



PRESIDENT'S MESSAGE

By Stephen Williamson



Last week I had to drive to Phoenix. Having family out there I have made this drive probably close to a hundred times. I departed San Diego with close to a full tank of gas and by the time I reached Yuma (about half way) I was right around half a tank. Believing I could make it the rest of the way, I opted not to stop. I continued on for about an hour and half when I noticed my gas light had come on, so quickly checked and determined I should be completely fine to make it to the next station in Gila Bend. Twenty minutes later I hear my phone's GPS tell me it is re-routing. How is this possible, I thought, there are only two damn roads here in the middle of the desert. I then realized that my GPS had lost service, and, being apparently too engrossed in my Harry Potter audiobook, missed the second damn road there in the middle of the desert. I looked and saw I had 12 miles until I was to completely run out of gas, and that the next gas station was in 11.7 miles. I turned cruise control back on, turned off my air conditioner, and prayed for the accuracy of the technology I was reading. I made it to the gas station with 0.2 left in the tank.

ISSUE LI

November/December 2019

There were lessons learned on this trip. Aside from the obvious – don't travel 100 mph when attempting to conserve gas; and don't let your imagination pull your attention from the only other road you can possibly take. The key lesson is know when to re-fuel.

As we come into November and many of you are beginning the insanity to close the year out, remember to re-fuel before you run out of gas. Your mental and physical health are the two most important things to maintain in order to be successful. And, frequently, they are both forgotten until you've already burned out. Remember to check in with yourself from time to time over the next two months to ensure you are staying healthy – and sane.

I wish everyone a joyous and healthy holiday season.

Happy Holidays!



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“Failure is simply the opportunity to begin again, this time more intelligently.”

Henry Ford



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:

KATYA ADAMS
(858) 246-8701
kadams@watkinsfirm.com

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

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



Gain more from your membership and get involved in 2019!

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.

Let's work together to make our Chapter the best it can be!

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



Best Practices for Attracting Legal Candidates in a Tight Market

By Kristy Carbajal & Kathy Gershwind- ADAMS & MARTIN GROUP

This past April, the unemployment rate defied expectations and dropped to 3.6 percent—the lowest it has been since December 1969. Low unemployment means there are few candidates actively seeking jobs. In the midst of this talent shortage, many organizations are facing the challenge of attracting and retaining qualified hires. In fact, according to Glassdoor research, 76% of hiring decision-makers say attracting quality candidates is their #1 challenge.

In addition to the low unemployment rate, another recent trend has greatly affected how companies hire: the emergence of employer review tools such as Glassdoor, LinkedIn, and Indeed. Job seekers don't just browse for open jobs, they thoroughly research organizations before applying. The accessibility of this information online has substantially transformed the hiring process from what it was a decade ago. Before even submitting an application, candidates can find out which firms are offering more generous vacation packages and flexible schedules.

Top legal candidates are likely being pursued by multiple law firms and legal departments, and when choosing between similar compensation packages, a company's reputation as an employer and the candidate experience the company

provided might be the final deciding factors. Everything the candidate encounters throughout the application process has the potential to influence their ultimate decision.

An organization with a compelling job post, positive Glassdoor reviews, a convenient application process, and hiring managers who follow up in a timely and friendly manner will make a good impression.

On the other hand, imagine a candidate who has the online portal crash while filling out an application. When the candidate tries to schedule an interview, there are few time slots available. The interviewer is late, and the hiring manager doesn't call or email for weeks afterwards. By the end of the process, the candidate is left wondering whether they want to work for such an organization after all.

To complicate matters further, when an applicant has a bad experience, they are likely to let others know. According to the "2018 Talent Board North American Candidate Experience Report" a majority of candidates (65%) will share their negative experience with their friends, colleagues, and peers. Meanwhile 35% will share it publicly (e.g., on social media, Glassdoor, LinkedIn, and even customer review sites such as Yelp).

A bad reputation as an employer can further limit a firm's already limited candidate pool—a mistake that can prove deadly for organizations in today's tight candidate market. Eighty-four percent of job seekers say a company's reputation is important when deciding where to apply for a job, according to Glassdoor data. It pays to be known as *the* organization to work for—and that's not going to happen when an applicant is treated poorly or unfairly.

Cont. on pg. 4

Below are some of Adams & Martin Group's biggest do's and don'ts for attracting top talent, maintaining a positive employer brand, and creating a memorable candidate experience.

