

## **FOR IMMEDIATE RELEASE**

### **Sensei Principal Sharon Nelson Partners in Series of ABA Legal Technology Podcasts for Lawyers**

#### **Legal Technology “The Digital Edge” Podcast Series Provides Real-World IT Guidance and Informative Tips to Lawyers**

July 06, 2007 (Fairfax, Virginia) | Sharon D. Nelson, Esq., President of Sensei Enterprises, a Fairfax, Virginia-based computer forensics and technology firm, has recently launched the first edition of an American Bar Association (ABA) podcast entitled The Digital Edge: Lawyers and Technology. Ms. Nelson is a co-presenter with blogger and legal technologist Jim Calloway, Director of Management Programs at the Oklahoma Bar Association. The podcast series seeks to assist lawyers in getting the most out of technology. The informative podcasts, which can be downloaded from the ABA website (and soon available via iTunes), will be updated monthly and cover a variety of hot issues in law office technology such as electronic marketing for solos and small legal firms, courtroom technology and cool tech tools for lawyers.

Ms. Nelson notes “In general, lawyers are technophobic. They resist technological changes, even when the resistance is detrimental to their law practices. To remain on the cutting edge of the law—and to remain competitive—lawyers need to focus more on technology or risk becoming dinosaurs. Our legal technology podcasts are in plain English and full of pragmatic advice. We try to keep each segment to 20-30 minutes and provide supplemental resources on the ABA Law Practice Management website so attorneys can do further research on a topic at their leisure. Jim and I have been lecturing to audiences nationwide for the past decade and we’re really excited about working with the ABA to provide a free and useful source of legal technology information to lawyers.”

Mr. Calloway, who regularly posts to his Law Practice Tips blog, is confident that collaborating with Ms. Nelson in this legal technology series provides just the right mix of legal marketing and legal technology expertise to the podcast’s primary legal audience. “Sharon’s first-hand experiences with legal technology and electronic marketing are invaluable to the audience because her advice, input or guidance is coming from someone whose been there, done that.” Adds Calloway, “Our combined backgrounds complement each other and help the listener collect the right amount of information to make sound, informed decisions on which technology tools can maximize business processes and marketing practices in their firms.”

#### **ABOUT THE LEGAL TECHNOLOGY PODCAST SERIES**

“The Digital Edge” legal technology podcast series can be found on the American Bar Association (ABA) web site at <http://www.abanet.org/lpm/lt/archives/podcasts.shtml>.

#### **ABOUT THE LAW PRACTICE TIPS BLOG**

“Law Practice Tips” is an Oklahoma-based blog about law practice management, the Internet and technology authored by Jim Calloway, Director of Management Assistance at the Oklahoma State Bar. The blog can be found by visiting <http://jimcalloway.typepad.com>.

#### **ABOUT SENSEI ENTERPRISES, INC.**

Sensei Enterprises, Inc. is a nationally known computer forensics and information technology company. Based in Fairfax, Virginia, Sensei combines legal expertise with high-level technical certifications to serve the technology needs of the legal and corporate communities. Sensei’s principals are the co-authors of The Electronic Evidence Handbook (2006, ABA) and speak and present on electronic evidence throughout the country. For more information, please visit [www.senseient.com](http://www.senseient.com).