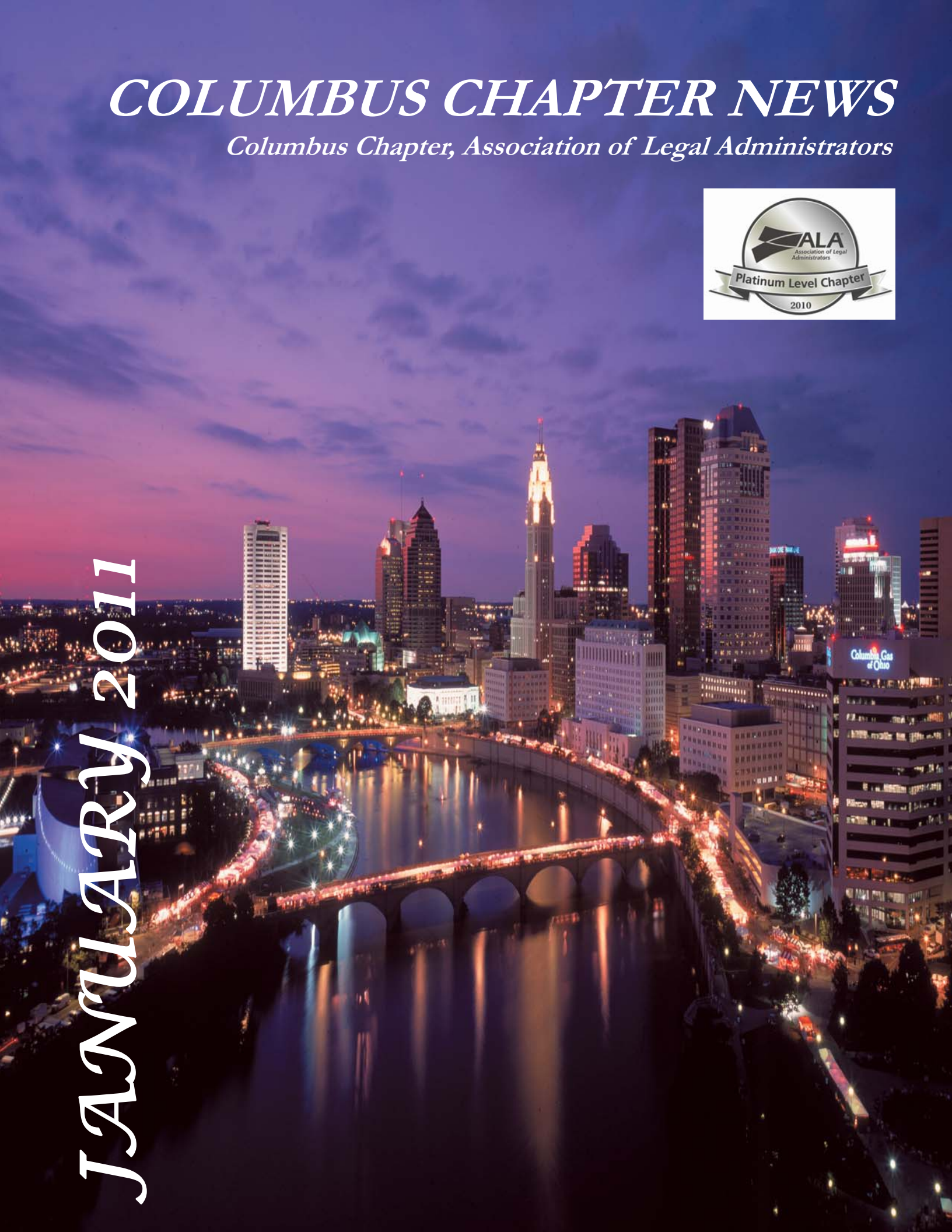


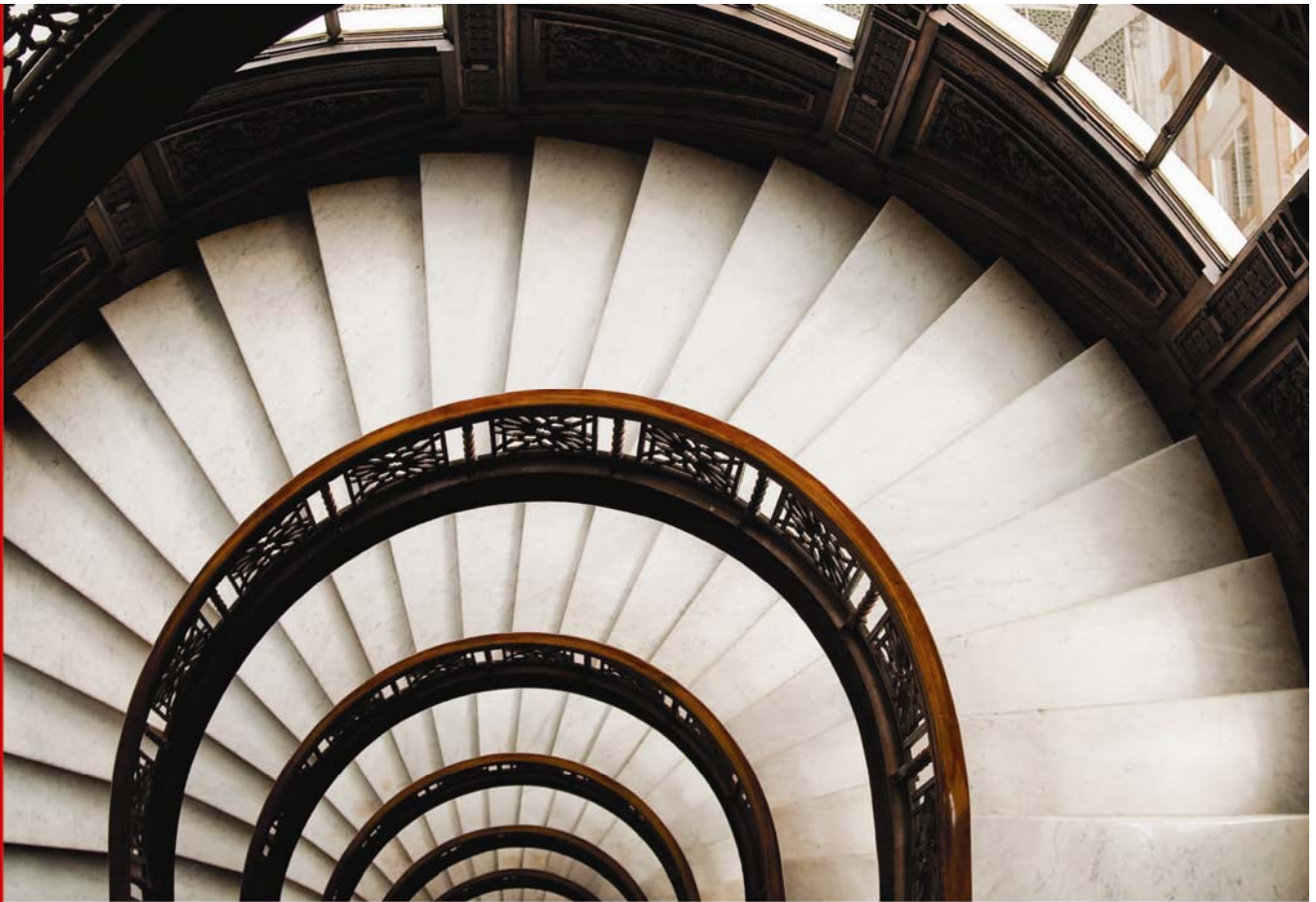
# *COLUMBUS CHAPTER NEWS*

*Columbus Chapter, Association of Legal Administrators*



JANUARY 2011





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

**BUSINESS PARTNERS**

**PLATINUM LEVEL:**  
**Lexis Nexis**

**GOLD LEVEL:**  
**Aspen Staffing Services**

**SILVER LEVEL:**  
**IKON Office Solutions**  
**Meridian Managed Technologies**  
**Robert Half Legal**

**Bronze Level:**  
**BEC Legal Systems**  
**ComDoc**  
**Kinol Sharie Leyh & Associates**

**Equity Level:**  
**AMO Office Products**  
**Fiber-Seal of Central Ohio**  
**Fireproof Records Center**

**On-Line Level:**  
**Control Systems (Copitrak)**

**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  
Paul Boyd*

Happy New Year and Welcome to 2011. With a renewed sense of hope we look forward to a better year for our firms. Although the ALA year officially begins in April, we use January to reflect upon what we accomplished and learned in 2010 as we continue in the direction our Chapter is taking us. Some notable achievements are:

- Continued development of business partner relationships
- Ongoing community involvement
- Continued educational opportunities
- New member orientation program
- Continued growth in the Chapter

The Columbus Chapter Board is currently preparing submissions for the Presidents' Awards of Excellence Program. This is our opportunity to showcase the areas in which we excel as a Chapter. This award is given to recognize chapters for their efforts in effective management. Our goal has been to provide you with educational and professional development opportunities. Thank you to all you have contributed individually or collectively.

