

PRESIDENT'S MESSAGE

by Anna Rushworth



As discussed in my previous President's Message which appeared in the June-July edition of The Mandate, ALA is going through the process of rebranding. To say the least, rebranding is a passionate dialogue amongst ALA members and leaders, with strong opinions on both sides of the discussion.

As a chapter, we will be faced with voting on LawVantage as the proposed new name and rebrand. The San Diego Board and I view our responsibility as giving you the different points of view so that you can make an informed decision when you cast your vote.

Therefore, rather than paraphrasing the pros and cons, I am offering you several well written points of view. The first two are written by a selection of Past Presidents, the first in opposition and the second in favor of LawVantage, and the last is written by **Jennifer Colwell, MBA, CLM, Vice President, Nebraska Chapter** in favor of the rebrand. My sole reason for giving you two selections in favor and one in opposition is that the opposition is more detailed than the two in favor, so it is my attempt to balance it out.

Although I am asking a lot, I hope you read through the selections, while maintaining an open mind, to enable a better understanding of the issues that have been raised.

As always, we welcome your thoughts as we traverse this new and unfamiliar territory together.

continued on page 6

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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, [Jennifer Beckey](#) for materials. For more information on eligibility and test dates, [click here](#).

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*"If you don't like something,
Change it. If you can't change it,
Change your attitude."*

- Maya Angelou

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THE MANDATE



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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www.alanet.org/facebook

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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:** _____

The Pros and Cons of Rebranding

Past President's Message (Con)

As ALA Chapter Presidents, you will be responsible for submitting your chapter's vote on the proposed re-brand and name change from Association of Legal Administrators to LawVantage. As is true for all major decisions, it's important for our members to consider both the pros and the cons, and the potential ramifications, before deciding upon such a significant change.

The ALA Board has done an excellent job of publicizing this proposed re-branding through a webinar, written materials, website videos, conference calls, and chapter presentations by Board members. Through these communications, we learn about their methodology, process and ultimate outcome leading to the re-branding. This memo is difficult to write. As former Presidents of ALA, we know what it's like to make tough decisions. All of us respect the hard work and dedication of the Board of Directors and ALA staff in developing this re-branding. We support the Board's strategic objectives to respond to the changes in the legal industry and their commitment to ensure that our association is positioned to be strong and relevant now and into the future.

Many of us have been open to considering a name change, but we are not convinced that we need to change the name of the association at this time to achieve the above strategic goals. And, if the name were to be changed, we don't find LawVantage to be an acceptable choice.

Who are we? As a cross-section of past Presidents, we remain engaged and interested in the future of the association. Some of us hold current volunteer roles in ALA, some continue to work in management positions in law firms or legal departments, others of us are management consultants, some have

worked or are still working in leadership positions in the business and corporate arena or non-profit world, and others are enjoying retirement. Most of us have already communicated our concerns regarding the re-branding to the Board via email and/or during a recent conference call.

Since the Board will provide you with all the reasons why they urge you to adopt the proposed name change, we believe it's important that you also hear a different perspective from some other dedicated and experienced ALA leaders regarding the reasons we are not in favor of this proposal.

WHY CHANGE THE NAME?

The major reasons given by the Board for scrapping "Association of Legal Administrators" as the name of our organization include the dynamic changes occurring in the legal industry; our name is too traditional and doesn't reflect the trend towards snappy, one-word names; acronyms such as ALA are going out of style and too many other organizations have ALA as their acronym; our name is too generic; and the term "administrator" doesn't reflect the enhanced roles of our members and the roles of newly emerging management positions.

As you review the above-mentioned reasons, please also consider:

The legal industry has been in a dynamic state of continuous change since ALA's inception – change is nothing new in our industry. ALA has been remarkably resilient over the years in anticipating and responding to these changes without having to change our name. For example:

In the early 1980s as law firms and legal departments grew, opened multiple offices in new cities for the first time, and added new functional management specialties, ALA restructured the organization by forming functional specialty sections

and modifying our conference curricula into functional tracks.

In the late 1980s ALA formally opened full membership to "branch" Office Administrators as well as functional specialists (instead of only Principal Administrators) as their numbers and importance to the legal management team became evident.

In the 1990s we formalized a regional governance structure and regional conferences for ALA in order to better serve a rapidly expanding membership.

More than a decade ago ALA began using the internet to deliver educational programs to our members via the web.

As ALA has grown in size and complexity, we have responded by increasing the role of professional headquarters staff in managing the organization. We have weathered mergers, recessions, dot-com bubbles, and difficult economic times -- all under the ALA banner.

