

The *Legal* Link

Arkansas Chapter News

Association of Legal Administrators

March 2009

FROM YOUR CHAPTER PRESIDENT,

Angelia Hadden...



Dear ALA Members:

This year has really flown! I want to take this opportunity to thank you for allowing me to serve as your president this year. I have learned a great deal from attending the national and regional meetings and from you. Thank you for all of your hard work and support on our projects to raise money for scholarships. You are phenomenal!

At our April meeting I will pass the gavel to Julia Strickland, and our 2009 officers and committee chairs will assume their new roles. I look forward to working with all of you to have another great year and to continue our efforts to grow our chapter and provide opportunities for our members to learn and develop personally and as legal administrators.

Angelia



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: March 11, 2009

Lunch: 11:30 a.m.

Meeting: 12:00 Noon

Topic: New Labor Law
Changes in 2009

Speakers: Russell Gunter, Director
Cross, Gunter, Witherspoon & Galchus

*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

April 2008– March 2009 Officers/Directors

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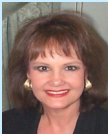
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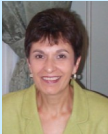
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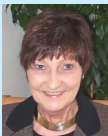
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appreciates the support of our vendor sponsors.**

Silver Partnership opportunities are still available.

Please contact Bonnie Vickery at bvickery@mwsqw.com 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.



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 Julia Strickland, Newsletter Editor at jstrickland@cgwg.com. The Legal Link editorial team consists of Pat Campbell and Julia Strickland. Clip art located in this newsletter is furnished by www.fotosearch.com.

The *Legal Link* is published monthly for the education and benefit of legal administrators. It is not published for the purpose of rendering legal, accounting, or other professional services or advice. Nothing contained in this newsletter should be construed as legal, accounting, or other professional services or advice. Reprint of articles contained in this newsletter requires the written permission of the Editor of the *Legal Link*.

March 2009 Calendar

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ALA —Region 4 Conference Planning Meeting
Place: Crowne Plaza Riverwalk, San Antonio, TX
Contact: [Jane Mundell](#), ALA Headquarters

9-11

ALA—Essential Competencies for Legal Administrators
Place: Sheraton Inner Harbor, Baltimore, MD
Contact: [Lisa Mikita](#), ALA Headquarters

Mark Your Calendars!

Region 4 Educational Conference

October 2-3, 2009
 Crowne Plaza Riverwalk Hotel
 San Antonio, TX



Click [here](#) to register!



Essential Competencies for Legal Administrators

March 9-11, 2009
 Sheraton Inner Harbor
 Baltimore, MD



38th Annual Educational Conference and Exposition

May 18-21, 2009
 New Orleans Morial Convention Center
 New Orleans, LA



Check out other upcoming ALA events anytime at
www.alanet.org

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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...

DEDE GOVIA



ALA Position: Member

Firm and Title: Wright, Lindsey & Jennings LLP

Family: I have been married to my husband of 15 years, Tony Govia. We have three children, Madeleine (13), Nelson (9) and Graham (8).

The thing I like best about being a legal administrator is: Everyday is a new day. There is no such thing as a monotonous day in this position!

The hardest situation I have had to deal with was: Every situation that involves termination, is difficult.

Why you like being a member of ALA is: I like having the opportunity to network with peers from other firms. Additionally, the information (emails, newsletters, magazines, etc) that I receive from ALA helps me to be better at my job. My background is in Human Resources specific to the financial industry not the legal field. Information that I receive both by written communication and by local networking has helped me this past year to learn and understand more about the legal environment.



The best advice I've received from a fellow legal administrator is: Cross-train your employees and promote their successes. When they look good, you look good.

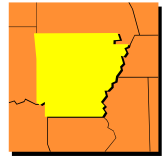
When I'm not at work, I like to: Have fun with my family and friends. I love being outside! I enjoy trips to the lake, watching my boys play baseball and my daughter play volleyball. I like to camp, fish, go boating, hike, swim, travel, snow ski, dance, sing, eat, drink, read and talk. There is not much that I don't like to do.

