

PRESIDENT'S MESSAGE

by Anna Rushworth



I have to admit that originally, my President's Message was going to be a lovely piece on the rejuvenating benefits of vacation time on your mental health and how important as law firm administrators, that we

take time to rebalance, etc., etc. Not surprisingly, this message began to take form on my recent trip to the Croatian Islands, while cruising around on a sail boat with a cool drink in my hand and balmy breezes blowing through my hair. After attending CLI this past week, it became apparent that these fluffy sentiments would need to be scrapped and I would have to focus on a much more pressing item, the proposed rebranding of the Association of Legal Administrators.

As many of you know, the Chapter Leadership Institute ("CLI") is held annually and it consists of educational and motivational sessions for Chapter Leaders to learn and share ideas with other Chapter Leaders to become better in their roles and more effective in their chapters. This past week, CLI was chosen as the forum for the unveiling of the Association of Legal Administrators' much anticipated new branding.

To begin, I wanted to share a little background about the Association for our newer members. The Association of Legal Administrators was established back in 1971. According to the website, ALA has nearly 10,000 members worldwide, representing more than 30 countries. What we learned at CLI was that the idea of rebranding began to take form in 2000. One of the initial reasons for rebranding was the acronym itself, i.e. "ALA." You may be surprised to learn that when you google "ALA," the following organizations come up in your search: The American Library Association; The American Lung Association; Animé Los Angeles; The State

of Alabama; and of course, The Association of Legal Administrators.

Another reason given for rebranding was that ALA leaders did not feel that the name accurately represented all members, since our membership includes executive directors, accounting specialists, various consultants, and others that do not identify with the title "administrator." Association leaders concluded that ALA needed a rebranding to reboot and rejuvenate the organization. See the rebranding FAQs posted on the website.

<http://www.alanet.org/rebrand/ALA-Rebrand-FAQs.pdf#search='rebrand'>

So, the question many of us asked is: What is wrong with the *status quo*? Was it necessary for the organization to spend the resources and countless hours with consultants to rebrand? If it ain't broke, why fix it?

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Got CLM?

If you are interested in becoming a CLM, you may want to consider joining a CLM Study Group, or checking out study materials from our library. Please contact our San Diego Chapter Librarian, [Gerald Hester](#) for materials. For more information on eligibility and test dates, [click here](#).

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*"Never let the future disturb you.
You will meet it, if you have to,
With the same weapons of reason
Which today arm you against the
present."*

- Marcus Aurelius

THE MANDATE



For the most part, these were the sentiments of our Board and many other chapters. We were conscious that our seasoned members helped found the organization and it seemed that by radically changing the organization branding, we could destroy everything that those that came before us worked so hard to put in place, all for what benefit?

Now, for those of you that did not participate in the unveiling webinar, the rebranding was rolled out at lunch on Friday afternoon. The organization made a very professional video, <http://www.alanet.org/rebrand/> to help explain the reasons behind the rebranding.

Finally, after much ado, drum role please, the proposed rebrand was revealed as follows:



When revealed, many of us felt underwhelmed, and a bit perplexed. Several members in attendance commented that they felt that the new name did not explain what our organization

does. Some thought it sounded like legal software or a consulting firm. As I sat there trying to take it all in, much to my surprise, the entire room full of hundreds of chapter leaders stood up and applauded. That was not my initial reaction at all. It was not that I hated the rebranding; I just didn't quite get it. So I began to have discussions with other CLI attendees and asked what they liked about it. The first thing they said was that it looked fresh and innovative, it was more professional, not so tired, and that they liked the colors. I began to think is vantage even a word? Guess what, it is, and I had to admit the definition is appropriate for what we do: *A position, condition, or place affording some advantage or a commanding view and an advantage or superiority; the vantage of wisdom that often comes with age.*

As I held more conversations with other members, it became clear to me that the rebranding is not about

preserving the past. It is about evolving and remaining relevant for our current and future members who will continue to lead the organization when I am retired with that drink in my hand on that sailboat with the balmy breezes blowing through my gray hair.