Over the years, prior Boards have considered a name change, but each time ultimately rejected the idea because an acceptable alternative was not found. We have every confidence that ALA can continue to anticipate and respond strategically to changes in our industry – regardless of our name.

A traditional name is not necessarily a negative – it connotes stability, experience, and continuity. What's trendy today may not be trendy tomorrow. Our name, Association of Legal Administrators, makes it clear that we are a member-driven organization of professionals. While the catchy, one-word names may be adopted by some organizations, so far most professional associations have rejected such a trend.

Acronyms will be dropped by the one-

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word organizations, but acronyms are not going away. One example is the American Association for Retired Persons -- they have adopted AARP as their official name. The American Bar Association will probably always be known as the ABA. In business we have Apple, Twitter and Google, but we also have, for example, AT&T and BMW. NBA and NFL. CBS and HBO. IKEA, IBM, and CVS. More importantly, ALA is a well-known and respected brand, our main identity. We talk about going to ALA meetings and the ALA Conference, and we say we are ALA members and we have ALA partners. ALA is easy to say and easy to remember. It's how our members most often refer to the organization -- by our acronym. Rather than a complete re-branding, some of us think we could consider a modification of the AARP alternative: De-emphasize "Association of Legal Administrators" and instead focus the brand on "ALA" with a strong tagline that defines us.

Other groups use ALA as their acronym. While there are other "ALAs" out there, such as the American Library Association, American Lung Association, and American Lighting Association, among others, these organizations serve such different constituencies that confusion is minimal. It's interesting to note that in addition to the American Bar Association, ABA is also the acronym of the American Bankers Association, American Basketball Association, and American Beverage Association, among others, yet there is no confusion in our community when we refer to the ABA.

The term "legal administrator" is not always understood by outsiders. It's easy to explain, however, that we are an organization of professionals who hold various management and leadership positions in law firms and legal departments. Note that there are probably some who would think the American Bar Association is an organization of bar and tavern owners! Those involved in the management of or doing business with law firms and



legal departments understand who we are, and recognize and respect our name, Association of Legal Administrators.

Our generic name is inclusive and not a negative. Since our members have various job titles and levels of responsibility, a generic name is an advantage, not a drawback. Many of our members have the job title "Legal Administrator" or "Office Administrator," but many do not -- yet they recognize that "Legal Administrator" is also a generic term referring to all professional managers in the legal industry. Is "Association of Legal Administrators" the "perfect" generic name? No it's not, but there is no "perfect" name! Our name has served us well and can continue to serve us well.

Our name does not prevent us from attracting more Chief level and newly emerging functional managers. In the past, ALA's leadership has included Principal Administrators with varying job titles from some of the largest law firms as well as Administrators from small and mid-sized firms and legal departments. To attract and retain members from the highest "chief" levels of law firm management today, as well as those in newly emerging functional positions in the larger firms, ALA needs a strategic plan for "targeted recruitment" and "targeted programs" that are meaningful to these individuals, programs that give them a reason to join and participate, not just a new name. While we agree that attracting these individuals to ALA is important, we should not forget that a significant portion of our members work in firms with fewer than 40 attorneys, and many of our members in all sizes of firms and legal departments are proud to be called Administrators. As a result, we need to be more innovative and find new and additional ways to serve and connect with our members who hold dramatically different managerial roles in their organizations; and to provide programs, resources, and networking opportunities that focus on the varying levels and needs of these diverse groups.

WHY NOT LAW VANTAGE?

The most important factors to consider when choosing a name for an organization include:

- Align it with the mission of the organization.
- Avoid ambiguity.
- Make the name self-evident as to the organization's purpose.
- Keep it clear and simple.
- Don't be trendy since trends change.

We don't believe the proposed name of LawVantage meets the above criteria. Please consider:

We have heard from many members, and we agree, that the name LawVantage does not sound like the name of a professional association; rather it sounds like the name of a product such as a software program, or a service such as a consulting firm or other company serving the legal industry.

LawVantage would create much more ambiguity as to purpose and constituency than our current name and would always require explanation, much more so than Association of Legal Administrators. Would we be called Law Vantagers instead of Legal Administrators if the new name is adopted?!

LawVantage is not a unique name and, in fact, is similar to a number of companies doing business with ALA and ALA members, some of whom have exhibited at ALA conferences: LawVision, LawBase, LawDosXprex, LawPay, LawToolBox, and ProVantage.