My plans for the next 10 years include: Professionally, I want to continue to evolve in my position and play a strategic role in the success of my firm. I am someone who believes in setting personal goals with the belief in continuous education for personal and professional growth. On a personal level, I am going to enjoy my children and relish every moment with them because in 10 years my youngest child will be graduating from high school!



WHAT'S NEW???

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!

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 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. Staff will conduct personal research on each question.



13.5 Steps to a Successful RFP Response

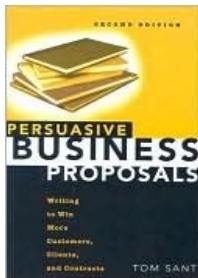
By: Felice C. Wagner
The Sugarcrest Report

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.

Dig into a Good Book

Persuasive Business Proposals: Writing to Win More Customers, Clients, and Contracts



By cutting through the confusion, and providing dozens of real-world examples, this updated version provides step-by-step instructions for crafting value-centered, recipient-specific proposal packages. *Author: Tom Sant. 224 pp.*

Barnes and Noble: \$17.95
To order your copy today, click [here](#).

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 CAN'T SAY ENOUGH GOOD THINGS ABOUT FLYNN
LEGAL..." LYNDA DEAN, PARALEGAL*

*"FLYNN LEGAL MAKES MY JOB SO MUCH EASIER..."
CHEVON CARPENTER, LEGAL SECRETARY*

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



**The Better Mousetrap: Strategies for Meeting Associate, Partner and Client Expectations
March 11, 2009**

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

Many of today's law firms are struggling with the seemingly diverse interests of their associates on one hand, and their partners on the other, while still ensuring that client needs are met. The strength and success of the firm and each of its members, and the satisfaction of the clients depend upon developing a strong relationship and firm economics. In this Webinar, partner and an associate being the dialogue on how to work together to reshape individual interests into shared interests that will ensure continued success of the firm while recognizing the needs of all stakeholders. After attending this program, participants should be able to:

- Identify some of the vital needs of partners;
- Identify some of the vital needs of associates;
- Identify the role of partners and associates in carrying out the requirements of the clients; and
- Examine some new ideas and strategies for meeting the needs of both within the structure of a law firm.

Speakers:

James M. Bond, Partner of Lang Michener LLP in Vancouver, is Chair (West) of Franchise & Distribution. Bond is Chair of the firm's Recruitment Committee and Vice President of the B.C. Branch of the Canadian Bar Association.

Sarah Klinger joined Cardinal Law in Victoria in 2008 to expand her personal injury law practice; she also assists clients with employment and contract disputes. She previously worked with the firm of Waddell Raponi developing a strong background in civil litigation, including personal injury, insurance law, employment law, and contract disputes.

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





I see your lawyer stopped by.

Check out these bizarre March holidays and incorporate a celebration or two in your office for fun!

- March 16: **Everything You Do Is Right Day**
- March 23: **National Chip and Dip Day**
- March 26: **Make Up Your Own Holiday Day**
- March 28: **Something on a Stick Day**

And don't forget...

St. Patrick's Day on March 17!



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*** GOLDEN BUSINESS IDEAS ***

March Madness: Who will be watching?



By: Anne Fisher, Fortune senior writer

Approximately 19% of U.S. employees have participated in a March Madness pool, according to a poll by CareerBuilders.com. This year, get ready for an explosion of interest in NCAA games: CBS Sports, which broadcasts the games, is giving a wide variety of websites permission to link directly to its live streaming video. So your employees will no doubt be tempted to watch online at NCAA.com, YouTube, ESPN.com, Yahoo!Sports, or Sports Illustrated's web site., SI.com. The live video will also be available on Facebook, at www.facebook.com/brackets.

Last year, about 1.4 million people watched the games online. This year, that number could skyrocket, since Facebook alone has 67 million users. But don't expect to catch anybody watching roundball on company time: The CBS platform on all sites features a "boss button," which lets people switch the game off instantly when they see you coming.

So what, if anything, should you do about this tremendous drain on productivity? Are office betting pools illegal? Click [here](#) for the answers to these questions.





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