THE MANDATE



PRESIDENT'S MESSAGE

by Leslie Kaiser

ISSUE XXVI Sept/Oct 2013



The mission of Community Connection is to encourage ALA chapters, its members, business partners, relatives and friends to come together to contribute

time, energy and resources toward improving their own communities. This year, the ALA, San Diego Chapter's annual Community Connections event, Couture for a Cause, was held on September 26, 2013 at the Hall of Champions in Balboa Park. And what a fabulous event it was!

With the help and dedication of the ALA, San Diego Chapter, along with Lawyers Club of San Diego, the Southern California Chapter of the Legal Marketing Association, the San Diego Legal Secretaries Association, the San Diego Paralegal Association, the San Diego Chapter of the Mother Attorney Mentoring Association, San Diego La Raza Lawyers Association, and the South Asian Bar Association of San Diego collaborated once again to host this event, now in its sixth year.

The final numbers are not yet in, but typically this event raises about \$20,000 and is split equally between Voices for Childrenⁱ and STAR/PALⁱⁱ. James Bourguigon of STAR/PAL recently presented the Chapter with a Plaque thanking us for our support. As Chair of the event, Angela Landeros, along with the rest of the steering committee, did an exemplary job organizing and hosting the event. The Silent Auction items included items like gift certificates, hotel stays, signed baseballs and sports jerseys, jewelry, glass art, and a video camera.

I am so proud of the Chapter's involvement in this endeavor to help underprivileged children in our comm-

-unity and I hope to see you all at next year's event as we continue to work towards our mission to improve our community. If any of you are interested in lending your time and support to this project next year please contact Angela Landeros.

ⁱ Voices for Children transform the lives of abused children in San Diego County by providing them with volunteer Court Appointed Special Advocates (CASAs). We believe that every child deserves a safe and permanent home, and to that end, will review and monitor every court file in the system, provide a CASA to every child in the foster care system who needs one, and advocate to improve the lives of San Diego County's foster children. addition, Voices for Children increases awareness about the foster care system, and advocates for legal policies and practices that enhance the quality of life for foster children.

" STAR/PAL (Sports Training, Academics, Recreation/Police Athletic League) is a nonprofit organization that provides over 10,000 youth services annually in innercity neighborhoods throughout the city and county of San Diego. STAR/PAL offers educational, athletic, recreational programs which focus on promoting youth safty, positive life choices, and academic success. STAR/PAL program directors are officers from the San Diego Police & County Probation Departments. These dedicated officers coordinate unique programs underserved youth, with the assistance of additional law enforcement community volunteers. By bringing youth and law enforcement officers together in this manner, STAR/PAL helps build safer comm

Gold Level Chapter

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"I not only use all the brains that I have, but all that I can borrow."

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Robert Half® Legal

Non-Financial Perks Help Recruit and Retain By SunMi Kim

When it comes to recruiting skilled legal professionals with expertise in high-demand practice areas, law firms and companies are increasingly looking to hire from the same talent pool. As a result, employers in the legal profession are bolstering their recruiting and retention efforts.

<u>New research</u> by Robert Half Legal suggests that non-financial perks are highly appealing. A majority (69 percent) of lawyers interviewed cited "**flexible work hours or telecommuting**" as one of the best incentives, followed by "**free or subsidized training or education**" (50 percent) and **"on-site perks"** (33 percent). Surprisingly perhaps, "higher compensation" ranked fourth, with 14 percent of the survey response.

Retention Carrots

For legal professionals who are reasonably satisfied with their compensation, job satisfaction is often linked to non-monetary criteria, such as advancement opportunities, meaningful work and good work-life balance. One-quarter (25 percent) of survey respondents said "leadership or advancement opportunities" would most entice them to take a job with another law firm or company, followed by "more interesting work" (14 percent) and a "flexible schedule or telecommuting" (12 percent).

These factors are especially important when it comes to recruiting and retaining Generation Y professionals, who tend to place great value on collaborating with colleagues and balancing their professional and personal interests. They may be more likely to seek employers who offer telecommuting, flexible work schedules and a team-oriented environment, although these attributes also appeal to workers from other generational groups.

