

# RIVER CITY REVIEW

Association of Legal Administrators

Sacramento Valley Chapter Newsletter

Fall 2009

Vol. XIX, No. 2

## In This Issue

President's Message	1
Advertising Index	2
Board of Directors	4
Letter From Your Editor	5
Vendor Spotlight	7
Community Challenge Weekend Recap	9
Board Meeting Schedule	11
Welcome to New Members and Member Changes	13
New Member Profile	14
The Church Hill Tunnel	16
Region 6 Conference Highlights	20
Antitrust Guidelines	24
In Celebration of Certification	28
Upcoming Luncheons	32
Previous Educational and Social Events	33
Board Meeting Minutes	35
Calendar Highlights	38

Send your Newsletter feedback  
here:

[thkreis@murphyaustin.com](mailto:thkreis@murphyaustin.com)

[ala-sacramentovalley.org](http://ala-sacramentovalley.org)

### PRESIDENT'S MESSAGE

**Shauna Manner, MBA, CLM, SPHR**  
**Resources Law Group LLP**  
**President, SVALA**



**Shauna Manner**

It is hard to believe we are in the final stretch of 2009. The year has passed quickly and, while certainly interesting, has presented significant challenges in terms of financial instability due to economic recession. While not all of us are facing dire financial circumstances in the workplace, as legal administrators we are significantly affected by the constraints and complications of running a law firm in a declining economy. The Sacramento Valley Association of Legal Administrators (SVALA) offers members unique and valuable opportunities to address the difficulties posed by a changing economic climate. As we converse with local colleagues experiencing and seeking solutions to similar situations, we gain new perspective and develop more dynamic ideas. It is my hope that you will continue attending our many events to make sure you benefit fully from your membership in SVALA.

While the rest of the world prepares for the holiday season, we will be quietly disappearing into our offices for seemingly endless year-end planning and 2010 budgeting. All the more reason to turn to the many resources available to you through ALA: seminars, conferences, webinars, online databases and blogs, and networking/sharing ideas at our local and regional events can help *a lot!*

Our monthly lunches in particular present a great opportunity to discover new business methods and technology, meet legal administrators in the area, and exchange helpful suggestions and ideas. The holiday luncheon in December (details enclosed) is a well-attended, popular event – don't miss it! We will also be holding a Labor Law luncheon on January 21 in downtown Sacramento (expect your invitation soon). Hope to see you there.

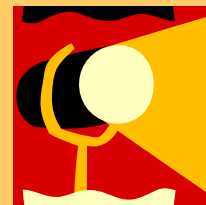
It was great seeing many of you at the Region 6 ALA Conference in late September in Sonoma County. As expected, the conference was informative, relevant, well-organized, and fun. I particularly enjoyed the keynote speaker, Chris Mittelstaedt, Founder and CEO of The FruitGuys, who, in addition to being a great storyteller and engaging speaker, shared insightful information regarding organizational design and business ethics. I found the keynote address and individual sessions to be great tools in developing and improving leadership skills, particularly in the areas of team building and coaching skills. As always, the "vendor tent" provided a unique chance to explore new vendors and discover new services. Many thanks to the vendors who participate in our conferences; without you, we wouldn't have conferences!

In a quick update, your 2009 SVALA Board is progressing well in its many endeavors, particularly updating the website. Soon, you should expect an improved and more modern version of our website. As always, thanks to all of you working on the Board and contributing your time and energy to SVALA. You keep us running strong!

## VENDOR ADVERTISING INDEX

Sacramento Placement Services	6
Pacific Storage	12
Equitrac	13
Jenkins Insurance Group	15
Sierra Office Supply & Printing	19
Gallaway Commercial, Inc.	23
Baker + Cadence Solutions, LLC	26
First Legal	26

Click on any vendor name for an easy jump to their ad!



### SPOTLIGHT ON SACRAMENTO PLACEMENT SERVICES

Please visit page 7 for this edition's Vendor Partnership Spotlight.

*Each edition will feature a different vendor in order to educate and inform the membership about all of our wonderful sponsors!*

We appreciate each and every one of our sponsors. Thank you for your partnership and your support of the SVALA.

## 2009 — 2010 VENDOR PARTNERS

### PLATINUM

Pacific Storage  
Sierra Office Supply & Printing  
Jenkins Insurance Group

### GOLD

Sacramento Placement Services  
Gallaway Commercial, Inc.

### SILVER

Baker + Cadence Solutions LLC  
Equitrac  
First Legal

---

**ALAMeansBusiness**  
News and Information for the Legal Vendor Community

In response to business partners' expressed interest in learning more about ALA, its members and opportunities to connect with ALA decision-makers, the ALA Vendor Relations Committee and Vendor Advisory Panel created *ALA Means Business: News and Information for the Legal Vendor Community*. Please find out more by going to:

<http://www.alanet.org/resourceforvendors/vendornewsletter.asp>

**SACRAMENTO VALLEY CHAPTER  
2009-2010 BOARD OF DIRECTORS**

Shauna Manner, MBA, CLM, SPHR,  
President  
Resources Law Group LLP  
Telephone: (916) 442-4880  
e-mail: [smanner@resourceslawgroup.com](mailto:smanner@resourceslawgroup.com)

Lynn Cole, MBA, President Elect  
Cook Brown LLP  
Telephone: (916) 442-3100  
e-mail: [lc@cookbrown.com](mailto:lc@cookbrown.com)

Jessica Miller, MBA, Secretary  
Sweeney & Greene LLP  
Telephone: (916) 753-1300  
e-mail: [miller@sweeney-greene.com](mailto:miller@sweeney-greene.com)

Craig Price, Treasurer  
Somach Simmons & Dunn  
Telephone: (916) 446-7979  
e-mail: [cprice@somachlaw.com](mailto:cprice@somachlaw.com)

Joelle Stone, Director At Large  
Murphy Austin Adams Schoenfeld LLP  
Telephone: (916) 446-2300  
e-mail: [jstone@murphyaustin.com](mailto:jstone@murphyaustin.com)

Linda Magyar, Membership Chair  
Pillsbury Winthrop Shaw Pittman LLP  
Telephone: (916) 329-4705  
e-mail: [lmagyar@pillsburylaw.com](mailto:lmagyar@pillsburylaw.com)

Terrie Rasica, Program/Education Chair  
Bullivant Houser Bailey PC  
Telephone: (916) 930-2576  
e-mail: [terrie.rasica@bullivant.com](mailto:terrie.rasica@bullivant.com)

Ken Sockolov, MBA, CLM, Past President  
Boutin Gibson Di Giusto Hodell Inc.  
Telephone: (916) 321-4444  
e-mail: [ksockolov@boutininc.com](mailto:ksockolov@boutininc.com)

Michele Tracy, Vendor Relations Chair  
Mullen & Filippi LLP  
Telephone: (916) 492-8020  
e-mail: [mtracy@mulfil.com](mailto:mtracy@mulfil.com)

Cynthia Fulkerson,  
Managing Partner Event Chair  
California Department of Justice, Office of the  
Attorney General  
Telephone: (916) 322-5644  
e-mail: [cynthia.fulkerson@doj.ca.gov](mailto:cynthia.fulkerson@doj.ca.gov)

Trish Hughes Kreis, Newsletter Chair/Editor  
Murphy Austin Adams Schoenfeld LLP  
Telephone: (916) 446-2300  
e-mail: [thkreis@murphyaustin.com](mailto:thkreis@murphyaustin.com)

Jeaninne Jenna-Budowich,  
Community Challenge Weekend Chair  
Abbott & Kindermann, LLP  
Telephone: (916) 456-9595  
e-mail: [jbudowich@aklandlaw.com](mailto:jbudowich@aklandlaw.com)

Cindy Harris, Chapter Website Development  
Resources Law Group LLP  
Telephone: (916) 442-4880  
e-mail: [charris@resourceslawgroup.com](mailto:charris@resourceslawgroup.com)

## ***LETTER FROM YOUR EDITOR***



Working together to help a community organization: fulfilling;

Attending a conference and spending time learning and socializing: rejuvenating;

Finding out the “balloon boy” event was a stunt concocted by his crazy parents: maddening;

We’ll steer clear of “maddening” in this issue and stick to positive yet educational topics. On the positive, fulfilling side you will read about SVALA members coming together during Community Challenge Weekend to help out at the Ronald McDonald House (page 9). Several members also wrote (page 20) about their rejuvenating conference experience during the recent Region 6 Conference in Sonoma County. You will get to know another vendor sponsor (Sacramento Placement Services, page 7) and learn about one of our newest members (Carole Rooney, page 14).

