

# The Legal Link

*Winter 2016*



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**Arkansas**  
Chapter



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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.

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## President's Message

In April, Michelle Tyree will take over as President. I'm confident she will do an excellent job of leading this group in many great achievements. Michelle's enthusiasm and determination can be contagious, and I look forward to working with her in the upcoming year.

I'd like to use this time to thank each of you for allowing me the privilege of serving as your President this year. I have enjoyed getting to know many of you better and forming what I hope will be life-long friendships. Also, my thanks to Williams & Anderson PLC for allowing me to take on this role and for being so supportive.

ALA has given me too many opportunities to list here. Our group, while a small one, certainly does an excellent job of working together and supporting one another. Many of you have helped me become a better administrator to my firm and I have always been able to call upon you when needed. My thanks to each and every one of you and my best wishes for a very prosperous New Year!



*Arkansas Chapter  
President Vivian  
Koettel*



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## Member Spotlight: Xann Henry

**Tell us about your background, where you grew up and then transition into your career.** I grew up in North Little Rock and graduated from Ole Main High School in 1990. During my junior and senior years of high school, I was in a work program that allowed me to leave school at noon at which time I would deliver prescriptions for a local pharmacy. After I left work at the pharmacy, I attended paralegal classes at a local community college. Shortly after I graduated high school, I already had an Associate's Degree in Paralegal Studies. I also took some paralegal courses at Pulaski Tech.

**Tell us about your family.** I am a divorced, single mother of a 16-year-old daughter. My mother also lives in Maumelle, and I have a brother who lives in North Little Rock. I have a 22-year-old niece that I practically raised as my own. She lives in Bryant and also works at Rainwater.

**How did you begin your career in the legal field?** Right after graduating high school in May, 1990, I got my first job in a law firm in September, 1990 as a receptionist. I was 18 years old. From there, I was promoted to legal secretary and, eventually, office manager. In 1996, I went to work as a legal secretary at Wright, Lindsey & Jennings. In 1999, I went to work at the Attorney General's Office as a department supervisor and was shortly promoted to Personnel Director. In 2002, I came to work at Rainwater, Holt and Sexton.

**What are your main responsibilities?** I am the Chief Operating Office. I'm responsible for the overall operations of the firm. Our firm is structured by departments. Each department has a manager, and those are the people I directly supervise. I currently have nine (9) direct reports who are the managers of the following departments: Call Center, Personal Injury, Social Security Disability, Workers' Compensation, Bankruptcy, County Defense, Support Services, Medical Records and Training. We work together on all aspects of the department's operation with regard to personnel, training, policies, procedures, etc. I don't directly supervise our marketing team, but I attend all the meetings and still play a big role in all marketing decisions.

**How would your attorneys and staff describe you?** Workaholic. Dedicated. Loyal.

**What is the best professional advice you ever received?** Dress for the job you want, not the job you have, and hard work always pays off.

**What is the most interesting job you ever had?** I would have to say the job I have now. There are always new challenges to conquer and problems to solve. That's what motivates me. I'm good at making things "work."



## Member Profile (Cont.): Xann Henry

**What do you like best about being a legal administrator?** Problem solving. Every day is like a puzzle and I like to solve puzzles.

**If you weren't a legal administrator, what would you do?** Braid hair on the beach. Ha! Just kidding. I'd probably do something in the medical field.

**What is the hardest situation you have had to deal with in your career?** Time management. There are just not enough hours in the day.

**What are your outside activities?** Spending time with my family, shopping, traveling, hiking, camping, canoeing, etc.

**What do you enjoy most about your affiliation with ALA?** The networking. Learning from those who have more experience.

**How has ALA benefitted you?** Connecting with others in the legal field who do what I do.

**My friends describe me as...** Honest, loyal, not afraid to speak my opinion, dependable, lots of fun!

**Someone I really admire is...** Our late partner, Stephen Holt. He was a good boss, as well as a good friend. He was a man of honesty and integrity until the day he died. We miss him greatly.

