

**2010-2011  
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# Region 6 News



## ASSOCIATION OF LEGAL ADMINISTRATORS

March 2011

### Director's Message Steven M. Morris, CLM

Thank you for taking time to open this issue of our Region 6 newsletter. We hope you enjoy reading the numerous articles and thoughts submitted by your fellow Region 6 colleagues. Starting on page three, Alan Pollard shares information on the devastating earthquakes that hit New Zealand in September 2010 and February 2011. I, along with other ALA members, have been in contact with various ALA New Zealand Chapter members. Rest assured that New Zealand is still open for business and tourism. Even in Christchurch, which has been impacted so hugely by the quake, they remain the hub for the rest of the South Island. An essential element in the rebuilding efforts is to get business and tourists back. In 2009, I vacationed in New Zealand for two weeks. It was one of the best trips of my life. So, if you are wondering how you may help New Zealand, planning a vacation to this beautiful country would contribute to that cause. In addition, financial support has been coming in from around the world. Christchurch makes up 15% of the New Zealand economy. It is estimated that the cost to rebuild the region will be \$30 billion dollars. For those of you who wish to contribute to relief efforts, the *New Zealand Red Cross* is accepting donations at: [http://www.redcross.org.nz/cms\\_display.php](http://www.redcross.org.nz/cms_display.php).



Also in this issue, join us in congratulating our new CLMs from the Fall 2010 exams. Ten of the 37 new CLMs are from Region 6 and some of them have shared their experiences in our newsletter. In addition, explore some of ALA's committees from the words of Region 6 members who volunteer time to serve in various capacities. Read about your colleagues and chapters and obtain new insights into what is happening within our region.

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**ASSOCIATION OF  
LEGAL ADMINISTRATORS**

*Your Connection to Knowledge,  
Resources and Networking*

## Director's Message (cont'd)

(Continued from page 1)

But first, let me share some highlights from the most recent Region 5&6 Conference & Expo. We surpassed expectation with 332 enthusiastic attendees (photos included). The San Diego Chapter led by president, Marina Field, was a gracious host. Jennifer Severson was an invaluable asset serving as the host chapter liaison. *Couture for a Cause* (a San Diego chapter past event chaired by Patti Groff) was expanded to become part of our welcome reception. With record attendance and the help of the silent auction (chaired by Monica Menzer), ALA raised over \$40,000 for two charities, *Voices for Children* and *Challenged Athletes Foundation*. The 5k fun run/walk (chaired by Linda Quindt) was a regional conference first. The weather was perfect to enjoy the bay after a full day of educational meetings.

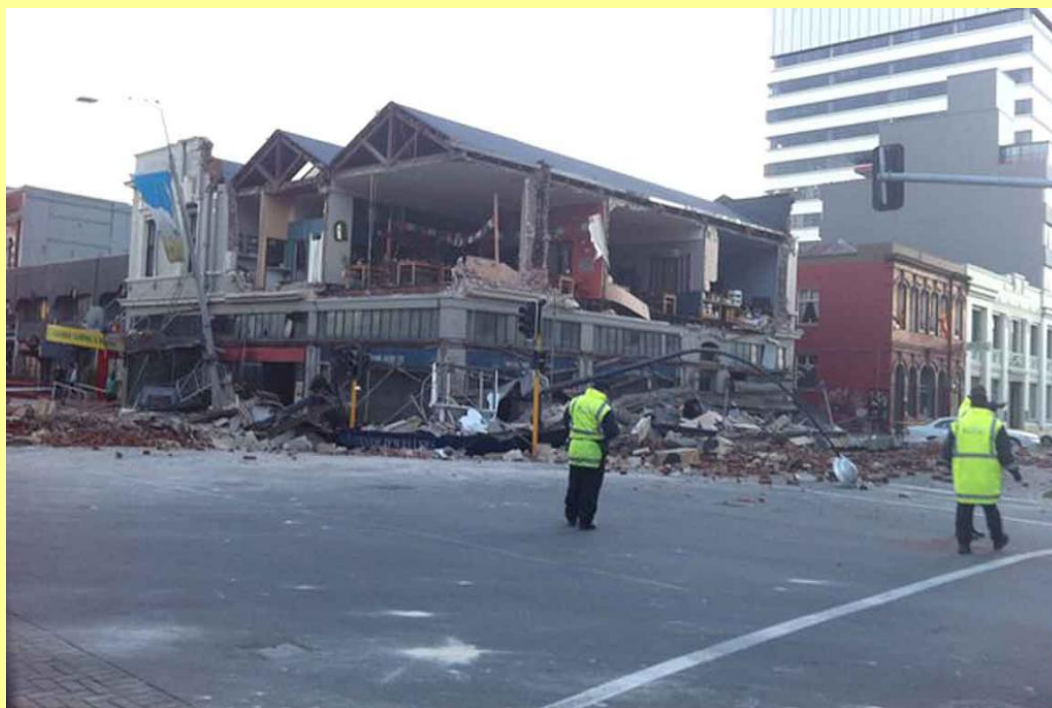
The regional team appreciates receiving your evaluations from conference. We have studied the statistical results and read your comments. This is an invaluable step in our process to plan the October 20-22, 2011 Region 6 Conference & Expo. You may have been to Las Vegas before, but not at *The Cosmopolitan of Las Vegas* which opened to fantastic reviews last December. Marilyn Goforth from the Las Vegas chapter is this year's host chapter liaison and is working alongside your Region 6 team to plan an outstanding educational and networking event. We hope you mark your calendar to attend.