In conclusion, on behalf of the Board, we are asking you to keep an open mind to the upcoming changes. The brand proposal will eventually be presented to the chapters for their vote. Keep in mind, if this particular rebranding is not approved, there will be other proposals. Like it or not, change is inevitable but as a chapter, we are committed to work through those changes together and want to hear your voice on the matter. Please feel free to reach out to me or any member of the board if you have any questions, comments, etc.

Change is the law of life and those that only look to the past or present are certain to miss the future. John F. Kennedy

Take advantage of the resources at SANDIEGOALA.ORG, and stay Connected with ALA!



SPECIAL THANKS TO OUR GOLDEN SUNSET SPONSOR



The ALA Job Bank is a great place to post for talented managers and staff!

For more information and to submit job postings, please contact:

TAMMIE L. MCQUAIN
(619) 819-2433
tmcquain@mpplaw.com

Or visit the San Diego ALA website to see what's new!

<http://www.sandiegoala.org/jobs>



GO GREEN AND SAVE GREEN!

- Unplug appliances when you are not using them to cut “phantom” energy use.
- Use a water filter to purify tap water instead of buying bottled water. Bottled water is pricey and generates container waste!
- Set your thermostat a few degrees lower in winter and a few degrees higher in summer to save on heating and cooling costs.

For more energy and money saving tips – visit www.worldwatch.org

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The competition for talent is intensifying and the management of today's workforce is becoming increasingly complex. Eastridge Workforce Solutions* delivers technology-enabled workforce solutions to help companies recruit, retain and manage exceptional talent with ease.

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- Contract Administrators
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- Legal Compliance Professionals
- Litigation Support Specialists
- Project & Case Assistants
- Executive Assistants
- Records & File Clerks

eastridge.com/legal
619.881.8130

*Exclusively Legal has rebranded to Eastridge Workforce Solutions



Gain more from your membership and get involved in 2015!

Dear Chapter Members:

Do you want more out of your membership? Would you like to network with like minds? How many times have you been faced with an issue where "no one else understands" and you could use a group of peers to consult?

Then take the opportunity to get involved in the SD Chapter in whatever capacity you are comfortable:

- Are you good behind a camera? Consider taking photos at our meetings and events, or share the fun with another member.
- Do you thrive on community involvement? Look into our Community Connections efforts, Couture for a Cause and Project LEAP, our program for high school students.
- Maybe you have great ideas for increasing membership in the Chapter? Join the Membership Committee and help lead our Peer Connections program.
- Are you organized and task oriented? We need help with CLM materials, Bylaws/Ethics, Historian tasks, as well as the Salary Survey.

The 2015 – 2016 Chapter term starts on April 1, 2015, but planning is paramount. I would love to see more of you involved. I have included a brief description of each committee, and the ALA Membership Handbook has a more detailed one, or just ask me or another current Board member.

Let's work together to make our Chapter the best it can be! Please complete the information below and return it to me at mmenzer@allenmatkins.com, or give me a call at 619-233-1155.

All my best,

Monica Menzer
Past President 2014-2015



ALA®
Association of Legal Administrators

Stay Connected with ALA!

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twitter

Facebook:
www.alanet.org/facebook

LinkedIn:
www.alanet.org/linkedin

Twitter:
www.alanet.org/twitter

www.alanet.org

Your connection
to knowledge, resources and networking

THE MANDATE



Gain more from your membership and get involved in 2015!