**My favorite quote is...** "I love to see a young girl go out and grab the world by the lapels. Life's a bitch. You've got to go out and kick ass." Maya Angelou

**My favorite musical artist is...** all the 80's hairbands, but please don't publicly quote me on that. Ha!

**What is your favorite word?** Love.

**What is a word you dislike?** Can't.

**A sound or noise I love is...** the ocean.

**A sound or noise I hate is...** a phone beeping back because someone has been on hold for too long.

**Outside of my family, my most treasured belonging is...** My 10-year anniversary watch from the firm.

**My favorite daydream or fantasy is...** Retiring to the beach and having a mind-numbing job.

**My favorite movies are...** Hallmark Christmas movies.

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# Are Law Firms Ready for Flexible Schedules and/or Telecommuting?

In the early 90s, there was a senior counsel at a law firm in Washington, DC, who ranked among the firm's top billing attorneys. Ivy League education. Fortune 500 clients. Erudite. Formidable. She would arrive between 7:00 and 8:00 every morning and leave between 6:00 and 7:00 every evening. Practicing law was her fervor, her delight. When diagnosed with a terminal illness, she began to undergo intense medical treatment. During those days, she would dictate correspondence for her clients and have a courier bring the tapes to me in the office where I would transcribe, print, and make copies of the lengthy and confidential files to then have them returned to her for review via yet another courier. Our system worked well for only a few months until it became an inefficient means of serving her clients. She then retired from the firm and continued her medical treatments until they were no longer helpful.

*By: Shawn P. Richmond, Ph.D Cand.*

I often think back to those days, now 17 years later, and wonder how things might have been different if we had high-speed internet, laptop computers, BlackBerrys, email, web-based document portals, cell phones, remote pc access, the Microsoft Office® applications, virtual reality or text messaging. It is incontestable, indisputable, that we would have worked more efficiently. Given these advances in technology, in the year 2009, is it reasonable to say that law firms are now better organized and equipped to offer employees alternate work schedules and flexible work arrangements? Unquestionably.

*The American Lawyer* has referenced partners like Robert Murray, Jr., at Baker Botts, who works a flexible schedule so he can spend time with his kids, and Joshua Levy at Ropes & Gray, who has greater schedule flexibility because he can now review documents online. The journal also states that associates are embracing flextime and telecommuting schedules and reports that, according to Jeffrey Lewis, who chairs the associate life committee at Cleary Gottlieb Steen & Hamilton, third-year or more senior associates have the latitude to design their own schedules.

Attorneys aren't the only ones given this liberty. According to Victoria Ring, President of The Lawyer Assistant, law firms are increasingly "utilizing telecommuting paralegals" and pay by the job instead of by the hour. Paralegals are working out of their homes, processing inquiries and filing petitions, and finding it financially and mentally rewarding.

What about the administrative staff at law firms? Department managers, information technology specialists, accounting personnel, secretaries, etc?

To *telework* (a.k.a, *telecommute*) means to work from home or outside the traditional office or workplace, using a computer and telephone connection (Ruiz & Walling, 2005). Sage Research, a marketing and research consulting company, reported that 70 percent of U.S. organizations with 5,000 plus workers and 43 percent of organizations with fewer than 1,000 workers currently have, or plan to have, teleworkers within their organizational structure. This continuous expansion has become so customary and conventional in corporate environments that legislation has been authored proposing teleworking become mandatory in governmental agencies.

# Telecommuting? (Cont.)

In October 2000, Congress passed the Department of Transportation appropriations bill (PL-107-346), which included a provision requiring every federal agency to allow eligible employees to telework to the maximum extent possible without diminished performance. The law required a quarter of the eligible federal workforce to have the ability to telework within six months and 100% by fiscal year 2005.

**Cost savings** have been documented. “All employers have an incentive to recruit and retain talented employees. In an organization of 5,000 employees with an annual turnover rate of 10 percent and an average base salary of \$70,000, reducing the turnover rate by 1 percentage point can save more than \$5.25 million annually, assuming an employee replacement cost of \$105,000, or 150 percent of base salary, according to Gartner, Inc.” (Shanks, 2007, p. 61).

The International Telework Association and Council reports, that on any given day, 50 percent to 70 percent of all office space is unoccupied. This wastes on average \$5,000-\$10,000 annually per office space. Although firms do not generally downsize their buildings to save money, the incorporation of teleworking allows them to remain in an existing building longer, avoiding the increased overhead associated with expansion (Bigley, 2005).