Finally, we want to welcome Cindy Snook (Sacramento Valley Chapter) and Helen Ferentinos (Silicon Valley Chapter) who will be stepping onto the Region 6 team during the Orlando Annual Conference. They have already begun the transition process learning from our outstanding current officers, Doris Alexander and Brian Matter who end their Region 6 service this May.



# EARTHQUAKE!!!

Long-time New Zealand Chapter member Alan Pollard recounts the recent harrowing 7.1 earthquake in Christchurch, NZ



At 4.35am on 4 September 2010 a magnitude 7.1 earthquake struck Christchurch, the second largest city in New Zealand and the main city in the South Island. The quake was very shallow and within 20 miles of the city centre. Staggeringly, there were no fatalities: The time of day and strict engineering standards working in our favour. Electricity, water and sewerage were all affected, and even now five months after the quake some houses rely on portaloos for sanitation. Large parts of the city centre and surrounding suburbs were destroyed, and at least one of our ALA members lost his offices. Liquefaction has destroyed the land in a number of neighbourhoods.

Our patience has been tested by the number of aftershocks that we have experienced since the "big one". So far we have had almost 4,000 aftershocks. Initially after the quake they were frequent and measured up to magnitude 5.5. Now most are small but occasionally in the 4.5 and 5.0 range. The aftershocks have diminished in frequency and magnitude, but just to remind us that nature has still not finished with us, 27 earthquakes struck on Boxing Day right in the heart of the city and again very shallow resulting in further significant damage. Prior to this there were 21 buildings to be demolished and another 42 awaiting a decision on their future. Over 2,000 homes remained uninhabitable. After Boxing Day some 133 buildings are now "red stickered" indicating that they are deemed to be dangerous to occupy and require further assessment.

(Continued on page 4)



## EARTHQUAKE (Cont'd)

One positive to come out of this disaster is that in Christchurch, our sense of community spirit has been tested and been found to be stronger than ever.

ADDENDUM: Although defined as an aftershock of our 4 September 2010 quake, the 22 February 2011 6.3 magnitude earthquake came suddenly and without warning at 12.51 p.m., when office buildings were full of workers. It was only 5 km deep, but within 10 km of the city centre. The lateral force was quite extraordinary - I understand about 2 G's.



It has been such a devastating earthquake and of course the deaths are just so tragic, estimated to be about 240. So far, there are 755 buildings in the central business district that will have to come

down with a further 909 that there is some uncertainty about. It is estimated that a third of the central city will be demolished. We are all working hard to get our firms up and running and to try and get our lives back in order. Thank you for your thoughts and well-wishes.

Alan Pollard  
Chief Executive, Harmans Lawyers  
Christchurch, New Zealand  
[alan.pollard@harmans.co.nz](mailto:alan.pollard@harmans.co.nz)



## REGION 6 ADDS TEN NEW CLMs TO ITS RANKS

**Congratulations to the ten new Certified Legal Managers from Region 6! The following members successfully completed the CLM exam in 2010!**

Adrienne Buyer, CLM	Rice Silbey Reuther & Sullivan LLP	Las Vegas, NV
Elizabeth Kohlman, CLM	Shapiro Buchman Provine LLP	Walnut Creek, CA
Barvie Koplow, CLM	The Cochran Firm	Los Angeles, CA
Theresa Lawrence, CLM	Poliquin & DeGrave LLP	Laguna Hills, CA
Stephen Marinovich, CLM	Maas & Marinovich PLC	Los Angeles, CA
Karen Nelson, CLM	Coblentz Patch Duffy & Bass LLP	San Francisco, CA
Brandon Randolph, CLM	Klinedinst PC	Los Angeles, CA
Julia Round, CLM	Reuben Raucher & Blum	Los Angeles, CA
Sandra Siciliano, CLM	Epstein Becker & Green PC	Los Angeles, CA
Thea Wagner, CLM	Kenyon & Kenyon LLP	San Jose, CA

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**got clm?**



For more information about the CLM program, visit [www.alanet.org/clm](http://www.alanet.org/clm)

**Add a valuable dimension to your professional development by becoming a Certified Legal Manager (CLM)<sup>SM</sup>!**

**Earning the CLM designation:**

- ◆ Validates your knowledge and expertise in all areas of legal management.
- ◆ Expands your résumé and opens the door for new career choices.
- ◆ Demonstrates your dedication and commitment to the profession.
- ◆ Enhances your value to your organization.
- ◆ Saves your firm money on its professional liability risk insurance.\*

\*Visit [www.alanet.org/clminsurance.html](http://www.alanet.org/clminsurance.html) for a complete list of participating states

## New CLMs (continued)

Taking the CLM exam was a real challenge for me because I have only been an administrator for a short time. The Silicon Valley Chapter study group not only prepared me for the exam, but also taught me a great deal about my profession and provided me with invaluable networking opportunities. Being a Certified Legal Manager does not make me a better administrator, but the knowledge gained through the preparation for and the taking of the exam has better equipped me to do my job.

