

# The Legal Link



**Arkansas**  
Chapter



*Summer 2013*

Published by the Arkansas Chapter of the Association of Legal Administrators

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# The Legal Link

## MISSION STATEMENT

- Promote and enhance the competence and professionalism of all members of the legal management team;
- Improve the quality of management in law firms and other legal service organizations; and
- Represent professional legal management and managers to the legal community and to the community at large.



## President's Message

# Ahh...SUMMER!

Summer is here, and I am loving it! I don't have to pack lunches at night or rush to beat the school bell in the morning, and who doesn't love the commute during the summer?

*Arkansas Chapter  
President Angela Falco*



In addition to easy mornings during the summer, I enjoy traveling to new places. I just returned from an amazing trip to Alaska, where the weather could not have been better. If you have ever thought about visiting there, I highly recommend it. It is breathtakingly gorgeous.

I have traveled quite a bit this year. In April, a fellow ALA member and I attended the ALA Annual Conference in beautiful National Harbor, Maryland, and then my husband and I traveled to Las Vegas, Nevada, where he placed third in his tier in the American Poolplayers Association National Singles Championships. In May, I traveled to Indiana for a graduation ceremony and will return to attend a wedding there next month. Also next month, I will travel with another ALA member to Atlanta, Georgia for Chapter Leadership Institute.

Those ALA trips are educational and made possible by our Business Partners. I would like to thank each of you for contributing to our chapter and ultimately to the furtherance of our members in their respective positions. Thank you!

Business Partners contribute to the success of our chapter by renewing sponsorships in the categories of Diamond, Platinum, Gold, Silver, and Friends & Supporters. We appreciate their support, which enables us to continue to offer scholarships to eligible members of our chapter to attend educational conferences throughout the year.

Each member's participation in the upcoming Business Partner Forum is crucial to the continued success of our chapter. Please mark your calendar and plan to attend this event, which will be held at the DoubleTree Hotel on Friday, August 23, 2013, and begins with a continental breakfast at 8:30 a.m. I look forward to visiting with each of you there.



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## Wellness in the Workplace

Wellness Programs are excellent for waistlines and your organization's bottom line.

In today's hectic world, most of us are spending more time at work and have increasingly less time to look after our health. For a long time, businesses have understood the benefits associated with keeping workers well – increased productivity from reduced absenteeism and reduced disability claims.

For these reasons, coupled with the fact that many businesses realized double-digit health care costs last year, firms should consider wellness programs as a way to keep workers healthful. Just how important are wellness programs to employees? How often are they willing to participate in wellness programs designed to positively impact their health? Who do staff members trust to provide them with important information about their health?



Answers to these questions and more were lately garnered from a research study commissioned by the American Association of Occupational Health Nurses Inc. (AAOHN).

The AAOHN survey questioned 500 workers nationwide about their perceptions of wellness programs. More than three-quarters of all participants indicated wellness programs are a good way to improve their overall health, and nearly 60% consider these offerings an incentive to remain with their current business.

*“And healthier workers make for a healthier bottom line.”*

Worker retention and turnover impact the bottom line, so building wellness programs into the work site culture is a valuable way to help retain talented staff members and to enhance personal health and workplace productivity.

Employees appear to have their own agenda when it comes to their health. With new pressures resulting from an unstable economy, national security threats, and work/balance issues, it's not surprising that 85 percent of survey respondents cited stress management as a priority topic for corporate wellness programs.

In addition to stress, other preferred topic areas for wellness programs include health screening programs (84 percent), exercise/physical fitness programs (84 percent), health insurance education (81 percent), and disease management (DM) workshops (80 percent).

In addition to lifestyle and personal health issues, those asked expressed concern about work-related health issues, including strains and injuries resulting from lifting or task-oriented muscle repetition, exposure to harmful substances, personal injury, vision changes due to computer work, and workplace violence.