**Productivity** is actually noted as a principal outcome of teleworking when people are allowed to work where they are the most productive. Time is saved due to less travel, meetings, unscheduled drop-ins by co-workers and other interruptions. Telecommuters are less exposed to office politics (Manochehri and Pinkerton, 2003; Robertson, Maynard, McDevitt, 2003) and are thus more likely to remain distraction-free. Additionally, these workers tend to be more focused and goal-oriented, and more disciplined. Using data from the American Community Survey, Crandall (2005) points out that an “average” teleworker can save 57.6 minutes a day by staying home and working. Using the concept of displacement theory, one can further assume that time not spent commuting could be translated into more time spent on work, which might help explain the productivity gains.

Telecommuting has been shown to **reduce absenteeism and turnover** (Gibson, et al., 2002; Potter, 2003; Solomon, 2000). In a more recent development, telecommuting also offers the advantage of geographically dispersing employees in such a way as to be less vulnerable to a terrorist attack. Further, telecommuting has **increased recruitment options** and the **availability of human resources** (Manochehri and Pinkerton, 2003).

**Society benefits** from telecommuters as well. It helps to alleviate the number of vehicles on the road (Harpaz, 2002) and, consequently, the amount of pollution and oil consumption (Mills, Wong-Ellison, Werner, and Clay, 2001). Other societal benefits include less noise pollution, less potential for accidents, less strain on the public transportation system, and an increased ability by organizations to hire employees with special needs (Harpza, 2002).

As the trend of teleworking continues to grow and advance with the rate of technological advances and growth, law firms must consider certain factors. First, firms must understand personality types that are right for telecommuting and have the proper checks and balances in place to ensure that individual results can be measured. Second, firms must provide teleworkers with the proper tools. Next, firms must ensure clear paths of communication and access to firm information. Finally, and most importantly, trust ensures there is a healthy environment in the firm. If management cannot trust the teleworker to do her job, the arrangement will not be a good fit for the firm (Bigley, 2005).

Are law firms ready for flexible schedules and/or telecommuting? Well, of course, they are!



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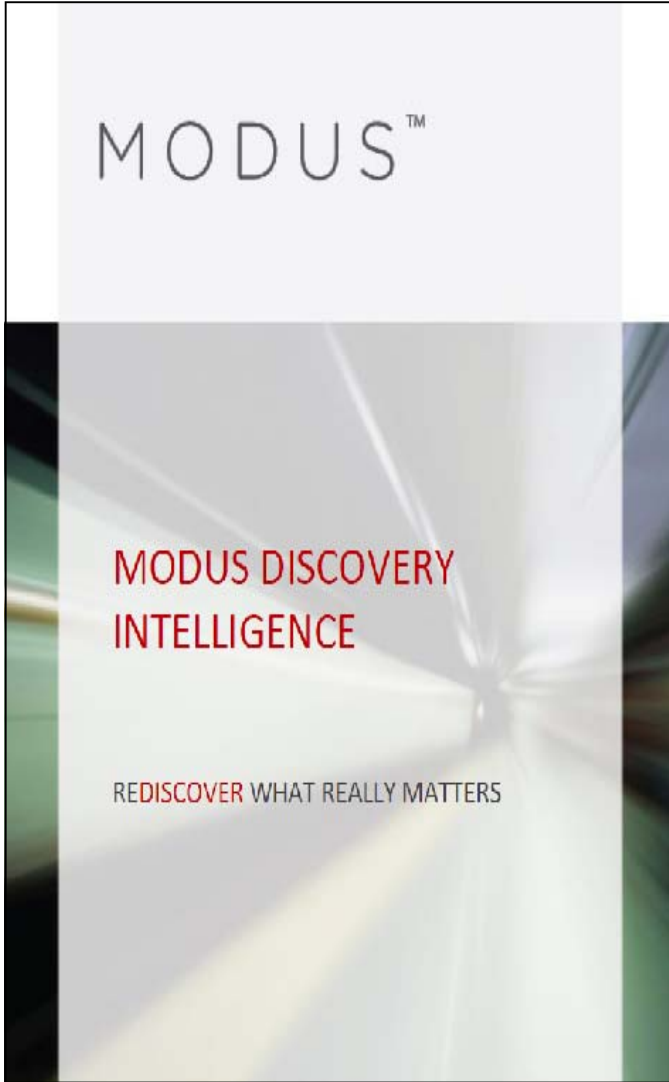
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## ATTENTION

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.

