

# The Legal Link

Arkansas Chapter News

Association of Legal Administrators

June 2009

## FROM YOUR CHAPTER PRESIDENT,

Julia Strickland...



Days before the ALA annual conference in New Orleans, an email from 2008-09 President Wendy Rice-Isaacs invited me to a "Fireside Chat" with the past, current and future Presidents of ALA. What a fabulous opportunity to interact with these remarkable women who have given so much of their time to our association. But, at 8:00 a.m.? And a fire in the middle of May? I envisioned warming my toes next to Susan French Koran, 2009-10 President, wearing our robes and slippers while eating popcorn. Nevertheless, I was very curious about this chat.

Welcoming me through the door that morning was Wendy, Susan, and Rita Alli, 2010-11 President. As I scanned the room, I noticed a pool table, TV, muffins-food!, and gorgeous views of the Crescent City. There was no fire, but the friendliness of the attendees generated much warmth in the room. Everyone sat together in an informal setting and exchanged ideas about their chapters. The chat kicked off a wonderful week of education and networking geared to make our chapters better and therein, our members and their companies better. Carol Minor joined me as we experienced the association's premier conference event of the year. She and I look forward to sharing information from the annual conference with you. We hope to see you on June 10 at our own fireside chat. Slippers optional!

Julia



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*Skyline view of Little Rock, Arkansas*



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2006 Silver Level Chapter

### *ALA Arkansas Chapter-March Meeting*

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

**When:** June 10, 2009

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

**Meeting:** 12:00 Noon

**Topic:** Annual Conference  
Report

**Speakers:** Julia Strickland and Carol Minor

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



### 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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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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### Stay Connected for Less: Does Your Firm Need a Telecommunications Audit?

The cost of telecommunications services ranks among the top five expenses in most companies. So, given the economic downturn and its immense negative impact on law firms worldwide, it makes sense for firms to assess these expenditures in an effort to reduce them and boost their bottom lines.

[> Read More](#)



BY TAMI WANKOFF-BIGNESS

## Mark Your Cal-

### Region 4 Educational Conference

October 2-3, 2009

Crowne Plaza Riverwalk Hotel

San Antonio, TX

endars!

Click [here](#) to register!



## Business World

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

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## SHARP

## ALA HEADLINE OF THE MONTH

## WHAT'S NEW???

## In the Headlines



**ALA is On the Move...**  
with a new logo, tagline, and a new look for our business tools, marketing materials, publications, and Web site. The heart and soul of the re-branding effort is our Brand Promise to be

*Your connection  
to knowledge, resources and networking*

[Learn more](#) about ALA's new branding initiative

**ECLA in Chicago**  
Coming this November 2-4,  
ALA's Essential Competencies for Legal Administrators (ECLA) three-day program will be held in Chicago. The

## From Around the State...

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

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

The following members will serve as Chairs of committees:

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



ALA is pleased to offer its membership an opportunity to participate in an interactive Webinar on employee motivation during a session. This Webinar is produced by Kiplinger Washington Editors.

## Tuesday, June 30, 2009

(Please note this Webinar has moved from Tuesday, May 26)

Down But Not Out:

How to Motivate Your Employees in this Recession

1 - 2:30 p.m. ET / Noon - 1:30 p.m. CT / 11 a.m. - 12:30 p.m. MT / 10 - 11:30 a.m. PT

Employees are being asked to do more with less in the face of work hour reductions, pay cuts, or layoffs. How do you help your employees remain productive and your managers focused on growing your business? Learn how to respond quickly to declining motivation and plummeting morale with tips from Lee Innocenti, founder and Principal of Performance Strategies, d.

For one low price of \$189, register for a site license and open up your office or conference room to an unlimited number of your colleagues. Register today. If you can't attend, order a CD-ROM of the event.

This Webinar qualifies for 1.5 hours of Certified Legal Manager (CLM)<sup>SM</sup> credit in the management category of Human Resources (HR) for those seeking to fulfill the CLM application, and in the subject area of Organizational Development (OD) for CLM Recertification. More information on the CLM program.