Name _____ Firm: _____

Phone No. _____ Email _____

I'm interested in volunteering for the following committee(s) (you are not beholden to all you select):

- ___ **Chapter Audit** – perform audit of Chapter finances once a term.
- ___ **Chapter Library / CLM Materials** – maintain materials to loan to members; organize CLM study program?
- ___ **Bar / Professional Association Liaison** – Chapter's connection to other legal organizations.
- ___ **Bylaws / Ethics** – maintain and update Chapter Bylaws, as necessary.
- ___ **Communications** – provide efficient and effective communication to Chapter members, including the "Month-at-a-Glance."
- ___ **Community Connections / Project LEAP** – charitable Chapter efforts; Couture for a Cause; work with local high schools to create programs promoting opportunities in the legal profession.
- ___ **Diversity Committee** – plan annual diversity presentation; promote diversity within the Chapter.
- ___ **Education** – work with President Elect on planning Chapter education activities/speakers.
- ___ **Handbook** – maintain and update membership handbook.
- ___ **Historian** – maintain Chapter memorabilia.
- ___ **Invitations** – design and create options for invitations for BP luncheon, MP luncheon, Leadership Dinner, and other Chapter events.
- ___ **Legal Resource Fair** – Chapter annual Business Partner resource fair in February.
- ___ **Meetings Coordinator / Hospitality** – assist Meetings Chair to coordinate Chapter meetings.
- Receive RSVP's; maintain name badges; and/or welcome attendees.
- ___ **Membership** – team up with the Vice President/Membership Chair to bring in new members and maintain current membership.
- ___ **The Mandate (Chapter Newsletter)** – with Editor-in-Chief produce bi-monthly newsletter.
- ___ **Photographer** – photograph Chapter meetings, events, and other functions.
- ___ **Public and Media Relations** – represent the Chapter in publicizing and promoting events.
- ___ **Salary Survey** – implement annual Chapter salary survey.
- ___ **Academic Scholarship** – selection process to promote and award an academic scholarship to two deserving students.
- ___ **Social Media** – assist Social Media Chair in promoting Chapter LinkedIn, Facebook, and Twitter pages.
- ___ **Business Partner Relations** – work with Director of BP Relations in promoting, managing and maintaining vendor relations.
- ___ **I'd like to help another way:** _____



Strategies that Work to Enhance Legal Office Diversity

By: Robert Half Legal

Diversity and inclusion in the legal sector -- increasingly, it's a topic that's being discussed and addressed by legal leaders, law schools, news media, and other sources.

For too long a wall of uniformity has defined the legal profession. A wall that limits entry and advancement based on race, ethnicity, color, culture, gender, nationality, disability, sexual orientation, gender identity and expression, religion, geography and age A wall that has left the legal profession an anachronism in an increasingly diverse society.

-- Excerpt from homepage of the Institute for Inclusion in the Legal Profession

To gain insights on diversity and inclusion in the law profession and strategies to enhance legal workforce programs, we talked with Liz Mikos, Diversity Strategist at Nesso Strategies. With knowledge and expertise on the impact that changing global attitudes and the multicultural workforce in the U.S. are having on business, Mikos partners with clients to develop diversity and inclusion practices to enhance organizational effectiveness and business success.

Can you describe why diversity and inclusion are essential to the success of legal organizations today?

MIKOS: Diversity and inclusion are part of the moral climate we live in today; they impact the way business works and particularly, how the business of law works. Right now, we're seeing the strong influence that diversity is having on client demand. Clients are feeling pressure to look for supplier diversity; and that translates to how they pursue counsel for complex legal matters.

Diversity and inclusion are also relevant today due to changes in our national demographics and the makeup of our professional workforce. So the question becomes how law firms and legal departments will become culturally fluent to respond to and leverage these demographic shifts. Consider the value an organization derives from a diverse staff -- the innovative potential of having people with different life experiences, who come to the table with varying frames of reference and cognitive approaches, working to develop effective solutions for client challenges.

Have you seen progress with respect to diversity and inclusion within the legal profession during the past few years?

MIKOS: While there's been significant progress, I believe considerable progress remains. As I often say, diversity is a process, not a destination. Because concerns about retention and attrition are mounting, organizations are increasingly addressing how they can enhance diversity and inclusion within the workplace. That's progress -- 30 or 40 years ago, the topic wasn't even on the table.