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*SUCCESS! Our Networking After Hours event was a huge success. Thank you to all of our valued Business Partners that attended this new event. We appreciated the new way of interacting with you, and we hope you liked it too. The benefits of this event help to provide educational opportunities for our members, which is greatly appreciated. Here are some highlights from this years' cocktail hour.*





**To Blog  
or Not to  
Blog**

*By: Marc C. Sanchez, J.D.*



# To Blog or Not to Blog

Perhaps, the two scariest words in the legal profession today are, “Start blogging.”

*By: Marc C. Sanchez, J.D.*

The legal blog can strike fear into the hearts of seasoned partners, associates and support staff alike. When I provide workshops or trainings, I can easily sense this fear. Crossed arms, busily typing into a Blackberry or grimaced stares are not unusual. Common complaints include, “I don’t have time” or “blogging is a waste of time,” and still from others, “I don’t get technology or social media.”

In the next few paragraphs I hope to remove those obstacles and get you started blogging. Let me begin by telling you how blogging serves my practice. I’m a solo practitioner; daily I manage firm administration along with billable work. I empathize with a busy schedule, but still I daily blog. The time I spend blogging is among the most valuable in my day. Over the past two years of blogging, my practice grew from two clients in one state to a busy international practice, with invitations to present at conferences, along with articles and citations in well-regarded publications, like the Washington Post. All of this from blogging, all of it while completing billable work and firm administration. There is always time to blog!

## **Blogging is Quick**

Blogging is as quick as reading the morning’s headlines. Blogging takes time at first – everything comes with a learning curve – but it becomes easier, faster and seamless as you make it a habit. The best tip I can give to make blogging easy is to find a niche. I practice in medical device and food law, and my blog “Food Court” breaks down topics into four subcategories. This makes blogging much more approachable. Every morning I read the day’s headlines from industry sources and the FDA and USDA. Headlines are then captured into a short blog. I’ve taken something I already do to serve my clients – reading industry and agency news – and turned it into a resource. It takes only an additional ten or fifteen minutes.

It’s also important to set a blogging schedule. This is a great way to keep you committed and build the habit. It also sets an expectation from readers that your blog will be a go-to and updated resource. For example, you could commit to two short posts a week and one longer post. Stick to your schedule to keep readers engaged.

## **Blogging is Not Legal Writing**

The biggest misconception about legal blogs is that the blogs are legal writing. Blogs are not a brief, memo, contract or any other form of legal writing. Approaching blogging as a professional, yet casual, style of writing makes the process less time-intensive. As with any good writing, know your audience – but write in an editorial style. It’s also ok to write a blog for attorneys, but still avoid legal writing. Attorney-oriented blogs are great because they help other attorneys who need a subject

*Continued on next page...*

# To Blog (Cont.)

matter expert or a colleague to whom to refer a client when they can't take a matter. Also, keep your blog post short. We all read blogs, and I know that I appreciate blog posts that are short and to the point.

As part of developing a blog, don't be afraid to use others' work. When I'm in a hurry, I will post a blog that summarizes an article or news story in a paragraph, then copy and cite the source into the post. Other bloggers will also appreciate reposting or invitations to write for your blog. For example, I will repost and invite writing from bloggers who work with financing medical device start-ups. It not only helps me generate content, but also builds relationships with potential referral sources.

## **The Value in Blogging**

Any legal practice depends upon recommendations and referrals. A recent study found that over 70% of participants made a purchasing decision based on positive anonymous reviews or recommendations. How many of us rely on reviews on Amazon or Google maps before deciding what to buy or where to eat? Finding and hiring a lawyer is no different.

