

Talk of the Town

Creative strategies for developing collaborative communities in small towns

Presented by

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International Academy of Collaborative Professionals

2023 Annual Networking and Educational Forum: Change the Future: Collaborate

Our Town

Bowling Green, Kentucky

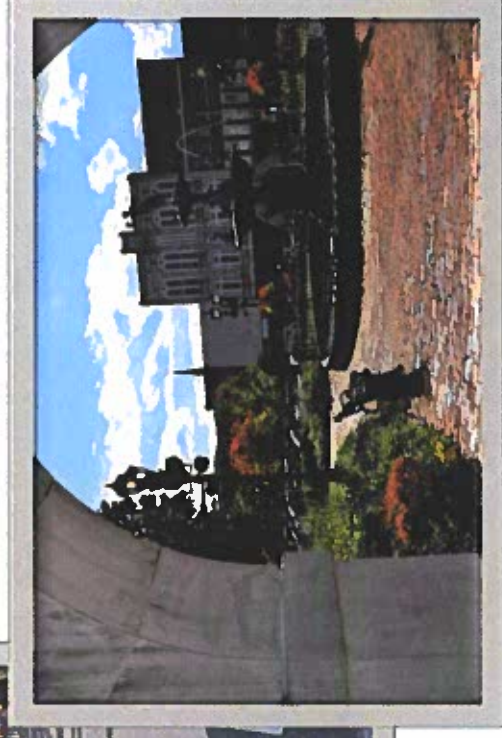
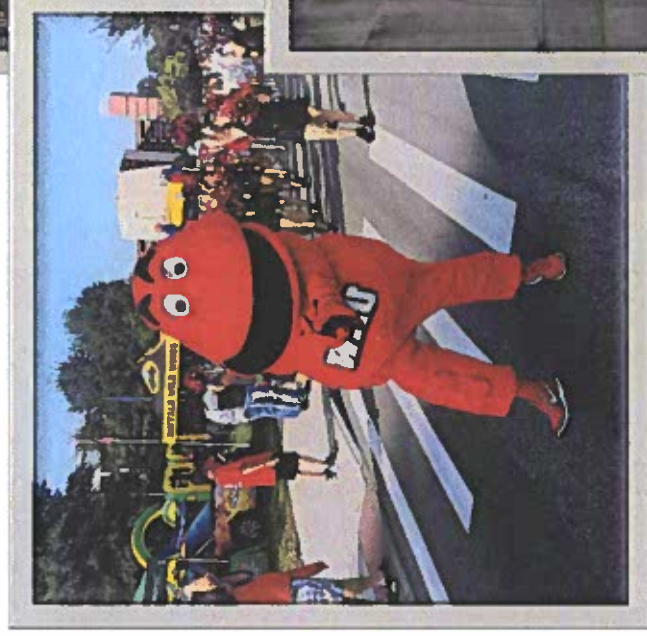
Population: 58,000

Location: 2 hours south of Louisville, 1 hour north of Nashville

Claim to fame: The Corvette is built in Bowling Green and the city has a museum dedicated to it.

University: Western Kentucky University; 20,000 students

International flavor: 10 percent of the population not born in the U.S.



