



**For more information, contact:**

Stephen Keaney

Director of Community Relations

Phone: 336-333-0044

E-mail: [smkeaney@crumleyroberts.com](mailto:smkeaney@crumleyroberts.com)

**FOR IMMEDIATE RELEASE**

## **Next Generation of Lawyers to Get Advice from “Businessman Who Practices Law”**

*Local attorney Bob Crumley to educate Wake Forest University law students  
about the business side of being a lawyer*

**GREENSBORO, North Carolina, Feb. 14, 2011**—Local attorney Bob Crumley will be making a special guest appearance for a group of Wake Forest University law students later this week. Emphasizing the importance of integrating business principles with the practice of law, Crumley will discuss the history of lawyer advertising, law firm management, capitalization, and marketing, to name a few.

“When I first got started, a lawyer gave me advice and counsel,” said Crumley, who has spoken to Wake Forest University law students each year since 2005. “I want to do the same for the next generation of lawyers. I want students to understand that the practice of law is a business. It must be treated as a business, and basic principles must be followed to succeed.”

Crumley will be speaking to a “Law Practice Management” class taught by Tom Johnson, adjunct professor of law at Wake Forest University. Students typically want to know about how they can obtain the funds to start their own law practices, how to decide which areas of the law to practice, and Crumley’s opinion on their futures as lawyers.

“Bob Crumley provides a great example of someone who has created a successful business that happens to be in the practice of law. In fact, he is one of the few lawyers I’ve met who says he is a businessman who practices law.”

**Tom Johnson**

*Adjunct Professor of Law*

Wake Forest University School of Law

The class is designed to teach students the business side of running a law firm. While most of a law student’s education is based on individual work and learning how to be a legal professional, this class requires students to work in teams and simulate the creation and management of a small law firm.

**– MORE –**

2400 Freeman Mill Rd • Suite 300 • Greensboro, N.C. 27406

Phone: (336) 626-1529 • [www.CrumleyRoberts.com](http://www.CrumleyRoberts.com)

At this point in the semester, Johnson's students have created their business organizations and have begun to examine their office space requirements and put together the technology they will need to start their firms. Next, the students will be required to come up with marketing plans for their firms.

"Bob is one of my favorite speakers," Johnson said. "He delivers a message that is an important part of my students' law school education. He has built his business using sound principles and hard work. He fully understands the importance of the location of your business, the need to delegate non-legal work to others, and that marketing your business makes a difference."

**About Crumley Roberts**

Crumley Roberts, LLP is a consumer-based law firm handling civil cases involving personal injury such as auto accident, workers' compensation, Social Security Disability, nursing home neglect and abuse, and more. The firm's mission is to help people during some of the most difficult moments of life by providing professional legal service through a convergence of caring, communicating, managing, and resolving. To learn more, visit [www.CrumleyRoberts.com](http://www.CrumleyRoberts.com).

###