The term "Vantage" may be unique when it comes to professional associations, but it is used by a wide range of companies and firms in a variety of industries, including a few related to the legal industry. There is the Minneapolis law firm "Vantage Law Group", the British law firm

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“Vantage Law” (we are International!), and “Vantage Partners” (consulting services, including law firms and corporate legal departments).

A tagline has been added to clarify the ambiguity in the name LawVantage: Your business of law society. While the tagline will appear on the website and internal communications, like most taglines it usually will be omitted in conversations, bylines, references to the organization by outsiders, etc. The word Society conveys that we are an association, but what is meant by the “business of law” and how is it unique to our members? Aren’t lawyers involved in the business of law? Law enforcement officers? Courts? It is a vague term that doesn’t convey the special roles of leadership and management provided by our members. ALA’s current tagline is: Your connection to knowledge, resources and networking. This tagline describes what ALA offers to its members, which we think is an appropriate use of a tagline for a professional association. A tagline that defines who we are could also be appropriate, but should emphasize our role as legal management professionals.

STRATEGIC GOALS

The Board’s proposal to change the name of the association is only the tip of the iceberg. The strategic issues the organization faces are ones of identity and vision for the future. Who are we as an association? Who do we want to be in five years? How do we get there? The Board has been trying to address these and other issues through the strategic planning process.

The goal to expand the membership to include more chief-level managers and managers from newly emerging roles is commendable and achievable. ALA has accommodated managers with various levels of job responsibilities and job titles for many years, and we can build on our successes as well as apply what we can learn from our mistakes. How can we do a more effective job of recruiting these



individuals? What do we have to offer them beyond what we have offered in the past? What can we do to retain their participation in ALA? How will their involvement in ALA enhance our organization?

We would caution, however, that we can’t successfully be all things to all people – that is a road map to nowhere. Some functional managers (many who are members of ALA) also have their own professional associations, such as Law Firm Recruiters, Marketing Managers, IT Specialists, Paralegal Managers, Professional Development Directors, etc. ALA has done a good job of leading the way in co-sponsoring programs and sharing resources with these other organizations. That is a good start.

Strategic questions for all to consider:

Are we going to remain a professional association, focused on enhancing the skills and roles of legal management professionals at all levels by providing education, resources, and networking opportunities? Or do we want to become a trade organization, a big tent organization, focused on broadening our membership to include everyone involved in “the business of law”? This new name and tagline imply the latter.

IN CONCLUSION

We know the Board has the best interests of ALA in mind as they make this re-branding proposal. We also have the best interests of the association in mind. We disagree, however, on the need to change our name to LawVantage.

The Board has communicated the potential benefits for changing our name. We urge you to also consider the risks. How much has this process cost so far and how much would implementation of a new name cost next year? How long would it take before “LawVantage” is no longer thought of as “formerly ALA”? If the name is changed, how will the association measure whether or not it’s been worth the considerable

expense? What kind of milestones will be set to measure success? Whether or not the name is changed, our association will endure and, with the implementation of appropriate strategic initiatives, will continue to thrive in the future.

Please feel free to share this memo with your chapter members.

*This memo is respectfully submitted by the following Past Presidents:

Donald S. Akins
Rita M. Alli
William A. Bachman
W. J. Douglass Boyd
Jerry L. Brown
David P. Constantine
Harold J. Doherty
Marshall H. Fletcher
Patricia L. Groff, CLM
Ronald M. Henry
Bradford W. Hildebrandt
Norma Lee Jefferson
Beverlee A. Johnson
Jack Kaufman
Patricia J. Lane, CLM
William C. Migneron, Jr.
Marjorie A. Miller
Jacqueline C. Mitchell
John D. Moore
Michael E. Palmer
Carol F. Phillips, CLM
Wendy Rice-Isaacs, CLM
Rachel Schaming
Nancy J. Siegel
Dodie L. Stewart
Toni A. Zenker-Greening

Past President’s Message (Pro)

Last week you received an email from Nancy Siegel, a past president of ALA, along with a memo signed by some of ALA’s Past Presidents. The memo expressed this group’s concern and opposition to the proposed rebranding. We appreciate their expression of disapproval of the proposed rebranding and respect their right to convey their thoughts to you, as Chapter Presidents. We, as an organization, owe a significant debt of gratitude to all of our Past Presidents for their service, stewardship, and investment of a substantial amount of time and energy. We value the

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ongoing contributions and their passion for the organization.