Thea Wagner, CLM



I had thought about the CLM exam for a long time and was very close to taking it last year in Boston. Instead, I committed to taking the exam in September in San Diego. I wanted to attempt the test because I value the skills we all need to be effective administrators. In my own mind, passing the exam meant validation.

Instead, what I found out was that there is a lot to know in this job and it is almost always changing. I found out that I love learning for the sake of learning, and passing the exam wasn't as important as I thought it was. I could truly say, pass or fail, that it was about the journey. In fact, I discovered much more about myself than I thought I would. I encourage all my fellow administrators to think about taking the CLM exam. It doesn't have to be this year, but when the time is right, go for it.

Theresa Lawrence, CLM







## Annual Conference & Exposition

May 22-25, 2011

Orlando World Center Marriott  
Orlando, Florida

Register at [www.alanet.org/conf](http://www.alanet.org/conf)

### *Imagine the Possibilities*

- Choose from more than 80 educational sessions
- Earn CLM, CPE and HRCI credits
- Network with your colleagues
- Preview the industry's latest products and services at the Exposition



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## Greater Los Angeles ALA Justice Jog Big Success!

The GLAALA Justice Jog Committee at the 2010 Justice Jog 5K, Sunday, October 17, 2010 in Century City. The Greater Los Angeles Chapter of the Association of Legal Administrators hosted the 297 participants, many from the LA legal community together for a charity 5K walk/run.

Photo by Jess Block/Courtesy of GLAALA



## Valley of the Sun Chapter Member Receives Award from the Department of Defense!



Ryder Houston

On September 13, 2010, Valley of the Sun Chapter member Ryder Houston was presented with 'The Patriotic Employer Award' by the United States Department of Defense. This award was given in recognition of Ryder's dedication to his employees which, in the case of his staff member Will Babbitt, even extended overseas. Will and his wife had just moved to Phoenix from Kansas City when, as a Reservist in the United States Army, he was deployed to the Middle-East. Ryder "rallied" the Phoenix office together to reach out to his employee. He arranged for care packages and greeting cards to be sent out every other week. And too, Will's wife, Maggie was left alone in a new city and with few personal connections. Ryder was sure to invite Maggie to all office functions and called every week for over a year to simply "check in." Will was inspired by the countless cards and packages he was sent during his deployment and by the consideration shown to his wife who had been left behind. He wrote a letter to the United States Department of Defense to make them aware of Ryder's caring. It was because of that letter that Ryder was selected and presented with "The Patriotic Employer Award." As Ryder was presented the plaque, he graciously insisted that the commendation belong to all staff and attorneys at the Firm. Ryder, through his actions and example has further added to the reputation of Stinson Morrison Hecker LLP.



Ryder's staff member, Will Babbitt

Submitted by Valley of the Sun Chapter President, Holly L. Einspahr



## ALA Volunteers SPEAK!

It is always interesting to hear the reasons expressed by fellow administrators as to how being involved with the many educational and leadership opportunities that ALA provides has benefited them. The reasons run from being able to learn new leadership skills in a "fault free" environment, making new friends and expanding our personal network, having a place to be able to share some of our work frustrations with those who know what we are talking about, the ability to stay on top of new processes and products, etc. I have been fortunate to have had the opportunity to participate in positions on both the chapter and association levels. All roles have been extremely satisfying and provided the chance to learn as well as work with fellow professionals and enjoy their good humor, great advice and support.



A good example of this is my recent membership on the Association Nominating Committee (or ANC). The ANC's role is to select the president-elect of ALA as well as several members of the Association's Board of Directors. Serving on this committee offered a rare insight as to how we choose our Association's top leadership. It also made me think hard about those qualities that I felt make a good volunteer leader and expanded my thinking about what ALA is all about. Working with 11 other committee members from the US and Canada was extraordinary. The caring and thoughtfulness they brought to the process was terrific.

This is but one example of the many ALA opportunities available to us. Throughout the year ALA offers educational opportunities including various educational conferences, webinars and chapter programs. Being involved with any of the ALA leadership and committee roles that are also available ranks right up there with these programs from an educational standpoint. Taking on new and unfamiliar ALA roles is a way for us to grow in our profession as we are able to experience positions that enable us to expand our skills. I would go so far as to posit that being involved in any ALA role is essential to our ability to serve our law firms at the high level that the current times call for.

And above all, it is fun. The camaraderie and good fellowship is priceless and goes a long way to helping us cope with the "new world" of law that we work in.

Jim Van Dusen, CLM

## ALA Volunteers SPEAK!

1995 was the year I started my career in legal administration. Currently I am the Senior Office Administrator for Goodwin Procter LLP's Los Angeles office. When I joined ALA's then named Vendor Relations Committee (VRC) in May 2009, I anticipated that participating on this committee would be a great follow-on activity after working with business partners at the chapter level.



The Business Partner Relations Committee is represented by seven legal administrators from around the country. We work closely with the newly-named Business Partners Advisory Panel (BPAP) represented by six business partner organizations which each serve two-year terms. My tenure is a three-year commitment. In 2010, the Committee encouraged ALA to change the name to Business Partners Relations Committee (BPRC) and Business Partners Advisory Panel (BPAP) as we strongly felt our work with vendors was indeed a business partnership. Frankly, our business relationships are vital to our being successful legal administrators. Our partners help us learn, grow and progress through our careers while we work to enhance the legal community at large. The Committee's purpose is to facilitate communication between ALA members and our business partners, to better understand their needs and to give feedback that will help our partners better serve the legal community. We offer strategic input to the ALA Board of Directors to optimize the services we need and the services the business partners provide.

