

# The *Legal* Link

Arkansas Chapter News

Association of Legal Administrators

April 2009

## FROM YOUR CHAPTER PRESIDENT,



### Julia Strickland...

On a recent sunny afternoon, I looked out my window and noticed vibrant yellow daffodils growing in my yard. As I admired the loveliness of these flowers, I remembered the hard work that I put into planting the bulbs. The process began months before the daffodil revealed its true beauty. The careful planning of their placement in the beds, the tedious digging of 6-inch holes, and the dutiful watering of the leaves as they sprouted from the ground were necessary steps to achieve this magnificent gift from nature. Few plants are as adaptable and reliable as the daffodil.

In transitioning to the role of President of the Arkansas ALA chapter, I am reminded how similar this organization is to the daffodil flower. Members of this chapter spend many hours planning and dedicating their time and money fulfilling roles within this group of legal administrators. While immediate results aren't always evident, we persevere for greatness, that beauty that we create through our hard work and determination. We are an organization that is adaptable to change and reliable to those around us.

As we observe the daffodils blooming around us this spring, let it be a reminder of what we have achieved thus far for our chapter, particularly in the last year under Angelia Hadden's unparalleled guidance. I sincerely hope that as your President, my "green thumb" will help this organization continue to grow and remain a thing of beauty we can always be proud of.

Julia



*Skyline view of Little Rock, Arkansas*



### *ALA Arkansas Chapter-March Meeting*

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

**When:** April 8, 2009

**Lunch:** 11:30 a.m.

**Meeting:** 12:00 Noon

**Topic:** Record Retention

**Speakers:** Todd Newton  
Mitchell, Williams Selig, Gates &  
Woodyard



*Note: Validated parking in the Regions Bank Building parking deck.*



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### ALA Mission Statement

The Association of Legal Administrators' mission is to improve the quality of management in legal services organizations; promote and enhance the competence and professionalism of legal administrators and all members of the management team; and represent professional legal management and managers to the legal community and to the community at large.

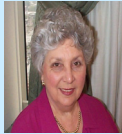
April 2008– March 2009

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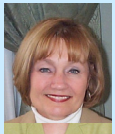
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appreciates the support of our vendor sponsors.**

Silver Partnership opportunities are still available.

Please contact Bonnie Vickery at [bvickery@mwsqw.com](mailto:bvickery@mwsqw.com) for more information on how  
your company can benefit from partnering with our chapter.

## COME JOIN US!

*Membership in Association of Legal Administrators offers opportunities for:*

*\*Knowledge sharing and networking opportunities (locally, regionally, nationally and internationally)*

*\*Professional recognition*

*\*Chapter and leadership support (substantive educational tools, idea exchanges and workshops to educate chapter leaders)*

*\*and a whole host of resources and opportunities for professional development*

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



We value your comments/suggestions and even your submissions! This is your newsletter! If you would like to make a suggestion that would enhance the newsletter or would be willing to write an article for the newsletter, please e-mail Mary Coney, Newsletter Editor at [mary.coney@arkansas.gov](mailto:mary.coney@arkansas.gov). The Legal Link editorial team consists of Pat Campbell and Julia Strickland. Clip art located in this newsletter is furnished by [www.fotosearch.com](http://www.fotosearch.com).

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## April 2009 Calendar

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ALA — The April Program will be on Record Retention Policies. Our speaker will be Todd Newton, an attorney with the Mitchell firm. Todd is a former Assistant U.S. Attorney and prosecuted a variety of criminal cases involving computer crimes, public corruption and asset forfeiture. You won't want to miss this presentation.

*Mark Your Calendars!*

### Region 4 Educational Conference

October 2-3, 2009

Crowne Plaza Riverwalk Hotel

San Antonio, TX

Click [here](#) to register!



