2026 WSBA SOLO AND SMALL FIRM CONFERENCE

CONNECT FOR THE LONG GAME: SUPPORT AT EVERY STAGE

FRIDAY, OCT. 9, 2026 – SATURDAY, OCT. 10, 2026

Suquamish Clearwater Casino Resort

IN-PERSON ONLY

WSBA | CLE *Invested in your success.*™

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Building a successful law firm is about more than just practicing law. It's about creating a sustainable business, developing meaningful relationships, and finding support through every phase of the journey.

This conference is designed specifically for solo and small law firm attorneys who want to grow thriving practices while building fulfilling careers and lives. Whether you're considering opening your own firm, navigating the challenges of growth, refining your systems, preparing for succession, or simply looking for a community that understands the unique demands of running a law firm, this event is for you. Because building a law firm isn't a sprint. It's a long game. And you don't have to do it alone.

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Nolan Nelson Accounting PLLC

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SOLO AND SMALL FIRM CONFERENCE

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PRESENTED IN PARTNERSHIP WITH THE
SOLO & SMALL PRACTICE SECTION

REGISTRATION - ONLINE

- **#27555SUQ: In-Person**

11.0 CLE CREDITS	Other	Ethics	L&LP
#27555SUQ: 2026 WSBA Solo and Small Firm Conference	8.00	2.0	1.0

TUITION	Standard Pricing valid from 8/25/26
Solo & Small Practice Section Members	$260
Standard/Non-Section Members	$360
Join the Section (+$35)	$295
New Member Price	$265

PLANNING COMMITTEE

- **Darcel Lobo** – *DAL Coaching and Consulting, Normandy Park*
- **Tyler O' Brien** – *The Longhair Lawyer, Ritzville*
- **Kari Petrasek** – *Petrasek Law PLLC, Mukilteo*
- **Rachel Levine** – *The Lawyer's Strategy Coach, Seattle*

IN-PERSON ONLY

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Lodging Information

There is a block of discounted rooms at the Suquamish Clearwater Casino Resort held for attendees until September 14, 2026, based entirely on space availability.

Room reservations made under the WSBA room block are intended for attendees of the Solo and Small Firm Conference only. If a non-attendee would like to stay in the area, please find accommodations outside of the WSBA room block.

The WSBA room block is for Friday night, October 9, at the following nightly rates for either a Queen, Double Queen or King Room (plus taxes/fees and subject to the hotel's reservation policy):

- $199 – Resort Water View King or Double Queen
- $179 – Resort Non View King or Double Queen
- $179 – Tower Scenic View King or Queen
- $179 – Tower Non View King or Double Queen

*Note: A buffet lunch will be provided Friday and Saturday. Please contact **cle@wsba.org** if you have any dietary restrictions or concerns.*

TO RESERVE YOUR ROOM

Go online directly to **www.clearwatercasino.com**. Enter 10/9/2026-10/10/2026 in Arrival-Departure date and Group ID **24974** in Offer. Select WSBA SOLO Conference and select room of choice.

SCAN TO BOOK A ROOM TODAY!

You may also call **866-609-8700** using Group ID **24974**.

Note: Once the WSBA SOLO block of rooms are filled, prices may increase.

Suquamish Clearwater Casino Resort
15347 Suquamish Way NE,
Suquamish, WA 98392
(360) 598-8700
www.clearwatercasino.com

> CONNECT FOR THE LONG GAME: SUPPORT AT EVERY STAGE

DAY 1 > FRIDAY, OCT. 9, 2026

9:30 a.m. > Check-in • Walk-in Registration • Morning Refreshments

10:00 a.m. > Starting a Law Firm Bootcamp

120 minutes, 2.0 credits Other

In this session you will have the opportunity to:

- Learn the marketing skills necessary to build a book of business (whether you decide to go solo or not).
- Practical tips on starting and adjusting your practice (including addressing potential hazards you may encounter).
- Identify and respond to the fears that are holding you back from going solo.
- Meet others, so you aren't alone!

