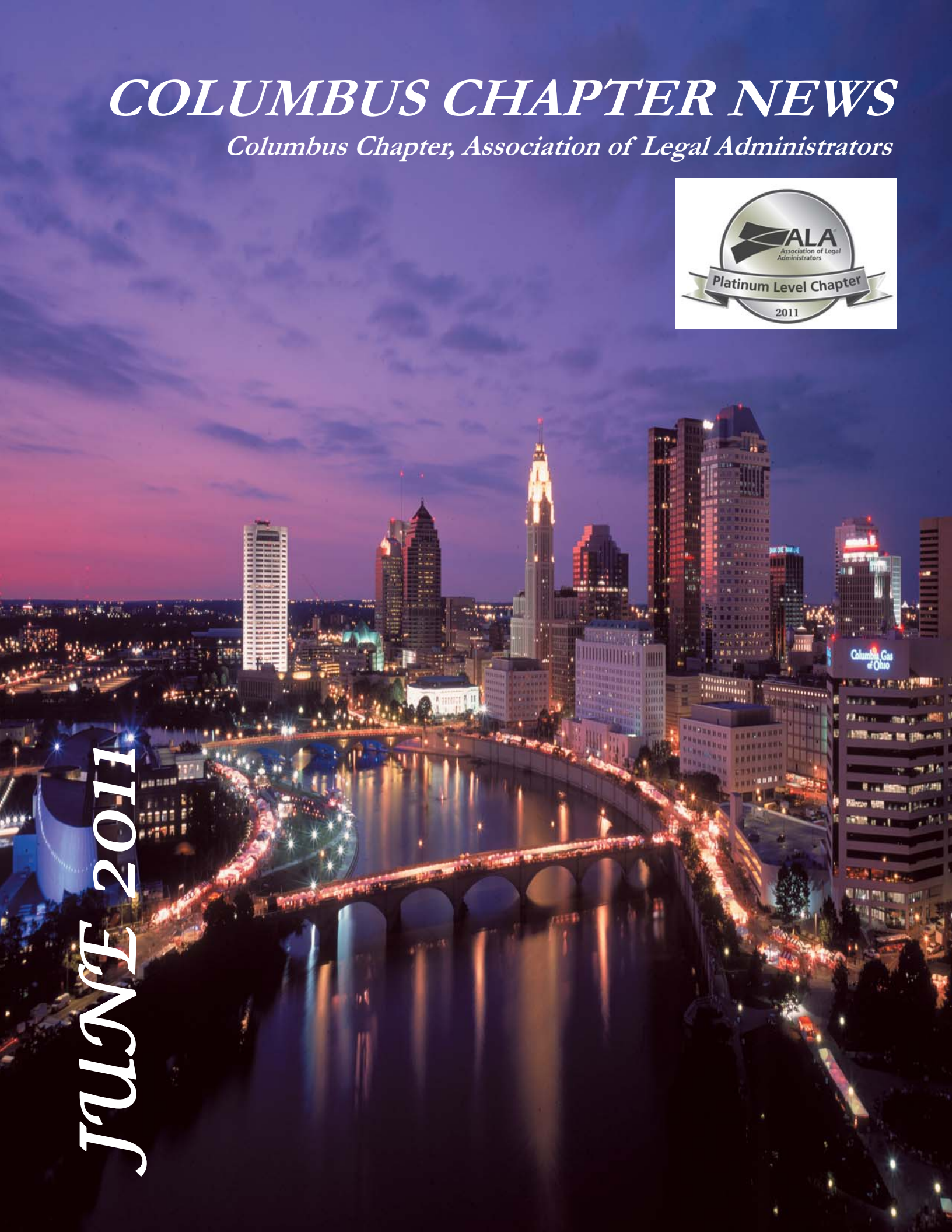


COLUMBUS CHAPTER NEWS

Columbus Chapter, Association of Legal Administrators



JUNE 2011



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

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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*

I am just back from the ALA National Conference and Exposition in Orlando. What a great opportunity to learn and network. And not to rub it in but it was sunny too. Although the sun was tempting, I was not distracted and attended 20 education sessions, meetings, meals and networking functions. They certainly packed a lot into those 3 days!