- **DO** respond to reviews on Glassdoor. Research shows that a candidate's perception of an organization improves after seeing them respond to negative reviews. Even if there is little that can be done to right the situation, acknowledging the problem and offering a brief apology goes a long way in appeasing reviewers.
- **DON'T** use gimmicky or non-standard language in your job postings. Search engines are less likely to pick up non-standard terms and many qualified candidates might never come across your job ad.
- **DO** stay up-to-date with the latest salary information using Adams & Martin Group's annual Salary & Management Resource Guide, as well as online resources such as Salary.com, Glassdoor, and Payscale. Additionally, don't forget to tout your benefits and perks, such as vacation packages and flexible schedules.
- **DON'T** limit your job search to just posting an ad on a single website or job board. This practice significantly reduces exposure and closes the door for passive job seekers (those who are currently employed but are open to new opportunities).

- **DO** make the interview as smooth as possible by providing necessary information ahead of time, including the interviewer name and role, driving and parking instructions, and an itinerary.
- **DON'T** "ghost" candidates. Respond to every applicant to let them know the position has been filled. Applicants who never hear back from an employer can feel jilted and walk away with a bad impression of the organization.
- **DO** reach out when you need help! Partnering with Adams & Martin Group means you get access to the knowledge, resources, and technology of a team of seasoned legal recruiting professionals.

In today's tight legal job market, organizations can no longer rely on static job posts. Rather, in order to compete for top legal professionals, organizations need to proactively build great experiences for every applicant. From fostering a positive employer brand online to ensuring each and every applicant receives a rejection or acceptance letter, a strong hiring process has never been more important.

Article provided by Adams & Martin Group

Adams & Martin Group places temporary, temporary-to-hire and direct hire legal professionals at every level within law firms and corporate legal departments. In addition, they have specialized divisions with expertise in Litigation Solutions and Attorney Search. Among numerous accolades, Adams & Martin Group has been recognized by Inavero for "Best of Staffing"® - Client and by Staffing Industry Analysts as a "Best Staffing Firm to Work For."



MEMBERSHIP NEWS

MEMBERSHIP REPORT SEPTEMBER/OCTOBER 2019

By Cynthia Barron,
Vice-President/Membership Chair

Current National Members: 72

Current Chapter Members: 72

New Members

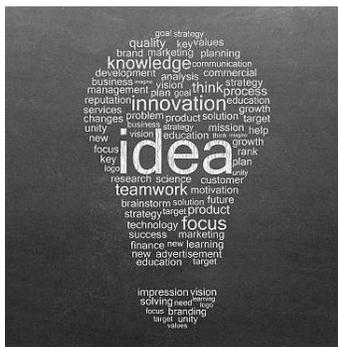
Christina Entin, Regional Office Manager
Buchanan Ingersoll & Rooney PC

Prospective Members

Alicia Aquino
Summa Consulting Group

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

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



CYNTHIA BARRON

(619) 241-4814

cbarron@fitzgeraldknaier.com

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

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

BUSINESS PARTNER SPOTLIGHT

ROBERT HALF LEGAL



Nicole Riccitelli is the branch director for Robert Half Legal, the premier provider of highly skilled legal professionals, including lawyers, paralegals and legal support personnel, for law firms and corporate legal departments. Nicole oversees the legal staffing, recruitment and business development operations throughout the San Diego area. She joined the company in 2017 and has held various leadership roles since that time. Nicole received her bachelor's degree from University of California—Irvine and her juris doctor from Whittier Law School. She is also involved with the Voices for Children organization where she is a court-appointed special advocate (CASA) for adopted, foster and neglected children.

Robert Half Legal has enjoyed a long-standing partnership with the Association of Legal Administrators (ALA). We have worked closely with the San Diego chapter for more than 10 years. And as a business partner of ALA, we have formed great relationships with many members across the country. As a result, we have built a strong customer base and have expanded our visibility among loyal ALA members. They call upon us for their legal staffing needs and we aim to serve as a resource for information on legal hiring trends – both locally and nationally. Finally, ALA is a tremendous resource for the legal community. As a legal staffing firm, our goal is to provide our clients with immediate access to highly skilled legal talent and our partnership with the ALA allows us the opportunity to meet top-shelf legal administrators who help us to achieve that goal.

For more information, please visit: www.roberthalf.com/legal or contact the San Diego team: (619) 234-3181.

BUSINESS PARTNER SPOTLIGHT



Adams & Martin Group is the leader in San Diego legal recruiting.

Adams & Martin Group is a values-driven, full-service legal staffing firm that has proudly served the staffing needs of law firms and legal departments in greater San Diego since 2013.