Lastly, the Columbus Chapter would like to congratulate Karen Griggs and Steve Wingert from our own Region 3. Karen will serve as President of the Association of Legal Administrators for 2011-2012. Steve has been elected to serve as President-Elect for 2011-2012.

*Paul*

### *ALA January Anniversaries:*

Bill Clark	2 years
Camille DeLozier	2 years
Sonja Kondas	5 years
Jennifer Radcliffe	4 years
Kathy Rosenberry	20 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!*

# Helping you avoid hiring problems...

...is just one of the services we offer.

In many law firms, hiring is making a rebound as the economy recovers. Aspen can help you through the process, whether you're looking for permanent staff members or are still taking a "wait and see" approach and looking for temporary employees to fill some gaps.

Qualified candidates perfect for your needs.

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**Reference-Checked.**

**Ready to work.**



- We understand the staffing industry.
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- We understand the importance of your time.
- We have placed hundreds of legal support people in temporary and direct-hire positions.

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Suite 1100  
Columbus, OH 4321  
614-754-8800

[AspenStaffingServices.com](http://AspenStaffingServices.com)



**Aspen**  
Staffing Services

**True professionals in a field dominated by sales consultants.**

# Upcoming Events

## JANUARY 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					

**19 – Wednesday – 12:00 PM**  
**Monthly Chapter Meeting**  
 Columbus Renaissance  
 “Smart Document Generation:  
 Improve Your Firm’s Drafting –  
 and its Bottom Line”  
 Barron K. Henley, Esq., Speaker  
 RSVP to Doyle Rausch at  
[drausch@ssd.com](mailto:drausch@ssd.com) by Friday,  
 January 14

**19 – Wednesday – 2:00 PM**  
**ALA Webinar\***  
 Health-Care Reform: What’s  
 Happening?  
 For more information visit the ALA  
 Web site at [www.alanet.org/webinars](http://www.alanet.org/webinars)

**25 – Tuesday – 12:00 PM**  
**Chapter Board Meeting**  
 Chester, Willcox & Saxbe

## FEBRUARY 2011

SU	MO	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					

**15 – Tuesday – 12:00 PM**  
**Annual Partners’ Lunch**  
 Columbus Renaissance  
 Richard Cordray, Jim Petro, and  
 Nancy Rogers, Speakers  
 RSVP to Doyle Rausch at  
[drausch@ssd.com](mailto:drausch@ssd.com) by Wednesday,  
 February 9

**16 – Wednesday – 2:00 PM**  
**ALA Webinar\***  
 The Writing Wheel  
 For more information visit the ALA  
 Web site at [www.alanet.org/webinars](http://www.alanet.org/webinars)

**22 – Tuesday – 12:00 PM**  
**Chapter Board Meeting**  
 Chester, Willcox & Saxbe

## MARCH 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		

**16 – Wednesday – 12:00 PM**  
**Monthly Chapter Meeting**  
 Columbus Renaissance  
 Topic to be Announced  
 Election of Officers for the  
 2011-12 Fiscal Year  
 RSVP to Doyle Rausch at  
[drausch@ssd.com](mailto:drausch@ssd.com) by Friday,  
 March 11

**16 – Wednesday – 2:00 PM**  
**ALA Webinar\***  
 Conflict Resolution: Why Can’t  
 Everybody Just Get Along?  
 For more information visit the ALA  
 Web site at [www.alanet.org/webinars](http://www.alanet.org/webinars)

**29 – Tuesday – 12:00 PM**  
**Chapter Board Retreat**  
 Kegler, Brown, Hill & Ritter

\*A reminder that if you are interested in attending an ALA Webinar, please contact Columbus Chapter President Paul Boyd at [pboyd@cwslaw.com](mailto:pboyd@cwslaw.com). If at least five chapter members are interested, the Chapter will pay for the webinar.

