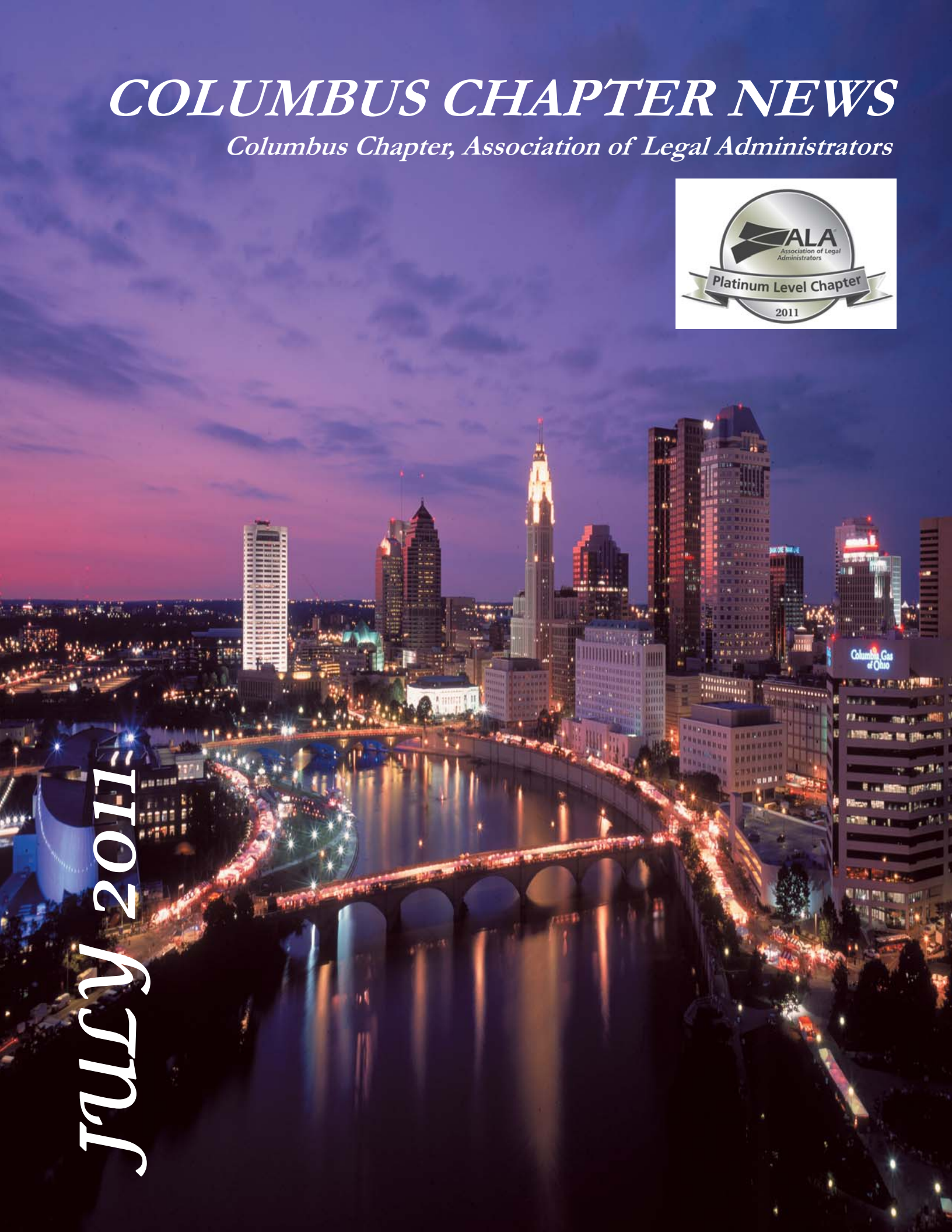


# *COLUMBUS CHAPTER NEWS*

*Columbus Chapter, Association of Legal Administrators*



JULY 2011



# Wishing you our best...

It's a day for picnics and parades, fireworks and celebrations, and for remembering those who bravely serve to protect our freedom.

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Cover Photo provided by Columbus Chamber of Commerce, <http://www.columbus.org>

*Special Thanks to Our Business Partners:*

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**IKON Office Solutions  
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**BEC Legal Systems  
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Iron Mountain  
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**Equity Level**

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Key Evidence  
Premier Office Movers**

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IST Management Services**

**Printing Sponsor**

**Williams Lea**

**The Columbus Chapter of the Association of Legal Administrators appreciates the support of our business partners. *Business Partners Are Vital to Our Success.***

Visit our Business Partner page on the Columbus Chapter Web site, <http://www.alacolumbus.org/vendors.htm>

Visit the Business Partner Resources tab on the ALA Web site at <http://www.alanet.org/resourceforvendors/welcome.aspx>

## President's Message



*Chapter President  
Cara Tammaro*

Thank you to everyone who attended the Town Hall Meeting and May Chapter luncheon. The dialogue was great as was our guest, Steve Wingert. Steve recently held the position of Region 3 Director and is the current President-Elect of ALA. This was the second year that we have had the privilege of hosting Steve and we appreciate the time that he was able to spend with us. (See, photo on next page.)

As he was leaving, Steve commented on the great energy of the chapter. Of course, I agree with him. There is something special about this group and the town hall format showcased many of the reasons why. The dialogue was open, humorous at times (often at my expense but that's OK), honest, informative and insightful – just like us!

If you thought the town hall meeting was fun, just wait. In July, four of our members who attended the 2011 National Conference will share with you information from a couple of their favorite sessions. In August, we're moving the meeting to Huntington Park for a business day ball game. Then we'll wrap up the summer (or kick off fall) in September with the annual Member/Business Partner Golf Outing. It's worth going just to see which pair of knickers Randy will wear! And we promise, you don't have to golf!