A workplace that's designed to keep employees happy and productive helps pay for itself in many ways, such as greater retention and a sense that the company genuinely values the people it employs. Although some perks have a higher price tag than others, your firm may want to consider offering some of these highly popular, and often inexpensive, perks:

Employee sabbaticals. Sabbaticals are often offered to employees who have been with a company for numerous years. Generally, employees value an opportunity to "check out" of the workforce for a period without losing their job.

Loaner technology. Providing employees with laptop computers, tablets, cell phones and other electronic devices can enhance satisfaction and boost productivity.

Snacks and drinks. Workers always appreciate a break room stocked with complimentary snacks and beverages from soft drinks to coffee.

Gift certificates. Consider giving out gift certificates when important team milestones are met or as the holidays approach.

SunMi Kim is the metro market manager of Robert Half Legal in Los Angeles. Robert Half Legal is a leading staffing service specializing in the placement of lawyers, paralegals, legal administrators and other legal professionals with law firms and corporate legal departments. For more information, contact her at SunMi.Kim@roberhalf.com or (213) 624-8335.







ASSOCIATION OF LEGAL ADMINISTRATORS

SAN DIEGO CHAPTER

ANNUAL HOLIDAY LUNCHEON

Tuesday, December 10, 2013

11:45 am – 12 :00 pm Registration 12:00 pm – 1:00 pm Program

HOLIDAY GIFT EXCHANGE

(Participation is voluntary)

If you wish to participate in the gift exchange, bring a wrapped gift valued at no more than \$20. You will receive a number when you place your gift on the gift table.

When the exchange begins, the person whose number is called will select a gift and unwrap it. The gift will be shown to everyone present. The next person will have the option of "stealing" the first person's gift *or* selecting a new gift, unwrapping it and showing it to everyone present. The third person then will have the option of stealing #1's gift, stealing #2's gift or selecting a newgift, unwrapping it, and so forth.

If your gift is stolen, you have the choice of stealing someone else's gift or selecting a new gift to unwrap before the next person gets a turn. You can choose to steal a gift from someone else but you cannot steal the gift that was just stolen from you! You can, however, steal a gift that was stolen from you if it has been stolen by someone else in the interim.

Gifts can be "stolen" only two times before they are declared dead. Once dead, you own it! Got it? If not, do not despair, the rules will be re-explained before we actually start the gift exchange.

Location: The Westgate Hotel, 1055 Second Ave., San Diego, CA 92101

Parking: Hosted (If you can, please carpool or walk to save the Chapter expense)

RSVP: To Karen Lemmon at (<u>klemmon@eps-law.com</u>) by noon on 12/6/2013

Menu: Hot Holiday Buffet

Charity: We will hold a raffle and all proceeds will be donated to The San Diego Food Bank.



Sponsored by:











MEMBERSHIP REPORT SEPTEMBER 2013

By Anna Rushworth

New Members

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FAX: (619) 238-8376
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Prospective Members

Kourtney Jones Office Manager Greer & Associates, APC 17150 Via Del Campo San Diego, CA 92127 Direct Dial: (858) 613-6677 FAX: (858) 613-6680

E-Mail: kourtney.jones@greerlaw.biz

Heidi Mares Legal Manager Kirby & McGuinn, APC 707 Broadway, Suite 1750 San Diego, CA 92101-5393 Direct Dial: (619) 955-9204 FAX: (719) 398-3376 E-Mail: heidimares@me.com

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Current National Members: 107 Current Chapter Members: 104

Peer Connection Program

We make a living by what we get, we make a life by what we give.
- Winston Churchill

Winston Churchill's quote truly summarizes that what we give makes the greatest difference in our lives. You too, can make a difference by participating in the Peer Connection Program.

The Peer Connection Program is designed to supplement what we all do naturally – we all learn from others as well as share our knowledge with others. The goal is to shorten the learning curve and to support the success of all members.

Anyone interested in becoming a mentor or mentee will need to complete a profile to assist in making the best matches. There will also be an opportunity to indicate a preference for a mentor. Based on the profiles and preferences, we will make the appropriate matches and communicate them as matches are made.