## Diversity Spotlight



### *Consider Business E-mail Etiquette as you Consider Your Diversity Interests*

*Etiquette requires us to admire the human race. Mark Twain*

It is the time of the year when New Year's resolutions take hold. Beyond those that promise to have an impact on your midsection, consider resolutions that can enhance your business success vis-à-vis diversity-considerate communications. 2010 saw growth in use of social media which translated into even more written electronic communications, more exposure and greater opportunity to make an impression. Every keystroke presents an opportunity to reinforce respectful communications. Those we correspond with or those who view our communications on Facebook or Twitter will form an impression about you and your business based on how thoughtfully you use technology. As you consider what changes you wish to make in the new year, consider if your electronic messages reinforce your commitment to inclusion. Business e-mail etiquette tips abound, however, the following suggestions may help you as you consider steps to enhance the richness of your workforce and client interactions.

- ◆ Be mindful of your tone. Unlike face-to-face meetings or even phone calls, those who read your e-mail messages don't have the benefit of your pitch, tone, inflection, or other non-verbal cues. As a result, you need to be careful about your tone. Sarcasm is especially dangerous. If something gets "lost in translation," you risk offending the other party. Language translation becomes even more focal as related to the various cultural differences that define our workplaces.
- ◆ Compose business email as though it was on your business letterhead. Formality is in place as a courtesy and reflects respect. Assume the highest level of formality, especially with new email contacts, until the relationship dictates otherwise. Refrain from getting too informal in business email exchanges.
- ◆ Take time to review communications to confirm your message will not be misconstrued while considering your audience/the recipient. With every electronic business communication, you are invariably corresponding with members of different cultures and customs. It is correct to pause and consider if you will offend anyone with your message. When communication is thought through and clear, the chances increase significantly that the response will be returned in the same manner.
- ◆ We've become a society of abbreviations as it adds even greater swiftness to our communications, electronic and otherwise. Keep in mind that not everyone understands your jargon and cultural distinctions are especially a factor with such shorthand.
- ◆ Avoid religious references and the use of spiritual greetings and salutations. Opening and closing e-mails with religious expressions such as "God bless" may offend someone who is not religious or who has a different set of beliefs. The use of such closings is quite personal and has its place within communications that are personal as opposed to business-related.
- ◆ Be tolerant of other people's etiquette snafus or their lack of awareness of your culture or customs. If you feel offended or think you could be misinterpreting the meaning of a communication, seek clarification in a neutral fashion such as responding, "I'm not sure how to interpret this. Can you elaborate?"

When it comes to business, regardless of mode of communication used, professionalism and courtesy never go out of style, especially as related to our interest in supporting a diverse workforce and client base.

*Betsy Wetherby, Diversity Committee Chair*

# *Finding Five Tall Guys to Play on Your Team: Five Important Reasons Why Lateral Recruiting Strategies Fail*

*By Ed Wesemann*

*Reprinted with permission from Ed Wesemann*



Lateral hiring is among the most frequently used strategies by law firms as a means of increasing profitability. Unfortunately, for many firms it doesn't work out as well as the firms hope. But that doesn't make it a flawed strategy. The problem may be in the execution.

Almost every law firm's strategic plan is designed to increase revenues. Sometimes the plan is to increase rates or focus on more sophisticated practices. Other firms may want to increase revenues through growth in new geographic areas. But most of the time they envision the revenues coming through new business — usually from new clients.

Like so many other things, there are two ways to make this happen: the classic "make or buy" decision. In getting new clients, "make" involves marketing and business development which requires partners to increase their efforts to develop new clients. "Buy" on the other hand can be accomplished by bringing in new lawyers who have business, either as lateral entry partners or through a merger. Not surprisingly, most strategic plans focus on the "buy" option.

But the buy option is a bit like what basketball coach Gene Bartow said about recruiting players. "The problem is not finding the tall guys; there are plenty of them. It's finding tall guys who can score and then convincing them to play on your team."

## **Why Lateral Recruiting Strategies Fail**

Like tall basketball players, there are plenty of laterals available. The problem is identifying those who will be successful and getting them to come to your firm. There are some truisms that I have learned in watching lots of firms try to build their practices with lateral partners. Here are the five biggest faults that seem to haunt lateral recruiting programs:

1. **Failure to focus on areas of strength.** Often, strategic plans will include a laundry list of practices where firms want to add laterals with business. Typically, these are the practices where they have the greatest need because they represent the firms' weak spots. But there are two problems. First, the likely scenario is that, even if the firm is successful in finding laterals, they will probably end up with mediocre strength compared to competitors. Second, trying to sell a top candidate on the concept of coming to your firm to build a powerful practice group from scratch may sound like an exciting

*Finding Five Tall Guys to Play on Your Team, continued on Page 9*

*Finding Five Tall Guys to Play on Your Team, continued from Page 8*

challenge but most lateral candidates will see it as too big of a risk compared to going with a firm that has a dominant position and lots of bench strength. The best possible strategic result and the strategy with the greatest likelihood of success is to double down on your firm's areas of strength.

