The Legal Link

Spring 2015

Published by the Arkansas Chapter of the Association of Legal Administrators

ALA® Association of Legal Administrators

Arkansas Chapter

SBS INC. STANDARD BUSINESS SYSTEMS

Thanks to our Diamond Level Sponsor, Standard Business Systems!

Spring 2015 Edition

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.

Inside this issue:

President's Message

"The beginning is the most important part of the work." – Plato

As your President, thank you for your faith in me and thank you for the support I know each of you will be willing to contribute to make this year a successful one for our Arkansas Chapter.

I will share with you that I have somewhat of a fear factor involved in this particular beginning. If I let myself feed on that fear, I will be asking myself the "what ifs". "What if that happens?" "What if that doesn't get done?" "What if I can't be as good of a president as Diane was?" So I strive to keep those thoughts in a faraway place.

Theodore Roosevelt said, "Do what you can, with what you have, where you are." So, together we will do what we can from where we are. I know what we have. I have witnessed firsthand how much this Chapter can accomplish. I know what hard and dedicated workers you all are. The camaraderie this group possesses is simply amazing.

It would be remiss to tackle this new start without giving a great big thank you to Diane Smith. She led our Chapter with grace and determination. My goal will be to build on the groundwork which has been laid by her and our other past presidents. So, here's to a new beginning, the most important part of the work.

Arkansas Chapter President Vivian Koettel

STANDARD BUSINESS SYSTEMS INC.

Document Hardware & Software Solutions

Deborah Coop, Account Representative

501/690-3793

deborah.coop@standardbusiness.com

TOSHIBA Leading Innovation >>> DocuWare LEXMARK xerox FUJITSU hp

Member Spotlight: Van Izard

Tell us about your background, where you grew up, and then transition into your career. I grew up in the Little Rock area. I was in the first graduating class from McClellan High School. I attended UALR and received a Bachelor of Science degree in Accounting. I began my working career at Orbit Valve Company as a cost accountant. I became the International Controller.

Tell us about your family. The day I registered for UALR I broke in line by a friend from high school. Little did I know then that the beautiful blonde girl standing behind me would become my wife. We were married exactly one year later to the day. Ten years later, we had a beautiful daughter. At age 17, she was diagnosed with rheumatoid arthritis. We were devastated. As time went by, it became very debilitating. When Ami turned 26, my wife learned of a study program for a new drug. Ami qualified. The medicine has been a miracle. Currently, the arthritis is in remission. Unfortunately, my wife never got to see the gift she had given her daughter. Brenda died of breast cancer 6 months after Ami began the study program. For the last 10 years, I have lived as a widower. My daughter lives in Washington DC and has been asked by the drug manufacture to give her life story at medical conventions on how beneficial the medicine has been for her. I am very proud of my beautiful daughter. She and I are very close.

How did you begin your career in the legal field? I am currently the Business Manager for the Center for Arkansas Legal Services. After my daughter was born, I left Orbit Valve due to the international travel it required. My family was more important to me. I became the Vice President and CFO of a small manufacturing company in eastern Little Rock. During that time, I got to know several attorneys. Phil Anderson was on our Board of Directors, and Herb Rule negotiated contracts with natural gas transmission companies in our behalf. After the manufacturing company closed, Herb Rule recommended me for my current position, and Phil Anderson was one of my references.

What are your main responsibilities? I am responsible for financial planning, preparation of operating budgets, financial statements, and all general accounting functions. I am also responsible for human resources.

How would your attorneys and staff describe you? Very helpful.

What is the best professional advice you ever received? Never burn bridges.

What is the most interesting job you ever had? My first accounting job was with Orbit Valve Company. I became the International Controller. We opened a subsidiary in London, England. My wife and I moved there and helped start up the UK company. We were there for 3 years.

What do you like best about being a legal administrator? Working for a non-profit law firm is very rewarding. We are able to give legal assistance to low income Arkansans in non-criminal cases who might otherwise have to go to court without legal representation. In criminal law, an individual who can't afford legal representation has the right to have a lawyer appointed by the court. That is not true with civil cases.

Continued to next page...

Member Profile (cont.)

What is the hardest situation you have had to deal with in your career? When the manufacturing company closed down, the owner was on vacation in Canada. The Vice President of Manufacturing informed me that one main piece of equipment in the factory had broken down and that we would not reopen. I had to call the Board of Directors and advise them that we were closing the factory, and it would not reopen.

What are your outside activities? I am very active in the Christian Congregation I am attending. I contribute 20 to 30 hours a month helping sick, elderly, and families in need of help. I love teaching the Bible. I recently was given the opportunity to speak to inmates at the prison in Malvern.

My favorite quote is… Mathew 7:12 "All things, therefore, that you want men to do to you, you must do to them."

My favorite book, other than the Bible, is… <u>The Leather Stocking Tales</u> by James Fennimore Cooper.

If you weren't a legal administrator, what would you do? Play golf!

A sound or noise I love is… My little Yorkie yapping as I walk up to my front door.

A sound or noise I hate is… My golf ball splashing into water.