I can't wrap up this month's letter without mentioning two business items, Antitrust and CLM .

Many within the Columbus chapter count on each other for assistance and advice. This is a great benefit of the relationships fostered through active participation in the chapter. However, we do want to make sure that what we share and how we share it is within the antitrust guidelines. This month's newsletter includes a copy of ALA's Antitrust Guide.

Also worth mentioning is the Cyber Chapter of the Association of Legal Administrators second "Online CLM Study Group." If you are thinking about taking the CLM, this group is for you. Many ALA members and current CLMs took advantage of the first Online CLM Study Group and found it very helpful as they prepared for the exam. More information about the group can be found on the ALA website.

I hope to see everyone for lunch in July, a game in August, and golf in September.

*Cara*



Columbus Chapter Board Members took Steve Wingert, ALA President-Elect to dinner.  
Pictured from L to R: Laura Carpenter, Membership Committee Co-Chair,  
Randy Headley, Region 3 Representative, Steve Wingert, ALA President-Elect,  
Cara Tammaro, President, Karen Scurlock, Vice President of Membership, and  
Paul Boyd, Immediate Past President (not pictured, Photographer Cindy Wesney)

*Attend the Chapter Meeting free-of-charge*



*in your ALA Anniversary Month!*

The Columbus Chapter would like to extend an invitation to all Columbus Chapter members to attend the monthly meeting – on us – in the month of their ALA Anniversary!

A member of the Board will contact you to invite you to join us at the meeting to celebrate your anniversary month. If your anniversary falls during a month in which we do not have a monthly meeting, or the meeting is sponsored by a business partner, you can use your “free” month at the next scheduled meeting.

It’s our way of saying “Happy ALA Anniversary!”

# Upcoming Events

## JULY 2011

SU	MO	TU	WE	TH	FR	SA
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

**15-17**  
**ALA Chapter Leadership Institute**  
The Cosmopolitan, Las Vegas, NV

**20 – Wednesday – 12:00 PM**  
**Monthly Chapter Meeting**  
Columbus Renaissance  
ALA Conference & Exposition  
Roundtable Discussions  
Conference Attendees, Facilitators  
RSVP to Janie Jude-Askew at  
[jjude-askew@lblaw.net](mailto:jjude-askew@lblaw.net) by  
Friday, July 15

**20 – Wednesday – 2:00 PM**  
**ALA Webinar\***  
Finance for the Non-Financial  
Administrator  
For more information visit the ALA  
Web site at [www.alanet.org/webinars](http://www.alanet.org/webinars)

**26 – Tuesday – 12:00 PM**  
**Chapter Board Meeting**  
Kegler, Brown, Hill & Ritter

## AUGUST 2011

SU	M	TU	W	TH	FR	SA
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

**3 – Wednesday – 12:00 PM**  
**Records & Intake Roundtable**  
Porter, Wright, Morris & Arthur  
Records Retention and  
Implementation  
RSVP to Tom Richardson at  
[TRichardson@porterwright.com](mailto:TRichardson@porterwright.com) by  
Monday, August 1

**11 – Thursday – 12:05 PM**  
**Columbus Chapter Outing at  
Huntington Park**  
Join your fellow chapter members  
at Huntington Park for a Business  
Day ballgame!  
*See enclosed flyer for more information*

**17 – Wednesday – 2:00 PM**  
**ALA Webinar\***  
Focus on Profitability: Revenue-Based  
Management  
For more information visit the ALA  
Web site at [www.alanet.org/webinars](http://www.alanet.org/webinars)

**30 – Tuesday – 12:00 PM**  
**Chapter Board Meeting**  
Kegler, Brown, Hill & Ritter

## SEPTEMBER 2011

SU	MO	TU	WE	TH	FR	SA
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

**15-17**  
**ALA Regions 3 & 4 Conference**  
The InterContinental, Kansas City,  
MO

**21 – Wednesday – 2:00 PM**  
**ALA Webinar\***  
Ethics in the Wired World  
For more information visit the ALA  
Web site at [www.alanet.org/webinars](http://www.alanet.org/webinars)

**22 – Thursday – 12:00 PM**  
**Columbus Chapter Member/  
Business Partner Golf Outing**  
Oakhurst Country Club

**22-24**  
**ALA Large Firm Administrators  
Retreat**  
The Ritz Carlton Chicago, Chicago, IL

**27 – Tuesday – 12:00 PM**  
**Chapter Board Meeting**  
Kegler, Brown, Hill & Ritter

\*A reminder that if you are interested in attending any ALA Webinar, please contact Columbus Chapter President Cara Tammaro at [ctammaro@keglerbrown.com](mailto:ctammaro@keglerbrown.com). If at least five chapter members are interested, the Chapter will pay for the webinar.

Wednesday, June 29, 2011

## Chapter Workshop Summary

### Delivering Excellent Client Service Up and Down the Line

*Tim Hrastar, , Rapport Marketing, Speaker*

This year's educational workshop featured a presentation by Tim Hrastar on delivering excellent client service. In order to even begin to deliver excellent client service you first need to identify who is a client. Once you know who your clients are you can begin to focus on creating or enhancing your client service program by establishing standards of client service, communicating expectations with employees, and monitoring for continuous improvement. In order to do this Tim suggests asking the following questions:

- WHO delivers client service?
- WHAT constitutes excellent client service?
- WHERE is it delivered?
- WHEN is it delivered?
- WHY is excellent client service necessary?
- HOW is it delivered?

Once you have answered these questions you have established the standards for client service in your organization. Now you must communicate to the employees and monitor the program to see where it can get better. Successful implementation of excellent client service programs begin with buy-in from leadership at the top.

You can visit Tim's Web site at <http://www.rapportmarketing.com>.

Congratulations to Laura Carpenter and the Past Presidents' Council for another successful event!