Blogging helps with recommendations and referrals in two ways. The first is it positions you as an expert. Clients look for a lawyer who understands the nuances of their business, case or field. Blogging is a way to demonstrate your knowledge and expertise. It gives confidence to clients to hire you and to others to recommend you. A 2012 In-House Counsel Management survey found that in-house counsel and management read legal blogs more than any other source, and said it influenced their decision on whether to hire a firm. You've taken the time to build knowledge in a particular area of law; blogging is simply a dynamic way of broadcasting that expertise.

For associates, blogging is also a means of becoming an expert. Blogging will immerse you in current issues, regulations and statutory changes, and leading cases. Taking the time to read this material and blog about it will make you an expert in and outside of your firm.

Second, blogging increases your visibility. Clients are not only busy, but also increasingly accustomed to using social media and the Internet to read their news and information. Features like an RSS feed can bring busy managers and executives all the news they are interested in with little effort. If you think about how a potential client might find you, it's easier for them to ask a friend or to search on social media. If you are consistently blogging, you are higher up in search results or more likely connected with a reader. Nearly all my clients now come from someone who reads my blog or a referral by someone who does.

I will end by saying that, not only is blogging a great business development tool, it can also be a lot of fun. Since I began blogging, I've engaged more with my audience and explored my field in a

*Continued on next page...*

# To Blog (Cont.)

way that my practice doesn't allow me to. When else would I have an excuse to write about Dr. Oz's warning about arsenic in apple juice? Blog posts like that help me connect with readers and give my practice personality that a static website simply can't offer. I hope these quick tips will get you started. As you delve deeper and take on the challenge, there are other tips – like a separate Web domain for your blog, podcasting and using images in posts – that can enrich your blogging.

*Marc C. Sanchez is an attorney, regulatory consultant and avid blogger. Marc received his J.D. from Lewis and Clark Law in Portland, and has a Masters in International Communication and Policy from Valparaiso University. Marc is well-versed in building a practice through social media, as he has grown his solo practice in large part through his blogging, presence on Twitter, and expertise in use of social media.*



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# January 2016

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11	12	13 Business Meeting: Stephen King, Ergonomics	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

# February 2016

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6
7	8	9 Recruitment Event: Paula Barnes	10 Business Meeting: Paula Barnes	11	12	13
14	15	16	17	18 Human Resource Conference— Orlando, FL	19 Human Resource Conference— Orlando, FL	20 Human Resource Conference— Orlando, FL
21	22	23	24 Bonnie's Birthday	25	26	27
28	29 LEAP DAY!					



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# March 2016

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
			Business Meeting: TBA			
13	14	15	16	17	18	19
20	21	22	23	24	25 !	26
27	28	29	30	31		

# April 2016

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

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**RULES OF ENGAGEMENT**

*By: Janie Warner, MS-HRM*



# Rules of Engagement

While attending the recent SHRM conference in Las Vegas, I was interested in the number of topics that seem to revolve around “Employee Engagement.” It is evident that, as a profession, Human Resources has become re-focused on not just filling positions, but trying to tap into the emotional aspect of employment we now call engagement. *By: Janie Warner, MS-HRM*

In the past, “Rules of Engagement” has been the play-book for war. Of course, there have always been laws of war: those agreements among combatants of how military actions will proceed; what is off limits and what is allowed; and “rules of engagement” that dictate the way they initiate battle. While HR professionals would never want to equate employment issues with war (okay, MOST wouldn’t), it’s an interesting concept that engagement has a background in conflict.

In many ways, employee engagement is about setting rules outlining how the “game” of employment will be played. But it goes beyond that. Several “rules” come to mind when looking at the concept of engagement – some even before the applicant is hired.

**RULE 1:** Measuring desire for engagement. It is a challenge to determine “fit” for any individual into not only a position, but within the organizational culture. Often clues can be found in the resume; more often in a behavioral interview. Ask questions that help you determine how seriously the candidate wants to be grafted into the new company. Through the interview process, ask questions that give you clues on what type of management style the applicant responds well to and those to which they respond adversely.

**RULE 2:** Talk specifically before the hire about the need to engage. Many times when hiring, the HR professional presumes an employee wants to work there and must, by default, want to be engaged with the organization. This is not necessarily so. Setting up the expectation before a job offer is even made, will pave the way toward an understanding of how engagement is defined in the new organization and how vital the employee’s role is in tapping into that engagement process.