We look forward to being together in person and hope you can be a part of it. This is an interactive session, and we welcome input from our audience members.

- **Tyler O' Brien** – *The Longhair Lawyer, Ritzville*

12:00 p.m. > LUNCH and Annual Section Meeting (Hosted)

1:00 p.m. > Welcome and Introductions by Section Chair

- **Nick Pleasants** – *Oseran Hahnn PS, Bellevue*

1:15 p.m. > Practical Privacy and AI: What Small Firms Need to Know

60 minutes, 1.0 credits Ethics

Curious about emerging issues in privacy and AI and wondering how they might apply to you and your practice? This program is designed to help lawyers of all practice areas identify real-world scenarios in the rapidly changing areas of privacy and AI governance that may require a second look. You'll receive strategic guidance on key privacy and AI issues that could impact your practice (and your clients). Topics include privacy implications for client data and considerations for using third-party software–including AI tools. You'll walk away with a snapshot of what you need to know NOW to protect your firm and your clients.

- **Jackie Wilkosz –** *Enlighted Privacy, Santa Cruz, CA*

DAY 1 > FRIDAY, OCT. 9, 2026

AFTERNOON SESSION OPTIONS

2:25 p.m. >

Fear, Burnout, and Fresh Starts: How Lawyers Successfully Change Direction

60 minutes, 1.0 credits Other

Burnout, changing interests, financial pressures, and fear of the unknown often keep lawyers feeling stuck—even when they know something needs to change. Whether you're considering a new practice area, a different business model, or simply a new way of practicing law, making a change can feel overwhelming. Drawing on their own career transitions and their work with solo and small-firm attorneys, Alison Sheets and Shea Meehan will explore the common fears that keep lawyers from making change and provide practical strategies for overcoming them. Through a candid discussion of mentorship, professional resources, business development, and practice management, they will offer a roadmap for successfully transitioning into a new area of practice and relaunching your practice. Attendees will leave with actionable ideas to increase career satisfaction and confidently navigate the next stage of their professional journey.

- **Shea Meehan** – *Cornerstone Wealth Strategies, Kennewick*
- **Alison Sheets** – *Sheets Law, Mukilteo*

2:25 p.m. >

Lawyer to CEO: The Transition to a More Successful Firm

60 minutes, 1.0 credits Other

After practicing law for more than 25 years, Patrick Palace made the difficult decision to stop being his firm's primary producer and become its CEO. The result was transformational: in the first year, firm revenue increased by 76%. This session explores how shifting from practicing law to leading a business unlocked sustainable growth through strategic hiring, leadership development, mergers, marketing, technology, culture, and scaling. Learn why many law firm owners create their greatest value not by billing more hours, but by building systems, empowering others, and leading an organization that can grow far beyond the capabilities of any single lawyer.

- **Patrick Palace** – *Palace Law Office, University Place*

3:25 p.m. > BREAK

DAY 1 > FRIDAY, OCT. 9, 2026

3:45 p.m. > 22 Graphs Marketing Agencies Don't Want You to See

60 minutes, 1.0 credits Other

During this highly tactical session, we share a series of graphs that demonstrate how marketing agencies and digital publishers take advantage of the legal industry. From Google's conflation of brand vs non-branded terms, to the overhyped potential of LLMs like ChatGPT — the real data shows the true story.Lawyers can come away armed with a fuller understanding of important growth tactics that work and those that should be viewed with caution.

