



August 2010

Arkansas Chapter

The LEGAL Link

ALA

PRESIDENT'S

Message

by

Nancy Collins



A Successful Life

I found a piece of paper pushed to the back of my desk drawer today. I must have liked the message and put it in my desk for safekeeping. Who knows how long it has been there. I think it is the simplicity of the message that I still enjoy the most.

To laugh often and much; to win the respect of intelligent people and the affection of children; to earn the appreciation of honest critics and endure the betrayal of false friends; to appreciate beauty, to find the best in others; to leave the world a bit better, whether by a healthy child, a garden patch or a redeemed social condition; to know even one life has breathed easier because you have lived. This is to have succeeded.

Bessie Stanley

So, how am I doing on my trek towards a successful life? I think I've got the laughing part down. Don't know about the respect of intelligent people or whether small children like me. I have critics – don't think they probably appreciate me much. My garden patch has produced a dozen tomatoes with end rot and jalapeno peppers that are too hot to eat. Hmm, I might need to work on some other parts of this message before it's too late.

Arkansas Chapter August Meeting

Where: The Little Rock Club
Regions Bank Building, 30th Floor
Little Rock, AR 72201

When: August 11, 2010

Lunch: 11:30 a.m.

Meeting: 12:00 Noon

Topic: Burton Award - Best Advertisement & Chapter Leadership Institute Report

Speakers: Andrea Smalac & Bonnie Vickery

Note: Validated Parking
Regions Parking Deck

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April 2010 - March 2011

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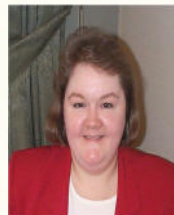
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COME JOIN US!

- Membership in Association of Legal Administrators offers opportunities for:*
- *Knowledge sharing and networking opportunities (locally, regionally, nationally and internationally)*
 - *Professional recognition*
 - *Chapter and leadership support (substantive educational tools, idea exchanges and workshops to educate chapter leaders)*
 - *And a whole host of resources and opportunities for professional development*

For more information, read more [about ALA](#) or contact Angelia Hadden at ahadden@fec.net.



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Celebrations



Congratulations

The following scholarship recipients will be attending the Region 4 Conference to be held on October 1 - 2, 2010, in Dallas, Texas:

*Cathy Dille, Vivian Koettel, Terri Dickinson, Carolyn Owen,
Marie Ray, Donna Blacklaw, and Paula Anderson*

The chapter scholarships were made possible largely due to the support of our Business Partners. We wish to thank you for your continued support of our chapter activities.

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*This Edition of The Legal Link Is Dedicated
to Our Business Partners in Appreciation of Their Continued Support!*

ESTABLISHING MUTUALLY BENEFICIAL RELATIONSHIPS WITH BUSINESS PARTNERS

ALA is grateful for the support of legal industry consultants, suppliers, and vendors (hereafter “Business Partners”). Business Partners provide vital services and organizational support to our legal organizations. In recognition of that, ALA has prepared guidelines and objectives to further enable ALA chapters and members to develop and enhance productive work relationships with its Business Partners.

ALA requires members to adhere to high ethical standards and establish professional ethics. While Business Partners are individual entities, practices and actions of Business Partners may impact or reflect on ALA and its members.

ALA encourages Business Partners to:

- Commit to open, honest, and ethical interaction.**
- Display professional conduct and avoid conflicts.**
- Use due diligence and best practices.**
- Educate ALA members.**
- Comply with rules and regulations.**
- Avoid use of ALA logo.**

ALA members are encouraged to:

- Be open to new Business Partners and new ideas.**
- Remember that a Business Partners’ time is valuable, too.**
- Be honest about intent.**
- Identify key players and decision makers.**
- Treat Business Partners with respect.**
- Notify Business Partners of relevant accounts payable dates.**
- Give credit where due.**

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ALA Vendor Partnerships

Business Partner Recognition

Platinum Partner **Ivize**

Gold Partner

Business World

Flynn Legal Services

Silver Partner

CAB Consulting, LLC

Plantation Services

Ikon

Employment Solutions, Inc.

The Arkansas Chapter of the Association of Legal Administrators appreciates the support of our vendor sponsors.

Silver Partnership opportunities are still available

Please contact Bonnie Vickery at bvickery@mwlaw.com for more information on how your company can benefit from partnering with our chapter.