**RULE 3:** Outlining the “Rules of Battle.” Often overlooked in the on-boarding (i.e. orientation) process is the importance of reviewing the rules. You know – those do’s and don’ts covered in the Employee Handbook. We’re not even aware that we are teaching the new employee the true rules of combat! We outline the behaviors that keep one in good stead, as well as those that get employees in trouble. We tell them whom to call when there is an issue and what their responsibility is within the processes. A truly engaged employee generally has a desire to know (and follow) the rules. The disengaged worker is not overly concerned with the rules and may often flaunt them. Be on the lookout for these! Clearly and concisely explain why the rules are important and how exactly these policies relate to the overall mission of the organization and their place within the mission.

*Continued on next page...*

# Rules (cont.)

**RULE 4:** Following onto Rule 3, Rule 4 seeks to engage the employee by making them a stakeholder rather than an employee. A great book for any employer is “Why Employees Are Always a Bad Idea” by Chuck Blakeman (Crankset Publishing, 2014). It makes the case for transforming an organization from an “Us vs. Them” mentality to one of inclusion and empowerment. It all hinges on the ability of the organization to actively engage the hearts, minds, and hands of the individual to become a business partner, not just an employee who shows up, does the minimum, and collects a paycheck. In war, soldiers make a written commitment to fight toward the achievement of the Mission. They, in fact, pledge their lives to the cause. Employers do not need that level of commitment (hopefully), but they do need a commitment level that the employee will not work against the mission. Neutrality is better than sabotage, but ultimately, engagement is key.

**RULE 5:** Maybe the most important, Rule 5 reminds us that, in all battles, it is vital that the soldier have the proper equipment to complete the Mission. Even actively engaged employees will

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## Rules (cont.)

become discouraged when they do not have the proper tools to do their job well. “Work arounds” are okay on a temporary basis, but constantly having to work around outdated or ill-suited software, equipment, or even furniture can be a drain on engagement. Nip it in the bud by providing the best, and expect that these tools are used to the maximum advantage.

Is it easy to garner engagement from every employee? No! Absolutely not! But, often, going back to basics is the best way to jump start the process. As the saying goes, “it ain’t rocket surgery.” It’s really something much more important.

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# Business Partner Profile:

## Josh Earnhart, Business World

**Tell us about your background, where you grew up and then transition into your career.** I was born in Little Rock, Arkansas and my days began growing up in Levy, where my dad was and still considers himself a “Levy Rat.” I am an only child and have two of the greatest parents that I could have ever asked for, Bubba and Peggy Earnhart.

I grew up attending school in several of the public schools in town until 7th grade, at which point I transferred over to Central Arkansas Christian School. I graduated from CAC in 1997 and headed up to northwest Arkansas, where I began my college education at the University of Arkansas. In 2001, I graduated with a BS in Marketing Management. I knew that I had a knack for meeting new people and an inner drive to be successful. This ability is what led me to my career in office technology sales and, eventually, to my current position as Sales Manager of Business World, Inc. (BWI).

In the past two years, I have learned a lot about myself. I have learned that management wears a much different hat than sales, and I now have a much bigger responsibility than just myself. I have a team to help push and motivate in order to hit the goals that our company has set. I love helping others to become successful and accomplish their goals. Most of all, I have learned that being a leader, whether in my career or in my life, is something that I was born to do.

**Give us some background history about your company. What your company’s mission is? What makes your company unique? Why should ALA members select your company over your competition? Provide your contact information.** Business World, Inc. is a local office technology company based in Little Rock, with additional offices in Jonesboro and Stillwater, Oklahoma. The owner of BWI, Jerry Carlisle, started the company in 1977 servicing copiers out of his garage and built the company into the office technology leader that we are today.

Our mission statement is, “We are Business World. We have a passion for integrity and excellence in everything we do. Our employees are driven to create intensely loyal customers by offering New Ideas and New Solutions. As a result, we provide a quality standard of living for our employees which inspires them to provide superior service to our customers.”