However, many firms operate in what I call a "comfort zone" regarding diversity and inclusion -- on their websites, they note they're an EEO employer; demonstrate their diversity/inclusion pro bono or corporate social responsibility activities; promote sponsorship of diversity/inclusion initiatives. Such efforts are good, but I consider them just outward facing, conveying an image those organizations want to project to the outside world. Many firms are more hesitant to hold up the mirror and self-examine their internal practices -- for example, what are their hiring and promotion policies, who's getting the highest raises, which associates are receiving the

strongest developmental opportunities? It's often a struggle to convince firm leaders that beyond recruiting and marketing positioning, diversity and inclusion practices can positively impact the operation and culture of their organization and the delivery of services and client relationships.

What's the biggest obstacle to adopting diversity and inclusion behaviors within the legal workplace?

MIKOS: Diversity and inclusion are still difficult topics for many legal offices to discuss. It takes "courageous leadership" to raise and address the issues, develop goals and timelines and implement concrete steps to achieve identified objectives. And it's critical to have a realistic perspective, understanding that progress won't be achieved overnight. For example, if an objective is to attain greater diversity among the partner ranks -- you need to first define exactly what that means and develop measurable, incremental steps and a timeline to get there. Build discussion on the objective into partner meetings to check progress. And if a key associate being groomed for partner status resigns, don't get discouraged. Have an extensive exit interview and learn from that feedback.

One of best practices I recommend is to have regular "stay" interviews. Don't wait for an exit interview to learn from a resigning associate what the organization could be doing better. Instead, check in with current employees to find out what's important to them; in one-on-one or group settings, ask them directly what the organization is doing or should be doing to strengthen job satisfaction, particularly with regards to diversity and inclusion practices.

What are some other best practices that encourage a culture of diversity and inclusion within legal organizations?

MIKOS: Organizations need to regularly hold up a mirror -- dig into their metrics and identify their successes and their weaknesses. Unless you do that diagnostic, you're spinning your wheels. I often see organizations make the mistake of thinking about diversity and inclusion purely from a top-down perspective. Instead, ask for feedback from all members regarding diversity and inclusion practices -- what's important to them, where do they see biases -- with project assignments, promotions, compensation, developmental opportunities?

I also emphasize the importance of establishing smart, realistic goals. Be systematic and organized in implementing action plans; build in accountability measures; establish follow-up plans. We recognize the business of law is hectic -- so it's critical you build in reminders and checkpoints to ensure incremental steps are taken and progress is achieved.

I also encourage clients to develop a one-page marketing brief on their diversity and inclusion programs, strategies and long-term goals. Communicate this regularly with employees, potential job seekers and clients to demonstrate you do care about the diverse/inclusive culture of your office, that you know where your weak spots are and are doing something about them. That's going to bring people in, keep them in the organization.

Another proactive strategy is to implement a sponsorship program. A sponsor is a senior leader in an organization, someone who's powerfully positioned, who can direct the path a protégé travels. Somewhat like a mentor, a sponsor offers advice but also creates and provides developmental opportunities, actively advocates for the employee, and campaigns for the employee during the review process, promotional discussions and salary treatment considerations.



ASSOCIATION OF LEGAL ADMINISTRATORS

SAN DIEGO CHAPTER

Tuesday, August 18, 2015

Membership Meeting

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

**Scholarship and \$200 stipend will be awarded to
Business of Law Conference – October 22-24, 2015
Las Vegas, Nevada*

Actionable Steps for Developing the Mindset of a Champion Legal Administrator

This program helps legal administrators learn how to recognize and overcome the major stressors that plague them and provide powerful strategies to Fast-Forward career success!

- Learn Scientifically Proven Psychological Steps for Overcoming the #1 Fear that Can Haunt Your Success
- Learn Secrets of Championship Performance that You Can Apply Directly to Your Legal Career
 - Your Internal Critic
 - Your Mental Toughness
 - Your Internal and External Communications

PRESENTER: Dr. Jack N. Singer, PH.D., President & CEO of Psychologically Speaking, LLC, is a practicing Clinical, Sports and Consulting Psychologist, specializing in peak performance mastery and building permanent resiliency to stress. He has spent more than 27 years speaking for legal associations, Fortune 500 companies, and designing teambuilding programs for large legal practice retreats. Jack has appeared regularly on CNN, MSNBC, ESPN, FOX and the Glen Beck Show as well as radio talk shows across the U.S. and Canada.