**Trish Hughes Kreis**

**Murphy Austin Adams Schoenfeld LLP**

There is an article to inspire you to pursue your CLM certification (page 28) and another to encourage you to be creative when problem solving (page 16).

None of these articles will land any of us a Reality TV show but they will, hopefully, help us do our jobs a little better.

The editor assures everyone that all photos, images and articles in this issue are real and not a hoax. ☺

## ***River City Review Submission Deadlines***

Submissions of articles, quotes, calendar items or advertisements are welcome! Please submit materials for the quarterly Newsletter by the following dates:

Winter 2009

December 15, 2009

Spring 2010

March 15, 2009

All submissions must be provided via e-mail in Microsoft Word, Microsoft Publisher, pdf, jpg, or tif format. Please submit all materials to the Newsletter Chair:

Trish Hughes Kreis

(916) 446-2300

[thkreis@murphyaustin.com](mailto:thkreis@murphyaustin.com)

*Thank you for your contributions!!*

# **SACRAMENTO PLACEMENT SERVICES**

**Staffing Sacramento  
Law Firms  
Since 1990**

---

**SECRETARIES  
RECEPTIONISTS  
PARALEGALS  
ATTORNEYS  
ADMINISTRATORS**

---

**Temporary and  
Direct Hire**

455 Capitol Mall, Suite 403  
Sacramento, CA 95814  
916.446.3544

E-mail: [djordan@sacplacement.com](mailto:djordan@sacplacement.com)  
[www.sacplacement.com](http://www.sacplacement.com)



## *VENDOR PARTNERSHIP SPOTLIGHT*

### **SACRAMENTO PLACEMENT SERVICES**

**Editor:** Thank you for being a vendor partner of the Sacramento Valley Legal Administrators Association. Please tell us why you chose to support our organization.

**Debbie Jordan, Sacramento Placement Services:**

I have worked with many of the administrators that belong to the SVALA over the years so I wanted to support them and their organization.

**Editor:** Please tell us about **Sacramento Placement Services** and the services you provide.

**Debbie Jordan:**

I provide temporary and direct hire for law firms. I staff administrative, accounting, secretarial, paralegal and attorney positions.

**Editor:** Give us a little background about yourself. How long have you been in the business? How did you start **Sacramento Placement Services**?

**Debbie Jordan:**

I have had my company since 1990 – prior to that I worked for another legal agency in Sacramento.

**Editor:** How is it different working with law firms than other non-legal businesses?

**Debbie Jordan:**

Legal has a higher level of professionalism compared to other types of non-legal businesses which I previously staffed, before exclusively working in legal. Legal is fast paced, high stress and attracts a type of person that thrives in this environment.

**Editor:** Tell us how you would describe your working style. What makes you successful at what you do?

**Debbie Jordan:**

I try to respond quickly to law firms with quality trained personnel for their employment needs whether temporary or direct hire.

**Editor:** What do you want the SVALA members to know about you and **Sacramento Placement Services**?

**Debbie Jordan:**

I have been happy to have been a vendor sponsor for the Managing Partner Event every year since it began.



*Please Save The Date*

*Our Annual Holiday Celebration will be held*

*December 3rd*

*Esquire Grill*

*(Details to Follow)*

*Your connection*  
to knowledge, resources and networking



## **Are you prepared to tackle the challenges of law office management?**

### **NEW FOR 2009!**

The **Essential Competencies for Legal Administrators (ECLA)** modular educational program has been updated with an interactive and revised curriculum resulting in an even more powerful law firm tool for principal administrators, functional specialists, or anyone new to the legal profession. Experience one of the most comprehensive three-day courses ALA has to offer!

**November 2-4, 2009  
Hampton Inn & Suites  
Chicago, Illinois**

*ECLA classes may be applied to education requirements needed to sit for the Certified Legal Manager (CLM)<sup>SM</sup> exam, if taken within 24 months prior to applying for the exam.*

For more information, visit [www.alanet.org/ecla](http://www.alanet.org/ecla)



## Community Challenge Weekend Recap 2009



On October 10, 2009, SVALA members, co-workers, family and friends came out to support our Community Challenge Weekend (CCW). The Sacramento Ronald McDonald House (RMDH) is a nonprofit organization whose mission is to help children and their families by providing an atmosphere where families can rest, reflect, and find mutual support. Families who stay at the Sacramento RMDH have children staying or having treatment at, local hospitals such as Shriners Hospital for Children and the UC Medical Center.

Beautiful fall weather was first on the list which was perfect for being outside. The volunteers began by enjoying wonderful coffee donated by **Starbucks**, and delicious

**Jeaninne Jenna-Budowich, CCW Chair**  
Administrator/Bookkeeper  
Abbott & Kindermann, LLP

pastries to get them fueled up and ready to go. This year, part of CCW was the collection of Pop Tabs that were donated by local firms, family and friends of SVALA members. Pop Tabs were taken off the top of aluminum cans and dropped into a Ronald McDonald

donation container. Two pounds of Pop Tabs were collected! RMDH earns up to \$10,000 annually with the donation of Pop Tabs. What an easy and fun way to help out; every Pop Tab helps!

After meeting with Christina and Vince (two very special people who donate their time and work throughout the week at RMDH), the volunteers were broken up into groups performing gardening tasks including weeding, raking, trimming – anything and everything needed throughout the facility. After completing all gardening tasks, the volunteers were given a tour of the housing area where families stay as their home away from home.

Lunch was served and gourmet sandwiches were generously provided by **Mirepoix Catering Company**. Fruit and chips were donated by **Jeaninne**, and to top it off, beautiful and very tasty cupcakes were donated by **Cupcake Cravings**.

This year, SVALA collected \$2,325.00 in donations from local firms, businesses and private parties, which will be presented to the Ronald McDonald House.

I want to personally thank all of you who took time out of your weekend to come out and team up together to support this wonderful cause. Also, thank you to **Ron Ross** who did a great job on our team t-shirts.

A Big Thank You to the following businesses that made monetary contributions:

Abbott & Kindermann LLP  
Anwyl, Scofield & Stepp LLP  
Boutin Gibson Di Giusto Hodell Inc.  
Hardy Erich Brown & Wilson  
King Arthur Royal Hair Design  
Murphy Austin Adams Schoenfeld LLP  
Resources Law Group LLP  
Trainor Fairbrook



RONALD MCDONALD  
HOUSE CHARITIES  
NORTHERN CALIFORNIA

# Community Challenge Weekend Recap October 10, 2009







**SACRAMENTO VALLEY ASSOCIATION OF LEGAL  
ADMINISTRATORS  
2009—2010 BOARD MEETING SCHEDULE**

All SVALA members are invited to attend. Meetings will be held at Resources Law Group, at 555 Capitol Mall, Suite 650 and will begin promptly at 5:30 p.m. Please RSVP to SVALA Secretary, Jessica Miller, at [miller@sweeney-greene.com](mailto:miller@sweeney-greene.com) before attending.

