

**PROMINENT TRIAL ATTORNEY TO HOST SEMINAR ON  
“IMPROVING LAW FIRM BUSINESS GENERATION”  
AT MIAMI BEACH BAR ASSOCIATION LUNCHEON**

**Ira H. Leesfield to present “Practice Development: 10 Surefire Ways to Improve Your Firm’s Business Generation**

MIAMI, FL – (February 16, 2007) – Ira H. Leesfield, a nationally-recognized trial attorney with Miami-based Leesfield & Partners, will present a seminar about how law firms can improve business generation. The presentation, titled “Practice Development: 10 Surefire Ways to Improve Your Firm’s Business Generation,” will take place on February 27, 2007 at a 12:00 p.m. luncheon hosted by The Miami Beach Bar Association. The event, which has been approved as a one-hour ethics credit, will take place at the Miami Beach Golf Club, located at 2301 Alton Road in Miami Beach. Those interested in reserving a spot for the event should contact Margarita Aguilar at (305) 262-4433. The cost is \$30 for association members and \$40 for non-members.

Leesfield will address the following points as part of his lecture:

- Effective communication with clients and colleagues.
- How to incorporate “old fashion” business building principles with innovative, state-of-the-art marketing tools and concepts.
- How to build and expand the firm’s reputation for results.
- Successful networking strategies.
- How to accurately represent the firm’s work, philosophy and results through a powerful web page.

**Ira Leesfield** serves as managing partner of Leesfield & Partners, a prominent personal injury law firm, and brings more than three decades of trial experience and numerous multi-million dollar verdicts and settlements to the practice. Leesfield’s long list of accolades and contributions to the South Florida community, nation and legal profession include serving as board member for the National Board of Trial Advocates and president of the Academy of Florida Trial Lawyers, as well receiving the prestigious "Jurisprudence Award" from the Anti-Defamation League.

**About Leesfield & Partners, P.A.**

Founded in 1975 and currently celebrating three decades of exceptional legal service in Florida, Leesfield & Partners is recognized throughout the country as one of the state’s premiere trial law firms, specializing in serious personal injury, wrongful death, aviation, maritime, motor vehicle accidents, product and premises liability, negligent security, medical malpractice and nursing home litigation. The firm’s headquarters are located at 2350 South Dixie Highway in Miami, with two satellite offices in Key West and Miami’s South Beach. The phone number to the Miami office is (305) 854-4900, or Toll Free at 800-836-6400. Visit [www.leesfield.com](http://www.leesfield.com) for more information.