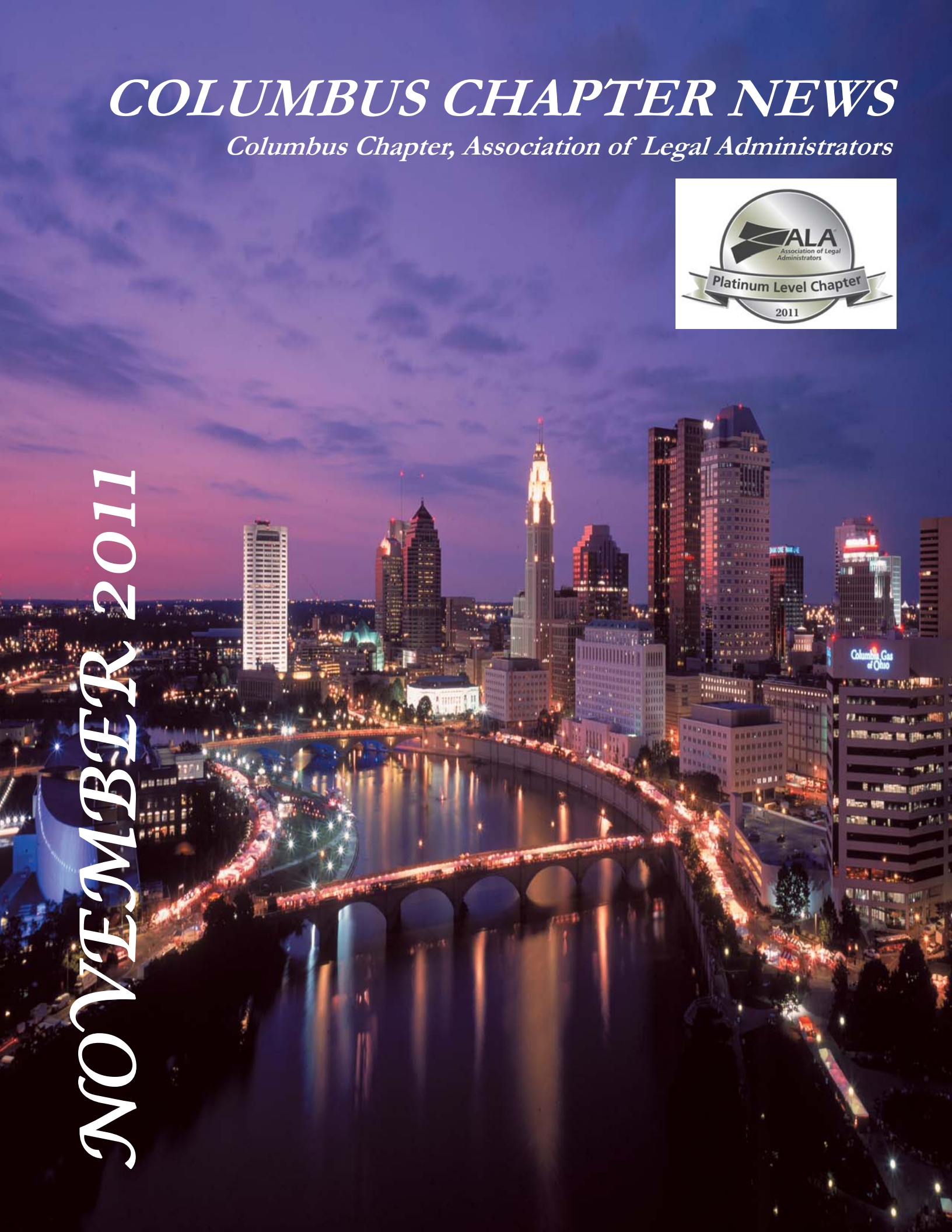


COLUMBUS CHAPTER NEWS

Columbus Chapter, Association of Legal Administrators



NOVEMBER 2011



The “buzz” around the office is...

Kathy Rosenberry has joined the Aspen team!

We don't need caffeine to be excited about our new Director of Placement.

Welcome aboard, Kathy!



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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>

President's Message



*Chapter President
Cara Tamaro*

It was great to see everyone back at the Renaissance! Hard to believe that it had been a couple months since our last lunch meeting. Given that I woke to temperatures in the 30's this morning, I'm glad we took advantage of the beautiful Ohio weather when we did!

October marked the first month that we registered using the Web site. If you haven't checked it out yet, be sure to do so. It's a really great tool. The Web site committee will be offering "Go To Meeting" webinars on how to maximize all the Web site has to offer. Look for dates and times to be announced.

Last week, Laura Carpenter and Karen Scurlock of our Membership/Mentoring committee, hosted the new member social at the Renaissance hotel. It's a great way to meet new members in a relaxed setting and we hope to do many more! Also, I'm happy to announce that Kelly Coholich is joining the committee.

Looking forward, we are back on our regular schedule for our November monthly chapter lunch. The meeting topic is Diversity. Betsy Wetherby, chair of our diversity initiatives, has arranged for Anne Carter to speak on diversity and the challenges facing employers.