2. **Not understanding the motivations of candidates.** Laterals, especially high quality laterals, are rarely willing to consider a move because of money. Sure, more money is nice but they are almost always considering a change of firms because they are running away from something or running toward something – shedding a problem or looking for an opportunity. I did a series of interviews not long ago with recent laterals about why they moved. The most common reasons were:
  - Seeking a stronger platform on which to build their practice (joining a firm with a stronger reputation in their practice area, an office in a location that supports their practice, or international capability were the most common platforms they wanted).
  - Their current firm wouldn't provide them with the staff or marketing support they needed.
  - Personality dispute with their firm's leadership (especially their practice group leader).
  - A romantic entanglement at their current firm.
  - Consistent loss of potential clients due to conflicts with a large institutional client at their current firm.
  - The unwillingness of the current firm to partner associates who work with the candidate.

The key is to understand the candidate's motivations early on and focus on satisfying the issues.

3. **Not creating a credible story.** If the candidate decides to move, he or she will need a clear cut reason to give their former partners, clients and friends. A big part of being able to close the deal is to help them create the story they can tell. I know one managing partner who prepares a written list with two columns titled "why we want you" and "why you want us." He claims that its value is not only to sell the candidate and the Executive Committee on the deal, but also as a personal "gut check" that adding the partner on makes business sense.
4. **Not doing the math.** Lateral hiring involves making an investment. Like all investments, laterals should be measured based on risk and return. The firm is providing compensation, associate and staff support, office space and other overhead expenses to a lateral partner until revenue from the partner's clients begins coming into the firm. On average, it takes about eight or nine months for the total revenues to break even with the advanced costs and, presumably, thereafter the firm enjoys a profit on the billings of the lateral. But, surprisingly often, this doesn't happen as firms get the math wrong and the partners never break even, let alone show a profit. A simple Excel spreadsheet laying out the cash flow can easily demonstrate the issues.
5. **Taking on excessive risk.** To justify the firm resources put at risk, there must be a reasonable reward. Consider the following simple litmus test for lateral candidates. Divide the total firm annual revenue by the number of partners to produce the statistic of Revenue Per Partner. If a candidate has a history of billings less than your firm's average revenue per partner, don't bother talking to him or her. Your firm

*Finding Five Tall Guys to Play on Your Team, concluded on Page 10*

*Finding Five Tall Guys to Play on Your Team, continued from Page 9*

can not afford the risk of an unsuccessful candidate unless there is sufficient upside. Please also recognize that, in many firms, the partners will only tolerate a limited number of lateral investments each year. If leaders use up the political capital necessary to get marginal lateral candidates approved, they may not be able to generate enthusiasm when a top person is available.

There are other problems: failure to successfully integrate laterals, unwillingness to follow through on promises made during the recruitment process, and lack of established standards on which to measure the success or failure of a lateral. But the key take away is that many firms favor lateral hiring over other forms of growth (mergers or internal development) because it seems to require less effort. In truth, it is among the most difficult strategies for advancing a law firm. But, with planning and effort, it can be among the most successful.

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*Ed Wesemann* is a consultant specializing 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 a 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. For more information go to <http://www.edwesemann.com>.

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

Gold Business Partner Aspen Staffing Services

## BUSINESS PARTNER PROFILE



140 East Town Street, Suite #1100 • Columbus, Ohio 43215 • (614) 754-8800 • Fax (614) 754-8801  
[www.aspenstaffingservices.com](http://www.aspenstaffingservices.com) • [janet@aspenstaffingservices.com](mailto:janet@aspenstaffingservices.com) • [teresa@aspenstaffingservice.com](mailto:teresa@aspenstaffingservice.com)

Company Contacts:



*Teresa Shuler, Director of Staffing Services • Janet Hannaway, Director of Operations & Recruitment*

**Key Services:** Aspen Staffing Services is a full service placement agency specializing in legal, medical, and administrative support services. Our staff is highly experienced in employment placement services. Aspen offers short and long term contract employees, direct hire by the hour candidates, and those looking only for direct hire opportunities. We place candidates in these positions and more:

legal secretaries • administrative assistants • medical secretaries • paralegals •  
 office services • receptionists • office administrators • legal assistants •  
 medical billing specialists • data entry clerks • file & records clerks • call center

**Tell us a little about your company:** For more than four years, Aspen Staffing Services has been serving the Central Ohio business and legal community. The principals are two of the most skilled at fulfilling the needs of firms and companies seeking talented support personnel. We love what we do and it shows. Aspen has over 40 years combined experience in the legal and staffing environment. We know what our clients are looking for because we get to know our clients.