Location: The Westgate Hotel, Riviera Room, 3rd Floor, 1055 2nd Avenue, San Diego, CA 92101 Hosted valet parking for members only. Please walk to save on Chapter costs.

RSVP: Kathy Culver at kculver@ssvwlaw.com RSVP due by Friday, August 14 by 12:00 p.m.

**Please note that late cancellations will result in a \$50 fee.*





MEMBERSHIP REPORT JUNE 2015 By Shaila Schaible

MEMBERSHIP NEWS

New Members

Prospective Members

Linda E. Holman
Legal Administrator
Attorney Sidekick

Lora Watters
Office Administrator
Jassim Associates

AJ Wheeler
Office Administrator
San Diego Land Lawyers, Inc.

Current National Members: 112
Current Chapter Members: 105



Know someone who should be a member of ALA? Refer them to Shaila and earn points toward great prizes!

For more information and to participate in the program, please contact:

SHAILA SCHAIBLE

(619) 236-1551
schaible@higgslaw.com

Or visit the San Diego ALA website to see what's new!

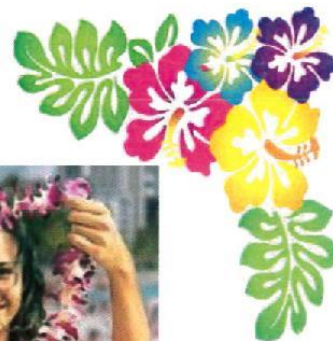
<http://www.sandiegoala.org/>



Get ALA'd!

And Get All This:

Enriching education sessions
Peer networking
Keep up with legal trends
Professional growth
Business Partner connections
New friends & FUN!



Awaken your spirit of Aloha and join us for an exciting year ahead!

Earn Aloha Points by attending events and referring new members.
 Every point is worth one ticket that will be entered into several drawings for fabulous prizes
 on the following dates:

TWO Fall Conference Scholarships w/stipend – drawing on 7/21/15

Aloha Points will accumulate from April 1 to June 30 (must be present to win)

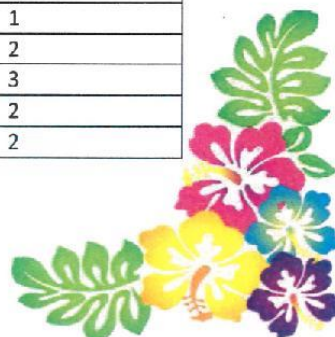
Tablet and other prizes – drawing at the Holiday Luncheon, 12/8/15

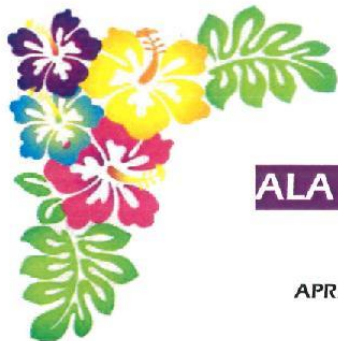
Aloha Points will accumulate from April 1 to November 30 (don't have to be present)

ACTIVITIES TO EARN POINTS	ALOHA POINTS EARNED
Renew Your Membership	2
Join as a New Member	3
Refer a New Member	3
Attend a Regular Monthly Membership Meeting	1
Attend a Monthly Board Meeting	2
Attend the Diversity Meeting	2
Attend the Annual Conference	3
Attend Cocktails and Connections	3
Attend the Business Partner Appreciation Luncheon	2
Attend Couture for a Cause Event	2
Attend the Managing Partner Luncheon	1
Bring your Managing Partner to MP Luncheon	1
Attend a Chapter Social	1
Sign up with the Peer Connection Program	2
Attend the Business of Law Conference in the Fall	3
Volunteer on a Committee	2
Participate in the 5K Run	2