Respectfully Submitted,

Sara Leech, Secretary

## Member Spotlight – Meet Your Treasurer



**Janie D. Jude-Askew**  
Firm Administrator  
Loveland & Brosius LLC  
[jjude-askew@lblaw.net](mailto:jjude-askew@lblaw.net)

*Columbus Chapter Treasurer Janie Jude-Askew*

What is your current job title and major responsibilities?

Firm Administrator – I do everything since we are a small practice!

Give us an example of a time when you said to yourself, “Is this really in my job description?”

I thought of this as I was getting a series of Hepatitis shots after being in sewage water in the basement of a firm picking up computer towers and putting them on top of desks! I can’t make something like this up!

What did you want to be when you grew up?

Believe it or not, a lawyer or teacher.

If you could plan the perfect day, what would it look like?

A beautiful sunny day with my husband in the Jeep, with the top down, headed to the green hills of Kentucky!

What is the best thing that has ever happened to you?

Marrying my best friend, Dave.

What was your first job?

Teaching swimming lessons at the Bexley pool as a kid.

Who or what had the greatest impact on your life?

My parents, they taught us to stand up for ourselves, to be honest and to never let anyone tell you you cannot accomplish your goals.

What is your favorite activity (besides work, of course)?

Driving everywhere with my niece to softball games and practices! Really, I love to read and be with my family.

What would you do if you had more free time?

TRAVEL! My husband and I love to travel.

If you weren’t working in law firm administration, what career would you have chosen?

Educator but I get to touch in that area by being an adjunct Professor at Franklin University.

Anything else you would like for us to know about you?

I am one of those people who is ecstatic that I get to wake up. I can always work through anything. Oh and I am very honest which sometimes confounds the folks around me!

# Getting the Highest Return from Your Software Investments Using Blended Learning Solutions

By Kristen Graeber and  
Joseph James IV, *Micro  
Strategies*

Reprinted with permission  
from the "Jer-Z Journal," the  
newsletter published by the  
New Jersey Chapter of the  
Association of Legal  
Administrators,  
Fall/Winter 2010



*"Oh, I don't have time to waste in training; I'm too busy!"*

*"Our attorneys don't need training; besides they won't go anyway."*

*"It's only e-mail. Who needs training to be able to e-mail?"*

*"My budget is too small to include training!"*

Sound familiar? It probably does.

One of the many consequences of our struggling economy is that folks are asked to do more with less. Lean times mean lean firms – and saving money where you can. As we all know, that means smaller budgets that need to include more – and many times it's end-user training that gets cut.

While not ideal, it might seem like a good compromise to be able to buy the system and cut the training budget 75%. What you might not know is that you can't afford **not** to train your users. According to Gartner Group analysts, "twelve hours of formal training equates to 72 hours of self-paced training." Simply stated, that means that users will spend SIX times longer figuring out a program themselves than it would take to train them to use it. And the bad news doesn't end there.

While those users are busy working on their own, two things are happening (or, actually, not happening). One, the hours they're spending figuring it out alone are non-productive and probably not billable, especially in the case of attorneys. Two, without benefit of curriculum or guidance, the users are probably not utilizing many of the new and productivity features of the program. A recent IDC study found that without training, folks use about only 13% of the features in new software.

In our many years as Training Specialists working in the legal industry, we estimate that 13% feature usage is generous. However, a larger question looms: What about the other 87%?

The reason that most firms invest in the latest and greatest programs and systems is because they hope to capitalize on the efficiency-boosting features. However, if only a small percentage of your users know how to use that check box or this button, how are those savings realized? They aren't. Yet.

To get the most from your resources, think first about leveraging assets your firm already has. The best examples of these "diamonds in the rough" are programs we use every day. Most of us can comfortably say that we are

*Getting the Highest Return, continued on Page 10*

*Getting the Highest Return, continued from Page 9*

proficient in sending e-mails or editing documents. And, that's true. But, can you create a rule in your inbox or remember how to run a mail merge at holiday time?

For time-sensitive tasks (think holiday cards), schedule a series of "mini-sessions" once a week during October. Prepare a short (under 10 steps) how-to Quick Reference Guide, and send it out the first week of November. For more in-depth information, you may even want to include online links to product sites (like Microsoft.com) for short e-learning videos about mail merge or other related topics (creating envelopes and labels, etc.).

For more in-depth topics, like e-mail management, for example, you may also want to leverage recorded sessions. To create these sessions, simply record yourself using Microsoft LiveMeeting or GoToMeeting and talking (and "driving") through four or five related tasks. Next, post the recording where folks from your firm can watch it when they need it, like your firm's internal website or intranet, which for some of us could be at 2 a.m. on a Tuesday.

Also, when planning a big roll-out or upgrade, it's a good idea to supplement these options with learning lab access. Learning labs are virtual "sandboxes" where users can play with the new system to see how it works. This exposure is essential in helping users apply skills learned in the classroom to the real working environment. If you don't have the time or resources to assemble a lab, a great way to generate buzz about a new product or upgrade is to set up a centrally located laptop as a walk-up kiosk. You'd be surprised at the number of folks who stop by to get a look at and feel for the latest and greatest.

While learning labs help folks prepare and practice what they've learned, nothing compares to the value of post-migration floor support by subject matter experts. Nominate a few of your super-users to a "Gold Star Club," and ask them to be a resource for other people on their floor or in their group. Additionally, you may want to consider hiring a consulting firm to supplement your in-house expertise for new software or upgrades. Also, by tracking the floor support topics, you will get timely feedback about the effectiveness of the training you employed, as well as the value of the solution itself. This type of information can be very important, especially as you progress through to completion of an upgrade.

By implementing a blended learning solution that leverages many resources simultaneously, you are able to use your limited training resources where your users need them most. For some, that means attending a recorded session on "Working Smart with Outlook." For others, it means attending an instructor-led mini-session about Tables of Authority, and watching some Microsoft e-learning modules.