Do you sometimes feel that e-mail is running your life? Has it taken control of your day, your night, your weekend? Regain control! Join the ALA Webinar on "Strategies for Digging out of the E-Mail Bog" on **June 17, 2009**. Explore good practices and technology features designed to enhance your e-mail productivity — not bog it down. This Webinar qualifies toward 1.5 hours of CLM<sup>SM</sup> credit in the Management Area of Self Management Skills for those seeking to fulfill the initial CLM application general requirements.

Webinars are a good way to stay abreast of legal management issues without having to travel or take much time out of the office. You can register one site (\$169) to participate in the program, and invite as many colleagues to join you as you wish. Each person is entitled to the speakers' handouts.

For more information and to register, go to <http://www.alanet.org/education/teleseminars/default.aspx>

The Webinar is scheduled for: 11:00 a.m. – 12:30 p.m. Pacific; 12:00 Noon – 1:30 p.m. Mountain; 1:00 – 2:30 Central; 2:00 – 3:30 Eastern

Rosemary Shiels



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## ARE YOU PREPARED FOR A SWINE FLU OUTBREAK?

The threat of serious, uncontrolled disease seems to be increasing. Don't panic, but take steps now to prepare for a possible health-related disruption of business, and update your firm's disaster recovery plan. Need help getting started? Review the free ALA Research Study, ["Preparing for and Responding to a Potential Widespread Disease Outbreak,"](#) for practical guidance and authoritative information to make the process easier. Need help on other issues? Send your questions to [Management Solutions](#) at [infocentral@alanet.org](mailto:infocentral@alanet.org) for a prompt, personalized response.





# HAPPY BIRTHDAY

## DONNA BLACKLAW

### JUNE 07



## Certified Legal Manager Certification Program

### got clm?

#### WHAT IS CERTIFICATION?

Certification is defined as a credentialing process by which a profession grants recognition to an individual who meets certain predetermined qualifications specified by that profession.

#### Why certification?

ALA's voluntary Certified Legal Manager (CLM) program was developed in order to provide legal administrators with an opportunity to demonstrate a command of the core areas of knowledge identified as essential to the effective performance of a principal administrator. CLMs are recognized as administrators who have met the work experience requirement, displayed a commitment to continuing education and passed a comprehensive examination.

#### What does competency mean?

In 1995 and again in 2000, ALA conducted the Competency-Based Education Job and Needs Analysis. Through this extensive research project, ALA investigated the job of a legal administrator and identified the body of knowledge needed to perform the job successfully. The project was executed to establish guidelines for the development of the educational programs and the certification program offered by ALA. The study provided information that helps answer questions such as what administrators do and what they need to know to accomplish their jobs.

#### How does becoming certified benefit me?

Certification ensures recognition of your expertise, and assists you in your development and self-improvement by identifying a body of knowledge and establishing professional standards. In addition, certification helps junior-level professionals gain top-level management approval, while enabling senior practitioners to remain current in the field and improve their performance and proficiency.

#### How does this benefit my employer/organization?

Certification serves as an aid for recruitment, provides a way to encourage and improve job performance for its employees, and acknowledges training and development of those who are certified.

#### What must I do to become certified?

To become certified, ALA members or nonmembers must meet the eligibility requirements and pass the certification examination given by the Association of Legal Administrators. Legal administrators in Canada and other countries are eligible to become certified, but must realize that major portions of the examination are based on U.S. federal law.

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## Going Green

## Makes Me Go Blue

BY: *Julia Strickland*

A recent article in the April 2009 Law Technology News publication perked my interest. The piece is titled, "All Hands Aboard" by Sheila Slocum Hollis and describes the American Bar Association's challenge to law firms around the country to reduce their carbon footprint. Those law firms committing to make a difference and follow best practices would be recognized on the ABA's website. We all know the importance of "Going Green" and I've had several attorneys recommend that we start specific practices in that direction. So, when this article crossed my desk, I thought it was a great place to start.

