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**Issue 195 | March 10**

### **Should Lawyers Be Generalists or Specialists?**

## **When it Comes to Marketing Their Practice, Should Lawyers Be Swiss Army Knives or Screwdrivers?**

If you have a certain task to accomplish, a Swiss Army knife usually isn't the best tool for the job, writes Dan Currell, former managing director at Advancelaw. If you know you need a screwdriver, he explains, you probably want the best one you can find—not necessarily the one that also comes with a corkscrew. On the other hand, if you're not sure what tasks you'll encounter on a camping trip, you might pack something you know can do a lot of different jobs. How does this relate to lawyers? Many of them, Currell believes, oversell their variety of practice areas to potential clients who are seeking more specialized expertise—but that doesn't mean there's never value in offering a wide range. In a worthwhile longread at [Legal Evolution](#), Currell shares how generalists can frame their skills in an appealingly specific way.

## **This Year's ABA TECHSHOW May Be Part of Trend Toward Increased Talk Among Tech Vendors**

From his anecdotal observations of foot traffic and who was in the room, Joe Patrice of [Above the Law](#) speculates that the exhibit hall at this year's ABA TECHSHOW tipped more toward vendors talking with one another than toward lawyers seeking out new technology. But even if attendance numbers bear out this observation (which he doesn't know for sure), Patrice says this isn't necessarily a bad thing. As a matter of fact, he writes, it "speaks to the evolution of the legal technology space and TECHSHOW deserves credit for evolving along with it." How can the legal profession benefit when tech innovators talk to each other in person?

## **Oral Arguments Begin in The Florida Bar's Case Against Ticket-Fighting App TIKD**

Last week, oral arguments were scheduled to begin in *The Florida Bar vs. TIKD LLC*, in which the Florida Supreme Court will decide whether the ticket-fighting app TIKD is simply a legal tech tool, or something that poses a threat to consumers. TIKD, whose service has paused pending this decision, allowed drivers to upload photos of their traffic tickets and pay a flat fee for a lawyer to take the case to court in hopes of getting the fines reduced or dismissed. In 2017, lawyers with Miami firm The Ticket Clinic complained to the bar that TIKD and its founder were practicing law without a license and that its advertising and operations weren't governed by bar rules. [US Law Week](#) has more information, including what has been recommended by a state circuit judge who was appointed as a referee in the case.

## **Lesson Plans Added to Law Day 2020 Planning Resources**

Visit the [Law Day website](#) for a variety of resources to help plan activities (including centennial celebrations) and lessons on the theme "Your Vote, Your Voice, Our Democracy: The 19th Amendment at 100." Recently added resources include lesson plans geared toward middle and high school students, and a list of picture books to help inspire discussion with students in elementary grades. As always, Law Day is May 1.

## Maryland State Bar Association President, Other Professionals Oppose Expansion of Sales Tax

Last week, a group of lawyers (including Maryland State Bar Association President Dana O. Williams), real estate agents, accountants, and other small-business owners told a Maryland House committee that expanding the sales tax to include professional services would harm the state's economy. The bill, introduced last month, is intended as a way to pay for a major overhaul of public education. If passed, the 5 percent tax would go into effect on January 1, 2021, and would apply to a wide range of services, from legal work to lawn mowing. Who is in favor of this bill, who is opposed, and in what other states have similar bills been considered? Find out at [The Washington Post](#).

## 2020 ABA Bar Leadership Institute Cancelled

The State of Illinois has declared a disaster proclamation related to the Coronavirus outbreak, and we made the difficult decision to cancel this week's [ABA Bar Leadership Institute](#). We are sorry that we are not able to host the event this week, and apologize for any hardship or inconvenience this may cause you. We will share further information with you as soon as possible. Thank you in advance for your understanding.

**There will be no issue of Bar Leader Weekly next week. The next issue will be sent on Tuesday, March 24.**



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