Outside of my family, my most treasured belonging is… Mitsy, my little Yorkie.

BUSHMAN
Court Reporting

Arkansas' oldest and largest
court reporting firm.

Certified Shorthand Reporters.
Professional Legal Videographers.
Videoconferencing.

Covering all of Arkansas.
On-call 24/7.

www.bushmanreporting.com
620 West Third, Suite 302
Little Rock, AR 72201
501.372.5115 fax 501.378.0077

Out and About

The Free Estate Planning Clinic hosted by the Leadership Academy Alumni Section of the Arkansas Bar Association, held at the UAMS Winthrop P. Rockefeller Cancer Institute on Saturday, February 21st, was a success! Despite the unfavorable weather conditions, our volunteers (ALA member Debbie Guss and ALA President Diane Smith) showed up and served cancer patients by preparing free estate planning documents. We greatly appreciate Amy Johnson's efforts in providing coordination and training; everyone at the Bar Association for all the planning and detail work done; and all our volunteers who gave up their Saturday to help others.

John M. Rainwater | Attorney

ARKANSAS CHAPTER

OFFICERS AND DIRECTORS

APRIL 2015 - MARCH 2016

President
President's Award of Excellence
Vivian Koettel
Williams & Anderson, PLC
(501) 396-8486
vkoettel@williamsanderson.com

President-Elect
Michelle Tyree
The Brad Hendricks Law Firm
(501) 221-0444
mtyree@bradhendricks.com

Vice-President
Jeannie Billingsley
Friday, Eldredge & Clark, LLP
(501) 370-1528
jbillingsley@fridayfirm.com

Treasurer
Julia Strickland
Cross, Gunter, Witherspoon & Galchus
(501) 371-9999
jstrickland@cgwg.com

Secretary
Diana Thomas
Mitchell Williams
(501) 370-4207
dthomas@mwlaw.com

Immediate Past President
President's Award of Excellence
Diane Smith
Anderson, Murphy & Hopkins, L.L.P.
(501) 210-3631
smith@amhfirm.com

Director
Carol Minor
Lax, Vaughan, Fortson, Jones & Rowe, P.A
(501) 376-6565
cminor@laxvaughn.com

Director
Bonnie Vickery
Mitchell Williams
(501) 688-8838
bvickery@mwlaw.com

ALA National President
Paula K. Barnes
Burr & Forman, LLP
(615) 724-3220
pbarnes@burr.com

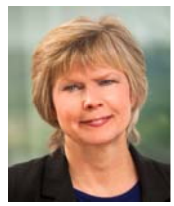
Region 4 Director
Greg Madden
Rhodes, Hieronymus, Jones, Tucker & Gable
(918) 582-1173
madden@rhodesokla.com

ARKANSAS CHAPTER
STANDING COMMITTEE CHAIRS
APRIL 2014 - MARCH 2015

Arkansas Bar Liason/Mentor Program
Carolyn Owen
Gill Ragon Owen, P.A.
(501)801-3854
Carolyn@gill-law.com

Community Connection
Dede Govia
Wright, Lindsey, & Jennings
(501) 212-1219
dgovia@wlj.com

Accountant/Auditor/Hospitality/ Roster/Bylaws/Standing Rules
Kathy Cagle
Munson, Rowlett, Moore & Boone, P.A.
(501) 370-4604
kathy.cagle@mrmblaw.com



Membership/Scholarship/ Newsletter Co-editor
Diane Smith
Anderson, Murphy & Hopkins, L.L.P.
(501) 210-3631
smith@amhfirm.com

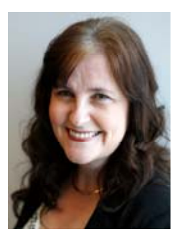
Diversity
Bonnie Vickery
Mitchell Williams
(501) 688-8838
bvickery@mwlaw.com

Regional Council Representative
Vivian Koettel
Williams & Anderson, PLC
(501) 396-8486
vkoettel@williamsanderson.com

Newsletter Co-editor/ Photographer
Michelle Tyree
The Brad Hendricks Law Firm
(501) 221-0444
mtyree@bradhendricks.com

Newsletter Co-editor
Debbie Guss
McMullan Law Firm
(501) 376-9119
dguss@mlf-firm.com

Programs/Education
Jeannie Billingsley
Friday, Eldredge & Clark, LLP
(501) 370-1528
jbillingsley@fridayfirm.com



Webmaster
Angela Falco
Watts, Donovan & Tilley
(501) 372-1406
Angela.Falco@wdt-law.com

Business Partner Relations, Sponsorships
Greg McKee
Friday, Eldredge & Clark, LLP
(501) 370-3367
gmckee@fridayfirm.com

Chapter Challenge Program
Nancy Collins
Mitchell Williams
(501) 688-8847
ncollins@mwlaw.com

2013-2014 BUSINESS PARTNERS

DIAMOND PARTNER
Standard Business Systems, Inc.

PLATINUM PARTNER
Business World, Inc.

GOLD PARTNERS
Bushman Court Reporting
DataPath Administrative Services, Inc.

