



At Sidebar

by Glen R. McMurry

Staying Ahead of the Technological Curve

If you have not taken the opportunity to visit the Federal

Bar Association's website to view the variety of Web-based tools for your practice, you should! Your FBA is committed to staying ahead of technological advancements and improving your practice by providing you tools to better serve your clients and adapt to the ever-changing practice of law. To find proof of this commitment, look no further than the FBA's website and three exciting services: Need An Attorney?; Legal Career Center; and the online Judicial Profile Index.

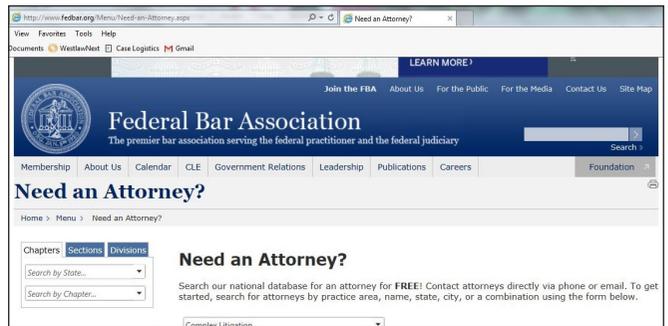
Need A Attorney?

Three short years ago, LexisNexis published a white paper on virtues of online marketing for attorneys.¹ We learned that in 2012 alone, 58 million consumers—nearly 20% of the U.S. population at that time—were searching for attorneys. Of that number, 76% (more than 44 million people) searched using online resources² such as search engines, websites, and social media sites like Facebook and YouTube.³ This number has continued to grow, and it should come as no surprise that in February 2014 consumers began to access the Internet from their mobile devices more than they accessed the Internet from traditional desktop computers.⁴

These numbers have power and significance. We have known for some time that consumers are searching for attorneys via the Internet more than traditional print publications, but now we are discovering that our prospective clients are seeking our services more on their phones standing in line at the supermarket than they are at their desks at home. Further, this trend shows no sign of slowing down or reversing.

It is easy to get lost in the novelty of these technological innovations and trends, which is why your FBA strives to offer some of the most up-to-date, Internet-based marketing tools available to attorneys, beginning with Need An Attorney?

With Need An Attorney?, consumers can utilize a free search engine to locate FBA attorneys by name, location, and field of practice. With this resource, better-prepared clients are connected with better-prepared attorneys. Even more impressive is the price. A year's worth of advertising in three fields of practice on Need An Attorney? will cost an FBA member less than a traditional print advertisement



in the local yellow pages. This is just one example of your FBA staying ahead of the technological curve for the benefit of its members. For more information about Need An Attorney?, including specific pricing options, visit www.fedbar.org/Menu/Need-an-Attorney.aspx and click the purchase link at the bottom of the page.



Glen R. McMurry is a partner at the law firm of Dungan & LeFevre, LPA, in Troy, Ohio. McMurry is admitted to the bars of the state of Ohio, the U.S. District Court for the Southern District of Ohio, the U.S. Bankruptcy Court for the Southern District of Ohio, and the U.S. Court of Appeals for the Sixth Circuit. McMurry's primary areas of practice include business litigation and commercial transactions. McMurry is the current national treasurer of the Federal Bar Association's Younger Lawyer Division, an incoming national director, and a past president of the Dayton, Ohio, Chapter.

Legal Career Center

With every passing year the legal job market becomes increasingly tailored and increasingly competitive. For this reason, employers and job seekers both require a competitive edge to meet their employment needs. FBA's Legal Career Center is your competitive edge, offering prospective employers and employees the ability to create profiles and job postings in the hope of finding an employment match. Legal Career Center boasts an impressive bank of 11,407 searchable candidate resumes and an equally impressive 480 average views per job posting.

Do you have a legal employment need? Look no further than Legal Career Center at www.fedbar.org/Careers.aspx!

Our Mission

The oft-cited mission of the FBA is to "strengthen the federal legal system and administration of justice by serving the interests and the needs of the federal practitioner, both public and private, the federal judiciary, and the public they serve."

With this mission, it should come as no surprise that your Federal Bar Association wants to make you excellent.

Toward this end, we will continue our dedication to staying ahead of the technological curve by offering new and innovative ways to manage your practices, connect with clients, and communicate with one another.

Please continue to visit the FBA website and offer your feedback. We have many exciting announcements, resources, and innovations in store. Stay tuned. ☺

Endnotes

¹LEXISNEXIS white paper. Top 10 New Year's Resolutions to Generate More Clients in 2013.

²*Id.*

³LEXISNEXIS white paper. Be a Social Media Rock Star With Your Firm's Blog and Win More Business: Top 10 Tips for Generating New Business Through Blogging and Social Media.

⁴James O'Toole, *Mobile Apps Overtake PC Internet Usage in U.S.*, CNN MONEY (2014), money.cnn.com/2014/02/28/technology/mobile/mobile-apps-internet.

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