November 12, 2009

December 10, 2009

January 7, 2010

February 11, 2010

March Joint Board Meeting — TBA

# 2009 SALARY SURVEY

TO ORDER THE 2009 SVALA SALARY SURVEY

CONTACT JOELLE STONE

[JSTONE@MURPHYAUSTIN.COM](mailto:JSTONE@MURPHYAUSTIN.COM)

MEMBER, PARTICIPANT: \$125.00

MEMBER, NON-PARTICIPANT: \$225.00

NON-MEMBER, PARTICIPANT: \$195.00

NON-MEMBER, NON-PARTICIPANT: \$275.00

# PACIFIC

SINCE 1856

RECORDS MANAGEMENT

## Media Vault

**Protection Of Your Critical Information  
In A Safe And Secure Environment**

OFF SITE STORAGE OF:

- ◆ Back Up Data
- ◆ Vital Records
- ◆ Digital Media



- ◆ 4 Hr Fire Rated Vault
- ◆ Biometric Secured Facility
- ◆ Climate and Temperature Controlled
- ◆ 24/7 Service
- ◆ Video Monitoring
- ◆ Daily, Weekly, Monthly Delivery Rotations Available

For More Information Please Call

**Richard Steed • 916-649-7312**

Email: [rsteed@pacificstorage.com](mailto:rsteed@pacificstorage.com)

[www.pacificstorage.com](http://www.pacificstorage.com)

## ***MEMBERSHIP INFORMATION***

Know someone interested in joining SVALA? Have you moved??  
Please notify the Membership Chair, Linda Magyar at [Linda.magyar@pillsburylaw.com](mailto:Linda.magyar@pillsburylaw.com)

## ***MEMBER CHANGES*** ***Changes are in BOLD***

Craig Price  
Chief Operating Officer  
Somach Simmons & Dunn  
**500 Capitol Mall, Suite 1000**  
**Sacramento, CA 95814-4737**  
Phone: (916) 446-7979  
**Direct: (916) 469-3844**  
Fax: (916) 446-8199

Cindy A. **Snook** (formerly, Cindy Broughton)  
**E-Mail: [csnook@kmtg.com](mailto:csnook@kmtg.com)**

# Realize Your Cost Recovery Potential

equitrac  
Professional<sup>®</sup> 5



**Call to Receive a Free Copy of**  
"PRINT COST RECOVERY: THE VERDICT IS IN"

John Martucci – Sales | 310.569.0145 | [johnm@equitrac.com](mailto:johnm@equitrac.com)

## **NEW MEMBER PROFILE:**

**Carole Rooney, CLM**

**Firm Administrator**

**Schuering Zimmerman Scully Tweedy & Doyle, LLP**



**Editor:** Thank you for being in our Fall Newsletter New Member Spotlight. Please give us a little background about yourself, including how you became a Legal Administrator.

**Carole Rooney, CLM:** I've worked in the legal industry for more than 20 years, the majority of time in the Bay Area. After having worked most law firm positions, including legal secretary, paralegal, various accounting positions, and as a software trainer, in 2001 I became a legal administrator.

**Editor:** Please tell us why you joined the Sacramento Valley Association of Legal Administrators.

**Carole Rooney, CLM**

**Carole:** Being fairly new to the Sacramento area, I joined the Sacramento chapter to benefit from the knowledge and experience of existing local chapter members. I've been an ALA national member since 2001, and belonged to both the Golden Gate and East Bay Chapters while working in the Bay Area.

Chapters while working in the Bay Area.

**Editor:** What is the most unusual or humorous task you have had to do as a Legal Administrator?

**Carole:** Managing union employees was probably the most unusual task I've had to do as a Legal Administrator! As far as humorous, I was once asked to approve an attorney's request to paint purple polka dots on his office walls.

**Editor:** What is your favorite activity outside of work?

**Carole:** Golfing has been my favorite activity for the past year or two. Being outdoors and in beautiful settings is a great way to spend time, and my husband and I have been able to play many new courses. We've also joined a traveling golf club, so we have been playing a lot of courses outside of the Sacramento area and in a number of tournaments.

**Editor:** What is a project or accomplishment you have been proud of?

**Carole:** On a professional level, earning my CLM designation in 2005 through the ALA was a huge accomplishment. I believe an advantage I had in passing the certification exam was managing smaller-sized law firms, which requires that you know the details of many jobs.

**Editor:** What is something people would be surprised to know about you?

**Carole:** I'm originally from the Boston area, but my accent only reappears in rare moments!

**Thank you for your participation and welcome to the SVALA!!**

### **ARE YOU OVERLOOKING THIS MEMBER BENEFIT?**

Subscriptions to the print edition of Legal Management are available exclusively to ALA members and select legal professionals. ALA members may also request complimentary subscriptions to Legal Management for their managing partners simply by submitting a request at

<http://www.e-circ.net/lgm/lgmsub.asp>





[www.JenkinsInsGroup.com](http://www.JenkinsInsGroup.com)

Contact Michele Martin: 916.576.1604

For more than 70 years Jenkins Insurance Group has called Northern California home. We are proud to partner with Sacramento Valley Association of Legal Administrators in making this region a great place to live and work. SVALA has shown great commitment to the law firms in our region and to our community.

**That's a value we respect.**

**JENKINS**  
INSURANCE GROUP

**Commitment.**  
To you, your people, your enterprise.



## The Church Hill Tunnel

By Judy Hissong, CLM

*Nesso Strategies*

So, how are you getting through? I pondered this question a lot as I follow the latest economic reports. I know there is much concern about our current state of affairs, in our country, in our community, and in our own homes. I wanted to write something to inspire each of you to overcome the obstacles you are facing, and then I thought about the Church Hill Tunnel.

In the sleepy southern town of Richmond, Virginia there is a reasonably famous landmark called the Church Hill Tunnel. It was built in approximately 1870 for the astronomical price of \$1.2 million dollars (can you even imagine what that would cost today?). The Chesapeake and Ohio Railway (C&O) was the current railroad giant in the area who wanted to extend his tracks from the downtown Richmond terminal to the peninsula at Newport News, and Hampton Roads, Va.



Photos courtesy of Virginia Historical Society

It was 4,000 feet long, the longest tunnel in the world at that time. It was an enormous undertaking because the soil in Richmond was unlike the typical bedrock the railroad was used to laying tracks on. The soil is actually clay that shrinks and swells with the rainfall and the groundwater. Oh sure, they could have gone around the area, adding many more miles of track, adding many more minutes of travel for each train, adding many more dollars of expense to their runs. There were many cave-ins during construction but that didn't stop the railroad from pushing through...from getting through.

The tunnel was a wonderful solution for the railroad, even with the lives lost in the construction phase. The trains ran through the Church Hill tunnel for almost 20 years before C&O acquired a competitor (Richmond and Allegheny Railroad, R&A) and then chose a new route for the trains. You see, R&A had already done the work to create a "water level" route along the James River which avoided the troublesome Church Hill Tunnel, the blue marl clay, and yet had a direct route to the peninsula. C&O constructed a 3 mile elevated track along a viaduct to complete the connection between the two company lines. This new route was opened in 1905 and brought the traffic through the Rivanna Trestle viaduct, which is the longest in the United States, and still in use today.

**Change is what happens when the status quo is more painful than the alternative. ~ Judy Hissong**

## The Church Hill Tunnel

By Judy Hisson, CLM

Nesso Strategies

(continued)

In 1925, after 20 years of no use at all, the railroad found itself at a, uh-hem, crossroad (pun intended). It needed more tracks to do more business, and restoring the tunnel seemed the necessary solution to get more business done. It was on October 2, 1925 when a work train went into the tunnel to be a boost for the workers to reach the top of the tunnel (see the middle picture above) when the tunnel collapsed. Several men lost their lives, and the locomotive remains sealed inside the tunnel, which remains sealed today.

This story gets longer. Many attempts were made to open the tunnel, bring out the locomotive, recover the bodies, etc. Many more cave-ins and tragedies resulted. As recently as 2006, a television station was revisiting the idea of opening the tunnel as a reality series to explore the engine that is entombed. At this point, there isn't a way to safely access the space, and I can only guess there will be more attempts in the future.



The sealed Church Hill Tunnel

So, as you read this, do you find yourself asking 'why'? Why do they persist to have a tunnel when there is clearly not a cooperating earth in that space? And so I ask you, "Why?" Why do we insist on pushing through with initiatives and job classifications when there isn't earth to support them?