SILVER PARTNERS
BancorpSouth Insurance Services, Inc.
Consulting Ideas & Solutions
Modus
Professional Reporters
RICOH
XMC, LLC

FRIENDS AND SUPPORTERS
LawMed Insurance Group, Inc.
Mainstream Technologies
Regions Insurance

THANK YOU to our Business Partners for their Support!
Silver Sponsorships and Friend & Supporter Sponsorship opportunities are available.
Please contact Carol Minor at cminor@laxvaughn.com for more information
on how your company can benefit from partnering with our chapter.

Hot Topics in E-Discovery for 2015

By: Dr. Gavin W. Manes, CEO of Avansic

Securing Client Data

Keeping client data safe is on the top of everyone's mind, in and out of the office. Some regulations, such as HIPAA, require specific security measures. More law offices are working with their IT staff or outside consultants to protect client information within the firm's network, but client data security extends beyond the walls of the firm to include email and data sent to vendors which may take the form of encryption.

Remember that every added element of security introduces a loss of convenience –there will be extra effort necessary when accessing a case file, emailing a client, or communicating with a vendor. Even with this additional work, keeping data secure is important enough that it will be on every legal professional's mind in 2015 and beyond.

Insource vs. Outsource

It is advisable that law firms not insource e-discovery unless the volume truly warrants. Data type varies widely by client, so creating procedures and acquiring the appropriate tools and manpower may not be more economical than using a vendor. Legal professionals can and should shop vendors for cases that have unusual data or special circumstances. Those in e-discovery decision-making capacities for their firm should closely consider the cost of administrating and operating ESI processing systems (paying special attention to IT burden) as well.

Corporations can and should insource select parts of the EDRM. In preservation and collection, a corporation can generally put one procedure in place and change it infrequently (where a law firm would have to have a number of procedures for different clients and their data). Companies that run Microsoft Exchange 2010 and higher have free e-discovery searching, filtering and deduplication built in. Keep in mind that proper forensics procedures still must be used in order to ensure admissibility.

The insource vs. outsource question has been on hot topic lists for years and with good reason. The nature of a firm's cases requiring e-discovery may change such that one year's work may be better outsourced than the next. Considering the true cost of e-discovery, including overhead, can help legal professionals and their clients determine the most efficient route.

Big Data and Dark Data

While "big data" has many different definitions, in general, it can be taken literally. The most common example is tracking information like an individual's browsing or shopping history. As

Continued to next page...

E-Discovery (cont.)

applied to the legal industry, big data is large, uncategorized, difficult-to-process swaths of information that may exist in discrete forms. Dark data is a subset of big data; it is generated by regular computer processes (such as log files) and is not by the deliberate action of a user (such as creating a new Word document).

In e-discovery, big data is not easily convertible to a readable or producible document, even after it's been collected, processed, and reviewed (although those are difficult too). Note that having a large amount of email or a pile of Word documents is not generally considered a big data problem; however, having unorganized or undocumented databases with millions of records is a big data issue.

It is far more economical to address big and dark data in advance of litigation or e-discovery through corporate culture or policy changes. The key factor is that these changes be considered in addition to any records and information management (RIM) systems present. With their legal counsel and in addition to current RIM processes, corporations should evaluate what type of data the system retains and for how long, determine the most likely type of data to be requested for the most likely type of litigation to occur, and create a method to handle big and dark data.

In these evaluations, a corporation might find that what's most cost effective for e-discovery is counter to an existing RIM or corporate culture process. Since retaining electronic data doesn't have the same individual user impact as paper files, no one may notice or care until the document review bill arrives. The best defense against these issues is advance preparation and seeking outside consulting assistance if necessary.

Cloud Preservation

Companies and individuals are shifting their data storage to cloud-based solutions , but common forensic collection methods such as imaging entire hard drives cannot be used in these cases. There are other acceptable methods, but in-depth forensic analysis (such as recovering deleted data) may not be possible under those circumstances.

Cloud collection may require coordination with the owner of the cloud solution and that person may have to be trusted with providing accurate and comprehensive information regarding security, access to the data, and activity logs. The question of who had access to the data is more

AVANSIC
E-Discovery & Digital Forensics

Continued to next page...

E-Discovery (cont.)

complex with cloud providers. The number of technology solutions employed means it is important to use a knowledgeable company for cloud preservation projects.

Increased Regulation and the E-Discovery Complications

Increased regulation of some industries, health care as a prime example, is complicating the e-discovery process. These changes aren't a bad thing – in fact, some are closing some critical security and privacy gaps - but the current and anticipated changes to rules such as HIPAA are changing how e-discovery functions with data subject to the regulations.

For instance, any transmission or storage of a data set with Personal Health Information must follow the HIPAA rules and be encrypted. This includes e-discovery providers storing collected data, e-discovery production, or email communication. Encryption requires key exchange and other additional steps for the sending and receiving parties.

When engaging an e-discovery firm, be sure to ask if they are aware of the regulations and ask to see procedures they have in place for addressing them.