INVITATION TO BECOME ALA BUSINESS PARTNER

The Arkansas Chapter of the Association of Legal Administrators (ALA) is pleased to present our 2010-2011 Business Partner Program.

Once again, we are offering the sponsorship levels below with a new level added for special friends and supporters:

| | |
|---------------------------------|--------------------------|
| <i>Platinum</i> | <i>One @ \$1,500</i> |
| <i>Gold</i> | <i>Two @ \$1,000</i> |
| <i>Silver</i> | <i>Unlimited @ \$500</i> |
| <i>Friends & Supporters</i> | <i>Unlimited @ \$200</i> |

Becoming an ALA Business Partner gives you a variety of opportunities to increase the visibility of your organization's services to key decision makers within the Little Rock metropolitan-area (includes Pine Bluff) law firms, both large and small. Each level of sponsorship includes a booth at our annual Business Partner Forum (vendor fair), recognition on our website, recognition in our newsletter and introductions at events. Please see the attached Business Partner Program outline for a detailed description of each level. Be sure to hold the date "November 12, 2010" for the next Business Partner Forum. You will receive an invitation soon.

ALA was founded to provide the professional legal administrators in Arkansas with support and educational opportunities. Our mission is to "promote and enhance the competence and professionalism of legal administrators and all members of the management team." We have planned a busy schedule for the coming year, and the support that we receive from organizations such as yours allows us to meet our mission and to sponsor education opportunities for our members.

Attached is a Sponsorship Registration Form for your completion. Please select the sponsorship level you prefer, complete the registration form, and mail it with payment to the address provided.

If you are a current Business Partner Sponsor, you may renew your commitment for 2010-2011 before August 15, 2010. After August 15, all commitments will be considered on a first-come, first-served basis. Checks made payable to ALA must be received prior to August 30; otherwise, the level will again become available to all potential partners.

Thank you very much for your consideration.



Business Partner Registration Form

Name: _____
Company: _____
Address: _____
City: _____
State: _____
Zip: _____
Phone: _____
Fax: _____
E-mail: _____
Website: _____

Check One:

- Platinum - \$1,500 (one available)**
- Gold - \$1,000 (two available)**
- Silver - \$500 (unlimited)**
- Friends & Supporters - \$200 (unlimited)**

This is how we want our name to appear on business partner boards and listings: (print clearly) _____

Mail Registration Form to:

**Carol Minor
Lax, Vaughn, Fortson, Jones & Rowe, P.A.
11300 Cantrell Road, Suite 201
Little Rock, AR 72212
(501) 376-6565
cminor@laxvaughn.com**

***E-mail responses will hold request until check received.
Checks made payable to ALA must be received
before August 30, 2010, to finalize partnership.***

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Business Partner Sponsorships

Platinum Partner Membership Benefits - \$1,500 (limited to one)

- Sponsor one educational chapter meeting (not a sales presentation).
- Access to chapter membership directory with email addresses.
- Be a named scholarship sponsor for the annual conference (includes registration for member).
- Recognized as a scholarship sponsor on printed materials at ALA events.
- Opportunity to distribute marketing materials at ALA events.
- Two VIP lunch meetings with a law firm administrator of your choice.
- Exclusive opportunity to display banner at ALA events.
- Recognized as a Business Partner sponsor at ALA events.

Newsletter Benefits

- Spotlight article in monthly newsletter.
- Full page ad in each monthly newsletter.
- Included on monthly newsletter circulation.
- Opportunity to submit article on topic of interest.

Chapter Website Benefits

- Platinum Partner recognition on Arkansas chapter website.
- Business Partner link to Arkansas chapter website.

Business Partner Forum Benefits

- Two free tickets to Business Partner Forum.
- Premium booth space.
- Recognition of sponsorship.

Renewal Benefit

- Has first right of refusal on renewal of Platinum Partnership for following year.