Next year's conference will be just as wonderful, maybe better given the location – Honolulu, Hawaii! ALA is trying to make Hawaii economical. Register by August 31 and receive the Super Early Bird discount. In addition, advance purchase hotel rates are starting at \$179/night. Check it out! <http://www.alanet.org/conf/2011/honolulu2012.html>

One benefit of attending the national conference is meeting the Region 3 Team and other conference attendees. It's beneficial to both you and your firm to have an expanded network of legal professionals to call on when you need advice. Remember that when you are making your business case for attending.

This month it is our pleasure to host former Region 3 Director and ALA President-Elect, Steve Wingert, CLM, at our monthly lunch meeting. The format is town hall which means you will have the opportunity hear Steve talk about ALA's membership benefits as well as ask questions directed to Steve or the Columbus chapter board. Not comfortable asking your question in front of the group? Email your question to me prior to the meeting and I will be happy to ask it on your behalf. And remember filling out the member survey? This is our opportunity to review your responses and address questions or comments. Remember that the June meeting date is the 23rd!

June's meeting should be informative and fun but it doesn't end there. The chapter has a number of informative and fun activities planned for the summer. Here are a few:

- Donna Bean is hosting the ALA Webinar on "Communicating Benefits to Reach and Engage Employees," on Wednesday, June 15, starting at 2:00 p.m. If you would like to attend, RSVP to Donna at dbean@lnlattorneys.com.
- We are pleased to announce that our annual educational workshop has been scheduled for Wednesday, June 29, at the Columbus Bar Association. We have a great topic, "Delivering Excellent Client Service Up and Down the Line," with speaker Tim Hrastar.
- In July we will have our annual roundtable discussions facilitated by chapter members who attended the ALA Educational Conference & Exposition in Orlando.
- The response to our survey about attending a Columbus Clippers game in August was overwhelming, so look for more details on that outing soon.

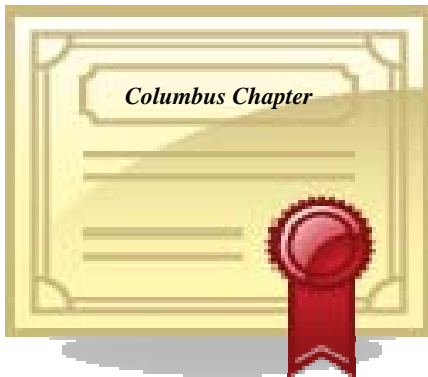
President's Message, concluded from Page 4

- Don't forget to mark your calendar for our annual Member/Business Partner Golf Outing at Oakhurst Country Club on Thursday, September 22. You don't need to be a golfer to attend (really). Please plan to join us for a fun-filled afternoon.

It's turning out to be a fun-filled, education-packed summer that the chapter hopes you will enjoy!

Cara

Columbus Chapter Wins Awards



Congratulations to the Columbus Chapter for winning the following awards at the ALA Conference & Exposition in Orlando on May 22, 2011:

Presidents' Award of Excellence – Platinum

Second Place – Newsletter Excellence

Third Place – Visibility: Community Challenge

Honorable Mention – Education Excellence: Communications & General Management

Upcoming Events

JUNE 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 – Wednesday – 2:00 PM

ALA Webinar*

Communicating Benefits to Reach and Engage Employees

Chapter will pay for the Webinar, hosted by Donna Bean. If interested in attending, RSVP to Donna at dbean@lnlattorneys.com

For more information visit the ALA Web site at www.alanet.org/webinars

23 – Thursday – 12:00 PM

PLEASE NOTE DATE CHANGE

Monthly Chapter Meeting

Columbus Renaissance
 Town Hall Meeting with Special Guest Steve Wingert, ALA President-Elect
 RSVP to Janie Jude-Askew at jjude-askew@lblaw.net by Friday, June 17

28 – Tuesday – 12:00 PM

Chapter Board Meeting

Kegler, Brown, Hill & Ritter

29 – Wednesday – 3:00 PM

Columbus Chapter Half-Day Workshop

Columbus Bar Association
 Delivering Excellent Client Service
 Up and Down the Line
 Tim Hrastar, Rapport Marketing,
 Speaker

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 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

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			

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

30 – 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. If at least five chapter members are interested, the Chapter will pay for the webinar.