Aspen Staffing Services is committed to giving you both outstanding value and exceptional personal service—a combination that will ensure a long standing and beneficial relationship. Your time is precious. Do you have the time necessary to devote to locating quality candidates? Let us take over this role and help you find your next great hire. We are here to make your life easier.

*Business Partner Profile, continued on Page 12*

*Aspen Staffing Services Profile, continued from Page 11*

**What makes Aspen Staffing Services different from other placement agencies?**

*true professionals in a field dominated by sales consultants...*

Aspen Staffing Services is a local female owned business which has the distinction of having owners who have been on both sides of the staffing world—prior experience hiring within a law firm environment and working to assist from the outside. Our combined experience is unparalleled in the Central Ohio market. It's not about bodies behind desks. It's about finding the right person for your situation. We'll ask you about your job specifics and we'll ask you about the culture of your firm. We'll ask you about the kind of person who you feel would best suit your needs. Then we will get to work. On average, we represent only one candidate out of every 10 that makes contact with our office. We take very seriously the trust you put into us to properly select qualified individuals for your review.

Aspen Staffing Services strives for excellence in our customer service along with the highest degree of honesty, integrity and commitment.

We truly appreciate the opportunity to partner with the Columbus Chapter of the Association of Legal Administrators and appreciate the opportunity to work with many of your members at their respective firms. We have enjoyed being a Gold Sponsor of ALA for the past three years and hope to continue that great partnership.

Best wishes for a healthy, happy, and prosperous 2011!



## *January Chapter Meeting Preview*

Have you ever examined how documents are generated in your office? This mission-critical process is rarely analyzed, although it can almost always be improved. Drafting efficiency directly affects your firm's bottom line, so it certainly merits an administrator's evaluation.

Please join us on Wednesday, January 19, 2011, at 12:00 p.m. at the Columbus Renaissance, 50 N. Third Street, for our monthly chapter meeting. This month's topic is "Smart Document Generation: Improve Your Firm's Drafting – and its Bottom Line," presented by Barron K. Henley, Esq. Barron is a partner in the Columbus, Ohio office of Affinity Consulting Group, which provides technology, marketing, management and finance consulting for law firms. A top consultant on law firm automation, Barron has worked with hundreds of law firms and legal departments to automate their practices as they relate to document assembly.

If you have an unused Columbus Chapter anniversary certificate so you can attend the January meeting free-of-charge, please let Doyle Rausch ([drausch@ssd.com](mailto:drausch@ssd.com)) know when you RSVP for the meeting.

### **The Columbus Chapter welcomes New Member:**

#### **Amy Welty**

Human Resources Manager  
Chester, Willcox & Saxbe LLP  
65 E. State Street, Suite 1000  
Columbus, OH 43215  
Phone: 614.334.6199  
Fax: 614.221.4012  
E-mail: [awelty@cwslaw.com](mailto:awelty@cwslaw.com)



## REGION 3 COUNCIL MEETING SUMMARY

### 2010 Region 3 Education Conference – Chicago

#### October 14, 2010

Prior to the start of the ALA Regional 3 Conference in Chicago in October, the Region 3 Management Team held a meeting to update the chapters on regional and ALA activities. Below is a brief summary of the meeting.

Region 3 Director Steve Wingert welcomed attendees from the Region 3 chapters and introduced the Region 3 Management Team. A representative from each chapter shared a 2010 chapter accomplishment.