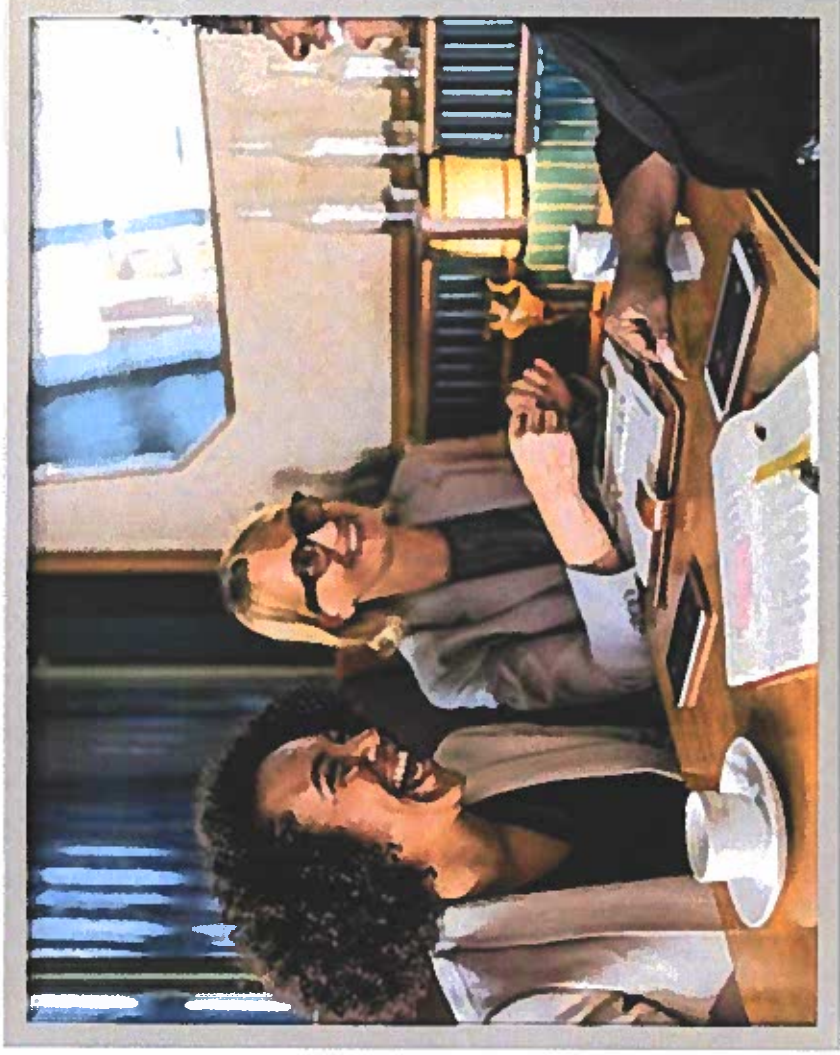


First: Initial Training for Leaders

Our work started with two local attorneys receiving training in nearby urban areas: Louisville, KY and Nashville, TN.

Develop Urban Partnerships

During the initial trainings, relationships with the trainers in our nearby urban communities were built to assist in launching a collaborative community in our small town.



Getting the Judges on Board

After you have been trained, set up a meeting with your local Family Court judges to explain the collaborative process so they understand and support efforts to help families resolve cases respectfully and privately outside of court.

- Address differences in discovery
- Address any ethical questions
- Discuss confidentiality and measures to help ensure privacy for families who choose collaborative practice