Participating in the Peer Connection Program will require a commitment from both the mentor and mentee. We expect this program to provide a richly rewarding experience.

Contact Anna Rushworth (rushworth@higgslaw.com) or at (619) 595-4393 for more information!















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Sigrid Propper (619) 232-7500

spropper@nationwideasap.com









EDUCATIONAL OPPORTUNITIES

Take a look at the Chapter's upcoming educational opportunities and mark your calendar! Please email me with topic suggestions.

- Monica Menzer, President Elect / Education Chair mmenzer@allenmatkins.com

Oct 15 Monthly Meeting

Annual Managing Partners Luncheon "The Next 30 Years: A Look at the Past, Present, and Future of Law Firms"

Speaker: Bob Crumley

Time: 11:30 registration; 12 – 1:15 Location: The Westgate Hotel

Nov 17 Monthly Meeting

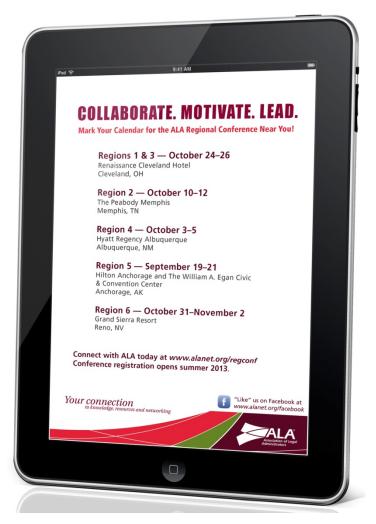
> "HIPAA Compliance: Are You Protecting your Firm's and Clients' Privacy The Way You Must?"

Speaker: James J. Eischen Jr.

Time: 11:45 registration; 12 – 1:15 pm program

Location: The Westgate Hotel

MARK YOUR CALENDAR! ALA REGION 6 CONFERENCE OCT 31 - Nov 2, 2013





Administrators









ASSOCIATION OF LEGAL ADMINISTRATORS

SAN DIEGO CHAPTER

Tuesday, October 15, 2013

Annual Managing Partners Luncheon

11:30 am – 11:45 pm Registration 11:45 am – 1:15 pm Program

1.0 hours MCLE Credit

TWO Scholarships to the 2014 ALA Conference in Toronto will be awarded to Chapter Members!

"The Next 30 Years: A Look at the Past, Present, and Future of Law Firms"

Chairman of Crumley Roberts LLP, Attorney Bob Crumley provides a fascinating history of practicing law from the early 1900's to current trends and gives an insightful look into the future. Drawing from his wealth of more than 30 years of legal experience and success as an entrepreneur, Bob will explore changes that need to be made to remain relevant and in business. Topics include outsourcing; what is happening in law schools today; the benefits of expanding the use of non-lawyers in your firm; the importance of targeted advertising; non-lawyer ownership of law firms; and the changing financials law firms face.

Speaker: Bob Crumley, took a \$3,500 loan from a bank and in less than 20 years turned it into a multi-state, multi-million dollar law firm. In 2012 he completed the successful sale of the firm in what experts have said is the first "full value business sale" of a law firm in North Carolina's history. This multi-interested entrepreneur has holdings in real estate development and music publishing and artist development.

Bob has lectured for law schools, Bar Associations, Trial Lawyer Associations and private companies across the US on topics ranging from how to build a firm, succession planning, and strategic direction.

Partners and law firm administrators alike seek out Bob's views on how to navigate the current issues the legal industry faces: how to deal with the over-supply of lawyers being churned out by law schools; what does the future hold for capitalizing, building and ensuring your firm is around for the next generation of clients, lawyers and staff; and will I and my family ever get full value for my interest in my firm.

Location: The Westgate Hotel, 1055 Second Avenue, San Diego 92102.

Menu: SALMON with baby bok choy and Thai curry coconut emulsion

-OR-

CHICKEN BREAST with pearl onion and apple-wood smoked bacon and mushroom and red wine sauce

RSVP: Karen Lemmon @ klemmon@eps-law.com

Platinum Chapter Sponsor:













San Diego Chapter

A Chapter of the Association of Legal Administrators

CALLING ALL LAW FIRMS...