Under the American Bar Association-Environmental Protection Agency Law Office Challenge, a law firm must commit to following two out of three options for reducing paper waste in order to qualify as a "Law Firm Climate Challenge Partner." These best practices options are:

- Purchase office paper with at least 30% recycled content
- Recycle discarded office paper
- Use double-sided copying and printing at least for drafts and internal documents



Although the ABA will recognize law firms for simply adopting the best practices above, they are also encouraged to participate in the Waste Wise program. To do so, a law firm must file an annual report to quantify their reduction in paper usage and waste. For its efforts, the law firm will be recognized by the ABA as a "Law Office Climate Challenge Leader" and a "Waste Wise Partner."

This program sounded simple and my law firm could be considered a *Leader* and a *Partner* in the "Going Green" effort. My excitement was building. We can do this! I printed the forms (which seemed ironic since I was reading about *reducing* paper waste) and began reading the details behind the best practices options of the ABA-EPA's Law Office Climate Challenge.

Challenge #1: Purchase office paper with at least 30% recycled content. The ABA requests that you assure 90% of all types of copier, printer, letterhead, and bond paper, as well as business and manila envelopes purchased have at least 30% post-consumer recycled content. In fact, the ABA recommends that you adopt a policy that 100% of your purchases unable to commit to purchasing 90% of our products with 30% post-consumer content, we will continue to monitor prices on these items.

Challenge #2: Recycle discarded office paper. We do this already! And we have done this for a long time. This challenge appears to be a slam-dunk. But to be a Climate Challenge Partner, you must commit to recycling 90% of your paper and envelopes. Once again, our costs are projected to rise as the weight of our recycling bins becomes heavier with the increase in use.

Challenge #3: Use double-sided copying and printing at least for drafts and internal documents. Fortunately, our copiers have this capability and can produce double-sided documents at the push of a button. However, to achieve this best practice, the ABA recommends establishing a policy of double-sided printing and copying for drafts and internal documents. They also recommend setting the default mode of your copiers to double-sided. Policy? Double-sided default mode? That's an early Sunday morning call from an angry attorney waiting to happen. I can envision an attorney trying to make a few copies for a client and can't figure out how to change the copier to single-sided. For now, we are choosing to condition our employees toward producing double-sided documents. We aren't ready to jump into the waters head first on this one by setting policy and default modes.

At this point, my excitement has waned and I'm disappointed we can't do more for our environment and in particular, apply to be a Climate Challenge Partner, much less a Leader. But, the exercise did create cost savings opportunities with our office products and we did learn what we need to strive for. Hopefully, with some practice, we will move our law firm along in a positive direction in this environmentally-aware phase within our country. These steps, albeit small ones, will add up to produce the culture change we need to make a meaningful difference in our world.

I encourage each of you to check out the article mentioned [here](#). And who knows, whether your firm becomes a Partner, a Leader, or just more enlightened than they were before, you have taken the first step in "Going Green." And, after all, that's the best way to "beat the blues."



## CLM COMPETENCY QUESTIONS



See if you can answer these sample questions from the CLM exam.

1. Under the Consolidated Omnibus Budget Reconciliation Act of 1986 (COBRA), which of the following is a qualifying event for coverage?
  - a. Loss of employment due to gross misconduct
  - b. Loss of full-time student status
  - c. Attainment of age 21
  - d. Attainment of age 65
  
2. An equipment acquisition is necessary. The lawyers would like to find a financing method that would limit the liability of the partners as a group, provide minimal interest cost to the law office, and be easy to administer. Which financing method satisfies these criteria most effectively?
  - a. Leasing
  - b. Short-term line-of-credit borrowing
  - c. Long-term borrowing
  - d. Equity financing
  
3. What characterizes the life cycle of building facilities management?
  - a. "ABCD" (acquire, budget, control, and discard).
  - b. Construction, occupancy, and departure.
  - c. Repair and maintenance.
  - d. Planning, acquisition, operations/maintenance, and disposition.



Answers:

1. b
2. d
3. d