Diversity Spotlight



Diversity Education available through the CBA

Please be aware of this timely opportunity to educate yourself about diversity, inclusion, and affirmative action in higher education, private and public employment.

A program will be sponsored by the Columbus Bar Association on June 22, 2011, 1:30 p.m. to 4:45 p.m. entitled Diversity, Inclusion & Affirmative Action. Register online: www.cbalaw.org/cle.

The presenter, Stephen Menendian, is the senior legal research associate at the Kirwan Institute for the Study of Race and Ethnicity at the Ohio State University. Mr. Menendian directs and supervises the Institute's legal advocacy, analysis and research, and manages many of the Institute's most important projects. His principal areas of advocacy and scholarship include education, civil rights and human rights, Constitutional law, structural racialization, diversity, systems thinking and implicit bias.

This program is being sponsored in partnership with Diversity Matters (www.diversity-matters.net).

[Diversity Inclusion & Affirmative Action Brochure.pdf](#)

Submitted by Betsy Wetherby, Diversity Committee Chairperson

The Columbus Chapter welcomes New Member:

Sherry Finelli

Office Manager

Scott, Scriven & Wahoff LLP

50 W. Broad St., Suite 2600

Columbus, OH 43215

Telephone: 614.222.8686, ext. 107

Fax: 614.222.8688

E-mail: sherry@sswlaw.com

Member Spotlight – Meet Your Vice President



Columbus Chapter Vice President Beth Hoelt

What is your current job title and major responsibilities?

Business Administrator at Downes Fishel Hass Kim. I manage the day-to-day financial operations, benefits and human resources for the firm.

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

I do not have an example because I have always felt my responsibilities transcended my job description.

What did you want to be when you grew up?

A dander, then once reality set in, an accountant.

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

That would be on a boat in the Gulf of Mexico watching pelicans on Pelican Island.

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

Meeting my husband.

What was your first job?

During college I worked at a women's retail store.

Who or what had the greatest impact on your life?

My Mother.

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

Gardening and boating.

What would you do if you had more free time?

Painting (water color) and I would love to learn to play a musical instrument.

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

Interior design.

Follow the Leader

By Ed Wesemann
<http://edwesemann.com>



Law firm leaders often describe running a law firm as being like “herding cats” because lawyers are so fiercely independent. Despite being accustomed to operating in a structured legal environment, for some reason lawyers seem to take pleasure in rebelling against organizational rules and procedures. Yet, a few firms seem to be able to enforce complex procedural norms and implement change with seemingly little difficulty. The answer may be as simple as how the firms use social norms.

Social norms are incredibly powerful. They can cause millions of people to sign up for Facebook, frequently say “awesome,” or buy an iPhone. The fashion industry and most marketing campaigns are built on the influence of social norms. Unfortunately, most of our knowledge about what causes people to wear their baseball caps backwards or give man hugs is anecdotal. But we know enough about how behavior is influenced that we can use social norms as a valuable tool in managing lawyers, especially if change is involved.

First the basics: social norms are all about group dynamics. It makes no difference if the group is students at a specific university, people of a certain age or members of a law firm except that, the smaller the group, the easier it is to structure and control its norms.

The research so far seems to point to five factors that are a major influence on social norms:

1. **Visibility.** The more observable a behavior is, the more likely it is to spread within a group. This is particularly true if there is a change in attitude involved. For example, changing the perception and awareness of breast cancer, and generating empathy and support for survivors, involves intensely private thoughts. Pink ribbons provide a means of extending thoughts to behaviors.
2. **Leadership.** An individual within a group can adopt a behavior as an innovator without having any influence on the group. But the leader of a group is seen as being something of a “super conformist.” Indeed, when people outside the group or new entrants to a group want to understand the norms of the group, they will infer them from the leader’s behavior. Therefore, the leader must “walk the talk” in order to influence the stream of a behavior within the group.
3. **Followers.** A change in social norms does not begin when an innovative person in a group changes behavior. Technically, a trend begins when the second person adopts the behavior. Structuring changes in social norms may require the leadership to “pre-design” followers to adopt the behavior.