With such a broad range of health concerns, a key goal for employers is locating a way to proactively address the health needs of the biggest number of staff members and effectively change unhealthful behaviors, promote wellness, and ward off illness and illness.

Printed health and wellness materials such as wellness posters, wellness newsletters (<http://wellnessproposals.com/wellness-library/health-promotion/free-wellness-newsletters/>), or wellness handouts present an easy solution. But it's important to remember that different people require different formats for learning.

A good rule of thumb – provide information in a selection of learning formats like wellness videos, pamphlets, health-related quizzes or assessments, bulletin / display boards, brown bag lunch presentations, and reimbursement or wellness incentive programs.

This assumes you have overcome the first hurdle – getting individuals to participate in wellness programs. While survey respondents indicated wellness programs are important, just six out of 10 (60 percent) reported that they participated in the wellness programs at their businesses. The other 40% cited lack of interest and lack of time as deterrents.

This points to the need for an extensive, structured wellness program using a creative approach, with an incentive for participation and effective wellness program marketing and advertising. By investing in organized wellness programs – headed by a wellness consultant or on-site nurse, companies can give employees the access to the health information they want and increase participation and generate interest at the same time. The result of effective wellness programs are that workers become smarter consumers of healthcare who feel empowered to take charge of their personal health, and healthier workers make for a healthier bottom line.

Wellness Proposals offers more than 15,000 free health and wellness handouts, wellness posters, employee wellness newsletters, wellness presentations and more. These resources are from a wide variety of organizations and will make it much easier and less costly to operate wellness programs of all types. The free wellness library can be found by visiting this website: <http://wellnessproposals.com/wellness-library>.

Source: <http://wellnessproposals.com/wellness-articles/wellness-programs>

## **Tips for Staying Healthy at Work**

**Ditch that morning (or afternoon) coffee.** Caffeine can induce a temporary high, but can cause you to crash hard later on. This can seriously affect your energy, concentration, and overall productivity, and may make you crave more coffee just to keep up. This can, over time, lead to serious fatigue and dependency.

**Keep healthy snacks handy.** For those of you without the luxury of a fridge at work, a little planning goes a long way. Take a snack-sized portion of something that won't go bad- nuts in this case are great, as are whole fruits like apples, pears, bananas. Keep it as natural as you can though- those sugary granola bars are probably not your best bet.

**Get up and move.** Energy begets energy, so when you feel like you're about to fall asleep, get up, take a walk, get some sunlight. Not only will your muscles thank you for it, but it will improve circulation, making you a little less tired. Take the stairs instead of the elevator. Park your car further in the lot if you drive. Be fidgety. The more you move, the less you stagnate, the more energized you'll be!

## DATA PATH

### Administrative Services

- Cafeteria Plans
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- **Lorri Salyards, CLM**  
Executive Director  
Tulsa, Oklahoma

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## Member Spotlight: Vivian Koettel

Tell us about your background, where you grew up and then transition into your career. I'm a small town girl. Attended school for 12 years at Oil Trough, Arkansas. Got married at age 17 and moved to "the city".

Tell us about your family. I married my high school sweetheart and was married for 36 years. I have two grown sons, ages 30 and 28, who both live in Northwest Arkansas. They have always been the light of my life. But now I have a new grandson, so all three are the light of my life.

How did you begin your career in the legal field? I began my legal career as a legal assistant to Attorney Jerry Cavaneau in Searcy, Arkansas, who is now a U.S. Magistrate Judge. I later completed a Finance degree at UALR.

What are your main responsibilities? My main responsibilities now include whatever is happening on any particular day. That might be personnel issues, maintaining inventory of supplies, vacation scheduling for staff, or any of a myriad of issues.

How would your attorneys and staff describe you? Dependable and eager to pitch in and help in any situation.

What is the best professional advice you ever received? Treat others as you would like to be treated.

What is the most interesting job you ever had? Freelance court reporter.