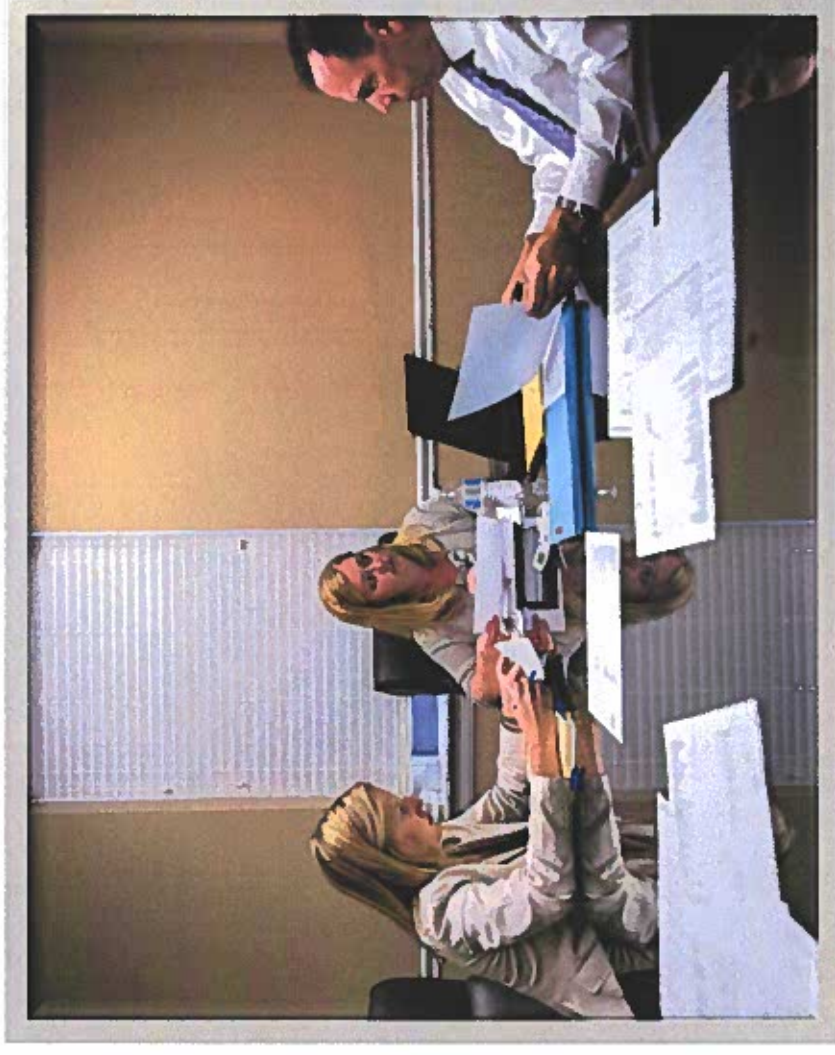


Start Collaborating

Once at least two local attorneys are trained and the local judges have been consulted, with the help of neutral from nearby urban areas, clients can begin choosing the collaborative process to resolve their disputes.

Be mindful of your ethical obligations:

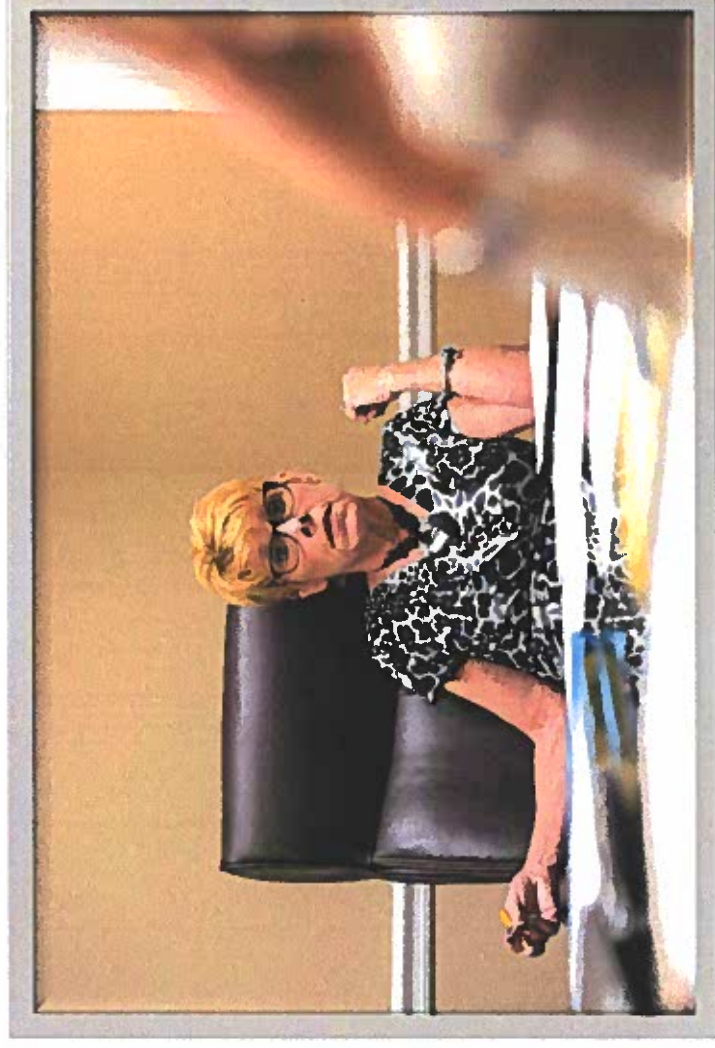
- Be sure collaborative practice is permitted in your state. (KBA Ethics Opinion E-425)
- Fully explain the process to you client and let them decide.