**38th Annual**  
Educational Conference  
and Exposition  
May 18-21, 2009  
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Check out other upcoming ALA events anytime at  
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*Thanks for the opportunity  
to be a part of ALA!*

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## ALA PROFILE OF THE MONTH

Our ALA profile of the month is...

### GINA RICHBURG



**ALA Position:** Director

**Firm and Title:** Executive Manager of Wilson & Associates, P.L.L.C.

**Family:** Married to Scott for 17 years. Two children, Shelby (15) and Colby (13).

**The thing I like best about being a legal administrator is:** The daily challenges of working on different issues.

**The hardest situation I have had to deal with was:** Having to let someone go that I considered a friend. Fortunately, as with everything time heals and the person is much happier at their new job.



**Why you like being a member of ALA is.** I enjoy getting to know everyone. I am particularly fond of the sub-committee work. We had a great time in 08 having lunch and

planning our event. There are members in our group than can really have a good gime and I am glad to be a part of the fun!

**The best advice I've received from a fellow legal administrator is:** I feel like I learn something all the time so it is really difficult to pick just one.

**When I'm not at work, I like to:** Be a Mom.

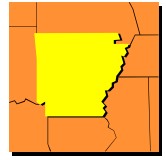
**My plans for the next 10 years include:** I spend my time watching my daughter play basketball, soccer, and volleyball and my son play football and baseball.

Gina



## WHAT'S NEW???

### From Around the State...



### The Arkansas Chapter announces its 2009-10 Board of Directors:

<b>President:</b>	Julia Strickland
<b>President-Elect:</b>	Bev Eberle
<b>Vice President:</b>	Nancy Collins
<b>Treasurer:</b>	Carol Minor
<b>Secretary:</b>	Bonnie Vickery
<b>Director:</b>	Kathy Cagle
<b>Director:</b>	Gina Richburg

The following members will serve as Chairs of committees:

<b>Advertising:</b>	Bonnie Vickery
<b>Bar Liaison:</b>	Carolyn Owen
<b>Benefits/Compensation:</b>	Bonnie Vickery
<b>Community:</b>	Mary Coney/Donna Blacklaw
<b>Education:</b>	Nancy Collins
<b>Fundraising:</b>	Bev Eberle
<b>Membership:</b>	Angelia Hadden
<b>Newsletter:</b>	Mary Coney
<b>Roster/Hospitality:</b>	Kathy Cagle
<b>Vendor Relations:</b>	Gina Richburg/Kathy Cagle
<b>Webmaster:</b>	Paul Soulsby

### *Congratulations to Carol Minor!*

Carol is the winner of a \$2,500 scholarship to the ALA national convention in Seattle this May. This scholarship is the first to be awarded under the chapter's new scholarship guidelines. Stay tuned for more opportunities for other members to win financial assistance money for ALA conventions!

Check out our state's ALA website anytime at [www.arkansasala.com](http://www.arkansasala.com)!

### And Around the Globe....

Association of Legal Administrators to  
Hold its 38th Annual Educational  
Conference and Exposition in  
New Orleans, May 18-21



### **"Get Jazzed"...**Celebrate Knowledge, Spirit, and Success

This year's conference is taking place in New Orleans, a city known for its Southern hospitality and charm, Spanish-inspired architecture, diverse culture, award-winning restaurants, soulful jazz and blues, and festive atmosphere.

Don't miss out! Join us for what promises to be an unsurpassed educational experience...and **"Get Jazzed!"**

## TAKE 10 FOR TRAINING

### Question of the Month

From the Legal Management Resource Center (LMRC)  
Each month, ALA will post a commonly asked question in the industry. A short summary of the answer will be provided, along with links to content in the Legal Management Resource Center (LMRC) where you will find many resources that will address the question posed. Please contact [jdouglas@alanet.org](mailto:jdouglas@alanet.org) with a question you have for LMRC Question of the Month.

#### Question:

**I need to respond to a Request for Proposal (RFP). What resources can guide me with this and other forms of marketing development?**

Click [here](#) for the answer!