What do you like best about being a legal administrator? Having varied responsibilities.

If you weren't a legal administrator, what would you do? Probably court reporting.

What is the hardest situation you have had to deal with in your career? Telling people they no longer have their job.

What are your outside activities? I enjoy walking, going to movies, and eating out, and right now, spending time with my grandbaby.

What do you enjoy most about your affiliation with ALA? All the shared information among our members. It's great to be able to get advice from others who have experienced the same situation.

How has ALA benefitted you? Many good friendships have grown from this group, along with lots and lots of knowledge.



My friends describe me as... Dependable and predictable, but fun also.

Someone I really admire... Are my two sons.

My favorite quote is... Today is a day the Lord has made, rejoice and be exceedingly glad.

What is your favorite word? It's not my favorite, but I say it way too much – crap. Gotta break that habit.

What is a word you dislike? Can't type it here.

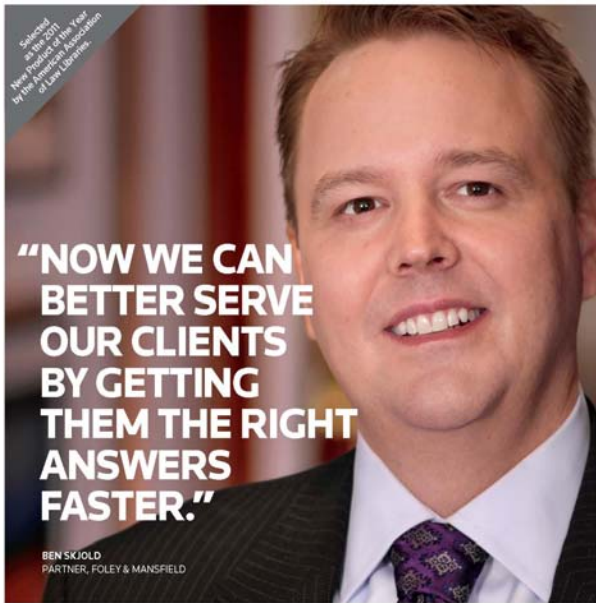
A sound or noise I love is... Baby cooing.

A sound or noise I hate is... Police sirens behind me.

Outside of my family, my most treasured belonging... Are my friends.

My favorite daydream or fantasy is... Winning the lottery. (Guess I'd have to buy a ticket though)

My favorite movies are... I love going to the movies. I have lots of favorites, but Pretty Woman is probably at the top.



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**ATTENTION**

Do you have something to say? Voice your opinions! Record your thoughts and weigh in on the issues that matter to you.

What's in it for you? Legal administrators gain credit which could allow them an opportunity to win a full scholarship to an annual or regional conference. Business partners get more exposure before the legal community. Email articles to [mtyree@bradhendricks.com](mailto:mtyree@bradhendricks.com).



*Congratulations to Terri Dickinson for achieving the*

*PLATINUM PRESIDENT'S AWARD.*

*We are so proud of you.*



## **ATTENTION: BUSINESS PARTNERS**

The Arkansas Association of Legal Administrators has TWO opportunities to support our local chapter.

First, is the **2013 Business Partner Forum** to be held on Friday, August 23, 2013 from 8:30 a.m. to 11:30 a.m. at the DoubleTree Hotel. To register, please complete the form located on Page 10.

Second, is the annual opportunity to sign up or renew your **Business Partner Sponsorship**.

Becoming an ALA Business Partner gives you a variety of opportunities to increase the visibility of your organization to key decision makers within the Little Rock metropolitan-area (includes Pine Bluff) and state (Jonesboro and Fayetteville) law firms, both large and small. Please contact Bonnie Vickery for a detailed description of each level.

The purpose of our ALA chapter is 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." The support that we receive from organizations such as yours allows us to achieve our mission and, more specifically, to sponsor education opportunities for our members.