- **Conrad Saam** – *Mockingbird Marketing, Issaquah*

4:45 p.m. > Reception

6:30 p.m. > Dine Around

DAY 2 > SATURDAY, OCT. 10, 2026

8:30 a.m. > Welcome and Introductions

- **Kari Petrasek** – *Petrasek Law PLLC, Mukilteo*

8:45 a.m. > Connecting with, Relying on, and Enhancing the Courts throughout Your Career

60 minutes, 1.0 credits L&LP

Our judicial system does much more than resolve disputes. It helps to create a genuine legal community, builds skills for lawyers, and offers opportunities to develop the next generation of legal professionals. Our courts and judges are deeply committed to improving access to justice and learning from lawyers and legal professionals.In this session, Justice Angelis will talk about how the courts can help you, and how you can help the courts and our justice system, at every stage in your career. He will discuss the genuine partnership between courts and lawyers that can, and should, exist throughout your career, even for lawyers whose practices involve little or no litigation. This is also an opportunity to share your insights and suggestions for improving our justice system.

- **Justice Theodore J. Angelis** – *Washington State Supreme Court, Olympia*

DAY 2 > SATURDAY, OCT. 10, 2026

MORNING SESSION OPTIONS

9:55 a.m. >

Beyond the Mentor: How Lawyers Learn in a Changing Profession

60 minutes, 1.0 credits Other

The legal profession is constantly evolving, and so are the ways lawyers learn. Mentorship remains an important part of professional growth, but it is only one piece of the picture.

Join a conversation with lawyers and other professionals as they share how they continue learning throughout their careers. Hear how professional communities, technology, collaboration, and relationships across disciplines have shaped the way they solve problems, adapt to change, and grow as professionals. Leave with practical ideas for building your own network of learning that supports your practice at every stage of your career.

- **Margeaux Green** – *Washington State Bar Association, Seattle*
- **Ben Schorr** – *Affinity Consulting, Seattle*
- **Katie Groblewski** – *Agile Estate Planning, Seattle*
- **Zachary Burr** – *Burwood Law Group, Tacoma*

9:55 a.m. >

Competence Over Costumes: Redefining Professionalism for the Next Generation of Lawyers

60 minutes, 1.0 credits Other

Two newfangled professionals and a highly experienced corporate attorney discuss the value of prioritizing competent representation over keeping up appearances. Ben Nelson aka "The Inked CPA," Tyler O'Brien aka "The Longhair Lawyer," and Jonathan Wright (a former chief compliance officer in Biotech and Renewable Resources and experienced corporate finance professional) have all witnessed "fake it 'till you make it mentalities" blow up in the face of others and want to spare the next generation of professionals from meeting the same fate.

- **Tyler O' Brien** – *The Longhair Lawyer, Ritzville*
- **Ben Nelson** – *Nolan Nelson Accounting PLLC, Seattle*
- **Jonathan Wright** – *Free Vector Law Group, San Franscisco, CA*

10:55 a.m. > BREAK

DAY 2 > SATURDAY, OCT. 10, 2026

11:20 a.m. > Cultivating Mental Resilience in Uncertain Times

60 minutes, 1.0 credits Other

This workshop offers practical, research-informed strategies for maintaining mental clarity, emotional steadiness, and psychological resilience during periods of prolonged uncertainty and rapid change. Participants will learn how to reduce cognitive overload, set healthier boundaries with news and information, and engage in stabilizing actions that support both well-being and effective decision-making. The focus is on sustainable habits that help individuals stay grounded, responsive, and resilient without disengaging from what matters.

- **Annasara Purcell** – *Annasara Purcell Therapy and Consulting, PLLC, Seattle*

12:20 p.m. > LUNCH (Hosted)

1:10 p.m. > Empathy, Personal Values and the Ethical Rules: Are They Compatible?

60 minutes, 1.0 credits Ethics

This session will address how and when our personal values and commitment to help others can come into conflict with the Rules of Professional Conduct, including maintaining confidentiality, the duty to advocate zealously and providing non-legal assistance to clients.

- **Kevin Bank** – *Kevin Bank Law, PLLC, Seattle*

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DAY 2 > SATURDAY, OCT. 10, 2026

AFTERNOON SESSION OPTIONS

2:20 p.m. >

Leadership and Liability of Law Firm Hiring

60 minutes, 1.0 credits Other

This session will touch on the distinction between independent contractors and employees, help law firms decide when to hire their first employee, and provide practical guidance on job design, recruiting, and onboarding. It will also identify the major risks to employers in a law firm setting and provide practical ways to address those risks.