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from H. Edward Wesemann
May 14, 2011

Follow the Leader, continued on Page 10

Follow the Leader, continued from Page 9

4. Emotion. Ideas and behaviors that evoke emotion (positive or negative) spread more rapidly than those that are viewed as a passive concept. The Wharton School at the University of Pennsylvania studied what causes ideas to “go viral” by looking at 7,000 articles in the New York Times. Overwhelmingly, the articles that got the most hits on the paper’s website were those that aroused happiness, anger or anxiety.
5. Correct Misconceptions. A surprising number of social norms are based on misconceptions. Recent studies found that binge drinking among college students was not fueled because students liked to drink but rather by the perception that everyone else was drinking heavily. After years of unsuccessful initiatives to reduce the use of alcohol, scientists found that the actual amount and frequency of alcohol consumption among college students was far less than students thought. Now schools use posters showing actual rates of drinking, smoking and eating disorders to change student behavior.

All of this yields some interesting tactics for law firms seeking to change lawyer behavior. First, it reinforces the importance of practice groups as a vehicle for influencing social norms. In smaller firms it could be the firm as a whole or individual offices, but typically practice groups provide the appropriate size and homogeneity to effect change.

Second, the leader plays a pivotal role in behavior change. It starts with the selection of a leader and the fact that a respected but otherwise unremarkable service partner may better play the role of a “super conformist” than the star rainmaker who is an iconoclast. It also points to the need for a practice group leader to be a bit Machiavellian in managing the factors that generate behavior change.

Third, firms can’t use subtle hints in managing behavior change. There must be a visual aspect to the change. It can be as simple as adding a metric to monthly financial reports or posting a list of lawyer performance statistics in descending order. One firm that was having particular problems getting partners to initiate team cross-selling opportunities started every partnership lunch with a report by two partners who were involved in a cross-selling presentation during the past month. They even reenacted the pitch to the client. When the result was successful, wine was served with lunch and the team was toasted. In one action, they cleared up the misconception that cross-selling doesn’t work and added some emotion to the process.

The point is, behavior change can’t be legislated or dictated. But it can be initiated, encouraged and facilitated. All in all, it’s probably a more important role for your practice group leaders than what most of them are doing now. ♦

Ed Wesemann specializes in assisting law firms with strategic issues involving market dominance, governance, merger and acquisition and the activities necessary for strategy implementation. Ed is considered to be the leading global expert on law firm strategy and culture and has worked with law firms in the UK, Europe, Africa, China, Australia and New Zealand, and South America as well as the U.S., Canada and Mexico. Ed can be reached at 877.922.2040 or ed@edwesemann.com.

Thursday, May 19, 2011

Chapter Meeting Minutes

Members Present: Donna Bean, Paul Boyd, Kelly Coholich, Diane Cook, Camille DeLozier, Tim Eckenrode, Randy Headley, Beth Hoeft, Gary Hugo, Janie Jude-Askew, Lisa Justus, Sara Leech, Steve Odum, Jane Ossege, Esther Schwabauer, Karen Scurlock, Cara Tamaro, Angela Vecchio, Becky Von Ohlen, Cindy Wesley, Jason Womack

Guest Attendees: Diane Saunders from Vorys and Nichole Smith from Carlile

Guest Speaker: Sam Shipley from Ulmer & Berne

Welcome and Announcements: Cara Tamaro opened the meeting, welcomed everyone in attendance and introduced our guests.

Cara requested a motion to approve the April meeting minutes. Karen Scurlock motioned to approve and Diane Cook seconded the motion. Minutes Approved.

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

The ALA National Conference is next week, May 22-25. The July meeting will serve as roundtable discussions of topics from the conference.

The June meeting will now take place on Thursday, June 23rd. Region 3 Director and ALA President-Elect Steve Wingert will be in attendance.

The holiday party, typically held in December, will now take place in August at Huntington Park. Details to follow.

Guest Speaker: Beth Hoeft introduced our guest speaker, Sam Shipley from Ulmer & Berne. Sam's presentation was about improving collections by integrating all of the firm's data source systems.

Additional Announcements: After the speaker, Cara noted that Kelly Coholich will be hosting a New Business Intake/Records Management brown bag lunch at Schottenstein, Zox & Dunn. Everyone should have received an email about it. If there are further questions please contact Cara at CTamaro@keglerbrown.com or Kelly Coholich at kcoholich@szd.com.