About the Author: Gavin W. Manes, Ph.D., CEO
Avansic: E-Discovery and Digital Forensics

Dr. Gavin W. Manes is a nationally-recognized expert in e-discovery and digital forensics. He is currently the CEO of Avansic, a firm that provides the legal, business, and government sectors with e-discovery, digital forensics, data preservation, and online review services. He founded Avansic in 2004 while serving as a Computer Science professor at the University of Tulsa. There he led the creation of nationally recognized research efforts in digital forensics and telecommunications security.

Dr. Manes has served as an expert witness for many legal proceedings through courtroom testimony, depositions, and consulting with attorneys on data preservation issues. He has given hundreds of presentations to law firms, corporate officers, legal conferences, and judges on the latest topics in e-discovery. Dr. Manes has briefed the White House, Department of the Interior, the National Security Council, and the Pentagon on computer security and forensics issues.

MEETING TOPICS

April

HR Issues—Chris Heil

May

Digital Dictation—

Greg McKee

June

Annual Conference Recap

July

To be announced

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***.

April 2015

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1 New ALA Officers take office	2	3	4
5	6	7	8 Business Meeting	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

MAINSTREAM TECHNOLOGIES
MANAGED SERVICES • CUSTOM SOFTWARE • HOSTING

May 2015

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2 LoRraine Rowland's birthday
3	4	5	6	7	8	9
10	11	12	13 Business Meeting	14	15	16
17 ALA Annual Conference Finance Conference	18 ALA Annual Conference	19 ALA Annual Conference Carolyn Owens' birthday	20 ALA Annual Conference	21	22	23
24 Karen Suel's birthday	25	26	27	28	29	30
31						

June 2015

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

LawMed Insurance Group, Inc.

Ron Weltmann
(512)470-5347

July 2015

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

REGIONS
INSURANCE
Member Regions Insurance Group

2015

ALA EVENTS

MARK YOUR CALENDARS

Plan your education and networking.

PLAN YOUR EDUCATION FOR 2015

> **NEW! Managing Partner/Executive Director Forum,** February 23-24, *Orlando, FL*

> **NEW! Finance Conference for the Legal C-Suite,** May 17, *Nashville, TN*

> **2015 Annual Conference & Exposition,** May 17-20, *Nashville, TN*

> **Chapter Leadership Institute,** July 23-25, *Grand Rapids, MI*

> **Large Firm Principal Administrators Retreat,** August 6-8, *Colorado Springs, CO*

> **Business of Law Conference – Central,** September 10-12, *New Orleans, LA*

> **Essential Competencies for Legal Adminsrators,** September 16-18, *Chicago, IL*

> **Business of Law Conference – East,** October 1-3, *Atlanta, GA*

> **IP Conference for Legal Professionals,** October 8-9, *Washington, DC area*

> **Business of Law Conference – West,** October 22-24, *Las Vegas, NV*

> **Corporate Law Department Symposium,** *TBD*

alanet.org/events

SUNDAY
MAY 17

ALA Association of Legal Administrators

NEW! Finance Conference for the Legal C-Suite

Omni Nashville Hotel, Nashville, TN

REGISTER TODAY
alanet.org/finance

Take part in a deep dive discussion on issues and challenges facing law firm finance leaders. Learn new solutions to the financial challenges facing legal executive leaders.

Topics include:

- Mergers from the cultural perspective
- Corporate counsel relationships
- Aligning compensation systems
- Pricing, project management and profitability models

ALA's Finance Conference for the Legal C-Suite will be held in Nashville on Sunday, May 17, one day prior to the 2015 ALA Annual Conference & Expo Attendees to both events save $100.

How to Market Other Practice Areas Within Your Firm

By: Trey Ryder

"Cross-selling" is the selling-based marketing term for your efforts to persuade clients to buy added services from different practice areas within your firm.

But the problem is most lawyers don't like to sell -- and most clients don't like to be the target of a sales pitch. Think back to the last time you tried to talk with a client about another practice area. Your client immediately thinks, "Here comes the sales pitch," and looks for a way to avoid the discussion. You think, "I don't want to turn off the client, but I'm feeling pressure to increase the services he buys from our firm." I suggest you use the term "cross-marketing." This takes the element of sales out of the process, leaving you with the opportunity to market with dignity.

If you're like most lawyers, your clients have told you that they hired a lawyer at another firm because they did not realize your firm could provide the same service.
Here's how to make sure clients, prospects, and referral sources know the range of services you offer:

Step #1

Create a marketing message for each practice area you want to promote. Write titles for your educational materials that attract specific types of clients. Appeal to both your client's fear of loss and desire for gain. Make sure your marketing materials convey to prospects and clients that you can solve their problems. (If your prospects and clients are not aware that they have problems, then you need to first educate them about the problem so you can offer a solution.)