Whichever training methods you decide to use at your firm, the key point to remember is that you can't afford **not** to train your users. By blending traditional classroom learning with e-learning, learning lab access and floor support, users are in and out of the classroom quickly; yet, fully prepared. This method ensures that the efficiency-boosting features — the reasons your firm bought the software in the first place — are being used quickly and efficiently, bringing productivity back to your users faster than ever. ♦

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*Kristen Graeber is a Solutions Analyst and Joseph James IV (JJ) is the Project Support Manager at Micro Strategies. Kristen and JJ have 20+ years of combined experience in helping organizations realize greater efficiencies through Training.*

*Micro Strategies is a Systems Integrator with expertise in Hardware, Software and Services, and 28 years of success serving the legal industry. Micro Strategies has offices in Denville, NJ, and Malvern, PA, and covers the NY Metro and Mid-Atlantic regions. For additional information or to contact Kristen or JJ, please e-mail [info@microstrat.com](mailto:info@microstrat.com) or call Rosary De Filippis at 973.625.7721.*

Thursday, June 23, 2011

## Chapter Meeting Minutes

**Members Present:** Donna Bean, Paul Boyd, Laura Carpenter, Kelly Coholich, Camille DeLozier, Vicki Drabick, Marty Eisenbarth, Jack Green, Randy Headley, Janie Jude-Askew, Sara Leech, Tiffany Miller, Beverly Ringhiser, Karen Scurlock, Cara Tammaro, Gail Tibbals, Becky Von Ohlen, Amy Welty, Cindy Wesney, Larry Wiesman, Jason Womack

**Guests Present:** Shirley Coressel, Columbus Bar Association

**Guest Speaker:** : Steve Wingert, ALA President Elect and previous Region 3 Director

### **Welcome and Announcements:**

Cara Tammaro opened the meeting, welcomed everyone in attendance and introduced speaker Steve Wingert and former member/guest Shirley Coressel.

Cara requested a motion to approve the May meeting minutes. Karen Scurlock motioned to approve and Jack Green seconded the motion. Minutes Approved.

The Past President's Council has scheduled our annual education seminar for June 29<sup>th</sup>. This will be for members and business partners with a reception immediately following the educational session.

The July meeting will serve as discussion of topics from the National conference.

The holiday party, typically held in December, will now take place on August 11 at Huntington Park. First pitch is at 12:05 pm.

Cara presented the awards the Chapter received at the National conference. The Community Service award was presented to Janie Jude-Askew, the Newsletter award was presented to Cindy Wesney, and the Half Day Seminar Education award and the President's Award of Excellence were presented to Paul Boyd.

Cara had Steve Wingert draw the winner of the \$50 gift card and Shirley Coressel won.

Jack Green announced that the local Compensation & Benefits survey should be out the first week of July with a return date of the first week of August.

As part of our Community Challenge initiatives we will be starting with a school supply collection drive. Look for more information on this in the newsletter.

### **Guest Speaker**

Cara introduced our guest speaker, Steve Wingert ALA President Elect and previous Region 3 Director. Steve discussed current ALA initiatives.

*Chapter Meeting Minutes, continued on Page 13*

Thursday, June 23, 2011

## Speaker Recap

### Town Hall Meeting

Steve Wingert attended the Chapter meeting this month to inform us about current ALA initiatives and to answer any questions we might have about ALA. Steve discussed the following during the meeting:

- The ALA International Relations Committee is currently working to better understand what international members needs are and how ALA can best help these members. ALA originally thought that expansion into international markets would be similar to the model in the U.S. However the committee learned quickly that the chapter model does not fit the needs of international members. Steve indicated that ALA currently has members from 38 countries. He also stated that at the recent national conference in Orlando we had two attendees from Paris.
- ALA's VIP program (Value in Partnership) - This program was created to provide ALA members with pre-negotiated and often discounted rates with various business partners. ALA is currently working on better promotion of this program and is in the process of obtaining more relevant partnerships.
- ALA has created an online member directory which has replaced the member directory books that all members received each year. The benefit of an online directory is that it is updated with the most current information and allows users to easily search the directory. The new directory also identifies members by Chapter.
- FALA has published a new book, *The Extraordinary Managing Partner*. Steve did a drawing for a copy of the book and Cindy Wesley won.
- ALA is working on building relationships with other professional organizations such as the Legal Marketing Association (LMA) and ILTA among others. The leadership of these organizations will be meeting to discuss collaborative program development intended to provide members with even more value.
- The start of the Community Challenge program is coming up and this year ALA is working to promote this as a year long effort. They are attempting to change the focus from a week/ weekend effort to something that is ongoing.
- ALA is also looking to change the focus of Professional Legal Management Week (PLMW) to a year round program. This may result in a name change from PLMW to something new.
- ALA will be holding the Financial Management Conference again next year.
- Registration for the Region 3 conference is now open.
- ALA is currently looking for Region 3 team members, director and at-large director.

Respectfully Submitted,

Sara Leech, Secretary

*Meeting Minutes, continued from Page 11***Town Hall Discussions**

Member Survey – Cara discussed results from last November’s member survey. We had about 30% participation. Overall members stated they were very satisfied with the value of their membership and enjoyed the community service initiatives. Members posed questions regarding the new member mentoring, vendor program and the Web site which were later discussed in detail.

New Member Mentoring – Karen Scurlock said the Chapter is always looking for new members and anyone who knows of any potential new members should contact her or Laura Carpenter. Karen and Laura are planning a new member luncheon in the near future. Karen also noted that they are actively trying to develop a mentoring program for new members and anyone can be a mentor.