IS YOUR LEGAL ADMINISTRATOR A MEMBER?

THE SAN DIEGO CHAPTER OF THE ASSOCIATION OF LEGAL ADMINISTRATORS is looking for local Administrators to join our professional organization. If your Manager/Legal Administrator is not yet a member of ALA, your firm is missing out on a myriad of benefits available to members, such as:

International Association

- Legal Management Resource Center (LMRC)
- Educational Conferences and Expositions
- Retreats and Specialized Programs
- · Certified Legal Manager (CLM) Program
- Periodicals and Publications
- Free Research on all sorts of law firm topics performed by paid staff at ALA
- ALA Diversity Initiative
- ALA Management Encyclopedia

San Diego Chapter

- Southern California Law Firm Compensation, Billing Rate, and Benefits Survey
- Monthly Speakers
- Continuing Education
- Webinars
- The Mandate Newsletter
- Numerous Regional and National Educational Scholarship opportunities
- Support from other Administrators
- Business Partner Directory
- Participation in Community Connections
- · Annual Labor Law Update

THESE PROGRAMS AND BENEFITS ARE JUST THE TIP OF THE ICEBERG!

Visit <u>www.alanet.org</u> for a complete overview of the benefits available at the International level and visit the San Diego Chapter's website at <u>www.sandiegoala.org</u> for more information about our local Chapter. Contact the Membership Chair, Anna Rushworth, at <u>rushworth@higgslaw.com</u> or 619.595.4393 for more information.

Prospective Members are invited to join us for the CHAPTER'S 40 ANNIVERSARY PARTY ON AUGUST 20 AT 5:15 P.M. to meet former Chapter Presidents, current members, and mingle over cocktails and appetizers at the beautiful, historic WESTGATE HOTEL AT 1055 2 AVE., SAN DIEGO, CA 92101. Please RSVP to Karen Lemmon at klemmon@eps-law.com.









It's Important to Know!

As ALA members, we have excellent educational resources available anytime with just the click of a mouse! Four of those great resources are the Legal Management Resource Center (LMRC), ALA Management Encyclopedia (ALAME), Retreat Planning PLUS, and ALA Management Connections (Job Bank).

The LMRC was developed and maintained by the Association of Legal Administrators (ALA), and can be accessed by going to http://www.alanet.org/research/directory.asp. It is designed to immediately provide answers to your management questions or to quickly direct you to other resources, most on the internet, where the information you are looking for can be found.

This site includes on-line tools, forms and checklists, and links to white papers and research studies in all of the areas of management that administrators deal with regularly. It also includes a link to the Peer Consulting Directory (http://www.alanet.org/peerconsulting), where our fellow members with expertise in various areas make themselves available to answer questions. There is also a link to ALA's Management Solutions Reference Desk (http://www.alanet.org/research/studies/refdesk.aspx), where ALA expert researchers will give your issues personalized attention and provide answers to your legal management questions.

The ALA Management SolutionsSM (ALAME) was specifically developed for legal administrators, managing partners, or anyone who needs concrete information on legal management issues. Also available from a link on the ALA website, the Encyclopedia is filled with carefully indexed, highly searchable answers to your financial management, marketing, strategic planning and human resources questions. A powerful tool, the Encyclopedia turns theory into practical tips and provides suggestions you can easily implement to get results. The articles cover a subject in depth and completeness, pulling together many additional materials. They are written by authors solicited by the ALA for their expertise and experience. And best of all, it's FREE to ALA members. Check it out!

As members of the ALA, each of us should be aware of the Association's Mission and Goals, and we must be in compliance with the Code of Professional Ethics. This information is on the San Diego Chapter website and the International Association website:

http://www.alanet.org/chapters/mission-goals.pdf http://www.alasandiego.org/about_mission.html http://www.alasandiego.org/about_ethics.html

SAVE THE DATE! ANNUAL CONFERENCE AND EXPOSITION IN TORONTO, ONTARIO, CANADA, MAY 19-22, 2014! PRE-REGISTRATION STARTS DECEMBER 2.

http://www.alanet.org/conf/2014/index.html



SPECIAL COUNSEL

Have you joined **SDALA** on Facebook and LinkedIn yet? If not, check it out! Start a Discussion or chime in on a current discussion. Connect with your peers, Business Partners, and ALA Head Quarters. Contact Amy Spintman for more information.













social media

Used with permission of the New York Chapter of the ALA.