The regional officers described their duties and gave an overview of the Region 3 conference. The following ALA updates were then given:

- ◆ The Association is continuing to add value for its members. In 2010, an online directory was created and a streamlined login process for the website was developed; the 2011 Membership Dues will include the annual subscription to the Legal Management Encyclopedia; and electronic communications from the Association will be bundled and better managed.
- ◆ The largest number of candidates in the history of the CLM program sat for the CLM exam in October 2010. The Association continues to work with providers and the Certification Committee to provide enhanced study resources.
- ◆ The Annual Conference Committee is in the process of finalizing plans for the 2011 conference in Orlando. In response to member feedback, no activities will begin before 8:00 a.m. and the closing night gala price will be included in the conference registration fee.
- ◆ 2011 Chapter Leadership Institute will be held July 15-16 at the Cosmopolitan Hotel in Las Vegas. While it is unusual to return to the same city two years in a row, the economics made doing so very attractive for the Association and members.
- ◆ ALA is working on improving the content in LMRC and ways to extend the shelf life of the many excellent conference presentations. They are finding ways to improve the relationships with our business partners. Larry Smith discussed how the chapter websites are linked from the ALA website and many have their newsletters available for others to learn from their successes.
- ◆ ALA is involved in a China Forum for law firms interested in doing business in China.
- ◆ The Region 3 Educational Conference will be held jointly with Region 4 September 15-17, 2011, at the Intercontinental in Kansas City.

Participants broke into small groups to discuss chapter successes, initiatives and/or issues in their individual chapters. The regional management team held a drawing and awarded scholarships to the 2011 annual conference, for webinars, and bottles of wine.

Steve Wingert, CLM, adjourned the meeting at 4:00 p.m.◆

## *Partner Luncheon Preview*

We are excited to announce that this year's Partners' Lunch, scheduled for Tuesday, February 15, will feature a panel discussion by former Ohio Attorneys General Richard Cordray, Jim Petro, and Nancy Rogers, facilitated by Immediate Past President Laura Carpenter.

Each chapter member may bring two partners free-of-charge. The cost for chapter members and additional guests is \$30 per person. Please see the reservation form in this newsletter for your menu options and instructions on how to register for the luncheon. This is a great panel of speakers that your partners will definitely want to hear from, and it is also an opportunity for you to showcase ALA and the Columbus Chapter to the partners in your firm and to show your appreciation for their support of your membership in ALA.

In anticipation of the panel discussion, please talk with your partners to determine what topics and/or questions they would like addressed at the luncheon, and e-mail those questions to Laura Carpenter at [lcarpenter@ralaw.com](mailto:lcarpenter@ralaw.com) prior to the luncheon.

We hope you and your partners will be able to join us on February 15.♦

### *Quote of the Month*

We spend January 1 walking through our lives, room by room, drawing up a list of work to be done, cracks to be patched. Maybe this year, to balance the list, we ought to walk through the rooms of our lives ... not looking for flaws, but for potential.

~ Ellen Goodman

## Election of Officers

The Columbus Chapter, Association of Legal Administrators, election of officers for the 2011-12 Chapter year is right around the corner. Routinely the current Board moves up one position each year, but that leaves one opening that we need to fill from our current membership. If all goes as planned, **Cara Tammaro** will become President, **Doyle Rausch** will be Vice President, **Beth Hoeft** will be the Treasurer, **Paul Boyd** will become Immediate Past President, and **YOU** could be our next secretary.

Within the next few weeks the Board will be identifying a Columbus Chapter member who has been active in the chapter and who might be interested in serving the membership. If you are that person, would like to nominate someone else, or would just like to learn more about serving on the Board, please contact any of our current Board members, listed on page 18 of this newsletter. ♦

### WEBINAR Wednesdays



January 19, 2011 | **Health Care Reform: What's Happening?\***

February 16, 2011 | **The Writing Wheel\*\***

March 16, 2011 | **Conflict Resolution: Why Can't Everybody Just Get Along?\***

April 20, 2011 | **Lockstep to Levels After the Dust Settled — Unlocked, Unloaded, Successful?\***

May 18, 2011 | **Leasing: The Fine Print Financial Implications\***

June 15, 2011 | **Communicating Benefits to Reach and Engage Employees\*\***

July 20, 2011 | **Finance for the Non-Financial Administrator\***

August 17, 2011 | **Focus on Profitability: Revenue-Based Management\***

September 21, 2011 | **Ethics in the Wired World\***

October 19, 2011 | **Your Firm's Risk Insurance Needs: Professional Liability Coverage\***

November 16, 2011 | **Safe Stress\***

\* 60 minutes/\$129  
 \*\* 120 minutes/\$149

### Mark the 3rd Wednesday of the month on your calendar for ALA Webinars!

ALA has a stellar lineup of quality online education for 2011 featuring eight 60-minute Webinars and three 120-minute Webinars.