Printing compliments of D4 Discovery





ALA SAN DIEGO 2015/2016 CALENDAR

APRIL 10	LEADERSHIP RETREAT Courtyard by Marriott, downtown
APRIL 21	LEADERSHIP DINNER The Prado in Balboa Park
MAY 12	MEMBERSHIP MEETING The Westgate Hotel <i>Sponsored by First Legal Network</i>
MAY 17-20	ALA NATIONAL CONFERENCE Nashville, TN
JUNE 18	DIVERSITY EVENT The Westgate Hotel <i>Sponsored by UPS</i>
JULY 21	MEMBERSHIP MEETING The Westgate Hotel <i>Sponsored by Legal Staff</i>
JULY 30	COCKTAILS & CONNECTIONS Location TBD
AUGUST 18	MEMBERSHIP MEETING The Westgate Hotel <i>Sponsored by Nationwide</i>
AUGUST 27	NEW MEMBER SOCIAL Morton's Restaurant <i>Sponsored by Morton's</i>
SEPT 15	BUSINESS PARTNER APPRECIATION LUNCHEON The Doubletree Mission Valley
SEPT 24	COUTURE FOR A CAUSE San Diego Hall of Champions
OCTOBER 20	MANAGING PARTNER LUNCHEON Morton's Restaurant downtown
OCTOBER 22-24	BUSINESS OF LAW CONFERENCE Las Vegas, NV
NOVEMBER 17	MEMBERSHIP MEETING The Westin Gaslamp <i>Sponsored by Peterson Reporting</i>
DECEMBER 8	HOLIDAY LUNCHEON The Westgate Hotel <i>Sponsored by Exclusively Legal</i>
JANUARY 12	MEMBERSHIP MEETING The Westgate Hotel <i>Sponsored by Robert Half Legal</i>
FEBRUARY 9	LABOR LAW UPDATE / LEGAL RESOURCE FAIR Sheraton Mission Valley
MARCH 22	LEADERSHIP DINNER The Prado in Balboa Park
BOARD MEETINGS	4/10/15; 5/5/15; 6/9/15; 7/14/15; 8/11/15; 9/8/15; 10/13/15; 11/10/15; 1/5/16; 2/2/16; 3/8/16. Locations TBD



Printing compliments of D4 Discovery





ASSOCIATION OF LEGAL ADMINISTRATORS
SAN DIEGO CHAPTER

SAVE THE DATES

Upcoming Monthly Membership Meetings

RSVP: Kathy Culver at kculver@ssvwlaw.com

July 2015

July 21

Topic: *The Wild West of Cyber Liability – What You Need to Know to Purchase Coverage*

Speaker: Kelley Milks & Summer Gorsica – Ahern Insurance

Time: 12:00 to 1:00 p.m.

Location: The Westgate Hotel – Regency Room , 2nd Floor

August 2015

August 18

Topic: *Developing & Maintaining the Mindset of a Champion Legal Administrator*

Speaker: Dr. Jack Singer

Time: 12:00 to 1:15 p.m.

Location: The Westgate Hotel - - Riviera Room, 3rd Floor

September 2015

September 15

Topic: *BP Appreciation Lunch/HR – Strategies for a More Engaged Workforce*

Speaker: Bob Nelson

Time: 12:00 to 1:15 p.m. & Workshop: 1:30 – 2:30 p.m.

Location: The Doubletree Hotel by Hilton (Mission Valley)

THE MANDATE



Don't just save the date, get INVOLVED! Sponsor, Donate, or Attend! This is your chance to make a difference for some of San Diego's kids/future leaders by supporting the San Diego Chapter of ALA's biggest community service event of the year. Help make it a success!

COUTURE *for a cause*

San Diego Legal Professionals Unite
to Support Children in Need

A CHILD HEARD.



A LIFE CHANGED.