Web site – Marty Eisenbarth discussed plans for the Chapter’s new Web site. The committee has engaged a vendor to completely redo the Web site. The committee is currently undergoing training to learn how to make updates to the new Web site so that we can maintain this function in house. The Web site will go live by August 1, 2011.

Golf Outing – Cindy reminded everyone that the golf outing is scheduled for September 22<sup>nd</sup> at Oakhurst. You do not need to know how to golf to come to the outing. The outing provides a chance for members to interact with business partners and other members in a casual setting.

Education Conference – Laura discussed that the upcoming education conference is June 29<sup>th</sup>. Everyone is encouraged to invite any of their current business partners. The education conference is a great opportunity for members to show their appreciation to the business partners that support our chapter.

Records Meeting – Kelly Coholich hosted a brown bag lunch meeting for local records managers and staff. Kelly reported that 18 people came for the meeting and the feedback was very positive. The next meeting is scheduled for the first week of August at Porter Wright. The topic is Retention and Destruction policies.

Respectfully submitted,

Sara Leech, Secretary

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Visit us on the Web at <http://www.alacolumbus.org>



## Legal Management Resource Center

Do you have a legal management problem, question or issue that you need to resolve? The Legal Management Resource Center (LMRC), created and hosted by the Association of Legal Administrators (ALA), is designed to immediately provide the information you need or to quickly direct you to other resources, most on the Internet, where the knowledge you seek can be found. If you need quick personal assistance, ALA members can use the ALA's Management Solutions<sup>SM</sup> Reference Desk, where our expert group of researchers will help you find the answer to your legal management question.

### The LMRC's New Look

The Legal Management Resource Center is now part of ALA's website. Don't worry, we still have all of the same information that you need but with a new look and improved functionality.

Visit one of the new and improved features:

- Document Directory – resources on a number of topics designed to help you, the Legal Administrator.
- ALA Management Encyclopedia<sup>SM</sup> – Concrete, practical information on legal management issues. Now available to all ALA members.
- Peer Consulting Directory – ALA Members can locate the experts they need.

### *ALA July Anniversaries:*

Cathy Bagot	14 years
Barb Campbell	5 years
Wendy Coffey	7 years
Sara Leech	4 years
Karen Scurlock	10 years
Cara Tammaro	4 years

*Attend the chapter meeting free-of-charge in your anniversary month.  
If your anniversary falls during a month in which we do not have a  
meeting, or the meeting is sponsored by a business partner,  
you can use your "free" month at the next scheduled meeting!*

## COLUMBUS CHAPTER SALARY & BENEFITS SURVEY

The **2011 Columbus Chapter Salary and Benefits Survey** will be mailed to member firms during the first week of July. We are hoping all member firms will participate in the survey this year. The more participation we receive, the more informative and useful the survey results will be to you as you prepare budgets in the fall. We ask that you please complete and return the survey to Mary Ellis Associates by **August 5, 2011**. Results will be mailed to participating firms in early October. Member firms which participate in the survey will receive the results free of charge.

In addition, you are encouraged to read ALA's Antitrust Guide, which is an insert in this newsletter. It is important to note that ALA members have an obligation to never discuss compensation, benefits, fees, etc., with one another in order to avoid the appearance of price fixing.

If you have any questions about the salary survey, please contact Salary Survey Committee Chairperson Jack Green at [jgreen@ssd.com](mailto:jgreen@ssd.com).♦



### TOP 10 REASONS TO COME TO THE CHAPTER'S GOLF OUTING

10. You get out of the office for an afternoon!
9. Help raise money for charity!
8. You might win the Jack Green Beaver Pelt award!
7. Door prizes!
6. No attorneys or staff for five hours!
5. An opportunity to thank the business partners who support our chapter!
4. You might win a prize for the best story of the day!
3. You get to drive a golf cart all afternoon!
2. Great food, great drinks, great company!

*and the number one reason why you should come to the Chapter's golf outing is ...*

1. You don't have to golf. You don't have to understand golf. You don't even have to get out of the cart. It's all for fun!

**Mark your calendar and plan to join us on September 22!**

## *July Meeting Preview*

### **ALA EDUCATIONAL CONFERENCE ROUNDTABLE** *Conference Attendees, Facilitators*

Please join us on Wednesday, July 20, 2011, at 12:00 p.m. at the Columbus Renaissance, 50 N. Third Street, for our monthly chapter meeting. As we do each year, we have asked our chapter members who attended the conference to share some insight from their favorite session in an effort to “share the knowledge” with the members who were unable to attend the conference.

**Upcoming Meetings:** August 11 will be “Christmas in August” with an outing to Huntington Park to see the Columbus Clippers take on the Indianapolis Indians (this is in lieu of our chapter meeting); and on September 22 we’ll have our annual Member/Business Partner golf outing (in lieu of our September chapter meeting). October’s topic is Project Management and November’s meeting will focus on diversity.

We hope to see everyone at an upcoming meeting/baseball game/golf outing or all of the above!♦

### *Quote of the Month*



We identify the flag with almost everything we hold dear on earth, peace, security, liberty, our family, our friends, our home. . .But when we look at our flag and behold it emblazoned with all our rights we must remember that it is equally a symbol of our duties. Every glory that we associate with it is the result of duty done.

~ Calvin Coolidge

## Thank you to Gold Business Partner Aspen Staffing Services

Thank you to Gold Business Partner Aspen Staffing Services, whose sponsorship of the Columbus Chapter allows us to provide a scholarship for a Chapter Board Member to attend ALA's Chapter Leadership Institute (CLI) this month.

CLI is a chapter management orientation, training and networking event for chapter officers and leaders. ALA pays all expenses for one chapter board member to attend CLI. Our business partner program, specifically Aspen's sponsorship, allows us to send a second board member to this important two-day seminar.