We, your current Board of Directors, believe it is important for you as members of ALA to hear opposing viewpoints to the rebranding as it is our ultimate goal to act in the best interest of our organization. As you know, we are also passionate about ALA, and we are dedicated to continuing the excellence in resources, knowledge, and professional development for which we are known. What we hope to avoid from this rebranding process is division within our organization. One of the greatest benefits membership offers is networking and the creation of professional relationships among our members. We desire to continue this benefit, along with the many other benefits that being a member of ALA offers, and we believe now is the right time to position ourselves to be able to do so strategically and thoughtfully.

To that goal, we are proud to recommend the name LawVantage to our members. We recognize that some members like the name, and appreciate that some do not. We also know that some members are simply neutral. We, as the Board of Directors, care about the thoughts and feedback of each of these groups and appreciate the dialogue that this process has created. We want you to know we are listening.

As members of the Board of Directors, we were once Presidents of our Chapters, and we recognize the importance of your roles. All of us once had Chapter Past Presidents to guide us and help build the future of our Chapters. But, all of us also learned a very important lesson—we needed to let our Chapter leaders lead.

We recognize the leadership and professional development opportunities you have in this rebranding process. We know you are the future leaders of the organization and are investing your time to learn the facts, listen to your chapter



members, and make decisions that are right for the current and future members of our organization. We support you and your vote and are available anytime to discuss this important issue with you.

Thank you very much for your service.

With much gratitude,

Your Board of Directors:

Paula Barnes
Mark Bridgeman, CLM
Laura Broomell, CLM
Katie Bryant, CLM
April Campbell, JD
James Cornell, III
Debbie Elsbury, CLM
Karen Glowacki
Julie Logan, SPHR, SPRM-SCP
Linda Quindt, CLM
Gary Swisher, II, CLM
Teresa Walker

Article by Jennifer Colwell, MBA, CLM, Vice President, Nebraska Chapter (Pro)

The adage tells us, "If it's not broke, don't fix it." I have never been able to agree with that, as I live in a continuous improvement mindset and constantly look for opportunities to make something better if it can be improved.

With that said, I don't believe in changing just for the sake of change. However, the potential rebranding from ALA to LawVantage is a great opportunity for change, and in my opinion, it's long overdue.

The Nebraska Chapter has been experiencing a decline in membership the past several years. As key members that have been a part of our chapter for decades start to retire, their replacements just aren't interested in joining the chapter. Their job descriptions are different. Their titles are no longer "Administrator." They don't seem to identify with the value the organization provides, even though we simply could not do our jobs to the degree that we do without this powerful resource behind us.

We have tried many attempts to improve our recruitment efforts and have had very little success. LawVantage offers a refreshing perspective to the organization, and our chapter is excited about the opportunity that it brings to grow our membership base.

I believe the rebranding campaign of LawVantage will bring more uniformity to the image of ALA. I hope it no longer feels like 97 different chapters each doing their own thing, but rather each harnessing the tremendous resources the national level brings to our individual chapters. We need to recognize that we are stronger and greater as a whole than individual pieces.

I believe our chapter will be more confident in approaching managing partners, functional specialists and in-house corporate managers to join our organization. I don't think we will approach them with the line "LawVantage is just the new name for ALA." I want to approach a potential member with the line that "LawVantage is the top organization and the must-belong place to be if you are involved in any way with law firm management." I want to explain that there is truly something for everyone in LawVantage and it equally represents all aspects of law firm management. Not only does it provide educational programming in all the areas we each independently function in, but it also provides critical networking — or as I like to affectionately call it, therapy.

I challenge you as leaders to remember that we are leaders first, not managers. Leaders are change agents. We need to be supportive of the national level of ALA so that they may better support us in the future.

We are all trying to reach the same common goal, which is to make this organization the strongest that it can be for our chapters, our profession and our personal careers. Embrace the change to help us all.

ASSOCIATION OF LEGAL ADMINISTRATORS SAN DIEGO CHAPTER



Tuesday, October 20, 2015
Managing Partners Luncheon

11:45 am – 1:30 pm
Registration and Program
1.0 Hour MCLE Credit - Ethics

***Scholarship and \$200 travel reimbursement will be awarded to Annual Conference – May 22-25, 2016 Los Angeles, California**

Ethics – Nobody Needs IT...Until They Get Caught

Dr. Dale Henry, will provide insight for everyone preparing for management and leadership. It is the misunderstood and most slippery slope of organizational empowerment. No one really gets hurt by twisting the truth a little – right? Everyone wants to do the right thing – right? Nope! We want to do the easy thing. In this empowering and life changing presentation everyone will leave with a new understanding of - and appreciation for - the power of self-ethical monitoring.

