

The *Legal* Link

Arkansas Chapter News

Association of Legal Administrators

May 2009

FROM YOUR CHAPTER PRESIDENT,

Julia Strickland...



What does it take to be a great manager? That's the proverbial question that many books try to answer. One such book is First, Break All the Rules: What the World's Greatest Managers Do Differently. Authors Marcus Buckingham and Curt Coffman studied managers, from the excellent to the average, and asked them, "How do you find, focus, and keep talented employees?" Despite the diversity of these managers, they share one common trait: they break every rule of conventional management wisdom. They do not believe an employee can achieve anything or that a manager should help his staff overcome their weaknesses. The best managers select employees for talent rather than skills or experience and cultivate that talent to achieve desired outcomes.

This book offered me a clearer perspective on managing others in my professional career as well as my personal life. Focusing on others' talents, albeit employees or my children, has helped me know the limits of what I *can* change. So, what exactly does it take to be a great manager? It's simple. Grab a copy of this book and start breaking all the rules!

Happy Reading!
Julia



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: May 13, 2009

Lunch: 11:30 a.m.

Meeting: 12:00 Noon

Topic: Pandemic Planning

Speakers: Pam Hill
Project Leadership Associates
(see page 3 for bio)



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



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ALA Mission Statement

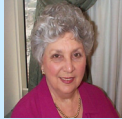
The Association of Legal Administrators' mission is to improve the quality of management in legal services organizations; promote and enhance the competence and professionalism of legal administrators and all members of the management team; and represent professional legal management and managers to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

April 2008– March 2009**Officers/Directors**

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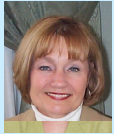
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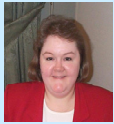
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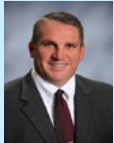
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**The Arkansas Chapter of the Association of Legal Administrators
appreciates the support of our vendor sponsors.**

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 Mary Coney, Newsletter Editor at 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.

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May 13, 2009 ALA Program—Pandemic Planning**Speaker:****Pam Hill**, Project Leadership Associates

Pam Hill is a business continuity planning consultant who has focused on the legal industry for the past 14 years. Pam has over 20 years of experience in business continuity planning and technical DR solution architecture. She has managed and implemented all phases of business continuity planning, including business impact analysis, life/safety planning, crisis management and communications. Pam has completed BC/DR planning in over 90 law firms. With her extensive hands-on experience in planning and successful recoveries, Pam is widely recognized as an industry leading expert on business continuity planning, pandemic planning and frequently presents for national associations and conferences. Additionally, she is an Illinois state certified firefighter, Hazardous Materials Incident Commander, Fire Marshall and Emergency Medical Technician, with more than five years of firefighting and public safety education experience. This experience gives her a unique perspective on the emergency preparedness and crisis management process.

*Mark Your Calendars!***Region 4 Educational Conference**

October 2-3, 2009

Crowne Plaza Riverwalk Hotel

San Antonio, TXClick [here](#) to register!

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...

PAT CAMPBELL



ALA Position: Past President 2007

Firm and Title: Anderson, Murphy & Hopkins.
Financial Director

Family: Son, Jason and soon to be daughter-in-law, Sarah. Daughter, LeeAnn, son-in-law, Doug, and the joy of my life, 2 year old grandson, Mason.

The thing I like best about being a legal administrator is: Working with a wonderful group of professionals.

The hardest situation I have had to deal with was: Terminate an employee several years ago.

Why you like being a member of ALA is. The knowledge and support that I receive from all the local administrators. National and Regional ALA put out a great deal of educational information, but we have had some wonderful educational presentations locally that have been the most help. I turn to Arkansas members first with my questions.



The best advice I've received from a fellow legal administrator is: If you don't know the answer, ask fellow administrators for their experience.

When I'm not at work: Play with my grandson, work in the yard, and travel any where every chance I get.

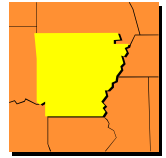


My plans for the next 10 years include: Hopefully retirement in 4 to 5 years. Continue to accept the changes that occur in life and look at each experience as a growing opportunity.

Pat

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@alanel.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@alanel.org. Staff will conduct personal research on each question.

Question of the month

The Lion King is giving a big party and all the animals are invited. All the animals go except one. Which animal does not go?




The giraffe.
He's still in the Refrigerator.