- **Aaron Rocke** – *Rocke Law Group, PLLC, Seattle*

2:20 p.m. >

Beyond Busywork: Unlocking the Full Potential of Your Staff

60 minutes, 1.0 credits Other

This CLE will help you think differently about how to teach, mentor, and utilize staff. We'll explore practical ways to prioritize training, delegate with purpose, and create opportunities for staff to take ownership of meaningful work—not just routine tasks. Attendees will leave with strategies for building stronger teams, improving efficiency, and creating a workplace where team members are excited to learn, grow, and develop valuable new skills.

- **Molly Ashe** – *DuBois Levias Law Group, PLLC, Seattle*
- **Shawna Davies** – *DuBois Levias Law Group, PLLC, Seattle*

3:20 p.m. > BREAK

3:35 p.m. > Judges' Panel: Solo Practice Does Not Mean Solo Support

60 minutes, 1.0 credits Ethics

We all become better practitioners when we invest in each other. Our Judges' Panel will explore ethical considerations for the solo and small practitioner when establishing community connections.

- **Judge Anthony Gipe** – *Kent Municipal Court, Kent*
- **Justice Salvador A. Mungia** – *Washington State Supreme Court, Olympia*
- **Judge Sonia Rodriguez True** – *Yakima County Superior Court, Yakima*

4:35 p.m. > Adjourn • Complete Online Evaluations

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Friday, Oct. 9, 2026 - Saturday, Oct. 10, 2026 • #27555SUQ

REGISTRATION

To register online, please go to the **registration page**. Click to add to cart and complete your purchase. You may pay by credit card, or via ACH. Alternatively, you may print and mail an invoice seven business days prior to the program along with your check payable to WSBA. Credit card payments by mail or fax are no longer accepted. Note, our service provider will charge you a separate, non-refundable transaction fee of 2.5% on all bank card transactions.

Effective Oct. 1, 2025, applicable sales tax will be applied to all live seminar registrations (in-person or virtual). For more information, refer to changes to Washington sales tax law.

☐ *Please omit my name from the networking list made available to exhibitors and/or attendees.*

Registrations received less than 48 hours before a seminar are not guaranteed a coursebook or other presentation materials on-site. If special accommodations are needed, please email **cle@wsba.org** or call toll-free at **800-945-9722**.

PRICING INFORMATION

☐ **#27555SUQ, attend in Suquamish**
10/9/26 through 10/10/26

SELECT PRICE

Standard Pricing valid from 8/25/26	
◯ **$260**	Solo & Small Practice Section Members
◯ **$360**	Standard/Non-Section Members
◯ **$295**	Join the Section ($35) and register at the Section member rate ($325)
◯ **$265**	New Members*

**Active members of the Washington State Bar Association will be considered New Members through the calendar end of the tenth year following admittance to practice in the state. The store will automatically discount registration, if applicable, during checkout.*

ONLINE > Go to **www.wsbacle.org** and enter **27555SUQ** in the search box. Payment by credit card.

PHONE > Call **800-945-9722** or **206-443-9722** with credit card and registration/order form in hand. Our service provider will charge you a separate, non-refundable transaction fee of 2.5% on all bank card transactions.

Registration Transfers, Refunds & Cancellations

In most circumstances, if you cannot attend the live event, we can transfer your registration to the on-demand product, once available (8-10 weeks from the program delivery date). For in-person registrations, tuition fees may be refunded, less $25 for processing, for written cancellations postmarked, emailed, or faxed by 5 p.m. up to three business days before the event. No refunds will be provided after the dates specified. You may also send a substitute in lieu of canceling. When applicable, specific exceptions to these policies will be noted on individual event registration pages. Please email cle@wsba.org with any requests or questions.