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Business Partner Sponsorships

Gold Partner Membership Benefits - \$1,000 (limited to two)

- Sponsor one educational chapter meeting (not a sales presentation).
- Access to chapter membership directory with email addresses.
- Recognized as a scholarship sponsor on printed materials at ALA events.
- Opportunity to distribute marketing materials at ALA events.
- One VIP lunch meeting with a law firm administrator of your choice.
- Exclusive opportunity to display banner at ALA events.
- Recognized as Business Partner Sponsor at ALA events.
- Spotlight article in monthly newsletter.
- Half-page ad in each monthly newsletter.
- Included on monthly newsletter circulation.
- Opportunity to submit article on topic of interest.
- Gold Partner recognition on chapter website.
- Business Partner link to Arkansas chapter website.
- Two free tickets at Business Partner Forum
- Premium booth space.
- Recognition of sponsorship.
- First right of refusal on renewal of Gold Partnership for following year.

Silver Partner Membership Benefits -\$500 (unlimited)

- Access to a chapter membership directory.
- Recognized as a sponsor at ALA events.
- Recognized as a sponsor on printed materials at ALA annual events.
- Quarter-page ad in each monthly newsletter.
- Included in monthly newsletter circulation.
- Silver Partner recognition on Arkansas chapter website.
- One free ticket to Business Partner Forum.
- Premium booth space.

Friends & Supporters - \$200 (unlimited)

- Partner's business logo published in monthly newsletter.
- Included in monthly newsletter circulation
- Listed on chapter website as Friends & Supporters.

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Business Partner & ALA Member Resources

LEGAL MARKETPLACE

ALA's Legal Marketplace is a venue where Business Partners may purchase a vendor listing in its directory. The directory allows ALA members to quickly find a nationwide list of vendors for specific products. Additional information about Legal Marketplace can be found on ALA's website at <http://www.alanet.org>.

BUSINESS PARTNER RESOURCES

Business Partners are invited to review ALA's Business Partners Resources section of ALA's website. One of the purposes of the section is to enhance working relationships and communication between Business Partners and ALA members. Business Partner support is paramount to viability of ALA.

VALUE IN PARTNERSHIP PROGRAM (VIP)

ALA is pleased to offer an array of resources and services from nationally known companies to ALA members and their employers. Additional information about participating vendors can be found on ALA's website.

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Mark Your Calendar

Important Dates

REGIONAL CONFERENCE
October 1 - 2, 2010
Four Seasons Resort & Club
Dallas at Las Colinas

CCW Event
October 22, 2010
9:00 - 11:30
Arkansas Food Bank

ANNUAL CONFERENCE
May 18 - 21, 2011
Orlando, Florida



ALA - 2010 WEBINAR SCHEDULE

- | | |
|--------------------|---|
| August 18, 2010 | <u>Law Firm Profitability Enhancement</u> Speaker: Richard Turnbow |
| September 15, 2010 | <u>Electronic Records Management: How to Manage Your ESI in the 21st Century</u> Speaker: Dana Moore |

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*Thanks for the opportunity
to be a part of ALA!*

Deborah Coop

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We value your comments and suggestions and even your submissions! This is your newsletter! If you would like to make a suggestion that would enhance the newsletter or would be willing to write an article for the newsletter, please e-mail Diane Smith, Newsletter Editor, at smith@amhfirm.net. Clip art located in this newsletter is furnished by www.fotosearch.com.

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Upcoming Events

SAVE THE DATES!

Region 4 Conference & Expo



October 1-2, 2010

Join us for the [Region 4 Conference & Expo](#)—October 1-2 at the [Four Seasons Resort & Club Dallas at Las Colinas](#).

This conference will *Diversify Your Knowledge* in all areas of law firm management including finance, marketing, human resources, technology and communications. In addition, you will have ample opportunity to learn new ways to be successful, network with your colleagues, connect with friends and discover what's new in the legal industry.

This year's conference agenda:

- Begins Friday morning with an energetic Keynote Address by Vicki Hitzges "*Put the Lawnmower Away, Charlie, There Are Trees Out There!*"
- Includes more than 20 informative educational sessions over a two-day period designed to provide necessary and current information for administrators and others in the legal profession.
- Ends on a high note with songwriter and speaker, Patrick Henry's closing session: "*Keeping Your Team in Tune.*"

In addition, your business partners will fill the Exhibit Hall with cutting-edge products and services as they educate you on the latest trends vital to running an efficient and prosperous law firm or corporate law department. You won't want to miss this opportunity.

We look forward to seeing you **October 1-2 in Irving, Texas!** Visit www.alanet.org/region4 often for conference updates. Online registration will open June 24.

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