Your marketing message should consist of the following:

- Educational materials that explain your prospect's problem and the solutions you can provide;
- Biographical material that outlines your education, background, and experience, along with your photo;
- Articles you've written or in which you've been quoted, reinforcing the fact that you are an authority in your field;
- Articles that support the depth of your prospect's problem, proof that your recommended solution works, or both, even if you have no connection to the articles;
- Letters of recommendation from clients and colleagues attesting to your knowledge, skill, judgment, and experience. (Testimonials are not allowed in some jurisdictions, so be sure to check your rules of professional conduct.);
- A detailed letter that explains the services you offer, answers frequently asked questions, and provides information about fees;
- A one-page handout that explains the many benefits clients receive from hiring you;
- A one-page handout that explains how you differ from other lawyers (your competitive advantages), listing reasons prospects hire you;
- A one-page handout that lists objectives prospects want to achieve. Involve your prospect by asking him to fill out the form, check objectives that are important to him, and then fax the form to you or bring it to your initial meeting; and
- Information and advice about how to hire a lawyer in your field of law.

Step #2

Offer this new packet of educational materials to clients, prospects, and referral sources through your:

- Newsletters. Don't limit your newsletter only to information about one practice area.

Continued to next page...

How to Market (cont.)

Offer educational materials from all practice areas in all of your newsletters. This gives readers the opportunity to request information in all areas where they have interests -- interests you may not know they have.

- ♦ Web Site. Offer educational materials from all practice areas on your web site. Include submit forms so prospects and clients can request materials.
- ♦ News Releases. Send news releases to editors at the publications your prospects read. In those news releases, in addition to your news content, offer to mail your educational materials to anyone on request.
- ♦ Advertising. Offer your educational materials in print ads and commercials.
- ♦ Seminars. Offer forms at your seminars so attendees can request your educational materials from any or all of your practice groups. If you offer the materials themselves, your prospects and clients could pick up your materials, and you might not know who took what, but when you offer a one-page form on which attendees can request materials, you can take those back to the office and fill their requests by mail or e-mail. Then, you know exactly who is interested in which subjects.
- ♦ Direct Mail. Send a letter to your clients and prospects offering materials from all practice groups to everyone on your mailing list. You might enclose the form you used at seminars to request the same materials.
- ♦ E-Mail. Send an e-mail to all of your clients and prospects offering materials from all practice areas.

Step #3

Invite clients to call you anytime they have a legal question or problem, even if the subject is not in your primary practice area. When you become your clients' first point of contact for all legal questions, you have the opportunity to direct the outcome of their calls.

Successful cross-marketing hinges on three things:

#1. Who gets the call first. When you make it clear to clients and prospects that you are happy to serve as their primary contact for all legal questions, you increase your value and you have the opportunity to direct inquiries to other practice areas within your firm.

#2. The degree to which your clients know the services your firm offers. By creating educational materials for each practice group -- and by offering those materials to your entire client list --You can track who has an interest in which subjects by monitoring the materials they request.

#3. Early and ongoing education and interaction with existing clients. The sooner you generate an inquiry from a qualified prospect -- or, in this case, one of your firm's clients -- the sooner you have the opportunity to (1) learn of your client's interest in this new practice area, (2) provide educational material on the subject, and (3) start identifying your client's problem and the solutions you can provide.

When you market with education, you attract your client's inquiry early in the process, long before your client approaches another lawyer -- and long before your client's need becomes known to another law firm. This is how to effectively cross-market services with dignity -- without selling.

Continued to next page...

How to Market (cont.)

Trey Ryder is a law-firm consultant who specializes in education-based marketing for attorneys. He offers lawyers three free articles by e-mail: 13 Marketing Misconceptions that Cost Lawyers a Fortune, 11 Brochure Mistakes Lawyers Make, and 7 Secrets of Dignified Marketing. Send your name and e-mail address to trey@treyryder.com and ask for his free e-mail packet of articles.

© Copyright 1998-2003 by Trey Ryder LLC. All rights reserved.

ALA® Association of Legal Administrators

Your anytime, anywhere, business of law eLearning solution.

Expert Instruction - Skill Building - Networking

6-week instructor-led online courses.

Classes meet live each week for an hour.

Classes available on-demand later at your convenience.

Your connection to knowledge, resources and networking

ALA® Association of Legal Administrators

The first courses cover Human Resources in the business of law, starting March 2.
Register today: alanet.org/elearning
More courses coming in 2015