Collaborate ethically

- Scope of Representation
- Competence
- Diligence
- Communication
- Confidentiality
- Restrictions on right to practice

Limited Representation





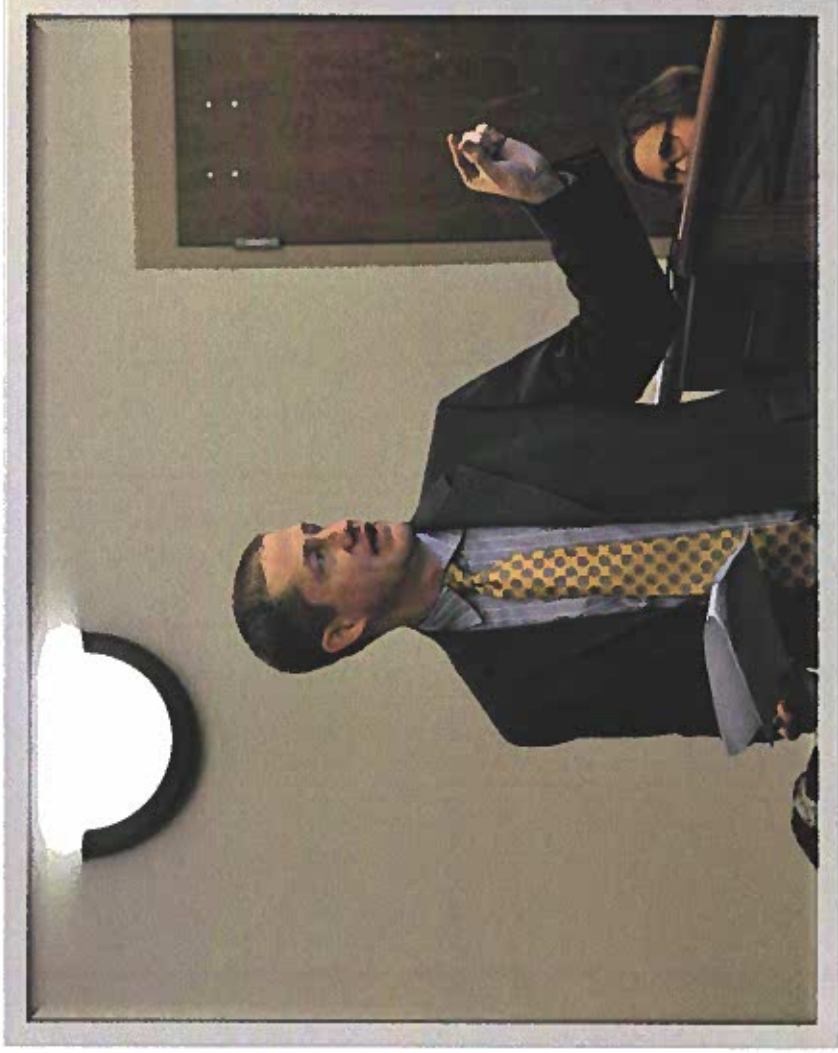
Getting other professionals involved

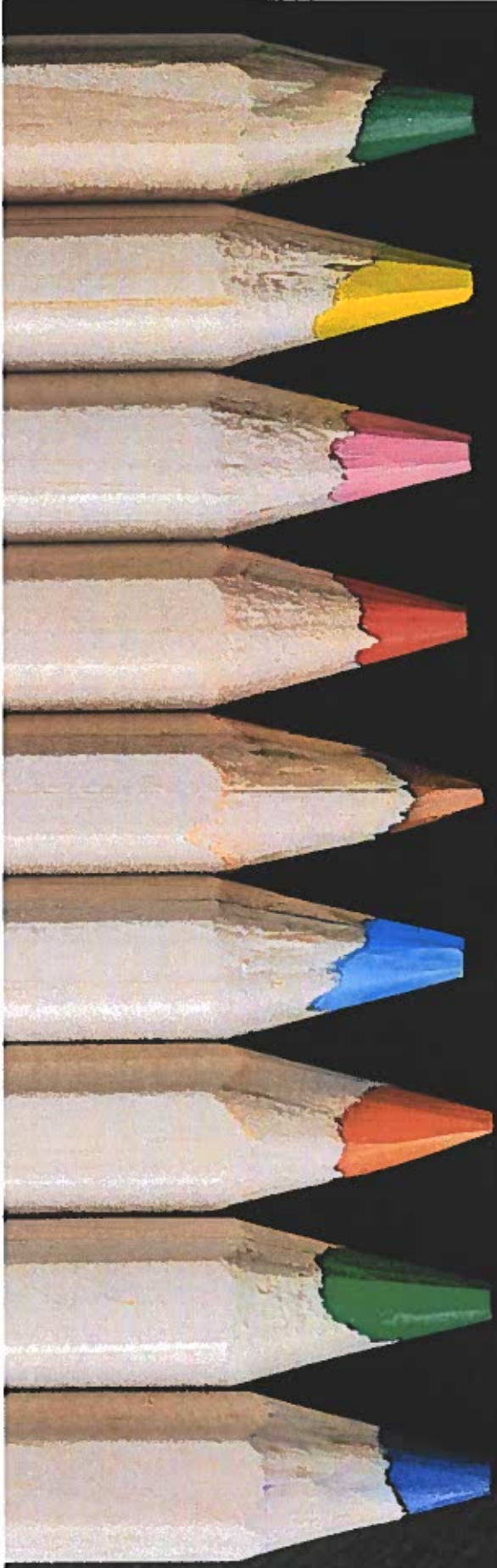
Once one or two attorneys have been trained and the judges support the concept, it is time to introduce the concept of collaborative practice to other professionals in the community to educate them and to spark their interest in becoming collaboratively trained themselves.

Free Collaborative Practice Overview Training

To introduce the concept of collaborative family practice, invite your trainers from nearby larger cities to explain collaborative practice to attorneys, mental health professionals and financial professionals in your town.

- Free
- Provide Lunch
- Obtain CLE Approval





Marketing

We asked the local bar association to serve as the official entity hosting the Free workshop, which allowed us to push this out to all attorneys in the area.

We posted about it online in the following places:

- Our web site
- Facebook (some paid boosts to help more people see it)
- Twitter
- Google Plus