*Your connection*  
to knowledge, resources and networking



# got clm?

**Add a valuable dimension to your professional development by becoming a Certified Legal Manager (CLM)<sup>SM</sup>!**



Earning the CLM designation:

- ◆ Validates your knowledge and expertise in all areas of legal management.
- ◆ Expands your résumé and opens the door for new career choices.
- ◆ Demonstrates your dedication and commitment to the profession.
- ◆ Enhances your value to your organization.
- ◆ Saves your firm money on its professional liability risk insurance.\*

For more information about the CLM program, visit [www.alanet.org/clm](http://www.alanet.org/clm)

\*Visit [www.alanet.org/clminsurace.html](http://www.alanet.org/clminsurace.html) for a complete list of participating states

## ALA Announcements

**Nominations:** The nominations window is now open! ALA would like you to take a moment to nominate colleagues for the top-level positions of Regional Officer, Director and ALA President-Elect. The nominations form can be found in the April/May issue of ALA News, and is also available on the ALA Web site. The deadline for nominations is July 29.

**Save the Date for the ALA Regions 3 & 4 Conference & Expo:** September 15-17, 2011, at the InterContinental Kansas City at the Plaza, Kansas City, MO. Registration is now open on the ALA Web site at [www.alanet.org/regions34](http://www.alanet.org/regions34). Registration is only \$325 on or before August 15, 2011. The conference brochure is in the mail, but you can also look at it online on ALA's Web site by following the link above.

**2011 ALA Intellectual Property Retreat:** The 2011 Intellectual Property Retreat will take place October 27-28 at the Hyatt Regency Washington on Capitol Hill in Washington, D.C. Featured Keynote Speaker is David J. Kappos, J.D., Under Secretary of Commerce for Intellectual Property and Director of the United States Patent and Trademark Office. Visit the [IP Retreat](#) section of the ALA website for more information

**Super Early Bird Registration for 2012 ALA Conference & Exposition:** ALA is offering a big discount on your registration fee for next year's Conference in Honolulu, Hawaii from April 22-26, 2012. If you register by August 31, 2011, you'll save \$200 on the registration fee. Hotel reservations are also being accepted now at the Hilton Hawaiian Village. For more details visit the ALA Web site at <http://www.alanet.org/conf/2011/honolulu2012.html>.

### LETTERS TO THE EDITOR

We value your comments/suggestions and even your submissions. After all, this is your Newsletter! If you would like to write a Letter to the Editor, make a suggestion that would enhance the newsletter, or would be willing to write an article for the newsletter (either about a committee event or an educational topic that would be of interest to our members), please e-mail Cindy Wesney, Newsletter Editor at:

[cwesney@bakerlaw.com](mailto:cwesney@bakerlaw.com)

Your input would be greatly appreciated!

## 2011-12 Columbus Chapter Board



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### EDITORIAL POLICY

The *Columbus Chapter News* is published monthly for the education and benefit of legal administrators. It is not published for the purpose of rendering legal, accounting, or other professional services or advice. Nothing contained in this newsletter should be construed as legal, accounting, or other professional services or advice. Reprint of articles contained in this newsletter requires the written permission of the Editor of the *Columbus Chapter News*.

### ALA MISSION STATEMENT

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

### COLUMBUS CHAPTER, ALA MISSION STATEMENT

The Columbus Chapter, Association of Legal Administrators, provides educational and networking opportunities to administrators with varied legal backgrounds in the Central Ohio area. We are committed to increasing awareness and building relationships, upholding the integrity of our profession, giving back to our community, contributing to the ongoing training of our membership, and supporting one another in our chosen careers.



## *Committee/Event Chairs*

### *Community Service*

**Sonja Kondas**, Co-Chair ..... 614.224.5205  
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### *Diversity Initiatives*

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### *Golf Outing*

**Lori L. Muetzel**, Co-Chair ..... 614.628.0822  
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**Robert E. Sander**, Co-Chair..... 614.221.5216  
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### *Membership/Mentoring*

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Isaac, Brant, Ledman & Teetor  
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### *Newsletter*

**Cynthia L. Wesney**, Chair ..... 614.462.4742  
Baker & Hostetler LLP  
cwesney@bakerlaw.com

### *Partners' Event*

**Paul D. Boyd**, Chair..... 614.334.6153  
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pbyod@cwsllaw.com

### *Past Presidents' Council*

**Paul D. Boyd**, Chair..... 614.334.6153  
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pbyod@cwsllaw.com

### *Public Relations*

**Cynthia L. Wesney**, Chair ..... 614.462.4742  
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### *Region 3 Representative*

**Randall P. Headley, CLM**, Chair ..... 614.229.3256  
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### *Salary Survey*

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**Rick Anderson**, Webmaster  
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THANK YOU! to **Williams Lea** for printing the Columbus Chapter News.  
For more information about **Williams Lea**, call Ian McCullough at (614) 462-2619.

## *Photos from the June Chapter Meeting*



*Vice President of Membership Karen Scurlock and ALA President-Elect Steve Wingert, CLM*



*L to R: Laura Carpenter, Becky Von Ohlen, Janie Jude-Askew, and Donna Bean*



*Shirley Coressel and Paul Boyd*



*Jack Green, Cara Tammaro and Randy Headley, CLM*



**Save the Date!**  
**Member/Business Partner Golf Outing**  
**Thursday, September 22, 2011**  
**Oakhurst Country Club**



**Columbus Chapter Member Change Form**

If any of your information changes, please complete this form in its entirety and e-mail or fax to:

Cynthia L. Wesney, Newsletter Editor, Baker & Hostetler LLP,

E-mail: [cwesney@bakerlaw.com](mailto:cwesney@bakerlaw.com), or Fax: 614.462.2616

and

Janie D. Jude-Askew, Treasurer, Loveland & Brosius LLC

E-mail: [jjude-askew@lblaw.net](mailto:jjude-askew@lblaw.net), or Fax: 614.224.6221