Where is your Church Hill Tunnel being dug right now? What job description is being reviewed, revised, or revamped to accommodate "the need for another track" aka the current economy? What policy is being altered to cut a 4,000 foot tunnel instead of a 3 mile path – and what will be the damage that results?

In our current climate, we are focused on doing more with less. We are focused with our heads down and our shovels in hand. We are digging our tunnel to get through. What happens if we look up? Do you see the daylight at the end? Or, is your tunnel blue marl clay shrinking and swelling with the water level (profits of your firm)?

**Success isn't permanent, and failure isn't fatal. ~ Mike Ditka**

## The Church Hill Tunnel

By Judy Hisson, CLM

Nesso Strategies

(continued)

Now is the time for strategic focus. Now, more than any other time, is the right time to have your partners looking at the future, planning for the future, and looking up as they 'get through.' Here are some questions to answer for your firm's Tunnel:

Do we have a receivables policy and program in place?

Do we have standardized intake procedures including credit and conflict checks?

Do we have the right people in the right jobs to maximize productivity?

What is one thing each person in ownership can do to generate more profitability?

This is a small list. Bring one of these questions to your next management meeting, and open it for discussion. See what creativity comes up. And, whatever you do, avoid using any negative words during the conversation. Turn any 'no's' into 'yes...and.' There aren't many managers looking up right now, so the time is perfect for our leadership skills to shine!

Have a great month!

Courtesy of Judy Hisson, CLM and Accredited Life and Leadership Coach. Judy is the Principal of Nesso Strategies, a company built on the passion of exploring how success can be achieved outside the box! Judy facilitates strategic meetings, builds and presents teambuilding playshops, and presents on topics of health and wellness. She can be reached at [Judy@NessoStrategies.com](mailto:Judy@NessoStrategies.com) and 619.889.7884.

### Pop Quiz:

How much does the Ronald McDonald House earn annually from Pop Tabs?

First person\* to email the Editor the correct answer wins a \$25 gift certificate!

[thkreis@murphyaustin.com](mailto:thkreis@murphyaustin.com)

*\*Board Members are not eligible to participate!*



## Sierra Office Supply & Printing

Your one source for all your business needs

### Save Your Firm Over 20% on Office Supplies and Benefit the ALA!

#### Top 10 reasons to do business with us!

- 1) Competitive Pricing** – Guaranteed low prices everyday. Call us today and compare us to any other office supplier.
- 2) Product Selection** – Sacramento's only single-source supplier – office supplies, ink & toners, commercial printing, copy services, furniture, advertising specialties & mailing services.
- 3) Next Day Delivery / No Minimums** – Delivery is free of charge! No hidden costs, no more accumulating orders. If you need it, we deliver it to any location nationwide.
- 4) [www.sierrabg.com](http://www.sierrabg.com)** – Save more time and increase your productivity by using our feature-packed web-based catalog. Ordering has never been so simple.
- 5) Flexible Invoicing** – Each of our customers have unique needs. We will do everything we can to accommodate your accounting needs.
- 6) Personal Sales Service** – Your very own personal sales team knows you and your business. With years of experience in service and product training, all questions will be researched and answered with satisfaction by phone, fax, or e-mail; whichever method you prefer.
- 7) No Hassle Credit Return** – 30 days from date of receipt.
- 8) Back-Order Tracking** – Although we strive to have your entire product needs available next day, there are times when this may not happen due to circumstances out of our control. We will track your back-orders and keep you abreast of the status of your order.
- 9) Knowledgeable & Professional Staff** – On-going training and years of experience make our staff one of the most knowledgeable in the industry, offering competent solutions for your office!
- 10) Locally Owned** – We are the largest independently-owned office supplier in Northern California typically saving our customers as much as 20% while providing a higher level of personalized service.

Suzie Schuenemann  
916.869.9746  
suzies@sierrabg.com



Kim Pabalis  
916.869.9771  
kimp@sierrabg.com

#### ALA Sponsoring Vendor Since 2005

Receive a \$20 Starbucks gift card with our initial visit!  
Order \$1000 or more with Sierra and we will donate \$100 to the ALA in your name.



**Conference Highlights**  
**Region 6 Educational Conference & Exposition**  
**Rohnert Park, California**

**Cindy Harris, Office Manager**  
**Resources Law Group LLP**

The 2009 Region 6 Educational Conference & Exposition was convenient, fun, and educational. I enjoyed the keynote speaker, Chris Mittelstaedt, founder and CEO of The FruitGuys, who shared the ups and downs of starting a new business and developing its vision, relaxing with fellow colleagues, and attending the vendor's exhibits which gave me a chance to ask questions about pending upgrades for our firm and learning about new products. By the closing session, I was tired and anxious to head for home, but Don Blohowiak, founder and head coach of the Lead Well Institute, was a breeze to sit through. It was fast paced, interesting, and thought provoking, touching on six important characteristics for leading well:

1. Trustworthiness
2. Respect
3. Responsibility
4. Fairness
5. Caring
6. Citizenship

Don't miss out next year! Save the date for the 2010 Regions 5 & 6 Conference in San Diego, October 1-2, 2010.

**Lynn Cole, MBA, Administrator**  
**Cook Brown LLP**

The Region 6 Educational Conference was in Rohnert Park this year (excuse me, in SONOMA), so it was very convenient, for a change. I attended the Regional Council Meeting on Thursday afternoon and got a lot of good information about what's going on in our region, and met lots of nice new people. I was also charged this year with being on the Regional Nominating Committee which met on Thursday afternoon and swiftly reached a consensus on the candidate to be submitted for nomination.

There were quite a few good classes this year – and one giant clunker! In all the years I've attended regional and national conferences, I think I've only ever hit a couple of clunkers... so I guess I can't complain. On the big plus side, the last speaker on Friday afternoon, Michael Josephson, hit one out of the park!! I looked around at one point, and everyone else looked as captivated as I was!

**Cindy Pilon, Office Administrator**  
**Seyfarth Shaw, LLP**

This was my first time attending an ALA conference. A big thank you goes out to SVALA attendees for making me feel welcome and showing me the ropes. I appreciated the varied course selection (leadership, financial, HR) and I brought back several tips that I can put into practice (e.g. Attitude is Latitude and Attitude Assessment handouts). The speakers did a good job fitting their material into the short 60-75 minute sessions and tailoring the presentations to a law firm environment. I soaked in as much as I could — it was a good continuing education experience.

I also enjoyed the opportunities to network with my peers and vendors . . . a great group of people! While there were some challenges with the venue and in getting meal tickets, the overall experience was well worth the investment.

**Conference Highlights**  
**Region 6 Educational Conference & Exposition**  
**Rohnert Park, California**  
*(continued)*

**Vicki Gordon, PHR-CA, Office Administrator**  
**Olson Hagel & Fishburn LLP**

Following is a brief summary of two of the sessions that I attended at the ALA Region 6 Conference in Rohnert Park. I found both sessions very informative and inspirational.

My first session on Friday was presented by our Region 6 Director – Patricia Groff. The session was entitled **“Crisis Communication: The Plan.”**

I was a little apprehensive at the beginning of the session after reading a description of it, but that quickly changed. Patty pointed out that all firms and organizations are susceptible to potential crises and how we handle those crises can either save or destroy a firm or organization. Communication during any type of crises is very important. The communication should begin as quickly as possible and should be delivered with a positive outlook and attitude.

As firm administrators, we play a vital role in assisting the partners in establishing and implementing a crisis communication plan and making sure the plan is followed in the event of a crisis.

Firms can experience external and internal crises and the survival of the firm may depend on how the firm deals with those crises and how they communicate with their employees, clients, vendors and/or the media.

Some examples of internal crises include: departure of a practice group, departure or death of a partner, embezzlement, the arrest of an employee or partner and/or a lawsuit against the firm. External crises include: those of a political or economic nature, natural disasters or accidents. An internal or external crisis should never be ignored as the crisis will impact employees, clients and/or vendors.