Respectfully Submitted,

Sara Leech, Secretary

Thursday, May 19, 2011

Speaker Recap

Thinking Differently about your CRM Data

Sam Shipley, Director of IT, Ulmer & Berne LLP, Speaker

Sam's presentation focused on how Ulmer & Berne LLP linked the multiple data sources contained within the firm to develop a tool that helped bring collections information to the attorneys' desktops. This reduced the firm's days of A/R outstanding by 16 days over a 14 month period. They generated more than \$2MM of additional cash revenue due to the reduction in days of A/R outstanding which is significant to any firm.

All firms have multiple data sources that each store different types of data about the same clients/contacts. Sam indicated that these 'data silos' include CRM, document management systems, time and billing systems, dockets, email, etc. In many firms CRM is used by Marketing to manage client communication, keep in touch with clients and track business development opportunities. All firms have time and billing systems that contain information on client revenue, accounts receivable, type of work being performed and many other important pieces of information. All of the data a firm retains is available at our fingertips but are we using it the best we can to help attorneys?

Many times we create reports to distribute or we develop intranets/portals with canned reports. These are all helpful tools but only if the attorney goes out and searches for the data or actually reviews the reports distributed. In many firms it is difficult to get everyone on board with this process for various reasons. The question asked at Ulmer & Berne was how to provide the attorneys with not only the information they needed but also *when* they needed it.

Their solution was the creation of a program called Client Relationship Console (CRC). Before creating CRC, Ulmer & Berne had to clean up their data. Sam advised that when implementing data clean up, only focus on the most important data. Not all data stored in firm systems is critical to the business. Decide what is critical and focus on that data. To determine what data is critical you should consider things such as the firm's business issues, attorneys with collections problems, top 100 clients, business development opportunities, etc. In addition to data clean up, Ulmer & Berne also had to develop templates for how new data was to be entered. This was to ensure consistency going forward.

The CRC program starts with incoming phone calls. Nearly every time an attorney receives an incoming call, CRM data is searched to find a contact with the same phone number. Once this record is located the time and billing system is searched and any associated accounts receivable balance is found. At this time a simple window pops up on the attorney's computer screen displaying the client contact information, the accounts receivable balance and CRM activity data if available. Ulmer & Berne found that providing this small bit of information encouraged their attorneys to discuss collections issues with clients. Ulmer & Berne put in filters to have this program work only on those clients with accounts receivable balances of more than \$10,000 over 60 days. Over the past year Sam and his team have enhanced the CRC program to include a search feature to include additional information on client teams, business development, and client summary while still keeping the data simple.

Speaker Recap, concluded on Page 13

Speaker Recap, continued from Page 12

The key to the success of a program like CRC is keeping things simple. Attorneys do not want to be overloaded with information. CRC provides the attorney with a summary of the key information and the option to search for additional information if they desire. CRC is designed to be used in campaigns, not all the time. For example, Ulmer & Berne used the program to boost collections in the fourth quarter. Using the program for campaigns allows the firm to focus on one priority at a time.

Sam and the team at Ulmer & Berne have tested this program with nearly every CRM and time and billing system out there. Sam indicated that now that the program has been developed and the links have been created between multiple data sources there is unlimited potential as to how the program can be used. Other examples of uses include: open matters, docs worked on in the last XX days, initiating conflict checks, and cross selling opportunities. If anyone is interested in implementing this program at their firm or learning more about it, please contact Sam at sshipley@ulmer.com. Also email him if you are interested in obtaining a copy of the presentation.

Respectfully submitted,

Sara Leech, Secretary

ALA June Anniversaries:

Janie Jude-Askew	4 years
Chris Monahan	11 years
Kit Murphy	16 years
Larry Wiesman	2 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!*



MISSION

The Association of Legal Administrators' mission is to:

- Promote and enhance the competence and professionalism of all members of the legal management team;
- Improve the quality of management in law firms and other legal service organizations; and
- Represent professional legal management and managers to the legal community and to the community at large.