Sharing Information and Building Connections Through Social Media



Sarah Berman The Rerman Group sberman@bermangrp.com

Social media has become an increasingly important tool for individuals and businesses for sharing updates and new information. Facebook, LinkedIn and Twitter are three of the largest social media platforms that can support personal and professional development, as well as expand your network and relevance in the digital world.

FACEBOOK

In today's increasingly digital business environment, Facebook offers professionals the opportunity to connect with current and

potential clients and colleagues in a social context. With built-in media hosting capabilities and unrivaled sharing functionality, Facebook has become one of the quintessential digital tools for connecting with individuals and other companies.

The "Like" Function

Every Facebook page, post and photo includes a "like" button. When individuals "like" a company page, they make a connection and begin to receive updates on the company's Facebook activity through their personalized newsfeeds. The "like" function is also important for gauging the popularity of a page, as well as for determining the relevance and "viral" potential of each post.

Sharing Information and Media on Facebook Through its photo album feature and comprehensive wall post options, Facebook allows users to share instant updates with one another. Photo albums provide an interactive archive for photos taken at events and other functions. Wall posts offer additional sharing options such as simple status updates, photo and video uploads, as well as event details and polls. These posts provide a chronological timeline that other users can share and comment on.



Facebook Groups vs. Pages Facebook pages are available to real organizations and brands

to communicate with individual users who like them. Facebook pages are public and offer limited privacy options. Groups, on the other hand, provide topicbased forums that allow users to communicate with each other at selected levels of exclusivity and privacy. Facebook groups also sent activity notifications to each group member by default.

LINKEDIN

LinkedIn is a centralized networking website designed for businesses and professionals. LinkedIn offers a dynamic platform that can be used to share professional updates, new developments and other industry news. The website is also an invaluable resource for companies that operate on a business-tobusiness basis, offering them an easy way to expand their networks and market themselves among other industry leaders.

Company Pages vs. Groups

LinkedIn company pages are profiles that include sections for products, reviews, company leadership and other basic corporate information. These profiles anchor your presence on LinkedIn by allowing users to verify the quality of your work through reviews

24 now york say your







and recommendations. They also allow companies to disseminate a variety of updates to their followers.

Posting Updates to Your Followers

There are several avenues for sharing content on LinkedIn, including blog posts, downloadable and other promotional content, as well as through short company updates. Status updates also allow users to share links to external sites, as well as target specific demographics and firms. Updates can also be used to extend your LinkedIn network to your other social media accounts.

Utilizing Groups

LinkedIn groups are segregated by topic and generally have a larger audience and greater reach than company pages. Groups also send email summaries to members about new posts. Unlike company pages, groups are not a place to post promotional materials. Instead, use groups to expand your network by posing thought-provoking questions, sharing new and relevant information and establishing yourself as an expert in your field.



TWITTER

Twitter is a unique networking platform that allows you to stay connected with your friends and colleagues through the exchange

of concise messages. Twitter also allows its user base to receive news updates from top media sources, corporations and governments.



What is a Twitter Handle?

A Twitter handle is like the "To" field in an e-mail; it serves as an address or username that links back to a simple user profile, list of followers and newsfeed of "tweets," or short, 140-character posts or news announcements. As such, Twitter handles are the first representation of a brand, and should be chosen with care. Used in Tweets, these unique identifiers can be used to communicate directly with other users.

What is a Hashtag?

Hashtags are like the subject line of an email — they ground your topic and serve as a searchable theme or topic into. General hashtags can be used to group the information in a Tweet with a larger, global pool of information supplied by other users in their own Tweets. Specific hashtags that reference unique events or topics can be used to facilitate discussion by compiling all tweets with a particular hashtag on one page.

Following People and Organizations

Following other users on Twitter is an effective way of expanding your network on Twitter. Follow with other companies, as well as publications, industry experts and other sources to customize the content in your Twitter feed and garner new followers for your account. As your following increases, your Tweets will reach more and more people.