Thursday, September 24, 2015
6:00 p.m. – 9:00 p.m.

San Diego Hall of Champions
2131 Pan American Plaza



Bringing San Diego legal professionals together to benefit children in need, the **San Diego Chapter of the Association of Legal Administrators**, in partnership with the **International Legal Technology Association-San Diego**, **Legal Marketing Association**, **Southern California Chapter**, **San Diego La Raza Lawyers Association**, the **San Diego Legal Secretaries Association**, the **San Diego Paralegal Association**, and the **Tom Homann Law Association of San Diego**, is proud to host **COUTURE FOR A CAUSE**, a fashion show fundraiser at the **San Diego Hall of Champions**.

The evening will feature models from throughout the legal community and **Patti Zlaket, Esq. of Zlaket Law Offices, APC** as Mistress of Ceremonies. Complimentary hors d'oeuvres, cash bar and a silent auction full of fabulous items are all part of the pre-fashion show festivities.

Proceeds from the event will benefit two children's charities:

Voices for Children, working to ensure that abused, neglected and abandoned children who have become dependents of the San Diego County Court will have a safe and permanent home; and **STAR/PAL**, empowering underserved youth to build a safer and more prosperous community by engaging with law enforcement and collaborative partners.

Individual Tickets \$50
Bundle of Eight Tickets \$350

Purchase tickets and/or sponsorships online at: www.coutureforacause-sd.org
or contact Henry Angelino at angelino@higgslaw.com

Find additional information regarding tickets and sponsorship opportunities at
www.coutureforacause-sd.org



Your connection
to knowledge, resources and networking



Sponsorship Opportunities

PLATINUM SPONSOR - \$3,000

Eight complimentary tickets to the event
Full page advertisement in the event program
Recognition from the podium at the event
Recognition on signage at the event
Recognition in printed materials including press releases and event program book
Recognition on the San Diego Chapter ALA Website *and prominently on* www.coutureforacause-sd.org

GOLD SPONSOR - \$2,000

Six complimentary tickets to the event
Half page advertisement in the event program
Recognition on signage at the event
Recognition in printed materials including press releases and event program book
Recognition on the San Diego Chapter ALA Website *and prominently on* coutureforacause-sd.org

SILVER SPONSOR - \$1,000

Four complimentary tickets to the event
Third page advertisement in the event program
Recognition on signage at the event
Recognition in printed materials, including event program book
Recognition on the event website - coutureforacause-sd.org

BRONZE SPONSOR - \$500

Two complimentary tickets to the event
Quarter page advertisement in the event program
Recognition in printed materials, including event program book
Recognition on the event website - coutureforacause-sd.org

Advertising Options

Full Page: \$750.00

Half Page: \$500

Third Page: \$300.00





**WANT TO WIN ONE OF TWO \$200
SOUTHWEST AIRLINES GIFT CARDS?**



Spirit of



**Meet with a Chapter Business Partner and be entered into a
drawing to win a \$200 Southwest Airlines Gift Card!**

**In return for their substantial financial support of our Chapter,
our valued Business Partners would like a few minutes of your time.**



**Meet with a Chapter Business Partner who is not a current supplier to
your firm between May 13 and December 5, 2015. Send Wendy Connor
an email about the meeting. You'll be entered to win – it's easy!**

**Drawings will be held at the Holiday Luncheon.
(Winner need not be present to win.)**

EDITOR'S NOTE

The Profit of Happiness

By: Stephen Williamson

In the words of the great San Diegan band, *Blink 182*, “work sucks.” I know, right? Does anyone actually enjoy waking up early and slogging it through traffic to get berated for eight to ten hours by people you *know* you can outperform on your worst day? According to a 2013 Gallup Poll, the answer, worldwide, is a definitive – NO!

So let's talk numbers. The poll surveyed individuals from over 140 countries, over a two year span. The findings: 63% of workers are “not engaged” – meaning they are unmotivated – while 24% are “actively disengaged” – meaning completely unhappy. And, those who are unhappy are more than 10% less productive than those who are happy. The conclusion: only 13% of people, worldwide, are both productive and happy with their job!