Business World is the most unique office technology company in Arkansas. We are not your typical “copier company.” We not only offer multifunctional copiers and printers, but we also offer Managed IT Services, Document Management Solutions, Cost Recovery Solutions, Interactive Display Systems, Disaster Recovery Solutions, and even water and coffee services through our sister company AquaJava. Most companies have 6, 7, 8, maybe even 9 different vendors that handle all of these different services, however Business World is the company that can handle all of those services under one roof. “One Company. One Solution.” Business World also simplifies the invoices for all of

# BP Profile (cont.)

these services, having those invoices created and sent under one roof as well. As you can see, Business World, Inc. is truly unique.

ALA members should choose to partner with Business World, not just for the fact of how unique we are, but also because of our one of a kind service department. Our service department has an incredible tenure at an average of seventeen years. That is extremely uncommon in our industry and invaluable! We also partner with many law firms in Central Arkansas, including The Friday Firm, QGTB Law Firm, and WLJ Law Firm, just to name a few. We would love to have the opportunity to lower your law firm's overall operating expenses and become more efficient through the office technology and services that we offer. Please give us a shot!

**Business World, Inc.**  
**Josh Earnhart/Sales Manager**  
**920 South Spring Street**  
**Little Rock, AR 72201**  
**[www.businessworld-usa.com](http://www.businessworld-usa.com)**

**How did you begin your career?** After graduating from the University of Arkansas in 2001 and a brief stint at CMI (Claims Management, Inc.) in Rogers, I was approached by a friend of mine about getting into the sales industry, in particular office technology sales. I knew that this was my opportunity to use my two best features: my genuine desire to meet as many new people as I possibly could and my inner drive to be successful. After a year and a half of working at an office technology company in Fayetteville, I had a great opportunity to move back home to Little Rock and continue my career as a sales representative for another company in the industry. My tenure at this company was nine and a half years, and I had worked my way up to the major account representative for my department by the time another opportunity found me in 2013. That opportunity was in the form of management. I was offered the position of Sales Manager at Business World, Inc. Always interested in challenging myself and reaching higher goals, I took the job. I've never looked back.

**What are your main responsibilities?** I am responsible for the sales department of Business World, Inc., making sure that we are moving forward and achieving new goals, and developing our sales representatives into the most productive in our industry. I am also responsible for creating strategies that will help our team succeed in the field and gain new business.

**Tell us about the work accomplishment you are most proud of.** As a sales representative for eleven years of my career, I am most proud of being named Sales Representative of the Year and selling over one million in revenue twice within three years. Utilizing my marketing management degree, I am most proud of creating our company's Site Seller, which is a brochure that provides an overview of Business World, Inc. and the products and services that we offer. It was my first, real

# BP Profile (cont.)

attempt at creating a marketing piece that our team can use in the field when meeting with clients. I feel that it really emphasizes the fact that we are so unique. 95% of the clients that have seen our Site Seller are in awe at the amount of products and services that we offer under one roof. I am very proud of that.

**What trends or areas of focus do you see that are important to your clients?** In our industry, the most important trends are cost recovery solutions and cloud-based solutions. With regard to cost recovery, we really push PaperCut, a very cost-effective solution that answers the “Who?, What?, When?, Where? and How?” questions of copying, printing, faxing, and scanning. PaperCut allows the user to take advantage of “FindMe Print,” which is a feature that gives the user the ability to send a print job to the print server and retrieve that print job on any printer on the network, using authentication either at the device panel itself or with a proximity card. PaperCut also allows the administrator to set up rules, including job rerouting, which will send print jobs over a certain limit to the most cost effective printer.

The cloud-based technology that we push here at Business World is Ricoh ICE (Integrated Cloud Environment) and Sharp CPO (Cloud Portal Office). Both of these cloud-based solutions are similar. They are brand specific, depending on which copier device you have. They allow the user to utilize the MFP as a portal to the cloud and scan in any documents directly to cloud based apps, such as Box, Evernote, Dropbox, Google Drive, etc. This gives the user the ability to access documents from anywhere in the world at any time of the day!

**How would your employees/staff describe you?** My staff would describe me as a dedicated, tenacious person that will do whatever it takes to create intensely loyal customers. Helping others is a passion of mine and what I truly enjoy. I believe they would also describe me as a “kid at heart” kind of person. I’m at a point in my life where I live one day at a time and enjoy every day for what it is.