Spirituality in the Workplace

By Mary F. Rivard, SPHR, CLM

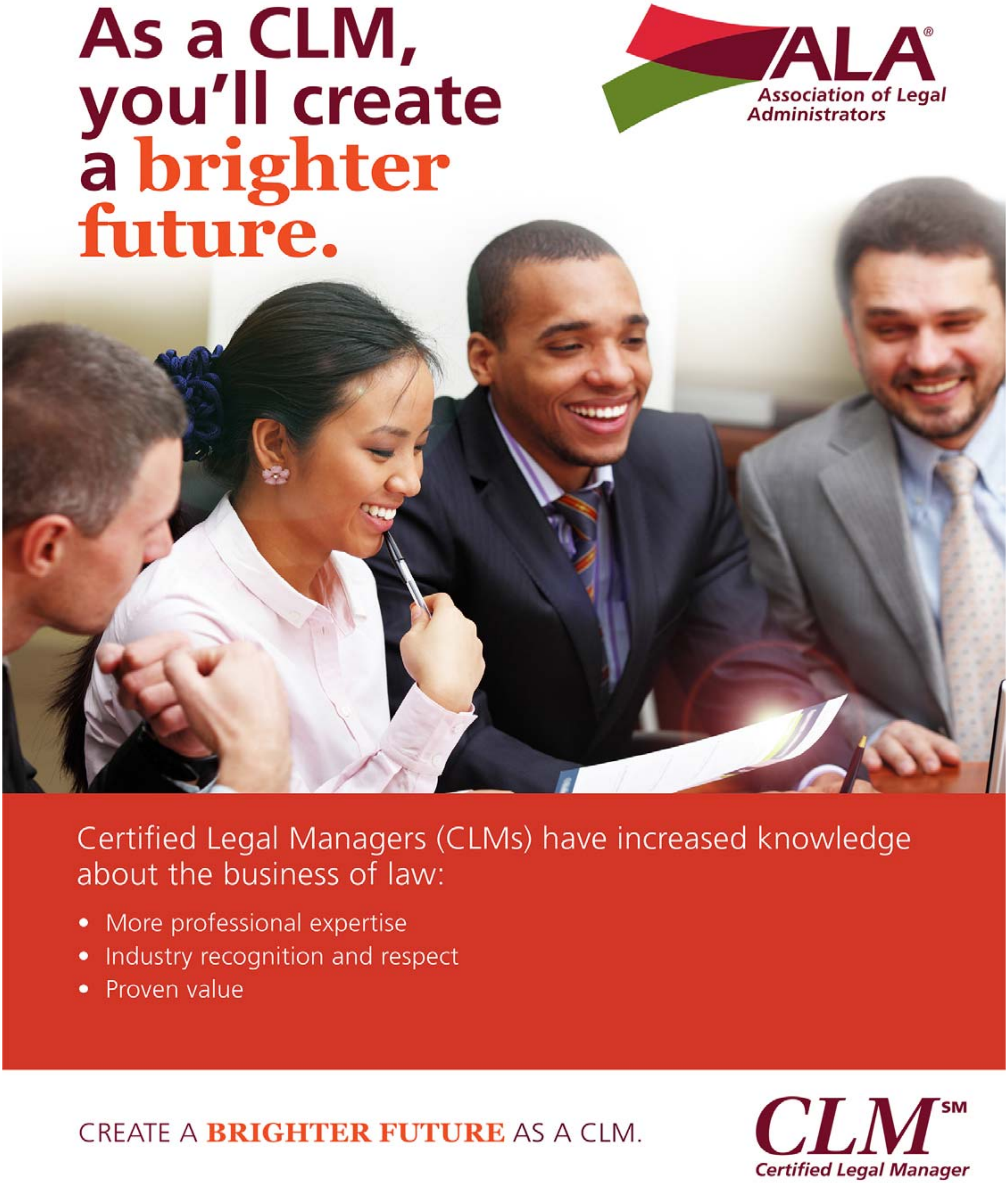
Cathy Fyock, a national speaker, consultant, and author with over 20 years of experience in workforce issues, shared with us her insight on the growing desire among workers for a more spiritual workplace. This topic is one that is being discussed by such leadership gurus as Stephen Covey and David Ulrich, as well as in the boardrooms of well-known companies, large and small.

It seems that the tide is turning from giving your soul to the company to finding “soulful work” in your company. We discussed what it means to have a spiritual workplace – people want to belong to something larger than themselves. They seek a workplace that is congruent with their own moral and ethical standards. They gravitate toward co-workers and employers who share their value system. Finding this kind of culture helps workers to be fully engaged, and feel valued and fulfilled because their contribution is recognized.

And, it goes deeper than that. Some companies are recognizing the wisdom of acknowledging people’s belief in a higher power. Cathy talked about a new corporate position, Vice President of Spirituality, created by Signature Healthcare. Signature’s mission is to “radically transform long-term care in the US through resident-centered care and employee empowerment.” The company has received three “Best Place to Work” awards from prestigious publications including South Florida Business Journal, Florida Trend Magazine, and Modern Healthcare Magazine, and was named a “Best Employer” by Louisville Magazine. Following the retreat, I did a little more research on Signature. Following is its statement about the Spirituality position:

> *We believe that nurturing the spirit is an integral part of resident care and quality of life. Spirituality is the holistic component to the quality of care we give, enhancing resident physical and emotional outcomes for a blessed quality of life for ALL. The interfaith Signature Chaplain program is founded on the emotional and spiritual healing of unconditional love. The Signature Chaplain offers stress relief to the stakeholder; encouragement to the resident that reduces anxiety and validates strong hope in their physical and emotional wellness; and for the family member, the Chaplain inspires them with peace. The Chaplain offers an abundance of love, hope and encouragement through listening, prayer, one-on-one interaction, worship activities, and other modes of fellowship.*
>
> *As Vice President of Spirituality, Dianne Timmering is responsible for the spiritual encouragement of our residents, stakeholders, and family members, by recruiting a servanthearted interfaith Chaplain leadership team for each facility. In addition, her responsibilities include training and mentoring the chaplain team to honor all faiths and cultural diversity, as well as meet our people at the point of their need.*

My law firm was named a “Best Place to Work in Kentucky” in 2010. I believe that our culture of mutual respect for each other’s beliefs, shared values and collegiality, in addition to our commitment to our clients’ success, are instrumental in maintaining an environment where our employees want to be. There is an element . . . a bond, if you will, that goes beyond the employer/employee position. I believe that more and more of us are seeking that element in every area of our lives. Organizations that recognize and cultivate an environment of spirituality will set themselves apart and reap the rewards generated by a fully engaged workforce.