The objectives for implementing a crisis communication plan should be to:

- Improve the chances of surviving a crisis and/or minimize the length of the crisis;
- Protect your firm’s reputation – people will be watching;
- Reduce tension during the incident;
- Demonstrate corporate commitment and expertise;
- Control the flow and accuracy of information;
- Manage resources effectively;
- End the crisis.

The next session was **“Crisis Communication: The Workshop”** presented by Christina Harbridge.

In this session we reviewed the challenges of communicating effectively under pressure. When communicating during a crisis several factors need to be considered: 1) Is the person delivering the message likable and trustworthy; 2) Does the verbal message mirror their body language; and 3) Is the message being understood by the audience. The messenger and delivery of the message makes the difference. We can have a well defined plan and still communicate poorly.

**Conference Highlights**  
**Region 6 Educational Conference & Exposition**  
**Rohnert Park, California**  
*(continued)*

**Vicki Gordon (continued)**

We did the following exercise. Repeat this sentence six times putting emphasis on a different word each time – “I never said he squandered money.” See the difference. Make sure the messenger has the ability to deliver the intended message. Remember, the message is both verbal and visible (body language). According to a 10-year communication study by Dr. Mehrabian your audience only recalls 7% of the spoken word.

As listeners we tend to form our opinions about the message and the messenger before the message is completed. When listening to an unpleasant message remind yourself that you are listening to understand, you are not listening to respond with your own opinion and you are not listening to judge the messenger. To increase your listening ability, focus on something you like about the messenger. For instance, the messenger may have beautiful hair, eyes, etc., and if you focus on that attribute while listening to the message this will help you to relax and be more receptive to the message and messenger.



**WINNER, WINNER, CHICKEN DINNER!**

Too bad the Region 6 Conference wasn't held in Las Vegas this year — the Sacramento chapter members were riding an unprecedented lucky streak!

Here's a sampling of prizes won by the chapter and individuals:

- Scholarship to attend Conference in Boston courtesy of ALA Headquarters;
- Facial worth \$75 courtesy of Fresco;
- Acer Notebook courtesy of First Legal;
- \$50 Visa gift card courtesy of Black Diamond Services;
- \$300 gift certificate to Macy's courtesy of Nationwide Legal, Inc.;
- \$100 gift certificate to Tiffanys courtesy of Oce Business Services;

**Congratulations to all the lucky winners!**

*(okay, no one actually won a chicken dinner . . .)*

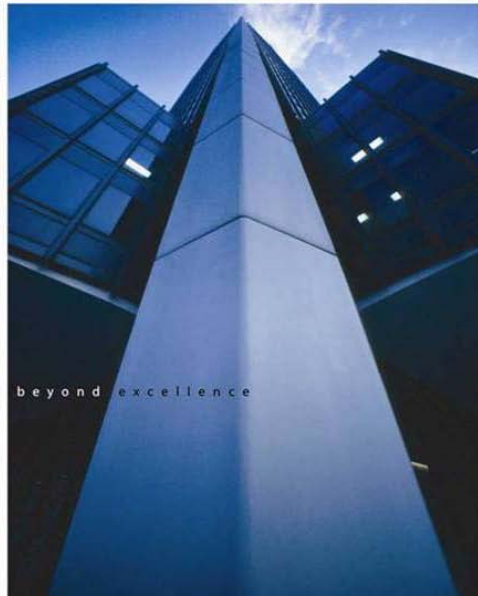


**THE DIFFERENCE**

- ✓ Gallaway Commercial Inc. (GCI) is the largest Tenant Representation firm in Sacramento
- ✓ GCI is the only firm in Sacramento offering in-house project management at no additional cost
- ✓ 96% of GCI's business is repeat or referral

**UNCONDITIONAL  
VALUE  
GUARANTEE**

If the client is not completely satisfied with the services provided, they have the unilateral right to adjust the commission paid by the landlord



**RUSSEL W. GALLAWAY, CCIM**  
PRESIDENT  
rgallaway@gallawaycommercial.com



**BRIAN KUKLISH**  
SENIOR PROJECT MANAGER  
bkuklish@gallawaycommercial.com

**In 2005, GCI completed the  
largest private sector deal  
in the greater Sacramento Valley**

FDI Collateral Management (84,900 SF)  
Countrywide (13,186 SF)  
Keller Williams (13,261 SF)  
Financial Title Company (24,118 SF)  
Wilke Fleury Hoffelt & Birney, LLP (25,124 SF)  
Child Action (34,835 SF)

**SAVE THE DATE**

*Our Labor Law Breakfast Seminar is  
scheduled to take place on Thursday,  
January 21, 2010*

*Details to follow soon!!*



## Antitrust Guide For Members of the Association of Legal Administrators

Professional associations such as the Association of Legal Administrators (ALA), although well recognized as valuable tools of American business, are subject to severe scrutiny by both federal and state governments.

The single most significant law affecting professional associations is the Sherman Antitrust Act, which makes unlawful "every contract, combination in the form of trust or otherwise, or conspiracy, in restraint of trade or commerce..."

A professional association by the very nature of the fact that it is made up of competitors is a combination, thus satisfying one of the elements in proving an antitrust violation. Section 5 of the Federal Trade Commission Act is also applicable to professional associations; it makes unlawful the same types of conduct that are prohibited by the Sherman Act. Furthermore, almost all states have enacted antitrust laws similar to the Sherman Act.

**There is no organization too small or too localized to escape the possibility of a civil or criminal antitrust suit.** The federal government has brought civil or criminal actions against such small organizations as Maine Lobstermen, a Virginia audio-visual association, Bakersfield Plumbing Contractors, the Utah Pharmaceuticals Association, and local barbers associations.

The government has brought approximately five civil and ten criminal cases a year against professional associations. It is thus imperative that every professional association member, regardless of the size of the association or the size of those comprising the membership, refrain from indulging in any activity which may be the basis of a federal or state antitrust action.

There are four main areas of antitrust concern for professional associations: price fixing, membership, standardization and certification, and industry self-regulation. The area of greatest concern, for it is the area where individual members are most likely to violate the law and the area where the government appears most concerned, is price fixing. The government may infer a violation of the Sherman Act by the mere fact that all or most of the members of the professional association are doing the same thing with respect to prices. It is not required that there be an actual agreement, written or unwritten, to increase prices. Rather, price fixing is a very broad term which includes any concerted effort or action which has an effect on prices or on competition.

Accordingly, professional association members should refrain from any discussion which may provide the basis for an inference that the members agreed to take action relating to prices, production, allocation of markets, or any other matter having a market effect. The following topics, while not the only ones, are some of the main ones which should not be discussed at regular meetings or member gatherings:

1. Do not discuss current or future billing rates, fees, disbursement charges or other items that could be construed as "price." Further, be very careful of discussions of past billing rates, fees or prices.
2. Do not discuss what is a fair profit, billing rate or wage level.
3. Do not discuss an increase or decrease in price, fees or wages, or disbursement charges. In this regard, remember that interest charges are considered an item of price.
4. Do not discuss standardizing or stabilizing prices, fees or wages, or disbursement charges.
5. Do not discuss current billing or fee procedures.
6. Do not discuss the imposition of credit terms or the amount thereof.
7. Do not complain to a competitor that his billing rates, fees or wages constitute unfair trade practices. In this context, another law firm (or even a corporate legal department) may be considered a competitor.
8. Do not discuss refusing to deal with anyone because of his pricing or fees.



## Antitrust Guide For Members of the Association of Legal Administrators *(continued)*

Do not conduct surveys (under the auspices of ALA or informally) relating to fees, wages or other economic matters without prior review by antitrust legal counsel. Any survey should have the following characteristics: a) participation is voluntary and open to non-members, b) data should be of past transactions, c) data should be collected by an independent third party, such as an accounting firm, d) confidentiality of each participant's data should be preserved, and e) data should be presented only in a composite form to conceal data of any single participant. If these criteria are met, an association can collect and disseminate data on a wide range of matters, including such things as past salaries, vacation policies, types of office equipment used, etc.

