

ANN M. GUINN



Introduction

Ann's unique understanding of the workings of a law firm is based on her many years of experience in the legal field. She began her career in the legal industry as a legal secretary in San Francisco, and moved into law office management with Wyman, Bautzer, Rothman, Kuchel & Silbert, a 135-attorney law firm in Los Angeles. Her chosen career path has provided her with an excellent background in law office management skills, including: strategic planning and growth, financial analyses, budgeting, business development, developing cost-cutting measures, increasing productivity and efficiency, and hiring, training, motivating, and retaining employees.

In 1986, Ann established G&P Associates to provide comprehensive law practice management consulting and training services to the legal industry. Since then, Ann has consulted with a number of law firms and corporate legal departments on a variety of management and training issues. She excels at pinpointing ways to help her clients increase efficiency and profitability, develop systems and procedures to support the business side of the practice, enrich attorney-client relationships, improve communication within and outside of the firm, and develop new business through customized marketing strategies. She has designed and presented continuing legal education programs covering a wide variety of law practice management issues, always with a focus on the challenges facing solo and small firm practitioners.

For the past seven years, Ann has been consulting with attorneys in the WSBA Office of Disciplinary Counsel Diversion Program on practice management skills with the goal of helping them avoid ethics issues in the future.

Ann is in her third year as a CLE presenter and one-on-one consultant with the Seattle University School of Law Moderate Means Incubator Program. Through this interaction, she advises the cohorts on start-up issues for their new law practices and matches them up with mentors from her personal network of attorneys.

Designed and Founded

- Practice Made Perfect Academy – a monthly members-only workshop for attorneys seeking to take their practices to a higher level of success and personal satisfaction in Tacoma, Bellevue, Seattle, and Wenatchee
- Success Strategies Study Group – a monthly workshop sponsored by the WSBA Lawyers' Services Department and Office of Disciplinary Counsel for attorneys in the WSBA diversion program
- Marketing Masters Academy – a monthly workshop designed to help solo and small firm attorneys develop and implement effective marketing strategies for their practices

Sampling of Featured Speaker Engagements

ABA CLEs:

- ABA Annual Meeting
- ABA General Practice, Solo and Small Firm Conference
- ABA General Practice/Solo Division webinars (e.g., “How to Start a Law Practice” broke the ABA record for webinar attendance)
- ABA Tech Show

Washington State Bar Association CLEs:

- Ethics School speaker for the past 15 years on sound practice management skills
- “Attorney Underearning: The Signs, the Symptoms, and the Cures”
- “Pitfalls and Challenges in Operating an Ethical Small Firm Practice” for the WSBA Conference on the Law of Lawyering
- Featured speaker for 15 years at the WSBA Solo and Small Firm Conference
- “Tomorrow’s Law Firm Today: The Essential Guide for the Solo/Small Firm Practitioner” (co-chair and speaker)
- “Best of CLE” program (four times)
- Presented WSBA’s first live teleseminar
- “Technology Bootcamp”
- “Marketing Without Madison Avenue” (co-chair and speaker)
- “The Birth, Life and Death of a Law Practice”
- “You Asked for It, Vols. I and II: The Essential Guide for the Solo/Small Firm Practitioner” (co- chair and speaker)
- YLD program for new attorneys
- “The Foundation of Success” (co-chair and speaker)
- “Prescription for a Sound Law Firm” (co-chair and speaker)
- “Red Flags: Solutions for the Small/Solo Practice” (co-chair and speaker)
- “The Keys to Thriving as a Solo/Small Firm Practitioner” (co-chair and speaker)
- Law Practice Management Institute and Expo
- “Working Smarter, Not Harder”
- WSBA Preadmission Program
 - Presented the practice management segment of WSBA’s CLE video to satisfy the preadmission CLE requirement
 - Presented the practice management segment of the live preadmission programs in Seattle and Olympia

Other Speaking Engagements:

- Various state bar association conferences or webinars, including;
 - Missouri Solo and Small Firm Conference
 - Indiana Solo and Small Firm Conference
 - Minnesota Solo and Small Firm Conference

- Michigan Solo and Small Firm Conference
 - Oregon Solo and Small Firm Conference
 - Ohio Solo and Small Firm Conference
 - Maryland Bar Association
 - State Bar of California Annual Meetings
- New York Legal Tech Show
- Local bar association webinars or in-person CLEs, including:
 - Dallas, TX Bar Association
 - Grand Traverse-Leelanau-Antrim, MI Bar Association
 - Columbus, OH Bar Association
 - Tacoma-Pierce County Bar Association
 - Kitsap County Bar Association
 - Whatcom County Bar Association
 - Thurston County Bar Association
 - Cowlitz County Bar Association
 - Chelan-Douglas County Bar Association
 - King County Bar Association
- Seattle University School of Law CLEs
 - “Auditing Your Billing Practices”
 - “The Business of Lawyering: Managing Your Solo or Small Practice”
 - “Time Management for the Busy Attorney”
 - Presented class sessions on law practice management to third-year law students
- Gonzaga University School of Law CLEs
 - Virtual presentations on law practice management issues
- Joint meeting of the Young Lawyers’ Section and the Law Practice Management Section of the Canadian Bar Association
- Canadian Bar Association
 - “How to Run Your Firm Like a Business”
- WA Chapter of NAELA Un-Conference
- Association of Legal Administrators Regions 5, 6 and 10 Conferences
- National Association for Law Placement Annual Conference
- Webinars and in-person CLEs on behalf of LexisNexis

In addition, as co-chair, Ann helped to develop and was a featured speaker every year through its lifespan at the WSBA “Winning Strategies” CLE for new admittees. This program won the award for “Outstanding CLE Program in North America” for four consecutive years.

Professional Associations

2005-Present	Steering Committee – WSBA’s annual Solo and Small Firm Conference
1994-Present	Ex Officio Advisor to the Executive Committee – WSBA’s Solo & Small Practice Section
2011-2017	Advisory Board for LexisNexis Firm Manager® SaaS Program
2006-2008	WSBA’s Trust Accounts Responsibilities and Retainers Task Force
1998-1999	WSBA’s LOMAP Development Committee
1995-1999	Newsletter editor – WSBA’s Law Practice Management & Technology Section

1988-1993 Executive Committee – Law Practice Management and Technology Section, State Bar of California

Honors

Recipient of the WSBA's 2019 APEX Award for Lifetime Service to the Legal Industry

Publications

Author of Minding Your Own Business: The Solo and Small Firm Lawyer's Guide to a Profitable Practice, published by the American Bar Association.

Author of a number of articles on law practice management for industry publications with national and statewide distribution, as well as blog posts for LexisNexis.

Author of the chapter on telephone skills in the State Bar of California's manual for the Attorney Remedial Training School.

Co-author of the chapter on business plans in the WSBA LOMAP reference manual Up and Running.