Currently our committee is engaged in:

- 1) Enhancing the on-line Legal Marketplace by giving more guidance to business partners who post their information on ALA's Web site. Our goal is to show them how to maximize their visibility which will provide legal administrators more detailed information regarding the vendor's company and services.
- 2) Working to organize more face-to-face opportunities such as "Coffee and Connections" as presented at last year's annual conference where business partners had an opportunity to query a variety of administrators in a "round table" format.
- 3) Additionally, we are working on face-to-face organized dialogue opportunities to be held at the chapter, regional and annual conference levels.

(Continued next page)

## ALA Volunteers SPEAK!

The Business Partner Relations Committee meets formally twice a year, once at ALA annual conference and later in the year at a day retreat. We meet via conference call every month to review work to date and offer new suggestions that will be helpful to our business partners.

We continue to work to educate ALA members on the value that business partners bring to the legal community and how each of us can further enhance our relationships with those business partners. Working with both administrators and business partners has been a very rewarding experience. I thoroughly enjoy working with my administrator colleagues and business partners across the country as we think together about new ways to enhance the business relationship.

Janet Krause, CLM, Business Partner Relations Committee Member



## Region 6 Member's firm wins Burton Award!

"The Firm is so proud of the efforts of its partners who wrote *The LSTA'S Complete Credit Agreement Guide* (Richard Wight, Warren Cooke & Richard Gray), that it wanted to acknowledge their efforts. Happily, our entry won and they were honored in Washington as they accepted their award. Sadly, shortly after the ceremony, Richard Wight succumbed after a long and valiant struggle with cancer. Everyone at Milbank was thrilled that one of the last official things he was able to do was accept this honor for the firm. Milbank is grateful to ALA for its support."



Erica S. Tamblyn, Director of Administration—Pacific  
Milbank



## ALA Volunteers SPEAK!

Serving on the 2011 Annual Conference Committee (ACC) has been a privilege and an honor. It's a group of 12 members representing all six regions, with two from Region 6. I was, at first, a little intimidated—flying across the country to meet with people I hardly knew, responsible for shaping the Annual Conference. But that weekend meeting last winter in Orlando, a combination get-to-know-you and brainstorming session, proved to be a wonderful kickoff to a rewarding experience.

Even though the conference doesn't occur until May 2011, the Committee has been meeting and planning since January 2010. We joined together for bi-weekly conference calls to further define the education session topics, then researched and selected speakers. By the time we all attended the Boston conference we were friends. We went back to work after Boston with monthly conference calls and, with the help of the headquarters staff, the Orlando conference is ready to go and accepting your registrations.

I wasn't always so active in ALA. As a member I was a late bloomer and didn't volunteer for anything for seven years. Then I got involved. After serving on the board and most committees in my local chapter, I decided to venture outside my comfort zone. I've served on the RNC (Regional Nominating Committee) and the ANC (Association Nominating Committee) and was thrilled to be selected for the ACC. I was never one who volunteered for the social aspect, to make new acquaintances; I wanted to learn, and grow my professional development. What surprised me the most, what I truly treasure, are the friends and relationships that developed. ALA is made of great people and I'm proud to be part of it.

Back to the ACC .... I've enjoyed it so much, I volunteered to do it again; I am one of the returning committee members who will be planning the Honolulu conference for 2012. And, Region 6, I will need your help. ALA is going to be relying heavily on West Coast membership to suggest great speakers to send over to Hawaii. Please feel free to let me know what you like and/or don't like about past conferences and speakers. If there are speakers out there you have heard outside of ALA that you recommend, please refer them to us. I hope to hear from you!

Linda Quindt, 2011, 2012 Annual Conference Planning Committee



## ALA Volunteers SPEAK!

My time spent Representing Region 6 at the Annual Nominating Committee (ANC) in Chicago was extremely interesting and reignited my enthusiasm for ALA. It was an honor to be chosen to select ALA's future leaders on behalf of the members of Region 6.

The primary job of the ANC is to select a president-elect, which is a three year commitment on the part of the incumbent. Each member of the ANC is given one president-elect nominee to conduct due diligence on. I made about 12 calls to research my president-elect candidate. By the end of this process I felt that I had known the candidate since childhood! I also conducted due diligence on some regional director candidates. The entire process is confidential in nature which allows those being interviewed to be quite candid.

The ANC met in Chicago over the weekend of November 20th, 2010. It was a marathon meeting to be sure, but I walked away satisfied that we had selected the most interested, competent, experienced and qualified people to assume important leadership positions within the Association which was a rewarding feeling. It is truly amazing and somewhat humbling to see all the talent within ALA.

An interesting side note to the weekend: Also meeting at the hotel along with ANC was a group called the Midwest Fur Fest which made for quite a colorful weekend. There were hundreds of people all over the hotel wearing animal suits interacting with each other in various means best not described in this publication! We took a break to watch the group's parade through the lobby and on the escalators. Only in America, I guess!