PRESENTER: Dr. Dale Henry, of Your Best Unlimited has been a teacher, principal, Dean of the oldest college in Tennessee, a businessman, author, and a speaker and trainer. Dale has been in customer service over half his life. His story-telling ability propelled him as a teacher. This, combined with his customer service and unique ability to captivate audiences, has sky-rocketed Dale in his speaking career. Since he began speaking just a few short years ago, corporate, government, and educational agencies call on Dr. Henry regularly to have him train their professionals. His client list is a virtual who's who of the top business and agencies in the nation. Dr. Henry is a master teacher in every aspect of the term, and he is what motivational speakers aspire to become.

Location: Morton's Steakhouse, 285 J Street, San Diego, CA 92101
PARKING: Street Parking or Parking Lot on 6th & Parkade

RSVP: Kathy Culver at kculver@ssvwlaw.com RSVP due by 12:00 p.m. on Friday, October 16, 2015

**Please note that NO SHOWS and Late Cancellations will result in a \$50 fee.*





MEMBERSHIP REPORT OCTOBER 2015 By Shaila Schaible

MEMBERSHIP NEWS

New Members

Linda E. Trefry
Legal Administrator
Attorney Sidekick

Rose Marino
Director of Administration
Epsten Grinnell & Howell, APC

Prospective Members Cont.

Katherine Rivette
COO/CFO
Henderson Caverly Pum & Charney, LLP

Scott Stewart
Controller
Klinedinst, PC

*Current National Members: 114
Current Chapter Members: 107*



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)

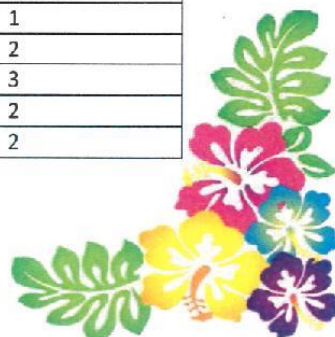
Tablet and other prizes – drawing at the Holiday Luncheon, 12/8/15

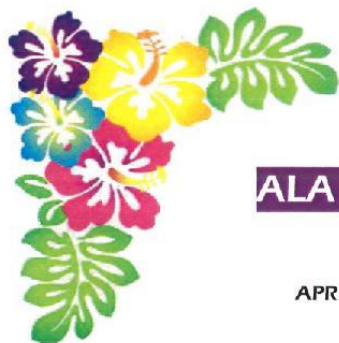
Aloha Points will accumulate from April 1 to November 30 (don't have to be present)

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



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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



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ASSOCIATION OF LEGAL ADMINISTRATORS SAN DIEGO CHAPTER

SAVE THE DATES

Upcoming Monthly Membership Meetings

RSVP: Kathy Culver at kculver@ssvwlaw.com

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)

October 2015

October 20 **Topic: Managing Partner Lunch – Ethics –Nobody Needs It...Until They Get Caught**
Speaker: Dr. Dale Henry
Time: 12:00 to 1:30 p.m.
Location: Morton's Steakhouse

November 2015

November 17 **Topic: Information Technology 101**
Speaker: ILTA & IT Panel (Craig Crosby – Procopio; Roger Meertins – Foley & Lardner; Ray Moore – Higgs Fletcher & Mack)
Time: 12:00 to 1:15 p.m.
Location: Westin Gaslamp (Horton Plaza)

GO GREEN for Halloween!

- Green your costume – Many costumes sold in stores contain toxic chemicals like PVC and phthalates. Try repurposing existing clothes or fashion a costume from recycled material.
- Use natural decoration – Locally grown gourds and pumpkins are a great way to reduce waste and carbon emissions.
- Compost leftovers – When Halloween is over, compost your pumpkins, leaves, straw and other organic materials. Pumpkins are also a great source of food for wildlife.

For more waste reducing tips – visit www.earthshare.org



**5K 4 Kids
Save the Date
Saturday, January 30, 2016
7:30 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





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**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

Sweating for a Cause

By: Stephen Williamson

Hey. You. You who is currently sitting in your chair reading this. You're being lazy and you should feel bad. And you don't want to feel bad do you? If you did you'd be an attorney. Which means you want to feel good. It means you want to feel active. It means you want to do good things.

Now you're probably thinking, "hey, that's rude buddy." But you're also probably thinking, "*sigh* I do want to feel active and do good things." So let me help you out. Let me give you a way to do both of those things **AT THE SAME TIME**.