**Name:** \_\_\_\_\_

**Title:** \_\_\_\_\_

**Firm:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City, State, Zip:** \_\_\_\_\_

**Telephone Number:** \_\_\_\_\_ **Facsimile:** \_\_\_\_\_

**E-mail:** \_\_\_\_\_ **Number of Attorneys:** \_\_\_\_\_



**Columbus**  
Chapter



## CHAPTER MEETING RESERVATION FORM

### LUNCHEON MEETING

**Wednesday, July 20, 2011, 12:00 PM**

*The Columbus, a Renaissance Hotel  
50 N. Third Street, Columbus, OH 43215*

***TOPIC: Roundtable Recaps from the ALA Educational Conference  
& Exposition, with Chapter members as facilitators***

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**Menu** — Buffet with choice of Cheese Manicotti and /or  
Meat Lasagna with salad, bread, dessert and tea

---

**Please e-mail your RSVP to  
Janie Jude-Askew at [jjude-askew@lblaw.net](mailto:jjude-askew@lblaw.net)  
no later than Friday, July 15, 2011**

**\$20 per person. Please make checks payable to  
Columbus Chapter, ALA, and mail to:  
Janie D. Jude-Askew, Loveland & Brosius, LLC,  
50 W. Broad St., Ste. 3300, Columbus, OH 43215**

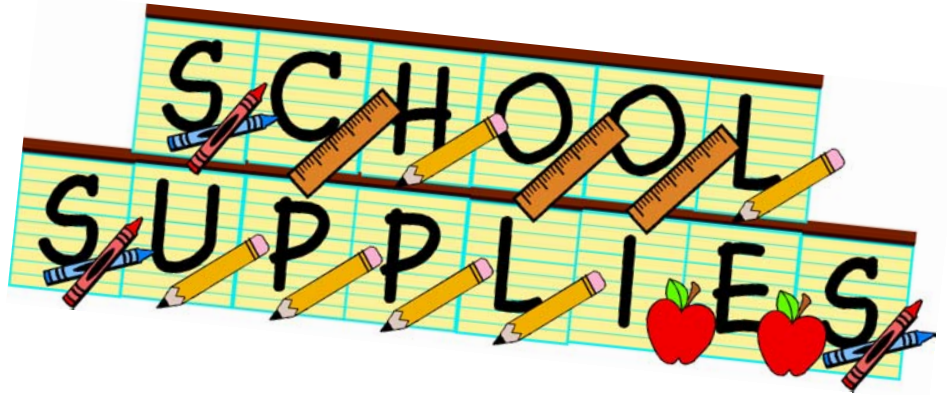
**ALA Anniversary Month:** If this is your ALA Anniversary month, you may attend the meeting as the chapter's guest. No payment will be required. If your anniversary falls in a month when the chapter meeting is sponsored by a business partner, or in a month when there is no meeting, you can use your "free" month for a later meeting.

**Parking:** If your firm is located outside a one-mile radius from the meeting location and your firm will not reimburse you, the Columbus Chapter will pay for your parking at the Columbus Renaissance. See **Beth Hoef**t at the beginning of the meeting to obtain a parking voucher.

**No-Shows:** If you RSVP and are then are unable to attend the chapter meeting, payment will still be required.



DOING THE MOST GOOD™



## THE SALVATION ARMY

### *After School Learning Centers*

**After School Learning Centers** provide a safe environment for children to learn and interact with other students after school while improving their grades. The Salvation Army operates four After School Learning Centers that focus on academic achievement in the areas of math and reading. Program participants receive homework tutoring, proficiency test preparation, and personal development. Summer programming is also available. Columbus Public School students in grades 1 through 8 are eligible.

Additionally, assistance is provided through a partnership with The Ohio State University. OSU students are given course credits for assisting with tutoring at one of our After School Learning Centers for one quarter.

### ***School Supplies Needed***

pencils	pencil erasers	pencil/pen storage boxes
crayons	dry erase markers	backpacks
washable markers	dry erase erasers	binders
notebooks	scissors	glue sticks
loose leaf paper (wide ruled)	rulers	

### ***Collection***

Supplies can be collected in your individual offices from now until Wednesday, August 3<sup>rd</sup>. Items will be picked up from your office after that date and before Friday, August 5<sup>th</sup>.

### ***Distribution***

Donated supplies will be delivered on Friday, August 5<sup>th</sup> at the backpack and school supplies drive being held by the Salvation Army in conjunction with Channel 6 TV.

### ***RSVP***

To participate, please e-mail Jane Ossege ([jossege@hahnlaw.com](mailto:jossege@hahnlaw.com)) or Sonja Kondas ([skondas@peckshaffer.com](mailto:skondas@peckshaffer.com)) to let them know that you will be collecting, and they will make sure that your supplies are picked up and delivered.

~ THANK YOU FOR YOUR CONSIDERATION ~

[Click here](#) for a flyer that you can personalize and distribute in your office.

# *Refer a Member – Receive a Gift Card!*



**Columbus**  
Chapter



**Invite a non-member Legal Administrator to join you at a Chapter Meeting as the Chapter's guest — if he/she joins the Chapter\* you get a \$50 Visa gift card!**

*Share these great ALA benefits with other Legal Administrators:*

**Monthly chapter meetings with speakers on topics pertinent to the operation of a law office; social activities; community service events; networking opportunities; annual salary survey; and professional support, to name a few!**

*For more information or to have a new member packet sent to a potential new member, contact our Membership Chair:*

Karen A. Scurlock  
Isaac, Brant, Ledman & Teetor  
614.221.2121  
kas@isaacbrant.com

*\*Potential new members must first be members of the Association of Legal Administrators to be eligible for membership in the Columbus Chapter, ALA.*



## Antitrust Guide

### For Members of the Association of Legal Administrators

Professional associations such as the Association of Legal Administrators (ALA), although well recognized as valuable tools of American business, are subject to severe scrutiny by both federal and state governments. The single most significant law affecting professional associations is the Sherman Antitrust Act, which makes unlawful "every contract, combination in the form of trust or otherwise, or conspiracy, in restraint of trade or commerce..."