Located on the following page is the Sponsorship Registration Form. **With this dual registration form you may sign-up/renew a one-year sponsorship and/or register for the 2013 Business Partner Forum in one easy step.** Please complete the registration form by selecting the 2013/2014 sponsorship level you prefer and your **registration for the Business Partner Forum** and mail it with your payment to the address provided on the registration form. You do not have to be a Business Partner Sponsor to register for the 2013 Business Partner Forum.

If you are a current Diamond, Platinum or Gold Business Partner Sponsor, unless you renew your commitment for 2013-2014 or move to the next level before August 1, 2013, you lose your first right of refusal on your exclusive level. After August 1, all registrations for these levels will be considered on a first-come, first-served basis. Sponsorship checks must be received prior to August 31, otherwise the level will again become available on a first-come, first-served basis.

Thank you very much for your consideration.

Respectfully yours,

ALA Business Partner Forum Committee



*Also, check out Page 23 for more benefits for Business Partners. We appreciate you!*

**THANK YOU!**



**Arkansas**  
Chapter

## 2013 ALA Business Partner Dual Registration Form

**Business Partner Name:** \_\_\_\_\_  
**Business Partner Company Name:** \_\_\_\_\_  
**Address:** \_\_\_\_\_  
**Phone & Email:** \_\_\_\_\_

<u>2013/2014 Business Partner Sponsorships</u>		
<input type="checkbox"/>	I would like to sign up for or renew my Business Partner Sponsorship (September 1, 2013 through August 31, 2014)	\$ _____
<input type="checkbox"/>	<b>Diamond Sponsor (call for availability)</b>	<b>\$2,000</b>
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<input type="checkbox"/>	<b>Gold Sponsor (call for availability)</b>	<b>\$1,000</b>
<input type="checkbox"/>	<b>Silver Sponsor</b>	<b>\$500</b>
<input type="checkbox"/>	<b>Friend and Supporter</b>	<b>\$200</b>
<u>2013 Business Partner Forum (to be held on Friday, August 23, 2013 at the Doubletree Hotel/8:30 a.m. - 11:30 a.m.)</u>		
<input type="checkbox"/>	We are not a 2013/2014 Business Partner but plan to participate in the Business Partner Forum. Enclosed is a check for <b>\$300 (two tickets)</b> .	\$ _____
<input type="checkbox"/>	We will be unable to attend but wish to contribute. Enclosed is our donation in the amount of \$ _____.	\$ _____
<input type="checkbox"/>	We are currently a 2013/2014 Business Partner and plan to participate. (Diamond, Platinum and Gold sponsors receive two free tickets; Silver sponsors receive one free ticket) See below for additional tickets at a cost of \$50 each.	\$ <u>0</u>
<input type="checkbox"/>	Additional tickets may be purchased for <b>\$50 each</b> . (Purchase additional tickets only if you have more than two in your party. Silver sponsors who have more than one attendee will need to purchase additional tickets.) Please indicate below how many and the names of each attendee. Number of tickets: _____ @ \$50 each = \$ _____ Names of all attendees: _____	\$ _____
<b>TOTAL AMOUNT DUE (Make check payable to the Association of Legal Administrators)</b>		\$ _____

Please return this form with your check <b>before August 1, 2013</b> to:	Donna Blacklaw Robinson, Staley, Marshall & Duke, P.A. 400 West Capitol, Suite 2891 Little Rock, AR 72201 (501) 374-3818 (501) 376-2800 (fax) <a href="mailto:dblacklaw@rsmd.com">dblacklaw@rsmd.com</a>
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*Congratulations*

*Steve Wingert!*

He was the winner of Paula Anderson's, "Growth, Struggle, Life, Death, and Moving On" from the ALA Annual Conference Silent Auction.

Paula's amazing watercolor painting was dedicated to the late Susan French.