**Save 20 percent** by ordering all 11 Webinars in advance and enjoy the convenience of registering only once.

Learn more at [www.alanet.org/webinars](http://www.alanet.org/webinars)



*Your connection*  
 to knowledge, resources and networking

## ALA Announcements

**Time to Renew Your Membership:** By now you should have received an invoice for your 2011 ALA membership. Those interested in reducing the Association's printing and postage expenses and/or who prefer an environmentally friendly renewal option, may renew online. The link can be found in the "My Account" link at the top of ALA's home page.

If a member's contact information has changed and ALA HQ has not previously been notified, the address change form is a convenient way to provide updates.

Payments may be remitted online (beginning December 1), by fax, or by mail **postmarked on or before January 31, 2011.**

**Register for the 2011 ALA Annual Conference:** Online registration is now open for the must-attend legal management event of the year – the 2011 ALA Annual Conference & Exposition in Orlando. Don't miss out on top-notch education, networking opportunities and the industry's leading Exposition. Register early and save!

**ALA Awards Program Judges:** Not sure how to get started in the Awards Program? You might consider being a judge. This will provide an opportunity to see what other chapters are doing and help you form ideas for your own chapter's activities and an eventual entry. Judges are needed in every category. Contact Nicole Larson if you are interested at [nlarson@alanet.org](mailto:nlarson@alanet.org) or 847.267.1361.

**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.

### 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!

## 2010-11 Columbus Chapter Board

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### 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

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For more information about **Williams Lea**, call Ian McCullough at (614) 462-2619.



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Exposition*

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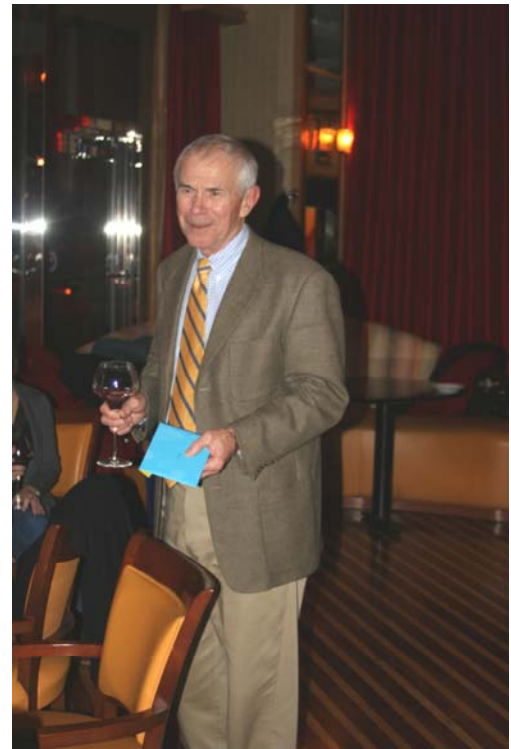
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*Imagine the Possibilities*

## *Photos from the Chapter Holiday Party*



*Front row, L to R: Donna Bean, Randy Headley, Kathy Rosenberry, Janet Hannaway, Jack Green; Back row: Diane Cook, Laura Carpenter, Cara Tammaro, and Doyle Rausch*



*Alex Lagusch says a few words after being presented with a gift card from the Chapter in recognition of his retirement*



*L to R: Kathy Rosenberry, Laura Carpenter and Doyle Rausch*



*L to R: Janie Jude-Askew and Teresa Shuler*

**SAVE THE DATE, INVITE YOUR PARTNERS!**  
**Columbus Chapter Partners' Luncheon**  
**Tuesday, February 15, 2011**



### 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

Cara Tammaro, Vice President, Kegler, Brown, Hill & Ritter,

E-mail: [ctammaro@keglerbrown.com](mailto:ctammaro@keglerbrown.com), or Fax: 614.462.2634

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

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



**Columbus**  
Chapter



## CHAPTER MEETING RESERVATION FORM

### LUNCHEON MEETING

**Wednesday, January 19, 2011, 12:00 PM**

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

**Topic: “Smart Document Generation: Improve Your Firm’s  
Drafting — and its Bottom Line”  
Barron K. Henley, Esq., Speaker**

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**Menu: Soup & Salad Buffet**

*House salad with assorted dressings and toppings,  
pasta salad, two soup selections, rolls, dessert*

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**Cost: \$20 per person**

**Please e-mail your reservation to Doyle Rausch at [drausch@ssd.com](mailto:drausch@ssd.com)  
no later than Friday, January 14, 2011**

**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 **Doyle Rausch** at the beginning of the meeting to obtain a parking voucher.

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