So, how do you, the administrator, keep up morale when statistically 87% of your workforce simply doesn't care? How do you do it when you, yourself, may not care? Get your best smile ready because I'm about to tell you:

1. Smile. And not the ‘fake it till you make it’ kind of smile. A real, genuine smile. And how do you do that if the only thing you're thinking about is 5:00 PM when it's only 8:00 AM? The con is to trick yourself – or even better, others. Physiologically producing the long ‘e’ sound – as in the word ‘cheese’ – forces the mouth to smile. This in turn affects brain temperature,

which creates a positive mood. If anyone asks why everyone is sitting at their desks saying ‘cheese’ when there are no cameras in the vicinity, confidently tell them you are increasing profits.

2. Pass it along. Emotions are contagious. Unless you're dead inside, odds are you are affected by the moods of other people. It's difficult to remain happy when surrounded by sadness, or stoic in the presence of overwhelming emotion. In this regard, if others are ‘not engaged,’ then be engaging yourself. If they don't want to say ‘cheese’ then say it in front of them with a goofy smile until they – or both of you – are laughing. I can testify this works.
3. Bribes. If all else fails, bribe them with cookies. Countless psychological studies have proven that cookies (particularly ones containing chocolate) are an exceptional method of generating positive moods. Who could resist being happy when approached by a goofy smiling person offering free cookies?

Whatever your approach may be, the bottom line is that you cannot afford a working environment where 87% of your workers are potentially being unproductive. And besides, crediting cheese and cookies on your next profitability report will make for an exceptional story.

Stephen is the Office Manager for Sullivan Law Firm, APC.



5K 4 Kids
Save the Date
Saturday, January 30, 2016
8:30 a.m.

The San Diego Chapter of the Association of Legal Administrators is proud to host our second annual 5K Walk/Run to benefit StandUp For Kids starting at The Embarcadero Marina Park North.

StandUp For Kids is a national non-profit charity that was founded in 1990 by a group of volunteers in San Diego, CA. Starting from a program in one city, StandUp For Kids has grown to a national organization with operations in many states and the District of Columbia. They remain a nearly all-volunteer organization. All net proceeds will benefit StandUp For Kids – San Diego.

Please contact Stephen Williamson at swilliamson@sullivan-lawyers.com for more information or sponsorship opportunities



BOARD & MEMBERSHIP

**JULY BOARD MEETING . . . JULY 7, 2015
12:30 – 1:30 HIGGS FLETCHER & MACK**

**JULY MEMBERSHIP MEETING . . . JULY 21, 2015
THE WILD WEST OF CYBER LIABILITY
11:45 – 1:15 AT THE WESTGATE HOTEL**

**COCKTAILS & CONNECTIONS . . . JULY 30, 2015
5:30 – 7:30 AT ALLEN MATKINS - 21ST FLOOR CONFERENCE CENTER**

**AUGUST BOARD MEETING . . . AUGUST 11, 2015
12:30 – 1:30 MORRIS POLICH & PURDY**

**AUGUST MEMBERSHIP MEETING . . . AUGUST 18, 2015
DEVELOPING & MAINTAINING THE MINDSET OF A CHAMPION LEGAL ADMINISTRATOR
11:45 – 1:15 AT THE WESTGATE HOTEL**

A SPECIAL THANKS TO OUR BUSINESS PARTNERS!



THE MANDATE



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NEW BUSINESS PARTNER DIRECTORY!

2015/2016 BUSINESS PARTNER SPONSORS
THANKS FOR YOUR SUPPORT!

Please check the Chapter's Business Partner Directory *first* when you're shopping for a product or service for your firm. Not only are our Business Partners committed to delivering the highest quality products and services, they are also committed to furthering the goals of ALA San Diego by providing the funding we need for the outstanding educational and networking events and scholarship opportunities we value as members.

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SAN DIEGO CHAPTER

A Chapter of the
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