*Special Note: ALA members have free access to the ALA Reference Desk. Send questions on legal management to [infocentral@alanet.org](mailto:infocentral@alanet.org). Staff will conduct personal research on each question.*

### Question of the month

**How do you put an elephant in the refrigerator?**



You open the refrigerator door and place the elephant in the refrigerator and close the door.



## 13.5 Steps to a Successful RFP Response

By: Felice C. Wagner  
The Sugarcrest Report

With the widespread use of formal procedures to help corporate law departments evaluate and select outside counsel, the pressure to successfully respond to requests for proposals ("RFPs") and win beauty contests has never been greater.

Click [here](#) for some winning secrets.

## DIVERSITY CORNER



### 7 Reasons Why Law Firm Diversity Initiatives Fail

By: Jatrine Bentsi-Enchill

Many law firms understand the importance of building a diverse workforce. The changing demographics within the United States have signaled to firms that diversity is an important goal that will affect the firm's viability and ultimately the bottom line.

To read this article in its entirety, click [here](#).

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*"I CALL FLYNN LEGAL FOR EVERYTHING FROM  
DEPOSITIONS TO TRIAL NOTEBOOKS...AND THEY GET IT  
RIGHT EVERY TIME..." RAMONA BOYCE, PARALEGAL*



## Mastering time (Time Management)

April 22, 2009

11 a.m. – 1 p.m. Pacific | 12 noon - 2 p.m. Mountain | 1 - 3 p.m. Central | 2 - 4 p.m. Eastern

Does time ever slip through your hands? For many of us, our days in the office can quickly become out of control: a secretary calls in sick in the middle of a trial; a paralegal quits to move to another firm; a natural disaster disrupts the entire firm. Where do you start to get a handle on your daily life so that you can be prepared for the big issues?

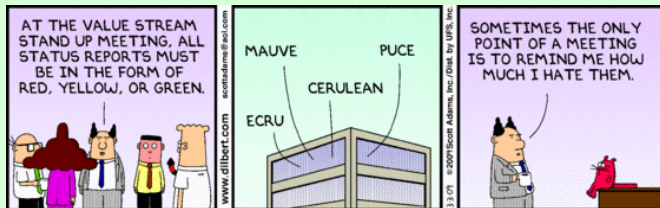
Join this teleseminar to get a step-by-step approach to getting organized. Meg Spencer Dixon's strength comes from her own experience as a law firm associate, one of many new lawyers who work long hours and weekends to try to stay abreast of assignments. Dixon presents some of the time-honored management tools as they relate to legal practice. Attendees to this program should be able to:

- Craft your own goals—for work, and perhaps, more importantly, for life
- Apply those goals and use them as a blueprint for organizing your time
- Keep your desk clutter-free, and effectively manage telephone and e-mail Messages
- Efficiently manage multiple tasks and projects

Contact: [Rosemary Shiels](#), ALA Headquarters







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## CERTIFIED LEGAL MANAGER (CLM)



ALA promotes the legal management profession. Sets and educates members to high levels of practice, to provide a professional journal of some type, and facilitates social contact/networking.

ALA is a leader in the areas of networking and publications. ALA concentrates on ways to enhance the profession and increase the competency level of legal administrators as stated in ALA's mission.

To improve the quality of management in legal services organizations, promote and enhance the competency and professionalism of legal administrators and all members of the management team; and represent professional legal management and managers to the legal community and to the community at large.

Law firm administrators feel intense pressure to keep up with the demands of their jobs. This is reflected in heightened concern for quality education programs. Disseminating information through journals and conferences is important, but leading

Associations also must take an active role in assessing learner needs and designing programs that more fully support the Member.

ALA provides guidance and direction in the educational process through the CLM program by which an individual measures his or her ability to perform the job of legal administrator.

Becoming a Certified Legal Manager is strictly voluntary, and is open to all qualified legal administrators.





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