Louis Tullius is the Immediate Past President of the Golden Gate Chapter and served two terms on the Annual Conference Committee. He was the Host City Chairperson of the San Francisco Conference. Louis has worked in law firms since 1997 and is currently the San Francisco Office Administrator for Seyfarth Shaw LLP.



## 2010 Regions 5/6 Conference Wins Raves!

"The ALA Regions 5 & 6 conference for 2010 was one of the best in terms of sessions I have been to in several years. The sessions really hit home this year with some very good speakers. Thank you, ALA, for bringing yet another solid "A" conference! The regional conferences bring those attendees not able to see their chapter members on a monthly basis a great opportunity to "catch up" without being so overwhelmed with other things going on. A welcome retreat. Thank you."

Rhonda K. Kates, Director of Operations  
Landerholm, Memovich, Lansverk & Whitesides, P.S



"This is my first year as an ALA member, and my first regional conference. I was impressed by the quality of the educational programs and I found the exhibit hall to be an extraordinarily valuable resource. This was well worth my time and money. I can't wait to attend another conference!"

Jennifer Bodenhoefer, Office Administrator  
Boutwell Fay LLP



## 2010 Regions 5/6 Conference Wins Raves!

"As always, I found the Regional Conference (Regions 5 & 6) experience informative and a wonderful opportunity to re-connect with fellow ALA colleagues. The educational topics and speakers were particularly interesting and the business partner exhibit hall provided me a chance to explore new business opportunities and also strengthen existing relationships with my current vendors."



Linda Brady (East Bay Chapter – Past President and Vendor Relations Chair);  
Office Manager, Craddick, Candland & Conti



## 2010 Regions 5/6 Conference Wins Raves!

"In addition to information-packed educational sessions, one-stop shopping with our business partners and a chance to catch up with our networking friends, our firm uses regional conferences as an opportunity to gather our seven branch office managers together. With several conferences to choose from, we have no difficulty finding a location and date which works for everyone. We arrive a day early and plan a full day of work together including creative problem solving, collaborative project management and 'glue-building'. The Regional Conference is the icing on the cake. The value our firm receives for these opportunity far outweighs the affordable cost of attending. I would encourage firms with multiple locations to consider using the Conference as a springboard for your firm's management team development.



We've been doing this for the past few years and I'm amazed there aren't more firms who have elected to use the regional conferences for this type of opportunity. We usually attend Region 4 or 6 conferences, so—as a Region 3 member—I'm often asked 'what are you doing here?' The response to my explanation is overwhelmingly positive and I hope some others have started to follow our example. If you need any help promoting this use of the regional conferences, just let me know. It has been an extremely successful use of resources for our firm. "

Cheers!

Shari Tivy  
Bowman & Brooke

## 2010 Regions 5/6 Conference Wins Raves!

"I always look forward to the education and networking opportunities at Conference and the 2010 Region 5/6 conference in San Diego did not disappoint. The educational sessions, as well as visits with the vendors in the exhibit hall, were beneficial. Our firm is in the process of reviewing benefits and I was able to network with colleagues as to what they're doing at their firms, as well as attend a Saturday morning roundtable discussion on healthcare reform. Of course, it's not all strictly business at Conference: Thursday's keynote address was inspiring, the Couture for a Cause Fashion Show/Welcome Reception was wonderful and the vendor-hosted events gave us a chance to socialize and kick up our heels. In addition, I ran my first 5k in Friday's 5k Fun Run/Walk hosted by the San Diego Chapter. ALA provided the opportunities and I did not miss the boat."

Angela C. Landeros, Administrator  
Schwartz Semerdjian Haile Ballard & Cauley LLP





## 2010 Regions 5/6 Conference Wins Raves!

"I recently had the pleasure of attending the ALA Regions 5 & 6 Conference in San Diego, California. I have previously attended one regional and one annual conference. The educational sessions this past Region 5/6 Conference were great! Not only did I gain knowledge regarding better practices for my firm, I felt confident with our current practices my firm. The selection of vendors were fantastic! It's so nice to see those that you have met at prior conferences. The networking opportunities afforded to ALA members at the Conference were by far the best. Being able to bounce ideas between others in your similar situation is invaluable. I am extremely thankful to my managing partners and ALA for allowing me to be a part of this wonderful group!"

Traci Bixenmann, Operations Administrator  
Black & LoBello



at

"I enjoyed the ALA Regions 5 & 6 Conference in San Diego this year. I thought the educational classes and speakers were right on target. Marguerite Ham is a wonderful speaker and knows how to hold the attention of her audience. I also enjoyed meeting up with colleagues that I had not had the opportunity to see all year. It was engaging for me to meet fellow ALA members from Region 5 as well. I thought the vendors participation in this event was exceptional. They treated us very well.



I loved the location as downtown San Diego is lovely and I did not have to travel a great distance from my home. I was not too thrilled

about the Hard Rock Hotel (the food was very good -- one of the best lunch provided by a hotel for the Regions that I have attended) but all in all, it was a wonderful experience."