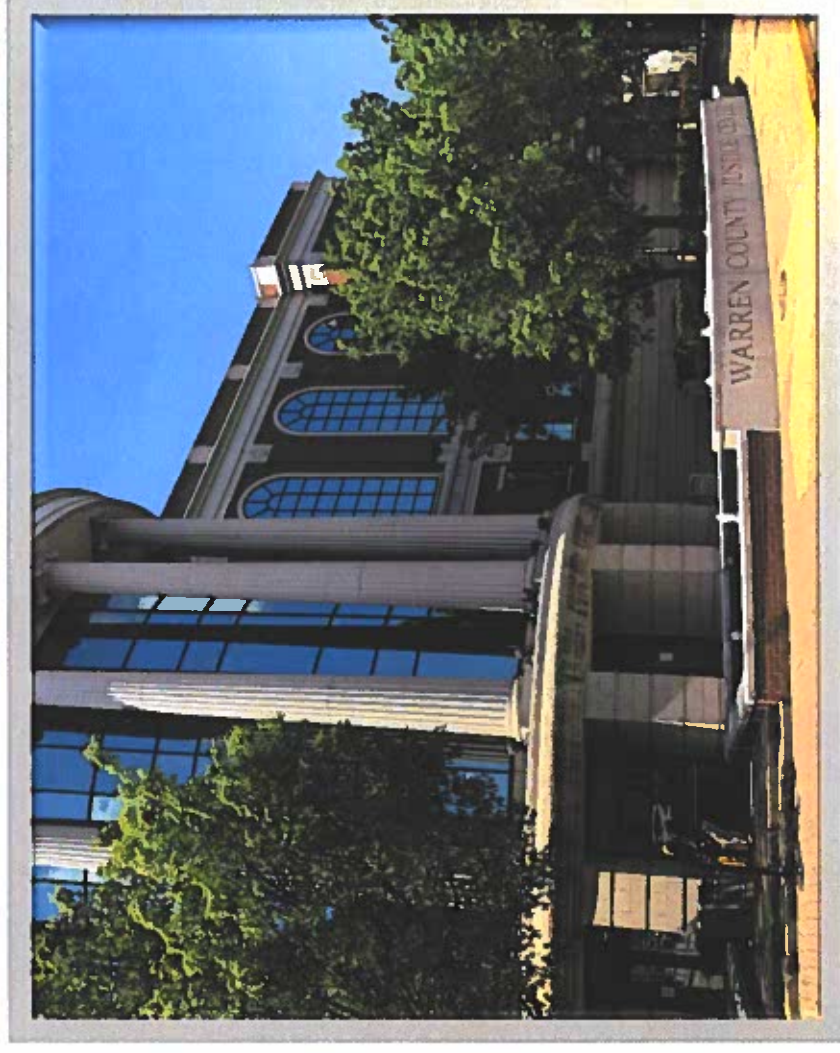
Any marketing you do for your workshop is also marketing to the general public about the concept of collaborative divorce.

Important note

Host a 2 Day Basic Collaborative Training

Once professionals have been introduced to the concept of collaborative practice, organize and host a Basic Collaborative Training **in your town.**

Having trainers from one of your urban partnerships travel to your town to conduct the training is crucial to building your collaborative professional community.