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- **We are a member of your team** focused on giving you services you need and the responsiveness and expertise you count on to meet your deadlines.
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- **We are former eDiscovery project managers**, case managers, and litigation support people from the "inside" so we know the challenges of eDiscovery first-hand. We founded Modus based on the premise there is a better way to do eDiscovery.

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# Arkansas Chapter

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on how your company can benefit from partnering with our chapter.



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9:41 AM

# COLLABORATE. MOTIVATE. LEAD.

Mark Your Calendar for the ALA Regional Conference Near You!

## Regions 1 & 3 — October 24–26

Renaissance Cleveland Hotel  
Cleveland, OH

## Region 2 — October 10–12

The Peabody Memphis  
Memphis, TN

## Region 4 — October 3–5

Hyatt Regency Albuquerque  
Albuquerque, NM

## Region 5 — September 19–21

Hilton Anchorage and The William A. Egan Civic  
& Convention Center  
Anchorage, AK

## Region 6 — October 31–November 2

Grand Sierra Resort  
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# Who says you can't have it all!



# July 2013

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6
7	8	9	10 <i>Business Meeting</i>	11	12	13
14	15	16	17 <i>Barbara's Birthday</i>	18	19 <i>Cathy's Birthday</i>	20
21	22	23	24	25	26	27
28	29	30	31			



## Schedule of Events

- July 10th—Business Meeting
- July 17th—Barbara Bennett's Birthday!
- July 19th—Cathy Dille's Birthday!
- August 2nd—Julia Strickland's Birthday!
- August 8th—Vivian Koettel's Birthday!
- August 12th—Angela Falco's Birthday!
- August 14th—Business Meeting
- August 22nd—Terri Dickinson's Birthday!
- **August 23rd—Business Partner Forum**
- September 1st—Marie Ray's Birthday!
- September 11th—Business Meeting
- September 13th—Diane Smith's Birthday!
- September 22nd—Michelle Tyree's Birthday!



# August 2013

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2 <i>Julia's Birthday</i>	3
4	5	6	7	8 <i>Vivian's Birthday</i>	9	10
11	12 <i>Angela's Birthday</i>	13	14 <i>Business Meeting</i>	15	16	17
18	19 <i>ECLA Conference Los Angeles</i>	20 <i>ECLA Conference Los Angeles</i>	21 <i>ECLA Conference Los Angeles</i>	22 <i>Terri's Birthday</i>	23 <b>Business Partner Forum</b>	24
25	26	27	28	29	30	31



# September 2013

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1 Marie's Birthday	2	3	4	5	6	7
8	9	10	11 Business Meeting	12	13 Diane's Birthday	14
15	16	17	18	19	20	21
22 Michelle's Birthday	23	24	25	26	27	28
29	30					



## Summer Programs for our Business Meetings

### July 10th

*Missy Duke on Labor & Employment Law*

### August 14th

*Angela and Carol's Annual Conference Briefing and Angela and Diane's CLI Briefing*

### September 11th

*To Be Announced*



## Ways to Beat the Heat at Work

**Spritz yourself.** Keep a spray bottle in the refrigerator, and when the going gets hot, give yourself a good squirt.

**Let your computer take a nap.** Set it to go into low-power "sleep" mode if you are away from it for more than 10 minutes, and it will give off less heat.

**Swig often.** To replace the moisture that you lose as you perspire, be sure to drink. As you lose water to dehydration, your body temperature rises, so replacing fluids is essential to keeping cool. Avoid beverages that contain alcohol, caffeine, or lots of sugar, which are dehydrating.

**Eat light.** There's a reason we reach for salads in the summer. They're easier to digest than, say, a fatty hamburger, which leaves you feeling sluggish in the high heat. Instead, go for fruits and vegetables, which are watery and help keep you hydrated (and cooler).



## **ALA Legal Marketplace — *Your Connection to Increased Sales!***

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

## Quick-Fire Question

### Question:

*Do you have any information on handling toxic behavior in the workplace, or taming employees with serious entitlement/self-importance issues?*



### Answer:

I hope something in the following resources will help you convince your employee that disrupting the workplace isn't professional behavior. A couple of the items discuss what professional conduct really is; you might be able to use that as a starting point in "re-educating" those with inflated egos.