Betty Barcher  
White & Case, Los Angeles

## 2010 Regions 5/6 Conference Wins Raves!

"My experience (along with all of the other office managers from our firm [nationwide]) was a great one in San Diego. Although I am a member (and current President) of the Metropolitan Detroit Chapter, which is Region 3, I attended your conference along with members of my firm from Richmond, VA; Columbia, SC; Minneapolis; Phoenix; San Jose and LA. We have started a tradition where we all attend one conference a year together, usually in one of our regions, in order to allow time for us all to meet as a group (we spent the entire day on Thursday having a firm management meeting) and then also to gain the benefits that we always gain from attending any ALA conference. I particularly like the experience of attending other regions' conferences as sometimes there are new insights gained that may differ from that in our area, terrific networking opportunities and new relationships begin nationwide. There is no downside to this practice; it's a win-win. Everyone at the San Diego Conference welcomed us with open arms, shared information, made us feel at home and even went out of their way to show us around and make sure we were enjoying the conference.

The people who attended from our firm were:

Shari Tivy - HR Director  
 Barb Ell - HR Manager  
 Tom Baptista - Phoenix Office Manager  
 John Crenshaw - LA Office Manager  
 Pat Lauwers - San Jose Office Manager  
 Angie Black - Columbia SC Office Manager  
 Cassandra Griffin - Richmond VA Office Manager  
 and, of course, myself.

I thoroughly enjoyed the memory workshop you had as well as the session on social media. These are great ideas to bring back to my own chapter also as we plan our educational meetings, etc.

Thanks for letting us attend!"

Lyn M. Calu, Office Manager  
 Bowman and Brooke LLP



## 2010 Regions 5/6 Conference Wins Raves!

"I thought the line up of sessions was particularly good - Annual Conference good. I didn't attend a single session that wasn't very interesting and informative. The speakers were terrific, the topics timely and varied and I know that my firm and I will benefit from the sessions I attended. To think that project management and metadata scrubbing could be engaging (and they were) is testament to the team for their selection of speakers."



Patti Lane  
McKenna Long

"I enjoyed the excellent variety of educational programs, as well as connecting with old friends and meeting new ones. I went back to my office with a head full of new ideas."

Marina Field  
Office Administrator  
Troutman Sanders

"The workshops I attended were informative and fun. It has been many, many years since I attended a regional conference and this one surpassed my expectations in all aspects. The education and fun was well worth the time, expense and effort to attend."

Lesley A. Reisinger, Legal Administrator  
Steptoe & Johnson LLP

## 2010 Regions 5/6 Conference Wins Raves!

"What an experience! The knowledge and networking opportunities I gained while at the Region 5&6 Conference were *outstanding!* I don't think I have ever enjoyed a conference more than this one in San Diego. The opening and closing session speakers were very inspirational and I really enjoyed listening to how these special people held on to their hopes and desires to finally reach their goals. It takes a special person to reach out that way and tell others about their hardships along the way but finally realizing all that hard work paid off which is why they are the person they are today – *it was thrilling!*

I learned a lot from both the speakers and the breakout sessions as well. They brought forth excellent ideas for how to go about achieving one's goals! I will be working towards my own goals to bring creative strategies to our law firm and working more closely with the partners in decision making issues regarding productivity, human resource issues and other protocols we set to keep our standard of excellence in the community.

I'm looking forward to future ALA regional conferences and continuing my education while networking with the very professional and resourceful people that make up the ALA. In addition, I look forward to visiting with all the business partners who sponsor the ALA. I was amazed at how many vendors there were at the San Diego Conference and enjoyed talking with them and getting ideas about what might work for our law firm.

Thank you for the opportunity to attest to my own experience at the Region 5&6 Conference."

Robbie Goodrich  
Ekman Bohrer





## 2010 Regions 5/6 Conference Wins Raves!

"The ALA Regional and Annual Conferences are a MUST for legal administrators to be the best that they can be!!! An opportunity to be away from our day-to-day stresses and distractions allows us to absorb the content of sessions, to focus on products and services both ongoing and new to the legal industry at the expansive exhibit halls, and most importantly, networking with our peers to avoid reinventing wheels which allows us to be more efficient and productive when we return back to our offices. Rejuvenation, Revitalization and Refocusing all in one place! Thank you ALA!"