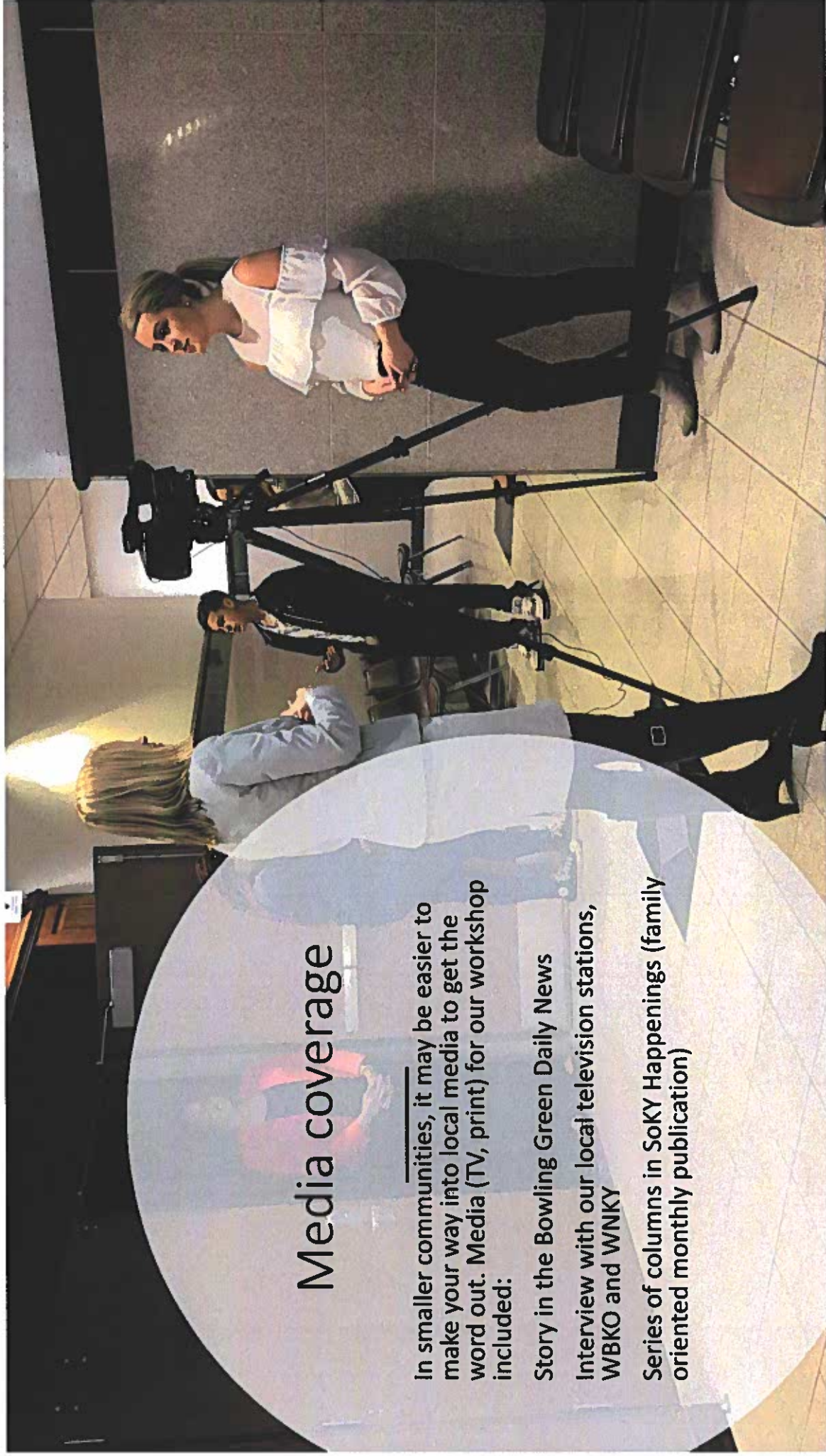
Media coverage

In smaller communities, it may be easier to make your way into local media to get the word out. Media (TV, print) for our workshop included:

Story in the Bowling Green Daily News

Interview with our local television stations, WBKO and WNKY

Series of columns in SoKY Happenings (family oriented monthly publication)





Don't forget: Ethical advertising rules

As you work towards marketing this new practice and your workshop and training, be mindful of the state bar association rules where you are located for attorney advertising.

In Kentucky, we cannot claim to be an “expert” in any field, and every ad we do must have “This is an Advertisement” on it. This doesn’t pertain to a news story, of course, but if we take out an ad for our collaborative practice, that must be included. Even our web site has that disclaimer.