However, care must be taken to ensure that the purpose of any survey is to permit each firm to assess its own performance. If a survey is used for the purpose of or has the effect of raising or stabilizing fees, wages, disbursements, credit policies and the like, it will create serious antitrust problems.

Within this same legal framework applicable to surveys, an association can make presentations or circulate articles regarding such educational matters as establishing sound office procedures, etc., provided it is clear that the matters are educational, and not a basis for law firm uniformity or agreement.

Inasmuch as association antitrust violations can subject all association members to criminal and civil liability, members should be aware of the legal risks in regard to membership policy and industry self-regulation. Fair and objective membership requirement policies should be established. Membership policies should avoid:

1. Restrictions on dealing with non-members.
2. Exclusions from membership, especially if there is a business advantage in being a member.
3. Limitations on access to association information, unless the limitation is based upon protection of trade secrets.

The Association of Legal Administrators has a code of ethics, which sets forth parameters of ethical conduct. However, to ensure that the Code of Ethics does not create any antitrust problems, ALA must continue to ensure that its Code does not have arbitrary enforcement procedures or penalties.

The penalties for violating federal or state antitrust laws are severe. The maximum criminal penalty for violating the Sherman Act was increased in 2004 from \$350,000 to \$1,000,000 for an individual and from \$10,000,000 to \$100,000,000 for a corporation. Pursuant to the Sentencing Reform Act, alternative maximum fines could be increased to twice the pecuniary gain of an offender or twice the loss to another person.

Individuals and corporate officers who are found guilty of bid rigging, price fixing or market allocation will virtually always be sentenced to jail pursuant to the Sentencing Guidelines; community service cannot be used to avoid imprisonment. The minimum recommended sentence is four months; the maximum is three years.

Additionally, there are civil penalties such as injunctions or cease and desist orders which could result in government supervision of association members, restricting the association's activities or disbanding the association.

Civil suits may be brought by consumers or competitors. Civil antitrust actions result in treble damage awards and attorneys' fees. Thus, if association members are held liable to a competitor for antitrust violations which resulted in \$500,000 worth of lost business, the verdict may exceed \$1,500,000.



## Antitrust Guide For Members of the Association of Legal Administrators *(continued)*

The government's attitude toward professional associations requires professional association members, as well as professional associations themselves, to at all times conduct their business openly and avoid any semblance of activity which might lead to the belief that the association members had agreed, even informally, to something that could have an effect on prices, fees or competition. Thus, it is important that members contact the association headquarters or legal counsel for guidance if they have even the slightest qualms about the propriety of a proposed activity or discussion.

Copyright © 1996 – 2009 by the Association of Legal Administrators. All rights reserved.

**Worldox™** | *The Best Way to Find, Use and Profit From All Your Information*

Worldox keeps this organization organized!

**Worldox GX®:** Document management without hidden costs and complexity



**baker+cadence solutions, LLC**  
Technology Solutions for Legal Professionals  
888-444-4250 info@bakercadence.com  
World Software Corporation • Ridgewood, NJ • 800-962-6360 • www.worldox.com

### First Legal | Network



*Yep, It's that simple...*



Support Services



Investigations



Reprographics

*Have you put the power of the First Legal Network to work for you? With offices located in California, Arizona, Nevada and New York, First Legal is your local Attorney Service across the country.*

*Check out [www.firstlegallnetwork.com](http://www.firstlegallnetwork.com) for more details...*

*Contact: Jim Pinter, 916.281.1292  
[jpinter@firstlegalsupport.com](mailto:jpinter@firstlegalsupport.com)*

\*First Legal Investigations Licenses: CA PI: 24 171, AZ PI: 1551710. In Nevada, Support Services and Investigations operations are provided by First Legal Investigations, NV License: NV-PI: 1452.



**Your connection**  
to knowledge, resources and networking



**You have questions...**

*Human Resources*

*Marketing*   *Financial Management*

*Technology*

*Strategic Planning*

*Management*



**The ALA Management Encyclopedia<sup>SM</sup>  
has your connection to the answers**

Providing a wealth of comprehensive, up-to-the-minute, in-depth articles on the topics you need to successfully manage your law firm, corporate legal department, or government agency, the *ALA Management Encyclopedia<sup>SM</sup>* allows you to:

- Retrieve carefully indexed, highly searchable answers to your questions
- Save time and effort - critical information available 24/7
- Access articles that include functional spreadsheets, forms, checklists, and more

**Free Sample Articles!**

Questions? E-mail [rshiels@alanet.org](mailto:rshiels@alanet.org)

**Subscribe Today!**

[www.alanet.org/encyclopedia](http://www.alanet.org/encyclopedia)

**In Celebration of Certification**  
**ALA Members Share Reasons for Attaining the CLM<sup>SM</sup>**  
*By Sue Powers*

In today's rapidly changing economy, it might help to know that certification is one commodity whose value is increasing. From personal satisfaction to savings on liability insurance, the Association of Legal Administrators' (ALA) Certified Legal Manager (CLM)<sup>SM</sup>\* designation is today helping in ways not imagined when many CLMs first made the decision to seek certification.

Consider its advantage in the job market. The CLM designation has shown its power to raise a résumé out of the slush pile and into the job. When Fran Puntillo, Office Manager at Weiner Lesniak LLP, was looking for her present job, the managing partner was about to offer the position to someone else when her résumé hit his desk. He decided he had to meet the person who “after being in the profession for so many years (*ouch – that hurt*) went back to school to prepare for a certification exam.” After reviewing ALA's material on their CLM program that she so wisely thought to bring with her, he offered her the job the next day.

Ray Lightell, Jr., Chief Operating Officer at Galloway Johnson Tompkins Burr & Smith was able to secure a prominent position with a major New Orleans law firm within six months of becoming certified. “It added credibility to my résumé and was one of the deciding factors in my selection.”

And Executive Director of Traskbritt PC, Charly Doe, believes her CLM credential (and her sparkling personality) separated her from the other two finalists vying for her current position. “All three of us were experienced and well educated.”

In fact, certified legal administrators give their CLM status credit for any number of opportunities and benefits they enjoy today. Particularly when so many administrators come from varying backgrounds, such as CPAs, IT managers, and even some from the medical field, the CLM designation has proven its ability to educate, empower, and validate.

As in the case of Louis Haley, Administrator at Walsh Colucci Lubeley Emrich & Walsh PC, who was a mini-computer and LAN systems analyst for the first 10 years of his career. He believes the process to attain his CLM certification gave him the education he needed to move into legal management. “I believed I would be a more credible manager if I gained experience in the various competencies and attained the certified status.” Haley credits his CLM credentials for helping him throughout his law firm career, which has taken him from a Washington, D.C., firm to a large international firm, and back again to a smaller local firm.

Former registered nurse Debra Holland turned legal administrator for Eckenrode Maupin, Attorneys at Law, believes her certification proved her “competence in the legal field” and offered “validation” to her career. CPA Barbara Schafer, Executive Director of Ogden Murphy Wallace, PLLC, says her CLM designation provided validation of her role as a principal administrator. And for Mike Brodfuehrer, who had a background in finance and manufacturing and is now the Firm Administrator at Woodward Hobson & Fulton, LLP, certification was a “barometer” that measured his competence in the legal industry.



**In Celebration of Certification**  
**ALA Members Share Reasons for Attaining the CLM<sup>SM</sup>**  
*By Sue Powers*  
*(continued)*

The value so many place on the CLM designation comes in part from the fact that earning the CLM designation is a hard won victory. As anyone who has gone through the CLM certification process will tell you, ALA's program is a rigorous one. Administrators must meet strict educational and work experience requirements and pass a comprehensive examination that tests their mastery in *each* of the following areas:

- a. financial management, accounting and analysis
- b. human resources management
- c. office operations management and technology
- d. legal industry/business management

But certification has proven it offers benefits, opportunities, and added value to the work (and even personal life) of many CLMs. And in a recent CLM survey conducted by ALA, current CLMs, non-certified legal administrators, and managing partners provided some very compelling reasons for seeking certification and a better understanding of the value of the program to the entire legal industry.