As a CLM, you'll create a brighter future.
ALA
Association of Legal Administrators
Certified Legal Managers (CLMs) have increased knowledge about the business of law:
• More professional expertise
• Industry recognition and respect
• Proven value
CREATE A BRIGHTER FUTURE AS A CLM.
CLM SM
Certified Legal Manager

Your connection
to knowledge, resources and networking

Vivian Koettel
President
Williams & Anderson, PLC
(501) 396-8486
Vkoettel@williamsanderson.com

Michelle Tyree
President - Elect
The Brad Hendricks Law Firm
(501) 221-0444
mtyree@bradhendricks.com

Jeannie Billingsley
Vice President
Friday, Eldredge & Clark, LLP
(501) 370-1528
jbillingsley@fridayfirm.com

Julia Strickland
Treasurer
Cross, Gunter, Witherspoon & Galchus, P.C.
(501) 371-9999
jstrickland@cgwg.com

Diana Thomas
Secretary
Mitchell Williams
(501) 370-4207
dthomas@mwlaw.com

Diane Smith
Immediate Past President
Anderson, Murphy & Hopkins, LLP
(501) 210-3631
smith@amhfirm.com

Bonnie Vickery
Director
Mitchell Williams
(501) 688-8838
bvickery@mwlaw.com

Carol Minor
Director
Lax, Vaughan, Fortson, Rowe & Threet, P.A.
(501) 376-6565
cminor@laxvaughan.com

March 20, 2015

The Arkansas Chapter of the Association of Legal Administrators (ALA) is excited to offer you the annual opportunity to sign up or renew your **Business Partner Sponsorship**. See below for the levels and pricing.

Diamond	*One @ $2,000*
Platinum	*One @ $1,500*
Gold	*Two @ $1,000*
Silver	*Unlimited @ $500*
Friends & Supporters	*Unlimited @ $200*

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 (Fayetteville) law firms, both large and small. Please see the attached 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.

Attached is the Sponsorship Registration Form. **With this registration form, you may sign up/renew your 2015 sponsorship.** Please complete the registration form by selecting the 2015 sponsorship level that you prefer, then mail it with your payment to the address provided on the registration form.

If you are a current Diamond, Platinum, or Gold Business Partner Sponsor, unless you renew your commitment for 2015 or move to the next level before April 10, 2015, you lose your first right of refusal on your exclusive level. After April 10, all registrations for these levels will be considered on a first-come, first-served basis. Sponsorship checks must be received prior to April 20; otherwise, the level will again become available on a first-come, first-served basis.

Thank you very much for your consideration.

Respectfully Yours,

Greg McKee
Friday, Eldredge & Clark, LLP
Business Partner Committee Chair

2208523.1

Continued to next page...

2015 ALA Business Partner Registration Form

Business Partner Name ______________________________
Contact Name ______________________________
Address ______________________________
City, State, Zip Code ______________________________
Phone __________________ Fax ______________________
Email Address ______________________________

2015 Business Partner Sponsorships

☐ I would like to sign up for or renew my Business Partner Sponsorship (January 1, 2015 through December 31, 2015) $________

☐	Diamond Sponsor (call for availability)	$2,000
☐	Platinum Sponsor (call for availability)	$1,500
☐	Gold Sponsor (call for availability)	$1,000
☐	Silver Sponsor	$500
☐	Friend and Supporter	$200

TOTAL AMOUNT DUE (*Make check payable to the Association of Legal Administrators)* $________

Please return this form with your check before April 20, 2015 to:

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

2015-2016 ALA Business Partner Committee Members:
Greg McKee (Chair), Carol Minor, Julia Strickland, Diana Thomas, Bonnie Vickery

2208492.2

Continued to next page...

Business Partner Sponsorships
Arkansas Chapter
Association of Legal Administrators

2015

DIAMOND PARTNER - $2,000 (LIMITED TO ONE)

Sponsorship Benefits

- Be a named sponsor for two conference scholarships (includes registration for an ALA member).
- Recognized as a scholarship sponsor on printed materials at ALA events.
- Sponsor one educational chapter meeting (not a sales presentation).
- Access to chapter membership directory with email addresses.
- Two VIP lunch meetings with a law firm administrator of your choice.

Newsletter Benefits

- Business logo on front page of newsletter.
- Spotlight article in a quarterly newsletter.
- Full page ad in each quarterly newsletter.
- Included on quarterly newsletter circulation.
- Opportunity to submit article on topic of interest.