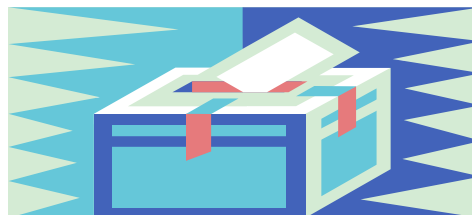
2009 Compensation and Benefits Survey

The [2009 Compensation and Benefits Survey](#) is designed to provide you the most relevant statistical information concerning compensation and benefits facing law firms today. [Participate](#) in the survey today and receive a discount on the final report!



NOMINATE ALA'S FUTURE LEADERS

Now is the time for all good women and men to come to the aid of their Association! Help us identify the best candidates to serve as President-Elect, Director and/or Regional Officer in the 2010-2011 Association year. Submit your nominations by **July 31, 2009**, using this [form](#) . Complete details are available [here](#).



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

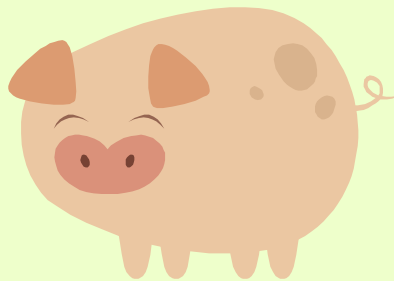
"FLYNN LEGAL MAKES MY JOB SO MUCH EASIER..."
CHEVON CARPENTER, LEGAL SECRETARY

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



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 for a prompt, personalized response.



HAPPY MOTHER'S DAY



ALA COMMUNITY CHALLENGE



Various organizations and communities are challenged on a daily basis - trying to obtain the resources they need to help people and further their cause. As we know, the unfortunate are also challenged - they often lead a life that not many can relate to and it's a challenge for them to receive the emotional, physical and financial help they need to get through the day.

To help those in need tackle their every day challenges, the Association of Legal Administrators (ALA) created its Community Challenge Weekend (CCW) program in 1999 where it encourages ALA chapters, its members, firms, vendors, relatives and friends to come together to contribute time, energy and resources toward improving their own communities. Join us in 2009 on October 16-18 and touch the lives of people in your area.

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| CHARLESTON | GRAND RAPIDS | LOS ANGELES | ORANGE COUNTY | ST. LOUIS |
| CHARLOTTE | KANSAS CITY | MADISON | OVERLAND PARK | TALLAHASSEE |



Vendors are not the ENEMY

Evidence is everywhere throughout the Association of Legal Administrators that the dynamics of the vendor-administrator relationship have changed and matured. Far from being the “enemy,” vendors are our business partners. We need them and they need us, and it is in all of our best interests to change our thinking and our paradigms. Through the efforts of the Vendor Relations Committee (VRC) and the Vendor Advisory Panel (VAP), we’ve established a partnership – a new paradigm – which promotes a collaborative relationship with our business partners and which is conducive to helping us achieve the goals we have for our firms and legal departments.

In a session at the 2008 ALA Annual Conference, a group of administrators and one business partner presented a panel discussion on the topic of developing better relationships with our vendors and provided examples of why this is important to ALA members’ successes. One of the keys is to trust your business partner and share your goals, concerns, and roadblocks so that they can better serve you and not only make you look good, but provide solutions to your most pressing problems.

Beyond their financial support for ALA, our business partners are committed to providing the products, services, and advice we need to ensure our offices run at peak performance. We are continually amazed and impressed at the depth of their knowledge of our industry and of their own products and services. In our frenzied days at the office, with dozens of calls to return, it’s easy to lose sight of the fact our organizations are vendors, too, and it’s helpful to think of the vendor relationship from that point of view. Our busy schedules make it challenging to respond to cold calls, surprise visits and e-mail solicitations, particularly when we know that we have no need and are not in the market for the service or product. Make it your goal to respond, and don’t hesitate to be direct and

honest and tell them you’re happy with your current business partner, or that you simply have no need for their product or service. When they ask when they may follow up, again, be direct and honest. You need not waste their time or yours. We are sure vendors would much prefer spending their time approaching potential customers, rather than chasing a dead end. Being responsive will enhance the vendor’s view of you and your firm and will strengthen your relationships for the time when you may need them to go the extra mile for you.

Being a vendor to the legal industry is not for the faint of heart. Our industry is challenging. We are demanding consumers, because we must deliver for our staffs the where-withal to do their jobs in supporting the lawyers in our organizations. Lawyers don’t like to hear that some-thing isn’t working. They simply want it done. We find most of the vendors for the legal industry truly understand the dynamics of the practice of law and want to be our business partners working toward mutually beneficial results. By making the effort to develop strategically aligned relationships that are built on trust and good communication, you and your firm will reap the benefits of greater return on value from your business partner relationships. •