One thing we noted while searching for resources is that this sort of behavior is sometimes equated with bullying. Whether or not that's the case with your problem employee, you certainly don't want these incidents to rise (or descend) to the bullying level. Depending on the nature of the disruptions, there may be an element of harassment, too. In either situation, some of the material here should help you come up with a plan to address the issue if it's gone that far.

Marsha Petrie Sue has written quite a bit on toxic people; she has spoken at some of our conferences and has written for our publications. You'll find articles from her in the October/November 2007 issue of *Legal Management*. You can also visit her website ([www.marshapetriesue.com](http://www.marshapetriesue.com)) for access to her blog postings (sort by topic to find relevant discussions).

**...you might want to review Google's Code of Conduct, which boils down to "don't be evil" ...**

This article ([www.entrepreneur.com/article/159444](http://www.entrepreneur.com/article/159444)) posted on Entrepreneur.com points out the effects a toxic employee can have in the workplace and outlines ways to identify and address negative workplace behavior.

The Wisconsin Bar posted a paper on professional conduct; it's directed toward attorneys, but almost everything here can be applied to administrative staff as well.

The Workplace Bullying Institute ([www.workplacebullying.org](http://www.workplacebullying.org)) offers excellent material, including suggestions on developing a good harassment/violence/anti-bullying policy. Books and training videos are available here and might be a good addition to your reference shelf.

"Workplace Bullying: The White Paper" points out how bullying behavior differs from someone displaying difficult behavior. It offers suggestions for an organization on protecting itself against bullying and creating a respectful workplace.

Workforce Online recently posted a brief Q&A article on curbing toxic behavior, with links to additional material. Please note that some material from this source requires free registration for access, but we find a lot of useful information here. If you don't have access to SHRM, this is a good site to know about for HR topics.

Behavior such as you mention can sometimes be considered harassment; if it's gotten to that point, you might want to review the ALA Management EncyclopediaSM article "Harassment: An Administrator's Guide to Various Forms and Situations of Harassment," by Marie Kramer.

There seems to be increased focus on this problem in the Canadian workplace because of laws specifically mandating a respectful workplace (broader than U.S. laws barring harassment). An extensive guide from the Saskatchewan Ministry of Labour Relations and Workplace Safety, Occupational Safety and Health Division, discusses ways to handle all kinds of harassment and points out specific behaviors that constitute personal harassment. Sample policies and forms are provided.

Several academic entities have incorporated guidance on what constitutes professional conduct into their employee handbooks; if your own firm's handbook doesn't include something similar, you may wish to consider adding it. As examples, Portland [OR] Community College offers Standards for Professional Behavior for employees and MIT Sloan promulgates Professional Standards: Personal Conduct for all members of the school community.

Finally, you might want to review Google's Code of Conduct, which boils down to "don't be evil" – yes, that's how it's described on their website. Interestingly, the Code includes a statement that it applies not only to all staff and Board members, but also to contractors and other service providers.

One more suggestion – do consult your firm's EAP [Employee Assistance Program] if that benefit is available to you. The EAP staff should be able to offer guidance on how to handle the "offender" as well as provide counseling directly to the problem employee. They may also conduct office-wide presentations on dealing with such behavior that would help empower other staff to address the behavior as it affects them.

## Out and About

### A Small but Mighty Group from our June Meeting

Pictured: Julia Strickland, Paula Anderson, Diane Smith, Vivian Koettel, Michelle Tyree, Pat Campbell, Nancy Collins, Diana Thomas, Jeannie Billingsley, Mary Coney, LoRraine Rowland, & Bonnie Vickery



### First Hump Day Happy Hour!

Pictured: Vivian Koettel, Michelle Tyree, Nancy Collins, & Carol Minor

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This quarterly electronic newsletter contains general information about ALA conferences and publications, as well as specific information the legal vendor community needs for planning and budgeting purposes.