GOALS

The Association of Legal Administrators' goals are to:

- Develop and deliver [programs and products](#) that will provide high-quality, competency-based education to members of the legal management team.
- Improve and strengthen the flow of information to and from the members.
- Enhance the [services and benefits](#) available to members.
- Increase the visibility and credibility of the Association of Legal Administrators and its members in the legal community through effective marketing and communications, and through partnering efforts with the bar and other law-related associations.
- Retain and recruit members from all components of the legal management team.
- Maintain the Association's strong economic base.
- Increase [diversity](#) in the Association, in the legal management community and in all legal service organizations.
- Promote and continue an organizational structure which clearly and effectively allocates the policy and operational roles and responsibilities of [volunteers and staff](#) through Governance Policies that ensure that organizational resources are best-used to achieve the Association's Mission and Goals.

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

**REGION 3 COUNCIL MEETING**
Orlando, FL

Submitted by Cara Tammaro, Columbus Chapter President

The Region 3 Council meeting took place on Sunday, May 22, 2011, in Orlando prior to the start of the ALA Educational Conference & Exposition. Below is a summary of the meeting:

- The meeting was led by Roz Hazzard, Region 3 Director. Also in attendance was Kara Jordan, At-Large Director, Mark Bridgeman, Projects Officer, Julie Hill, Communication Officer and Bob Miller, CLM, Education Officer.
- Julie Hill will send a monthly regional newsletter
- Copies of chapter newsletters and minutes should be emailed to Julie Hill
- Think about scholarship winners as session managers. Many chapters award scholarships. As a requirement of the scholarship, the attendee should be required to be a session manager.
- Bob Miller is taking over as the Education Officer. Education session evaluations should go to him.
- The team asked that each chapter consider not scheduling major chapter events 30 days before and 30 days after a regional or national conference.
- There is a super early bird registration for next year's annual conference. If you register by August 31, you can receive a significant discount off the registration fee. Each chapter may purchase up to two registrations at this rate. Hotel rates start at \$199/night. ALA assumes that members attending the conference in Hawaii next year will extend their stay and bring family. For this reason, activities will be family friendly, including a luau.
- Member Directory - ALA is moving to an electronic member directory. You will receive a hard copy in June but it should be the last one.
- FALA - FALA provides seed money for chapters to do research that will benefit ALA.
- Community Challenge Weekend - ALA is changing the guidelines to recognize that not all chapters are able to hold their charity events the same weekend.
- Professional Legal Management Week will no longer be restricted to one week.
- International Committee - ALA has created a new committee to address the needs created by being a global organization.
- Chapter idea sharing:
 - ◇ Cleveland coordinated with PACO and LMA to have a joint session on generational differences
 - ◇ Co-sponsor activities through the local bar association
 - ◇ Assign buddies to business partners to foster business partner commitment to the association
 - ◇ Speed networking with business partner
 - ◇ Erin Reeves - a great speaker on diversity

June Meeting Preview

TOWN HALL MEETING

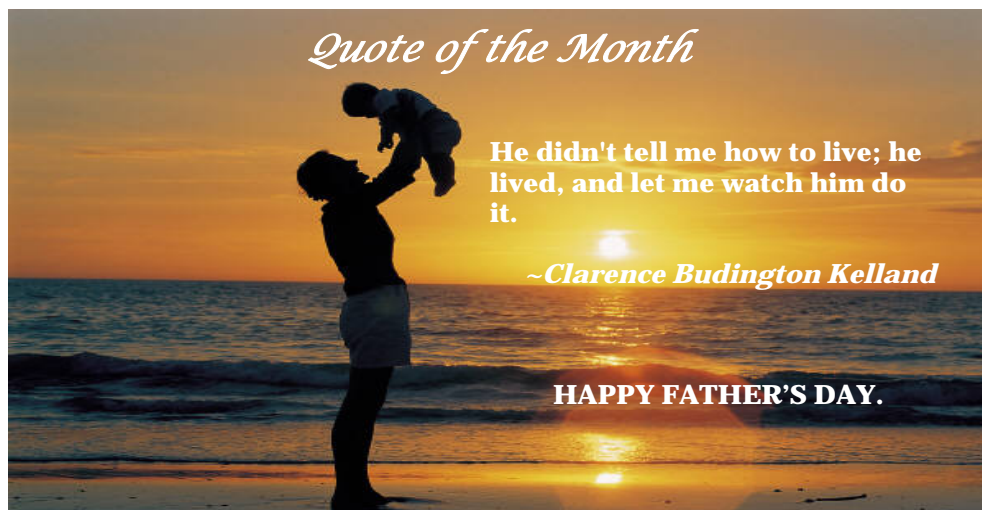
With Special Guest Steve Wingert, CLM, ALA President-Elect

Please join us on Thursday, June 23, 2011, at 12:00 p.m. at the Columbus Renaissance, 50 N. Third Street, for our monthly chapter meeting. This will be our annual "Town Hall Meeting" where we welcome all of your questions about ALA and the Columbus Chapter. We will also review the results of the Member Survey that many of you completed at the end of 2010. Finally, we are pleased to announce that we will be joined by former Region 3 Director and ALA President-Elect, Steven D. Wingert, CLM, from Chicago.