If you've been paying any attention at all to this publication, you'll know that on January 30, 2016 there is going to be a 5K walk/run to benefit an amazing organization called StandUp For Kids. Knowing this now, here is how you can do both of those things **AT THE SAME TIME**: you can show up. You can come and participate and get some exercise, even if it is potentially the only day you will do so in 2016. Still not convinced? Please take a moment to read a few reasons why this will be the greatest decision you will **EVER** make.

1. Motivation. Studies have shown that the motivation generated through participating in a race runs (pun intended) into other areas of

one's life, thus increasing overall productivity. Just think of the potential profits to your firm if you get every person to participate in this race. An entire office of highly motivated individuals sounds like a no brainer.

2. Live longer. Researchers at Stanford University found that many runners (and walkers) not only live longer than non-runners (and non-walkers) but have a higher quality of life. They found those who stay fit have a decreased rate of cancer, heart disease and osteoarthritis than their non-fit counterparts.
3. Exhilaration. Runner or not, in a 5K, you really feel like you're racing. It's a short enough distance for serious runners that they can have fun and not and not necessarily worry about setting a personal record. They can also go much faster than their standard long distance pace. And it's a long enough distance for non-runners that serious training probably isn't required.

Regardless of your personal physical ability, the point is that you will have fun and contribute to the ongoing success of a great organization. And if you still aren't sold, in spite of all the reasons listed above, I'll humbly offer one last perk: you'll get to spend a Saturday morning with me, which is exhilarating in itself.

To register for the 5K 4 Kids please visit:
<http://www.sandiegoala.org/5k-4-kids-runwalk/>



San Diego Black Police Officers Association

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MEDIA ADVISORY FOR IMMEDIATE RELEASE

In recognition of October as Domestic Violence Awareness Month, the San Diego Black Police Officers Association partners with the San Diego Police Department's Family Justice Center, as a Handbags of Hope Ambassador. There are several other organizations participating.

WHO: The San Diego Black Police Officers Association

WHAT: Handbags of Hope Across America

WHEN: Saturday, October 10 at 11:00 AM

WHERE: ABM Parking Lot
1100 Broadway
San Diego, CA, 92101

WHY: This event is part of a nationwide initiative presented by Holy Helping Hands, a Los Angeles based non-profit organization (www.handbagsofhopeacrossamerica.com). The purpose of the event is to assist victims of family violence and to generate awareness of the impact domestic violence has on women and families.

The event is taking place simultaneously across the nation on October 10, 2015 with a goal to collect slightly used women's handbags or purses filled with small toiletries. The SDBPOA and its partners will collect the handbags and donate them to survivors of domestic violence, sexual assault, and human trafficking. We are asking you to bring your used purses and handbags and donate them to local women's shelters.

This is a monumental event bringing together multiple National Black Police Association Chapters with Domestic Violence resources in major cities across the nation including Washington D.C., Baltimore, Houston, Indianapolis, Detroit, Chicago, Los Angeles, Seattle, Las Vegas, and several others for this worthy cause.

CONTACT: Benjamin Kelso, President, San Diego Black Police Officers Association Phone: 619-980-4782 or Detective Rena Hernandez, SDPD Domestic Violence Unit 619-533-3543

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San Diego Black Police Officers Association

P.O. Box 532432

San Diego, CA 92153-2432

Sandiegobpoa.org

Visit us on facebook at

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BOARD & MEMBERSHIP

SEPTEMBER BOARD MEETING . . . SEPTEMBER 8, 2015
12:30 – 1:30 HIGGS FLETCHER & MACK

SEPTEMBER MEMBERSHIP MEETING . . . SEPTEMBER 15, 2015
BUSINESS PARTNER LUNCHEON – STRATEGIES FOR A MORE ENGAGED WORKFORCE
11:45 – 1:15 AT THE DOUBLETREE HOTEL BY HILTON

OCTOBER BOARD MEETING . . . OCTOBER 13, 2015
11:45 – 1:30 MORRIS POLICH & PURDY

OCTOBER MEMBERSHIP MEETING . . . OCTOBER 20, 2015
MANAGING PARTNER LUNCH – ETHICS - NOBODY NEEDS IT UNTIL THEY GET CAUGHT
12:30 – 1:30 MORTON'S STEAKHOUSE

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THE MANDATE



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Please download the new [Business Partner Directory](#).



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SAN DIEGO CHAPTER

A Chapter of the
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