The Retweet Function

The retweet function allows users to re-post someone else's tweet and share it with all of their followers. Retweets facilitate the efficient distribution of significant Tweets and are crucial for making new connections and increasing your Twitter following.

Conclusion

Social media's potential for sharing information and connecting with colleagues and other professionals has made it an essential tool in today's business environment. Learning the basic functions of Facebook, LinkedIn and Twitter is the first step in developing a well-rounded social media strategy to help you maintain your professional edge. You can start by liking the ALA — our icons are available below.







Sarah Berman is the Chapter Manager of the New York City Chapter of the Association of Legal Administrators and the President of The Berman Group. She can be reached at sberman@bermangp.com.







BOARD & MEMBERSHIP MEETINGS

NOVEMBER BOARD MEETING ... NOVEMBER 12, 2013 LOCATION TBD

NOVEMBER MEMBERSHIP MEETING . . . NOVEMBER 19, 2013

ARE YOU READY? GET PREPARED FOR ENHANCED ENFORCEMENT OF HIPAA RULES

11:45 – 1:00 PM at the Westgate

DECEMBER MEMBERSHIP MEETING . . . DECEMBER 10, 2013
ANNUAL HOLIDAY LUNCHEON
11:45 – 1:00 at the Westgate

EDITOR'S NOTES

Unprocessed By Rheesa Eddings

We all know that processed convenience foods are a significant stumbling block to weight loss and overall health; we also know they're a significant time saver for those who work full time and are trying to get the kids out the door to school in the morning. Unfortunately, most of us choose speed over health, and that's resulted in a boom in diet related health issues. More than 69% of adults in the United States are overweight or obese, and all the corresponding related illnesses have cost citizens \$147 billion in medical expenses annually according to the CDC*.

How do you define "unprocessed"? Take a look at the ingredient list. If there's something on there you couldn't reasonably use in home cooking, it counts as processed. Xantham gum. Sodium benzoate. Hydrolyzed soy protein.

This doesn't mean you need to bake your own bread, but consider finding a local baker and treating yourself to fresh bread with whole food ingredients. It's only one day . . . or one meal.

Challenge yourself to find ways to eat unprocessed. Pick one day per week to eat only whole foods. If that sounds too

overwhelming, pick one meal three days per week. Breakfast, for example, could be old fashioned oats, a mashed banana, some chopped walnuts, and a drizzle of honey. If you're feeling frisky, you could add a teaspoon of olive oil (antioxidants!) and a dash of cinnamon or vanilla extract.

Before you leave for work, put a whole chicken in a crock pot with celery, carrots, potatoes, salt pepper and sage. Add a little water, and cook it on low all day. Viola! Dinner! By taking control and being aware of the quality of what goes into your body, you may not end up being the Biggest Loser, but you will certainly be the Biggest Winner.

For more idea, visit the Eating Rules blog at http://www.eatingrules.com/

- * http://www.cdc.gov/obesity/data/adult.html
- * http://www.cdc.gov/nchs/fastats/overwt.htm
 - Rheesa is the office manager for Fisher & Phillips, LLP. <u>reddings@laborlawyers.com</u>











Please congratulate our

2013/2014 BOARD OF DIRECTORS!

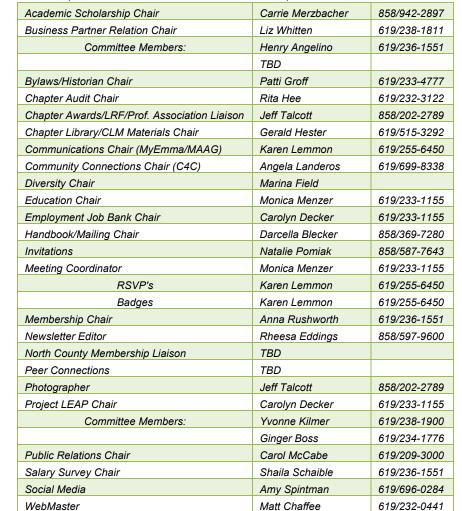
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Please contact: Rheesa S. Eddings, Editor reddings@laborlawyers.com

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SAN DIEGO CHAPTER

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