Also, get **ALA's Marketing Guide** at [http://www.alanet.org/success/ALA\\_marketing\\_guide.pdf](http://www.alanet.org/success/ALA_marketing_guide.pdf).

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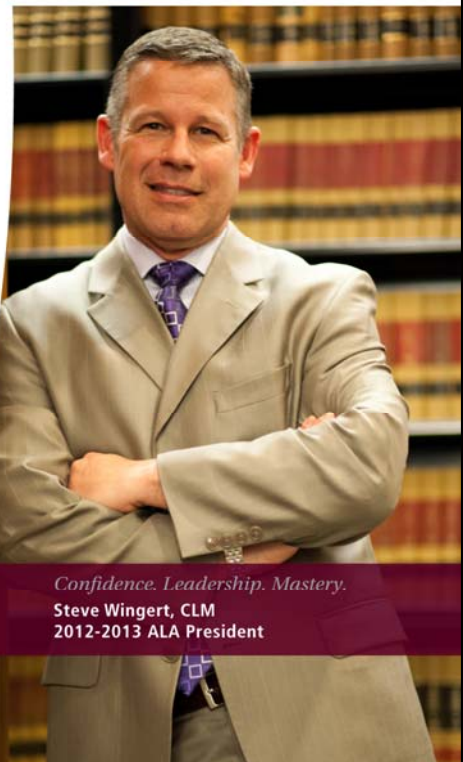
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**MARKETING GUIDE**  
FOR BUSINESS PARTNERS

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The ALA Certified Legal Manager (CLM)<sup>SM</sup> program has been helping legal managers chart their courses to personal satisfaction and professional success for more than 10 years. Find out how CLM is right for you at [www.alanet.org/clm](http://www.alanet.org/clm).

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## *A Year of Service—UPDATES*



Heart Walk.

### **APRIL—Heart Disease**

We were able to raise \$400 for the American Heart Association.

### **MAY—Mental Illness**

We had two members, Vivian Koettel and Michelle Tyree, and one non-member walk for the National Alliance on Mental Illness and we raised a total of \$135.00.



### **JUNE—Chrohn's & Colitis Disease**

We raised awareness for a local charity regarding this debilitating disease.

## *A Year of Service—UPCOMING*

### **JULY — Depression**

Educational event- no fundraising. Presentation at monthly meeting information to take back to our offices.

### **AUGUST — Childhood Cancer**

Children's Hospital - "family packs" - a Ziploc bag (7-8 inches or 1 quart) full of small toiletries and personal hygiene items. Travel size items are desired for convenience, such as toothbrushes, small toothpastes, mouthwash, combs, soaps, shampoo/conditioners, lotions, deodorants, razors, and small sewing kits. Small writing tablets and ink pens are also appreciated. Individual ethnic hair care items are also a need - shampoo, hair and scalp conditioner, oil moisturizer, oil sheen spray, and styling gel. These items are provided to our parents and caregivers who have a need for them during their hospital stay. If you would like to donate these items, please email or call our office for more information. volunteerservices@archildrens.org or 501-364-1825.



### **SEPTEMBER/OCTOBER—Breast Cancer Awareness**

2013 marks the 20th Anniversary for the Komen Arkansas Race for the Cure! We would like to have a big turnout for the 2013 Race for the Cure on October 19th (**MARK YOUR CALENDARS**), so we're using September in preparation for the big event.



*Contact Paula Anderson at [paula.anderson@kutakrock.com](mailto:paula.anderson@kutakrock.com) to sign up to participate or donate.*

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## 5 Tips for a Better Disaster Recovery Plan

Pause for a minute and ask yourself if your business is prepared for a disaster.