Managing Partners

The Association does not get a great many opportunities to discuss the CLM program with Managing Partners. So when the survey asked Managing Partners what the CLM credential best represented to them, the Association listened closely.

Topping their list were three areas of value concerning the CLM credential:

- 1. Mastery of the fundamental knowledge and skills related to legal management
- 2. Professional credibility
- 3. Commitment to the profession

Moreover, all agreed – Managing Partners, CLMs and non-certified legal administrators – that these top three areas best represented the significance of the Certified Legal Manager credential.





**In Celebration of Certification**  
**ALA Members Share Reasons for Attaining the CLM<sup>SM</sup>**  
*By Sue Powers*  
*(continued)*

Current CLMs

Current CLMs were also posed the question “Why did you choose to obtain the CLM designation?” What emerged were these ten top reasons to pursue certification and commit to the ongoing process of continuing education:

1. Personal satisfaction
2. Enhancement of knowledge and skills
3. Validation of existing knowledge and skills
4. Distinction in the profession
5. Credibility as a professional
6. Advantage in the job market
7. Demonstration of commitment to the profession
8. Demonstration of commitment to a code of professional ethics
9. Enhancement of job security
10. Increased status within the legal community

Over the past eleven years of ALA’s certification program, many CLMs have talked quite enthusiastically about the positive effects of certification on their confidence, self-esteem and pride, so it wasn’t a great surprise that personal satisfaction was rated as the number one benefit of certification. But for one CLM, who hadn’t taken an exam in 25 years when she passed her 100 question certification exam, her reaction was both relief and joy. She now has a new role as an ALA chapter leader, which she owes to having obtained her CLM.

One of the goals of ALA’s CLM program is to provide the knowledge and skills that would allow a legal administrator to confidently walk into any mid-size firm and hit the ground running. Thus it has been gratifying to know that many of those who become certified do feel empowered to tackle any situation that might unfold, knowing they have the knowledge, skills and ability to handle it.

Those who achieved certification have also told us they now receive greater respect from the partners, are more involved in decision-making and are more often asked for their input. The respect one CLM received “increased three-fold” from the attorneys he works for; they now come to him as the authority in all areas of their profession. Another CLM, since becoming certified, is used as a “resource to meet the demands for information” in her law firm.

## In Celebration of Certification ALA Members Share Reasons for Attaining the CLM<sup>SM</sup>

By Sue Powers  
(continued)

Awareness of the CLM designation is increasing, particularly in some parts of North America where ads for legal administrators say “CLM preferred.” And the news about CLM certification keeps getting better. Discounts on liability insurance are available in many states for firms who employ CLMs ([www.alanet.org/clminsuranc.html](http://www.alanet.org/clminsuranc.html)).

One CLM impressed her new employer when he received a notice from the firm’s insurance company that it would save money because it hired a CLM. Another reported that she saved her firm about \$14,000 on its professional liability insurance renewal this year, and she expects that savings will continue.

Added another CLM: “The benefits have been many. Recognition by my firm is just one. For me, it has resulted in more confidence in the decisions I make. For my firm, among other things, it has resulted in financial savings on our professional liability insurance. As one member of our management committee pointed out, I am now a profit center.”

For complete information on ALA’s certification program, visit [www.alanet.org/clm](http://www.alanet.org/clm).

\*CLM<sup>SM</sup> is a service mark of the Association of Legal Administrators. Reprinted with permission from the Association of Legal Administrators.

Sue Powers is ALA's Education Staff Writer and Program Administrator. She is a frequent contributor to *ALA News* and *Legal Management* and a published fiction writer.

While it won't strengthen your bones or provide you with a source of Vitamin D, earning your **Certified Legal Manager** (CLM)<sup>SM</sup> designation has benefits of its own. Become a **CLM** and you will:

- ◆ Validate your knowledge and expertise in all areas of legal administration
- ◆ Increase your confidence and gain greater professional respect in the workplace
- ◆ Add credibility to your résumé and open the door to new career choices
- ◆ Enhance your value to your organization
- ◆ Save your firm money through discounts on professional liability risk insurance\*

# got clm?



Currently, more than 200 **legal management professionals are CLMs** ... you could be the next success story! Make the commitment today and begin your journey. You just may be surprised about how much you already know and how much more you will learn along the way.

[www.alanet.org/clm](http://www.alanet.org/clm)



**ASSOCIATION OF LEGAL ADMINISTRATORS®**  
The Source of Legal Management Information and Knowledge

\* Not available in all states.

## ***UPCOMING EDUCATIONAL AND SOCIAL EVENTS***

**Remember:** The luncheon cost for ALA members is now included in our annual membership dues!

(Fine Print: exceptions are the “special” luncheons such as the Educational Seminar, Holiday Luncheon and Managing Partner Event)

**Thursday, November 19, 2009**

**12:45 p.m. — 2:00 p.m.**

Casa Garden Restaurant  
2760 Sutterville Road

Going Green at Your Firm  
Phil Moran, Stoel Rives LLP

Vendor Sponsor: Pacific Storage

**Thursday, December 3, 2009 \*\***

**12:00 p.m. — 2:00 p.m.**

Esquire Grill  
1213 “K” Street

HOLIDAY PARTY

*\*\* Invitation coming soon!*

**Thursday, January 21, 2010**

**8:00 a.m. — 10:00 a.m.**

Sheraton Hotel  
1230 “J” Street

Labor Law Update  
Susan Kirkgaard, Krista Dunzweiler,  
Sarah Hartmann, Shauna Correia  
Bullivant Houser Bailey

Vendor Sponsor: Sierra Office Supply & Printing

**Always do right. This will gratify some  
people and astonish the rest. ~ Mark  
Twain**

## ***PREVIOUS EDUCATIONAL AND SOCIAL EVENTS***

### **AUGUST 2009**

**Dave Perrault of Hardy Erich Brown & Wilson** tackled the topic of “Managing Difficult Employees Including Attorneys.” Dave led us in a discussion of how to recognize and handle with confidence the Know-It-Alls; The Passives; The Dictators; The Gripers; The “Yes” People and The “No” People. As an extreme example and probably as a way for us all to feel grateful we don’t work for the Raiders, Dave started the seminar with a discussion of the recent incident involving the Oakland Raiders coach and his assistant.

**VENDOR SPONSOR:** Sierra Office Supply & Printing

### **SEPTEMBER 2009**

**Ken Sockolov, MBA, CLM, the Chief Operating Office of Boutin Gibson DiGiusto Hodell, Inc** and most recent Past-President of the SVALA, spoke at our September luncheon. Ken walked us through how to read financial statements for use in budgeting and management. Ken covered basic accounting, accrual vs. cash or modified cash basis, as well as a discussion of a variety of financial statements. For those interested in furthering their education and eventually taking the CLM exam, this was a luncheon not to be missed.

### **OCTOBER 2009**

**Rita Alli, Director of Business and Professional Development of Stoel Rives LLP and ALA President-Elect,** was our most recent luncheon speaker. Rita enthusiastically and convincingly presented her topic, “Building a Culture of Client Service Among Your Staff.” Rita stressed that client service is what distinguishes a good law firm from a great law firm. Rita firmly believes that building a culture of outstanding client service starts with your staff and how they deliver services to your internal "clients" - the lawyers. In this session, we learned the important "Ten Commitments" to client service and we were given tips on how to recognize and reward staff.

**VENDOR SPONSOR:** Baker & Cadence Solutions, LLC

**The future belongs to those who believe  
in the beauty of their dreams. ~ Eleanor  
Roosevelt**

## My Managing Partner just walked into my office... and needs:



### Where do you begin?

At the Association of Legal Administrators (ALA) we understand that when you need information, you want it quickly and from a reliable source.



### So put your ALA membership to work for you!

ALA Management Solutions<sup>SM</sup> offers you access to a competent, experienced team of researchers — and it's **FREE** to ALA members! Just tell us what you need; we'll respond quickly, with the best information available.

Send your questions to [infocentral@alanet.org](mailto:infocentral@alanet.org), or call us at (847) 267-1385. It couldn't be easier!



