Small Firm Law

In this issue:

1. New ABA Book: Smart Marketing

**For the Small Firm Lawyer from the
American Bar Association**

**2.Recent cases:Prior DWI counts for
enhanced refusal.State v. Frye**

**3.New law No insurance Law 39:6 B:2
amended to provide discretion for no DL
suspension**

4.New YouTube Videos

**5.Next Community Events- email Ken V
if attending**

**1.New ABA Book: Smart Marketing For
the Small Firm Lawyer from the American Bar Association**

Author: Kenneth A Vercammen

Sponsor(s): Solo, Small Firm and General Practice Division

Publisher(s): ABA Book Publishing

Marketing is essential to the growth of any enterprise. There are many low-cost and no-cost opportunities that exist. This book explores today's marketing landscape and outlines its many facets for you in concise and easy to understand terms.

Additional Information

*Table of Contents: TOC Smart Marketing

*About the Author: Kenneth Vercammen

*Preface: Intro-Smart Marketing

*List Price: \$59.95

*ABA Price: \$45.95

ISBN: 978-1-62722-484-0

Product Code: 5150468 2014, 156 Pages, 7 x 10

Item Details:

Any business owner will tell you that marketing is vital to the success and venture, and a law practice is no exception! This book thoroughly explores today's marketing landscape and outlines its many facets for you in concise and easy to understand terms. This book will cover: Any business owner will tell you that marketing is vital to the growth of a venture, and a law practice is no exception! This book thorough

today's marketing landscape and outlines its many facets for you in concise understandable terms. This book will cover: *Creating a blog for free *How to leverage an array of social networking sites (like Facebook, Martindale Hubbell, Yelp, etc.) *Practices for marketing within the law office *Low-cost and no-cost marketing *Tips to increase your efficiency and reach *And more! Included with this book is a CD-ROM with digital copies of all the exhibits used in the book and the various sources are referenced. Learn how to make the most of the marketing opportunities that exist. *Marketing for the Small Firm Lawyer.*

Praise for *Smart Marketing for the Small Firm Lawyer*:

Vercammen's new marketing book belongs in the tool box and library of every lawyer, regardless of firm size. Ken not only tells the lawyer WHAT to do, he shows HOW to do it.

-Jay Foonberg-Author of *How to Start and Build a Law Practice*, 5th Edition
details:<http://shop.americanbar.org/eBus/Store/ProductDetails.aspx?productId=2>

Service Hotline 800-285-2221 312-988-5000

2.Recent cases:Prior DWI counts for enhanced refusal.State v. Frye217 NJ.

The court reaffirms its holding in *In re Bergwall*, 85 N.J. 382 (1981). A prior DWI conviction may enhance the sentence for a subsequent refusal conviction under the rule in *N.J.S.A. 39:450.4a*.

3. New law No insurance Law 39:6 B:2 amended to provide discretion on license suspension

Under the prior law, a person who commits a first offense of driving without insurance is subject to a fine of between \$300 and \$1,000, a period of community service as determined by the court, and loss of driver's license for one year from the date of conviction. Under this amended law, imposition of a driver's license suspension for such a first offense is to be within the discretion of the court, and the period of any such suspension is to be within the discretion of the court.

two months to one year from the date of conviction.

The relevant portion of 39:6 b:2 reads: The court also shall suspend the per
operate a motor vehicle over the highways of this State for a period of one year
of conviction; provided, however, the period of license suspension may be
eliminated if the person provides the court with satisfactory proof of motor vel
insurance at the time of the hearing.

4.New YouTube videos:

<https://www.youtube.com/watch?v=6Z6R1Jff7Wk>

5.Next Community events email Ken V if attending

Aug 8 Bar Anticipation Friday night free food

August 9, Asbury Park 5K, Asbury Park, N.J. 8:30am Wakefern cosponsor ber
& Girls Clubs of Mon. Cty.

8/10 Belmar 1-mile swim

8/11 Holme Band at DJais , Swim on 5th Ave Belmar
band<https://www.facebook.com/HolmeNJ>

8/16 Bradley Beach 5k co-Sponsor Wakefern 8:30

8/17 Ray Licata Long Branch Ocean Mile Swim 1 mile 8am

8/17 Raritan Valley Road Runners RVRR beach c
Branch<https://www.facebook.com/events/484221305047369/>

8/23 British Invasion<https://www.facebook.com/events/532342663563859/>

Editorial Assistance from Jillian Spielman, New York Law School 2015. Ms. currently participating in Ken Vercammens Summer Internship Program.

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