**What is the best professional advice you ever received?** To listen more than I speak.

**What is the most interesting job you ever had?** When I was in high school, I worked at New York Bagel Café. I was having the time of my life and worked with a great group of people. I had the opportunity to make sandwiches for many different clients, but my favorite part was trying all of the food myself. The Brooklyn Bomber on a Spinach and Cheese Bagel and the Lox and Cream Cheese on an Everything Bagel were the best!

**What do you like best about your career?** Meeting new people all of the time and helping them develop strategies to lower their overall operating expenses and make their company more efficient.

# BP Profile (cont.)

**If you weren't a Sales Manager, what would you do?** If I was good enough, I'd be a professional golfer.

**What is the hardest situation you have had to deal with in your career?** Telling a client that I forgot to add a specific accessory to their proposal, but due to the great relationship I had built with them, they allowed me to add the accessory to the proposal after the fact and still charge them appropriately.

**Tell us about your family or your personal life.** I have been married for six years to an amazing woman, Traci Earnhart. We met on a blind date at The Faded Rose over ten years ago. We have two little girls, Rose, who is two years old, and Ruby, seven months old. They are my world. We also have a cat named Clark. I am an only child and my parents are Bubba and Peggy Earnhart of North Little Rock.

**What are your outside activities?** I am very involved with my church, First Assembly of God NLR. I also love to spend time with my family, play golf, travel, and go to the movies.

**Are there charitable entities that you are involved with or that you feel strongly about?** Business World sponsors many charities throughout the year including Easter Seals of Arkansas, Ronald McDonald House Charities, and Pathfinder Inc., just to name a few.

**What do you enjoy most about your affiliation with ALA?** I enjoy the opportunity to be involved with many of the best legal firms in the state. As a platinum sponsor, Business World knows the importance of our relationship with ALA. The annual vendor after-hours event is also another great perk.

**How has your involvement in ALA benefitted you/your company?** Our involvement with ALA has allowed Business World to use that status as a reference to get our foot in the door at many of the law firms in Central Arkansas. Along with the great legal firms with whom we partner, our involvement in ALA allows us an easier path to getting appointments with new clients.

**My friends describe me as...**A fun, outgoing guy that loves everything about life.

**Someone I really admire is...**Harrison Ford. I admire his dedication to acting and the stories that he tells us through cinema. He is also my favorite actor and in many of my favorite movies of all time, including the Star Wars and Indiana Jones series.

**My favorite quote is...**Get busy living, or get busy dying. – Andy Dufresne, The Shawshank Redemption

**My favorite book is...**The Bible.

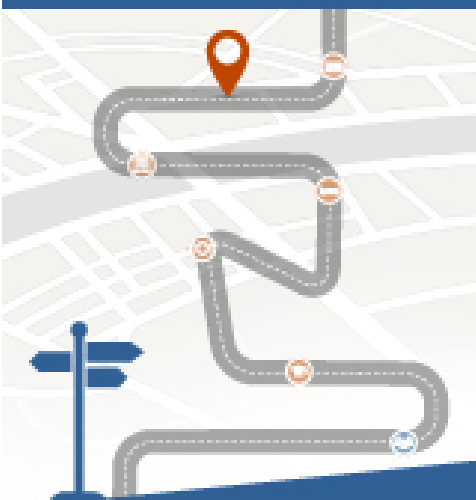


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**My favorite musical artist is...** Hillsong United.

**What is your favorite word?** Yes.

**What is a word you dislike?** No.

**A sound or noise I love is...** My daughters' voices.

**A sound or noise I hate is...** My daughters' crying.

**My favorite trivia fact is...** The rainbow is a promise from God to never destroy the earth with a flood ever again.

**Outside of my family, my most treasured belonging is...** My Star Wars Lightsaber.

**My favorite daydream or fantasy is...** Living in Italy or living on a beach overlooking the ocean somewhere.

**My favorite movies are...** The Star Wars Series, The Indiana Jones Series, The Shawshank Redemption, Caddyshack, The Harry Potter Series, All of the Marvel movies, The Dark Knight Series, The Lord of the Rings Series, and all of the James Bond Series.





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