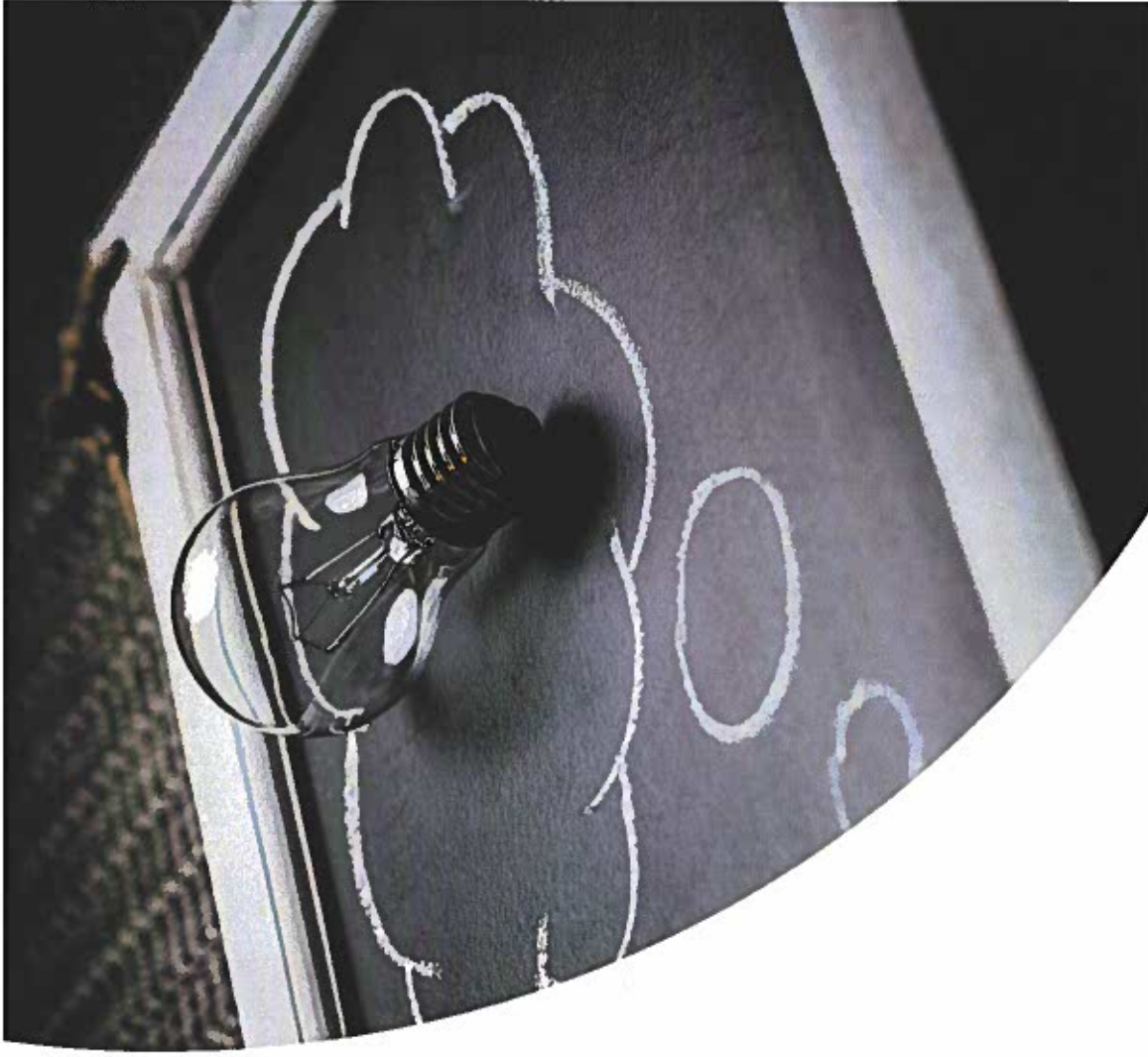
Public education

Once you have trained professionals in your community, it's time to educate the public. You can use the same tools for publicity.

Speaking opportunities:

- Civic clubs, including Rotary, Kiwanis
- Local colleges/universities
- Book clubs
- Bar tenders, barbers, beauty salons, yoga studios, gyms
- Local library
- Publications
- Other groups of professionals – accountants, mental health professionals
- Your faith community

Most importantly, develop a 30-second elevator speech so you can explain this to people you meet.





Create a practice group

Your practice group will allow you and other collaborative professionals to work together to create the structure you need to serve clients.

This also allows you to create branding that helps tell your story and generate client interest.

Develop a website for your practice group that allows all locally trained professionals to link to the website and direct more professionals and potential clients to the website to find out more information about collaborative practice, how it works and who in the local area is qualified.

Thank you

For your time and attention

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