*By: Robert Lindley, Innovative Systems, Inc.*

Chances are you have some plan for a large scale disaster like hurricanes, earthquakes and fire, but what about other disasters like hackers or human error? The truth is, many businesses with a disaster recovery plan often forget to ensure they cover all potential disasters.

Here are five tips to help ensure that your business is fully ready for the next disaster.

**1. Backup everything.** While it can be tempting to only backup the most important data and programs, it can be a chore to identify what is deemed to be important. Who knows, a file that is non-essential today may become essential in the future. If it is lost due to a disaster, this could prove to be a problem.

It would be a good idea to look for a backup solution that covers all data and programs. But, having a full backup solution isn't enough, you also need to ensure that recovery is easy and can be implemented quickly.

**2. Look into tiered recovery.** Establishing a tiered recovery method means identifying the value and importance of existing systems and utilizing a recovery method that meets needs. It would be a good idea to identify mission critical systems and adopt a recovery method that can have these systems up and running as quickly as possible. From there you can tier different systems and match a recovery method. For example, archived files are likely not needed right away, so they can be recovered at a later date, using a slower recovery method.

**3. Keep copies of all keys and licenses.** With the amount of software and programs businesses use on a daily basis growing, it would be a good idea to keep copies of the activation keys (the string of digits and letters you enter to activate the full version of software) and purchased licenses.

While many of these are now distributed electronically through email, there are still software developers that distribute keys by mail or with the physical install CDs. If you lose the codes in a fire, you will be out of luck and have to purchase the software again. This is an extra charge you likely don't want.

**4. Pick the right recovery locations.** The best recovery plans offer numerous backup solutions which are hosted in different locations. A good provider knows this and will utilize data storage centers as far apart as possible. If you choose to backup your own data, it would not be a good idea to keep the backups in the office.

Similarly, if you are preparing for a big disaster, you likely have physical locations that you can move to if your main business location is damaged or destroyed. Optimal plans will have more than one location identified, and have them as far apart as possible. This will minimize the chances of losing full operations and increase your business's ability to bounce back quicker.



**5. Match your recovery plan to your business.** There are so many different backup and recovery options that it can be tough to pick one. The best course of action is to look at your systems and how they work. If you operate strictly offline, a cloud based backup solution likely isn't your best bet. Or, if you operate fully in the cloud, a physical tape or hard disk backup may not be optimal.

If you are looking to beef up, or establish a disaster recovery plan, try working with an IT partner like Innovative Systems, Inc. (a beloved ALA business partner), who can help you find the optimal solution that can meet your needs and budget.

Welcome new members!

We are so happy to have you join ALA!



Kim Bennefeld

Davidson Law Firm



Jeannie Billingsley

Friday, Eldredge, & Clark



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Mark your calendar for the 3<sup>rd</sup> Wednesday of the month for ALA Webinars!

**January 16, 2013**

Microsoft Office®  
Tips & Tricks for Law Firms (OM)

**February 6, 2013**

Document, Document, Document (HR)  
\*\* extended, two hour program

**February 20, 2013**

Profitable Law Firms:  
There's no APP for that (FM)

**March 20, 2013**

Initiating Alternative Fee  
Arrangements (FM)

**April 17, 2013**

Mentoring: It's Déjà Vu  
All Over Again (HR)

**May 15, 2013**

Marketing (Mis)Alignment: Closing  
the Gap Between Marketing and  
Law Firm Leadership (LI)

**June 19, 2013**

Leveraging Technology for Small  
Firms (OM)

**July 17, 2013**

Negotiate the Lease: Manuever the Maze of  
Real Estate Options (OM)

**August 21, 2013**

Financial Reporting Methods that Allow Intelligent  
Business Decisions (FM)

**September 18, 2013**

Forecasting the Realistic Budget (FM)

**October 16, 2013**

Saying the Hard Thing with Aloha (CM)

**November 13, 2013**

The Ethics of Email and Social Media (LI)

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