A professional association by the very nature of the fact that it is made up of competitors is a combination, thus satisfying one of the elements in proving an antitrust violation. Section 5 of the Federal Trade Commission Act is also applicable to professional associations; it makes unlawful the same types of conduct that are prohibited by the Sherman Act. Furthermore, almost all states have enacted antitrust laws similar to the Sherman Act.

#### **There is no organization too small or too localized to escape the possibility of a civil or criminal antitrust suit.**

The federal government has brought civil or criminal actions against such small organizations as Maine Lobstermen, a Virginia audio-visual association, Bakersfield Plumbing Contractors, the Utah Pharmaceuticals Association, and local barbers associations.

The government has brought approximately five civil and ten criminal cases a year against professional associations. It is thus imperative that every professional association member, regardless of the size of the association or the size of those comprising the membership, refrain from indulging in any activity which may be the basis of a federal or state antitrust action.

There are four main areas of antitrust concern for professional associations: price fixing, membership, standardization and certification, and industry self-regulation. The area of greatest concern, for it is the area where individual members are most likely to violate the law and the area where the government appears most concerned, is price fixing. The government may infer a violation of the Sherman Act by the mere fact that all or most of the members of the professional association are doing the same thing with respect to prices. It is not required that there be an actual agreement, written or unwritten, to increase prices. Rather, price fixing is a very broad term which includes any concerted effort or action which has an effect on prices or on competition.

Accordingly, professional association members should refrain from any discussion which may provide the basis for an inference that the members agreed to take action relating to prices, production, allocation of markets, or any other matter having a market effect. The following topics, while not the only ones, are some of the main ones which should not be discussed at regular meetings or member gatherings:

1. Do not discuss current or future billing rates, fees, disbursement charges or other items that could be construed as "price." Further, be very careful of discussions of past billing rates, fees or prices.
2. Do not discuss what is a fair profit, billing rate or wage level.
3. Do not discuss an increase or decrease in price, fees or wages, or disbursement charges. In this regard, remember that interest charges are considered an item of price.
4. Do not discuss standardizing or stabilizing prices, fees or wages, or disbursement charges.
5. Do not discuss current billing or fee procedures.
6. Do not discuss the imposition of credit terms or the amount thereof.
7. Do not complain to a competitor that his billing rates, fees or wages constitute unfair trade practices. In this context, another law firm (or even a corporate legal department) may be considered a competitor.
8. Do not discuss refusing to deal with anyone because of his pricing or fees.

Do not conduct surveys (under the auspices of ALA or informally) relating to fees, wages or other economic matters without prior review by antitrust legal counsel. Any survey should have the following characteristics: a) participation is voluntary and open to non-members, b) data should be of past transactions, c) data should be collected by an independent third party, such as an accounting firm, d) confidentiality of each participant's data should be preserved, and e) data should be presented only in a composite form to conceal data of any single participant. If these criteria are met, an association can collect and disseminate data on a wide range of matters, including such things as past salaries, vacation policies, types of office equipment used, etc.

However, care must be taken to ensure that the purpose of any survey is to permit each firm to assess its own performance. If a survey is used for the purpose of or has the effect of raising or stabilizing fees, wages, disbursements, credit policies and the like, it will create serious antitrust problems.

Within this same legal framework applicable to surveys, an association can make presentations or circulate articles regarding such educational matters as establishing sound office procedures, etc., provided it is clear that the matters are educational, and not a basis for law firm uniformity or agreement.

Inasmuch as association antitrust violations can subject all association members to criminal and civil liability, members should be aware of the legal risks in regard to membership policy and industry self-regulation. Fair and objective membership requirement policies should be established. Membership policies should avoid:

1. Restrictions on dealing with non-members.
2. Exclusions from membership, especially if there is a business advantage in being a member.
3. Limitations on access to association information, unless the limitation is based upon protection of trade secrets.

The Association of Legal Administrators has a code of ethics, which sets forth parameters of ethical conduct. However, to ensure that the Code of Ethics does not create any antitrust problems, ALA must continue to ensure that its Code does not have arbitrary enforcement procedures or penalties.

The penalties for violating federal or state antitrust laws are severe. The maximum criminal penalty for violating the Sherman Act was increased in 2004 from \$350,000 to \$1,000,000 for an individual and from \$10,000,000 to \$100,000,000 for a corporation. Pursuant to the Sentencing Reform Act, alternative maximum fines could be increased to twice the pecuniary gain of an offender or twice the loss to another person.

Individuals and corporate officers who are found guilty of bid rigging, price fixing or market allocation will virtually always be sentenced to jail pursuant to the Sentencing Guidelines; community service cannot be used to avoid imprisonment. The minimum recommended sentence is four months; the maximum is three years.

Additionally, there are civil penalties such as injunctions or cease and desist orders which could result in government supervision of association members, restricting the association's activities or disbanding the association.

Civil suits may be brought by consumers or competitors. Civil antitrust actions result in treble damage awards and attorneys' fees. Thus, if association members are held liable to a competitor for antitrust violations which resulted in \$500,000 worth of lost business, the verdict may exceed \$1,500,000.

The government's attitude toward professional associations requires professional association members, as well as professional associations themselves, to at all times conduct their business openly and avoid any semblance of activity which might lead to the belief that the association members had agreed, even informally, to something that could have an effect on prices, fees or competition. Thus, it is important that members contact the association headquarters or legal counsel for guidance if they have even the slightest qualms about the propriety of a proposed activity or discussion.