

Beverly Michaelis Retires

This July, after 20 incredible years of service, PLF Practice Management Advisor Beverly Michaelis will move on to new adventures. Beverly's energy, enthusiasm, and expertise have given us far more than 20 years of great work. Her unique combination of skills, judgment, and demeanor has allowed us to successfully grow our loss prevention department in many important directions. Her work for the PLF, and with Oregon lawyers, has been extraordinary.

Her intricate knowledge of law office systems, broad social media reach, extensive practice aid development, and high-quality CLE presentations made her well known in the legal community. Her prompt, thorough, and professional answers to all questions also made her much appreciated.

Since 1996, Beverly has provided confidential practice management assistance to over 2,100 law firms, answered over 50,000 phone calls and emails, and assisted with over 350 office closures. She reached lawyers at all stages of practice and is particularly known for helping lawyers with their transitions, including transitioning to using Oregon eCourt.

Beverly has been using social media to assist lawyers since 2009 and has maintained the PLF's social media accounts since 2013. She has more than 15,000 followers and over 130,000 combined tweets, posts, and page views on social media. Her blog, <http://oregonlawpracticemanagement.com>, includes over 600 articles and tips.

Beverly has also been a frequent writer and speaker on a variety of practice management, technology, and malpractice avoidance topics for law-related organizations. In the last 20 years, she has written over 75 articles for legal publications and has delivered over 300 quality CLE programs and training sessions.



Beverly's work for the PLF extended beyond her assistance to law offices and law office staff. When the PLF launched its website in 2000, Beverly was the exclusive administrator, a role in which she served for 14 years. She continues to design and maintain practice management, CLE, news, and event content on the PLF website.

Beverly also assumed responsibility for updating and maintaining the PLF forms library. In the last 16 years, she directed over 20 comprehensive reviews of the PLF forms collection, coordinating the efforts of hundreds of volunteers who analyzed and updated PLF practice aids.

This impressive list of accomplishments falls far short of conveying Beverly's full contributions. A true privilege to work with and an honor to know, Beverly is a rare gem

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who will be greatly missed by the PLF and the Oregon legal community. Beverly helped the PLF evolve into the high-quality, service-oriented organization that we now are. We know that she will bring her diverse strengths into the next chapter of her life. We wish her well and will miss her personally and professionally.

On behalf of the legal professionals of Oregon, the staff of the Professional Liability Fund, and the PLF board of directors, we extend our sincere gratitude for an incredibly well-done job and for her dedication and exemplary service.

Congratulations, Beverly! We wish you much happiness and success in your next adventure in life – and we will miss you greatly!

A Message from Beverly Michaelis

I look forward to the next chapter of my life and new challenges ahead. It has been a rewarding 20 years serving Oregon lawyers. My best to each of you.

I will continue to blog at <http://oregonlawpracticemanagement.com> and welcome new followers on Twitter, LinkedIn, Google Plus, and other social media platforms.

Beverly Michaelis's publishing credits include:

Author, "Lawyer Trust Accounts and Client Property," *The Ethical Oregon Lawyer*, published by the Oregon State Bar (2005; 2015).

Principal editor and co-author, *A Guide to Setting Up and Running Your Law Office*, published by the Professional Liability Fund (1999-2016).

Principal editor, *A Guide to Setting Up and Using Your Lawyer Trust Account*, published by the Professional Liability Fund (2005-2016). Co-author (2001-2016).

Co-author, *Planning Ahead: A Guide to Protecting Your Clients' Interests in the Event of Your Disability or Death*, published by the Professional Liability Fund (1999-2015).