In preparation for the June meeting, please e-mail your questions, concerns, suggestions, and/or comments to Beth Hoeft at bhoeft@downesfishel.com prior to the meeting. We will be happy to address anything you would like to ask.

Upcoming Meetings: July 20 will be a recap of favorite sessions attended by our chapter members at the ALA Educational Conference & Exhibition; 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 September will be our annual Member/Business Partner golf outing (in lieu of our September chapter meeting).

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



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) in July.

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.



Save the Dates!

Columbus Chapter Educational Workshop

Columbus Bar Association

Wednesday, June 29

See enclosed flyer for more information

Annual Member/Business Partner Golf Outing

Oakhurst Country Club

Thursday, September 22

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.

Earn CLM Credit at ALA Webinars: The upcoming ALA Webinar on June 15, *Communicating Benefits to Reach and Engage Employees*, will help you fulfill the general application credits to sit for the CLM exam. Donna Bean has offered to host this Webinar. If you are interested in attending, please RSVP to Donna at dbean@lnlattorneys.com.

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 by August 18, 2011, is only \$325 for chapter members. Look for more details in the upcoming months.

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 Wesley, Newsletter Editor at:

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.



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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 May Chapter Meeting



L to R: Speaker Sam Shipley and Vice President Beth Hoeft



L to R: Esther Schwabauer, President Cara Tammaro, and guest Diane Saunders (Vorys)



L to R: Tim Eckenrode, Kelly Coholich and Secretary Sara Leech



L to R: Becky Von Ohlen and Vice President of Membership Karen Scurlock



***DELIVERING EXCELLENT CLIENT SERVICE
UP AND DOWN THE LINE***
Tim W. Hrastar, Speaker

Please join us for the Columbus Chapter's
afternoon workshop on Wednesday, June 29, 2011

*Registration and networking 3:00 pm
Program begins at 3:30 pm
Cocktail reception at 5:00 pm*

**\$25 for ALA members
\$40 for non-members
No charge for Chapter business partners**

See the enclosed flyer for registration details

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, or Fax: 614.462.2616

and

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

E-mail: 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

Thursday, June 23, 2011, 12:00 PM

PLEASE NOTE DATE CHANGE

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

***TOPIC: Town Hall Meeting with Special Guest
Steve Wingert, CLM, ALA President-Elect***

Menu — Texas Buffet

House Salad, BBQ Chicken, Roasted Redskin Potatoes,
Vegetable Medley, Rolls & Butter, Chef's Selection of Dessert

**Please e-mail your RSVP to
Janie Jude-Askew at jjude-askew@lblaw.net
no later than Friday, June 17, 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 Hoelt** 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.



Columbus Chapter

Save the Date for the Columbus Chapter's 2011 Workshop
Wednesday, June 29, 2011, 3:00—5:00 p.m.
Columbus Bar Association, 175 S. Third St., 11th Floor
Networking reception before and after the workshop

“DELIVERING EXCELLENT CLIENT SERVICE UP AND DOWN THE LINE”

Tim W. Hrastar, Speaker

This is a practical look at how to establish standards, set and communicate expectations, and monitor for continuous improvement in the delivery of excellent client service inside and outside the firm — up and down the line. You'll walk away with practical tips on how to make your client service program successful. Here are some of the questions that will be answered.

- ◆ **Who** is involved in delivering excellent 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?



\$25 for ALA Members; \$40 for non-members; no charge for Chapter business partners

RSVP with names of all attendees to: jjude-askew@lblaw.net

Janie Jude-Askew
Treasurer, Columbus Chapter, ALA
Loveland & Brosius LLC
Phone: 614.464.3563

REGISTRATION DEADLINE: Friday, June 24, 2011