**ASSOCIATION OF LEGAL ADMINISTRATORS®**  
The Source of Legal Management Information and Knowledge

## ***BOARD MEETING MINUTES SUMMARY***

### **Board of Directors Meeting held July 9, 2009**

The July Board of Directors Meeting was held at the offices of Resources Law Group on Thursday, July 9, 2009.

Craig Price distributed the June Financial Reports. We're doing great so far this year and staying on target.

Dottie Noble and Cynthia Fulkerson met with Kathy Davidson Brown regarding the logistics of planning the Holiday Luncheon, and they are currently scouting venues.

Michele Tracy is working on procuring sponsors for both the Fall Education Seminar and Holiday Luncheon.

Pres. Shauna Manner noted that the new ALA logo needs to be in place at the Chapter level by October 31, 2009. Existing collateral needs to be updated as soon as possible after that date. SVALA will need to purchase new letterhead and Chapter collateral using the new ALA logo. This requirement will also move up the date to complete our website redesign project as we still use the old logo and it doesn't make sense to spend the time and money updating the site twice.

---

### **Board of Directors Meeting held August 13, 2009**

The August Board of Directors Meeting was held at the offices of Resources Law Group on Thursday, August 13, 2009.

Linda Magyar reports she's continuing to work on the membership recruitment letter, and she'll send the letter and proposed mailing list around for approval before sending it out.

Current members referring eligible new members will be offered a Starbucks card and entered into a drawing for an iPod if the prospect joins.

Michele Tracy reports she will be sending our directory to vendor partners asking for new member recruits, and offering a Starbucks card to any vendor who suggests firms to approach.

Lynn Cole reports she is planning to start the CLM study group in September, and she'll be sending out a feeler e-mail soon.

Discussion regarding community education ideas. Pres. Shauna suggested having a panel of three members lead a brown bag lunch for MTI legal assistant or paralegal program students to learn about working in a law firm. Cindy Harris will reach out to MTI to see if they're willing to coordinate MTI students for the luncheon. Jessica Miller and Lynn Cole volunteered to lead the panel, and Jessica volunteered a law clerk in her office, who went through the MTI Paralegal Program and then on to law school, to sit on the panel as well.

Craig Price reported there wasn't much activity in July, so our financial standing hasn't changed much from last month. We're still doing great so far this year and staying on our budget target. Linda Magyar made a motion to approve the July financial reports, Lynn Cole seconded, motion passed.

Joelle Stone reports that we cannot exclude non-members from the salary survey. Joelle also reports that the Houston Chapter licensing agreement has been updated. Joelle has been working on getting all of our chapter information into the program for distribution to the membership for completion hopefully by next week or the following week at the latest.



## ***BOARD MEETING MINUTES SUMMARY***

### **Board of Directors Meeting held August 13, 2009 (continued)**

Linda Magyar reports that the first electronic version of the membership directory has been distributed. Linda will continue emailing out changes to the membership directory and submitting updated directory information to the website. Linda also invited Michele Tracy to have vendors update their ads quarterly next year as it's a simple proposition to insert new ads in the electronic version.

Linda reports that the expertise chart is in the works and she will hopefully be able to distribute a pilot chart to the Board next week.

Discussion regarding vendor sponsorship of the labor law educational seminar. Discussion regarding what to charge attendees. Discussion regarding moving labor law seminar to January. Terrie Rasica will check with Casa Garden about having a regular lunch in September, and if that works, we'll move the labor law seminar to January.

Trish Hughes Kreis reports that the newsletter will go out right after CCW. Our next Vendor Spotlight is Sacramento Placement Services. Trish will also follow up on regional conference articles from attendees – each attendee has been asked to contribute one paragraph to one page on his or her experience.

Cindy Harris reports that we are on target and the new site will be up and running by October 31<sup>st</sup> in time to qualify for the Presidents Awards of Excellence. Joelle reports that they are looking at instituting message boards and a list serve function on the new site.

Jeaninne Budowich reports that everything is on target for our project at the Ronald McDonald House in Sacramento in October, and she will do a mailing to the membership next week with additional information. 100 percent of the donations that outside entities make will go directly to the Ronald McDonald House.

---

### **Board of Directors Meeting held September 17, 2009**

The September Board of Directors Meeting was held at the offices of Resources Law Group on Thursday, September 17, 2009.

The August financials were distributed and after review, and upon motion by Cindy and second by Lynn, they were approved.

The Labor Law luncheon is now scheduled for January, with tentative pricing of \$35. Our website upgrade is progressing very well and the mockup is done.

Ethan Rarick has committed to being our speaker for the Managing Partner Event in 2010.

Dottie and Cynthia have secured the Esquire Grill for our holiday luncheon; there was discussion of potential dates for the party and menu options were discussed. It was decided that members will be asked to bring an unwrapped toy for the CHiPs for Kids toy drive. Joelle volunteered to take pictures. Vendor sponsorships are in the works and member invitations will go out by November 11<sup>th</sup>.

Jeaninne is working on food and t-shirt donations for the Community Challenge Weekend. Volunteers are signing up and donations are starting to come in.



## ALA's Legal Management Resource Center Answers are just a click away.



<http://thesource.alanet.org>

The LMRC is one of the prime resources you need for the many responsibilities that make up your role in legal management.

ALA's unique online resource focuses specifically on your profession. The information compiled in the LMRC is from hundreds of Web sites, associations, businesses, libraries and your inquiries. Always timely, the LMRC is continually updated and enriched to make the process of finding information more effective and efficient for you and your staff.

The content-rich subject areas:

- Facilities & Operations Management
- Human Resources Management
- Financial Management
- Law Firm Marketing
- Technology & Information Systems
- Training & Development

**And, the LMRC is included with your membership in ALA.**



ASSOCIATION OF LEGAL ADMINISTRATORS®  
*The Source of Legal Management Information and Knowledge*

## CALENDAR HIGHLIGHTS

### November

#### November 11, 2009

ALA Webinar

Time: 11:00 a.m. — 12:30 p.m.

Topic: Control Stress Before It Controls You

Presenters: Russell N. Rado, Manager of Training and Professional Development,  
Duane Morris LLP

Timothy Calhoun, Training Specialist,  
Duane Morris LLP

#### November 12, 2009

SVALA Board Meeting

Time: 5:30 p.m.

Location: Resources Law Group

#### November 19, 2009

SVALA Luncheon

Time: 12:45 p.m. — 2:00 p.m.

Topic: Going Green at Your Firm

Speaker: Phil Moran, Stoel Rives LLP

Sponsor: Pacific Storage

Location: Casa Garden Restaurant  
2760 Sutterville Road

### December

#### December 3, 2009

SVALA Holiday Luncheon

Time: Noon

Location: Esquire Grill

Sponsor: TBD

#### December 10, 2009

SVALA Board Meeting

Time: 5:30 p.m.

Location: Resources Law Group

#### December 15, 2009

Deadline for Winter Newsletter!



## CALENDAR HIGHLIGHTS

### January

#### January 7, 2010

SVALA Board Meeting

Time: 5:30 p.m.

Location: Resources Law Group

#### January 21, 2010

SVALA Educational Seminar

Time: 8:00 a.m. — 10:00 a.m.

Topic: Labor Law Update

Speaker: Susan Kirkgaard, Krista Dunzweiler,  
Sarah Hartmann, Shauna Correia  
Bullivant Houser Bailey

Sponsor: Sierra Office Supply & Printing

Location: Sheraton Hotel

### Mark Your Calendars!

#### March 10, 2010

Managing Partner Event  
Sutter Club

**They say golf is like life, but don't believe them. Golf is more complicated than that. ~ Gardner Dickinson**

**Mark Your Calendar!**

**Law Firm Financial Management  
Conference & Exposition**

February 18-20, 2010  
Carefree Resort & Villas  
Carefree, Arizona

Learn more at [www.alanet.org/finance](http://www.alanet.org/finance)

**Your connection**  
to knowledge, resources and networking

**ALA**  
Association of Legal  
Administrators