Chapter Website Benefits

- Diamond Partner recognition on all pages of Arkansas Chapter website.
- Business Partner link on Arkansas Chapter website.

Business Partner Event Benefits

- First choice of premium booth space if applicable.
- Two tickets to a Business Partner Event.
- Exclusive opportunity to display banner at ALA events if applicable.
- Recognized as a Business Partner sponsor at ALA events.
- Opportunity to distribute marketing materials at ALA events.

Renewal Benefit

- Has first right of refusal on renewal of Diamond Sponsorship for following year.

Continued to next page…

Business Partner Sponsorships
Arkansas Chapter
Association of Legal Administrators

2015

PLATINUM PARTNER - $1,500 (LIMITED TO ONE)

Sponsorship Benefits

- Be a named sponsor for one conference scholarship (includes registration for an ALA member).
- Recognized as a scholarship sponsor on printed materials at ALA events.
- Sponsor one educational chapter meeting (not a sales presentation).
- Access to chapter membership directory with email addresses.
- Two VIP lunch meetings with a law firm administrator of your choice

Newsletter Benefits

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

Chapter Website Benefits

- Platinum Partner recognition on Arkansas Chapter website.
- Business Partner link on Arkansas Chapter website.

Business Partner Event Benefits

- Premium booth space if applicable.
- Two tickets to a Business Partner Event.
- Exclusive opportunity to display banner at ALA events if applicable.
- Recognized as a Business Partner sponsor at ALA events.
- Opportunity to distribute marketing materials at ALA events.

Renewal Benefit

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

Continued to next page…

Business Partner Sponsorships
Arkansas Chapter
Association of Legal Administrators

2015

Gold Partner - $1,000 (Limited to Two)

Sponsorship Benefits

- 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.
- One VIP lunch meeting with a law firm administrator of your choice.

Newsletter Benefits

- Spotlight article in a quarterly newsletter.
- Half page ad in each quarterly newsletter.
- Included on quarterly newsletter circulation.
- Opportunity to submit article on topic of interest.

Chapter Website Benefits

- Gold Partner recognition on Arkansas Chapter website.
- Business Partner link on Arkansas Chapter website.

Business Partner Event Benefits

- Premium booth space if applicable.
- Two tickets to a Business Partner Event.
- Opportunity to display banner at ALA events.
- Recognized as a Business Partner sponsor at ALA events.
- Opportunity to distribute marketing materials at ALA events.

Renewal Benefit

- Has first right of refusal on renewal of Gold Sponsorship for following year.

Continued to next page...

Business Partner Sponsorships
Arkansas Chapter
Association of Legal Administrators
2015

<u>SILVER PARTNER - $500 (UNLIMITED)</u>

<u>Sponsorship Benefits</u>

- Access to chapter membership directory with email addresses.

<u>Newsletter Benefits</u>

- Quarter page ad in each quarterly newsletter.
- Included on quarterly newsletter circulation.

<u>Chapter Website Benefits</u>

- Silver Partner recognition on Arkansas Chapter website.

<u>Business Partner Event Benefits</u>

- One ticket to a Business Partner Event.
- Premium booth space if applicable.
- Recognized as a Business Partner sponsor at ALA events

Continued to next page...

Business Partner Sponsorships
Arkansas Chapter
Association of Legal Administrators

2015

FRIENDS & SUPPORTERS - $200 (UNLIMITED)

Newsletter Benefits

- Partner's business logo published in each quarterly newsletter.
- Included on quarterly newsletter circulation.

Chapter Website Benefits

- Listed on Arkansas Chapter website as Friends & Supporters.

What if your Document Technology worked FOR your firm?

DocuWare

DiamondClub Partner 2013

DocuWare is powerful document management software that uses your preferences to anticipate and respond to all your firm's information needs. Digitally file, retrieve, and process all of your documents, securely accessing them from anywhere.

Business World also offers a wealth of Information Technology solutions that make it simple to maintain and secure your entire computer network:

- Data Backup solutions
- Proactive system monitoring
- Remote remediation
- Mobile Device monitoring
- Hardware replacement
- Hosted Email Exchange

SHARP

RICOH

Call George for a free demo or assessment TODAY!

George Waddell | (501) 399-3322 | George.Waddel@BusinessWorld-USA.com

Business World

920 S. Spring St.
Little Rock, AR 72202
(501) 374-7000

2919 E. Matthews
Jonesboro, AR 72401
(870) 819-3113

EDITORIAL POLICY

Editors	Michelle Tyree, Debbie Guss, Diane Smith
Photographer	Michelle Tyree
Editorial Board	Angela Falco, Diane Smith, Julia Strickland, Bonnie Vickery

This newsletter is published quarterly by the Arkansas Chapter of the Association of Legal Administrators for the education and benefit of its members. Opinions expressed in articles and advertisements contained herein are strictly those of the contributors and advertisers and do not necessarily reflect the opinions of the Arkansas Chapter or its members. Reprinting of any portion of this newsletter by any means, including photocopying, recording or any information storage and retrieval system, is prohibited without permission of the Editor and Authors.