Our local team – including our Vice President – lives and works right here in the San Diego community, with strong ties to the area’s professional organizations. With our company headquartered in Southern California and two additional offices in the region, we know this unique labor market inside and out. Adams & Martin Group is your go-to resource for all legal recruitment needs.

We are proud to support ALA in its continuing efforts to develop, strengthen, and advance the legal administration profession. Dedicated to creating remarkable experiences, your Adams & Martin Group team is passionately committed to our firm’s purpose: *To make life better for the people we serve.*®

Our Services
Temporary • Temp-to-Hire • Direct Hire • Attorney Search • Project Mgmt.

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 VICE PRESIDENT
- 
KATHY GERSHWIND
 BRANCH MANAGER
- 
RAQUEL SMITH
 BUSINESS SOLUTIONS
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- 
CHRISTINA KETTMANN
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ASSOCIATION OF LEGAL ADMINISTRATORS
SAN DIEGO CHAPTER

SAVE THE DATES

Upcoming Monthly Membership Meetings
RSVP: Kristin DeGroot at kdegroot@wingertlaw.com

BOARD MEETING. . . NOVEMBER 5, 2019
THE GUILD HOTEL 12:00 – 1:30

NOVEMBER MEMBERSHIP MEETING. . . NOVEMBER 12, 2019
11:45 -1:00 – DOUBLETREE MISSION VALLEY
7450 HAZARD CENTER DRIVE, SAN DIEGO

FALL MEMBER SOCIAL - NOVEMBER 19, 2019
THE GUILD HOTEL 5:00 P.M. - 7:00 P.M.
500 W BROADWAY, SAN DIEGO, CA 92101

ANNUAL HOLIDAY LUNCHEON...DECEMBER 3, 2019
THE WESTGATE HOTEL 11:45 – 1:00
RIVIERA ROOM, 3RD FLOOR
1055 SECOND AVENUE, SAN DIEGO

Holiday Luncheon Gift Exchange
(Participation is voluntary)

Rules:

1. If you wish to participate in the gift exchange, bring a wrapped gift valued at no more than \$20.
2. 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 participating.
3. 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 participating.
4. The third person then will have the option of stealing #1’s gift, stealing #2’s gift or selecting a new gift, unwrapping it, and so forth.
5. 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.
6. 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.
7. 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 start the exchange

A SPECIAL THANKS TO OUR BUSINESS PARTNERS

Click [HERE](#) for the 2019 Business Partner Directory

Golden Sunset



Legal Staffing • Project Management • Attorney Search

Silver Sand Castle



Bronze Boogie Board



THE MANDATE



A SPECIAL THANKS TO OUR BUSINESS PARTNERS

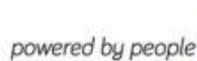
Catch the Wave



Surf's Up



In-Kind Sponsors



HEALTH & WELLNESS

The Holidays are coming! Enjoy the holiday season with these 7 holiday health tips.

- Take 3 minutes every day. Take 3 minutes every day just for you. Try writing in a journal, meditating, stretching, listening to calming music or reading.
- Make time for family meals. With several activities happening during the holidays, it becomes almost too easy to dine out. Plan for healthy family meal time at home whenever possible.
- Plan your snacks. Avoid going more than 3-4 hours without eating. Opt for a healthy carb + protein snack.
- Schedule your exercise. As our schedules fill up this month, it is harder to find time to exercise. Schedule your exercise in your appointment book and reschedule if something comes up.
- Don't try to lose 5 pounds. The holidays can be a hard time to lose weight, as many schedules are interrupted by parties and events. Try to maintain, not gain, during the holidays.
- Get 6-8 hours of sleep. A lack of sleep can weaken your immunity and increase your chronic disease risk. Set a bedtime, and stick to it.
- Do less, enjoy more. You may find yourself overdoing it during the holidays. Choose 1-3 holiday activities per week (work holiday party, shop at the mall, write cards) and say "no" to the rest.

The Mandate E-Newsletter questions?
Interested in advertising?
Want to contribute an article?

Please contact:
Monica Reisner, Editor
mreisner@daleyheft.com

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Editor's Corner

RANDOM HOLIDAY FACTS

Coca-Cola played a huge part in Santa's image. According to Coca-Cola, Santa used to look a lot less jolly — even spooky. Go ahead, Google early images of Santa. We'll wait. It wasn't until the beverage company hired an illustrator named Haddon Sundblom in 1931 to create images of Santa for magazine advertisements that we got the warm and friendly Santa we know today.