Bonita K. Danser, Office Administrator  
Samuels, Green & Steel, LLP

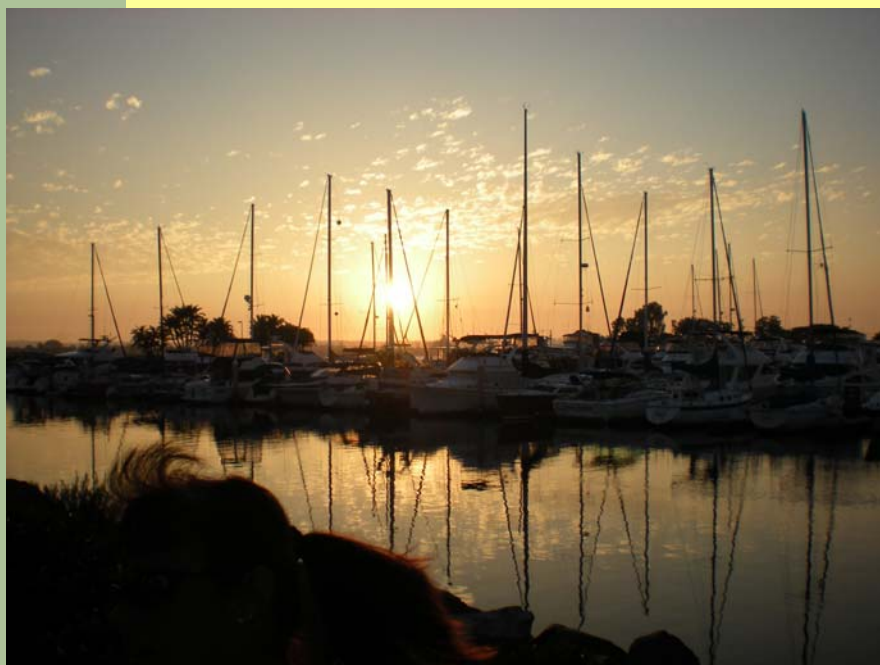


"I thought this year's conference was one of the best I have attended. The educational programs were first-rate and the variety of selections was very, very good. The venue was excellent and the food and service provided by the staff of the Hard Rock was really fine. The keynote address by Sarah Reinersten was truly inspirational. The Couture for a Cause presented by the San Diego chapter was so much fun, and I understand that the money raised for their special

charities was exceptional. I truly loved Marguerite Ham's presentation on **The Magic of a Mighty Memory** and would love to see her return to continue the theme with the concentration on remembering people's names. She told our group that that was a separate program. Bring her back!! Her closing address was also first-rate."

Pam Lentz, Secretarial Training and Support Services Supervisor  
Morrison & Foerster

## Bowman and Brooke LLP use Region 5/6 Conference as Opportunity to Hold a Managers' Retreat!!



Having just been promoted to Office Manager with the national firm of Bowman and Brooke LLP in the Columbia, South Carolina office, I was encouraged by our HR Director, Shari Tivy, to become involved in the local chapter of ALA, and to also join at the national level. I was excited my firm was eager to invest in my participation with this organization. I researched the ALA's purpose and commitment and knew this would be a great source of knowledge to assist in my new position.

Bowman and Brooke has been involved with ALA for many years. In fact, our Detroit office manager, Lyn M. Calu, is president of the Metropolitan Detroit Chapter. I knew I wanted to become involved with the South Carolina Chapter and was welcomed with open arms during the first event I attended. The support and encouragement I felt when I was introduced as the new office manager of my firm's Columbia, S.C., office was wonderful, and I look forward to the networking this will provide.

I understood that ALA provided yearly conferences within regions of the United States and hoped I would, some day, have the opportunity to attend. To my surprise, while attending a manager's meeting in August, our HR Director proposed to management the advantages all office managers would experience if allowed to attend the ALA Regions 5 & 6 conference in San Diego together. We were all elated when informed this request had been approved and we were all heading to San Diego.

This concept, proposed by our HR Director, was for all seven office managers to attend the same regional meeting in order to give us the opportunity to meet the day before the conference began and discuss company issues and concerns, as well as proposals for the rest of the year and expectations for the coming year. The time of year the ALA holds the regional conferences was an opportune time for us to gather, reflect and discuss.

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We attended many of the conference sessions together and were able to discuss the topics that were covered immediately after the sessions. This was advantageous to me as I was soaking up everything like a sponge. Some chose to attend other sessions and we were able to hear about those also. We attended the vendor exhibit together since two of our office managers are members of the host regions. The exhibit hall was full of excitement and very informative. It compared favorably with exhibits and tradeshows I have been involved with in the past.

I was approached quite often during the conference and asked "how in the world" and "why" was I attending this particular regional conference. When I explained our Director's concept for us to attend this meeting all together and explained our full-day meeting the day before the conference began, many people thought this was a fantastic idea and commented, "Why didn't we think of that?".

I feel fortunate to have attended my very first ALA conference and experience the camaraderie and support that this organization provides. The educational sessions relevant to legal management, the vendor contacts and the people within this organization make the ALA a valuable tool for all aspects of Legal management.

I commend my firm, Bowman and Brooke LLP, for supporting our involvement with the ALA. I look forward to my participation with the South Carolina Chapter. This is a great organization and I wonder which regional conference we will all attend next year??????

Angela P. Black,  
Office Manager  
Bowman and Brooke LLP,  
Columbia, South Carolina



## Region 5/6 Conference Scholarship Winners Speak!

My firm, Paul Hastings, is supportive of participation in ALA, but when I learned that I was the winner of a chapter scholarship and \$200 travel stipend to attend the Regions 5 & 6 Conference in San Diego, I was thrilled!

This conference at the Hard Rock Hotel in beautiful San Diego did not disappoint. I had the opportunity to spend time with colleagues from my firm, with old and new friends made through the years at various ALA events, and with many of the vendors in the exhibit hall. I also met some nice people while fulfilling my duties as a session manager.

I attended numerous educational sessions including **The Magic of a Mighty Memory**, presented by Marguerite Ham. Marguerite was enthusiastic and got us on our feet first thing in the morning. She gave us some useful and practical techniques to use for remembering a variety of things by using the human body as a filing cabinet. You had to be there....

There was a focus during this conference on client service. Paul Burton's presentation **Human Powered** reminded us that client service is really a state of mind and that in any situation every employee has a choice to benefit the organization and themselves and to feel good about that choice in the process.

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## Region 5/6 Conference Scholarship Winners Speak!

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I also attended **The Value Challenge – Building a Culture of Client Service: The Administrator's Role** presented by Rita M. Alli and Mary White. This was a fantastic presentation with practical ways to incorporate the concept of client service for employees at every level. This presentation tied in nicely with the client service initiatives at my firm. I learned useful tips that I plan to share with my staff and attorneys to help them understand the many ways to incorporate client service concepts internally and externally. My personal favorite was the concept “your problem is my problem so let's see if I can help you.” If every employee adopted that philosophy, imagine what life would be like in our offices.

Taking time away from the office and the family can be a challenge but I always find that attending the ALA conferences is well worth the investment of time and money in so many ways.

Jackie Peters  
Paul Hastings Janofsky & Walker LLP  
Silicon Valley Chapter and  
Golden Gate  
Chapter



## Region 5/6 Conference Scholarship Winners Speak!

After almost thirty years in ALA, I finally won! I was awarded this year's Region 6 scholarship to attend the conference in San Diego last October. If you have not attended a regional conference, it's a whirlwind of activity. Keynote and vendor-sponsored social gatherings began on Thursday night and continued non-stop until the conference ended on Saturday afternoon. I managed to squeeze in six educational sessions, a breakfast roundtable discussion, some absolutely wonderful vendor events and a little bit of sleep.

**I Can See Clearly Now – 24 Ways to Get 24 Hours Back**, presented by Paul Burton, focused on how multitasking may actually be making it more difficult to get things done. We should all take to heart the tips he gave on how to control the many email-related distractions and how to carve out portions of your work day.

The most interesting session I attended was **The Value Challenge & The Traditional Lawyer/Client Relationship: Between a Rock and a Hard Place**, presented by Michael Williams, General Counsel at Sony and moderated by Pamela Woldow, a legal management consultant. Williams reviewed what he is seeking from private law firms. He wants certainty from his attorneys – no surprises, cost containment and predictable pricing. Critical mistakes include underbidding (underestimating litigation costs), allowing the bill to creep up beyond the estimate and billing for the "small stuff." He encourages attorneys to use a narrative billing description to convey the value (not "review file" but rather "review file to determine . . ."). Monthly billing should be viewed as an opportunity to communicate with the client. Discounts and write-offs should be noted on the bill so the clients are aware they are receiving a benefit or accommodation. The focus for in-house counsel is strictly upon what they produce and how quickly they produce results. To the contrary, Williams sees private counsel spending a lot of time looking for "snakes in the grass," motivated more by the fear of malpractice than results.

In keeping with his results focus, Williams is open to considering creative alternate fee structures. He will contract for litigation at a lower hourly rate but he is happy to include a "bonus" payable based upon the results. A more commoditized approach is preferred on routine matters and tasks. Williams will consider exclusive arrangements with firms in a specific region or practice. The only exception to any of these arrangements is when he is faced with "bet the company" level litigation. Williams applies Darwin's theory (those who can adapt will survive) to the legal industry. He believes those who are not willing or able to adapt to focusing on value and results will die off quickly.

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## Region 5/6 Conference Scholarship Winners Speak!

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**The Magic of a Mighty Memory: Tools for the Legal Professional (Marguerite Ham):** This lively session provided an interesting method for improving memory by combining visual, auditory and kinesthetic approaches. This is a fun, interactive session that would be great as an ice-breaker at a firm retreat.

Robert Brownstone presented **Metadata Scrubbing and Mining**. Brownstone cautions those of us who use the track changes feature, convert to portable document format (pdf) and/or electronically redact text. We may be sharing more than we intend. When tracking changes, even changes that were rejected can be found in the embedded data and viewed even in the final version. If you were unable to attend the session, he will provide a copy of his PowerPoint presentation that includes a vast number of articles, publications, court decisions and resources on the subject.

Dana Trevers

Lewis Brisbois Bisgaard & Smith LLP





# *Celebrating* 40 YEARS 1971 - 2011



Thank you

to all ALA members and business  
partners who have made this  
organization so special!



*Your connection*  
to knowledge, resources and networking

*ALA Wall of Presidents*



## ALA CALENDAR

April 2011

**4 – 6 Legal Marketing Association Annual Conference**  
Place: Disney's Yacht and Beach Resorts, Orlando, FL  
ALA will be exhibiting

**11-12 ABA Tech Show**  
Place: Hilton Chicago, Chicago, IL  
ALA will be exhibiting

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**ALA Webinar – Lockstep to Levels After the Dust Settled: Unlocked, Unloaded, Successful?**

May 2011

**18 ALA Webinar – Leasing: The Fine Print Financial Implications**

**22 – ALA – Annual Conference and Exposition**  
**25 Place:** Orlando World Center Marriott Resort and Convention Center, Orlando, FL  
Contact: [Lisa Mikita](#), ALA Headquarters

**30 Memorial Day, ALA Headquarters Closed**

June 2011

**15 ALA Webinar – Communicating Benefits to Reach and Engage Employees**

October 2011

**20-22 ALA Region 6 Conference & Expo:** The Cosmopolitan, Las Vegas, NV  
Contact: [Lisa Mikita](#), ALA Headquarters