One of ALA's goals is to increase diversity in the Association, in the legal management community and in all legal service organizations. As a result, ALA launched the ALA Diversity Initiative - designed to increase awareness of and sensitivity to the differences among our workforce and to advance the concepts of inclusiveness and acceptance. To meet these goals, ALA has created leadership panels, educational venues and programs. For more information check out the ALA website at <http://www.alanet.org/diversity/diversitytoolkit.aspx>. Look forward to seeing everyone at the November meeting.

Then in December, we're going to switch things up again. Our holiday lunch is scheduled for December 6th and will be held at the Columbus Bar Association. Our guest will be Rick Bayer, Executive Director of Freshbox Catering. Owned by Lutheran Social Services of Central Ohio, a non-profit committed to "creating a better world by serving people in need," the goal of Freshbox is to offer meaningful employment opportunities for residents of Faith Mission homeless shelters (also owned by LSS). Freshbox is doing some great things. Rick will bring a guest who was an employee of Freshbox and she will share with us her inspiring story. I hope that you will join us and learn more about this wonderful organization.

Check out all the details inside the newsletter on the "Upcoming Events" page of our ALA Web site located at <http://www.alacolumbus.org/>

Cara

Diversity Spotlight



Diversity - Semantics, Clichés and Good Intentions

By Anne H. Carter, November Chapter Meeting Speaker

Even in the 21st century, diversity remains an oft-misunderstood word and is high on the list of topics that can bring much discomfort. For many, the word is scary (at best) or even derogatory (at worst). As much as diversity and inclusion have become buzzwords in our culture, there is still considerable baggage associated with both terms. Our intellect may tell us that diversity is critical in recruiting and developing top talent and

attracting and retaining key clients. But if we are not comfortable discussing common concerns and doubts, how can we expect meaningful action, let alone meaningful results? How can we ever move beyond good intentions?

Often I have the opportunity to interact with other diversity practitioners from the for-profit and non-profit sectors. When we discuss best practices and current initiatives, we readily agree that there are plenty of good intentions on how to approach diversity and inclusion. Not all of those good intentions, however, lead to good results. The organizations with the greatest success address their challenges candidly and articulate their expectations clearly. They also implement focused strategies that are tailor-made rather than trying to replicate every recommended practice that surfaces.

Recently, the ALA Committee on Diversity and Inclusion released a mentoring guide (*2011 ALA Guide to Cross-Functional Mentoring*). The purpose of the guide is to help law firm administrators implement and monitor mentoring programs. The authors of the guide are quick to note that the tool is not strictly for “diverse staff or attorneys” and they advocate the structured approach to ensure equitable mentoring opportunities. The ALA guideline is a good example of providing enough structure to promote meaningful results.

On November 16, I will share some specific practices (including both formal and informal mentoring) that will help you identify opportunities to move diversity at your firm beyond good intentions.

See page 18 for Anne Carter's bio and for more information about our November chapter meeting. Please plan to join us to learn more about this important topic. Register online at www.alacolumbus.org (note that you must log on to the members only section to register)

Upcoming Events

NOVEMBER 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			

16 – Wednesday – 12:00 PM
Monthly Chapter Meeting
 Columbus Renaissance
 Diversity Challenges Facing Employers
 Anne Carter, Speaker

16 – Wednesday – 2:00 PM
ALA Webinar*
 Safe Stress! (CM)
 Judith A. Hissong, CLM, Speaker
 For more information visit the ALA Web site at alanet.org/education

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

DECEMBER 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

6 – Tuesday – 12:00 PM
Chapter Holiday Luncheon
 Columbus Bar Association
 Presented by Fresh Box
In lieu of payment for the meeting, Please bring a \$20 gift card for the Faith Mission

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

JANUARY 2012

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					

18 – Wednesday – 12:00 PM
Monthly Chapter Meeting
 Columbus Renaissance
 Business Partner Panel Discussion

18 – Wednesday – 2:00 PM
ALA Webinar*
 Selling Blue Elephants: Client Marketing, Retention and Loyalty (LI)
 Howard R. Moskowitz, Ph.D. and Ken Rotondo, DVM, Speakers
 For more information visit the ALA Web site at alanet.org/education

24 – 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.

Friday, October 21, 2011

Chapter Meeting Minutes

Members Present: Richard Arndt, Paul Boyd, Camille DeLozier, Marty Eisenbarth, Jack Green, Randy Headley, Rhonda Hill, Beth Hoeft, Janie Jude-Askew, Sara Leech, Karen Scurlock, Cara Tamaro, Becky Von Ohlen, Cindy Wesney, Betsy Wetherby, Larry Wiesman, Jennifer Young.

Guests: Julie Brown and Vanessa Ware, and Speaker Scott David, all from Vorys.

Welcome and Announcements: Cara Tamaro opened the meeting, welcomed everyone in attendance. Cara requested a motion to approve the July meeting minutes. Marty Eisenbarth motioned to approve and Jack Green seconded the motion. *Minutes Approved.*

Cara talked about the August meeting at Clippers Stadium and mentioned we would like to do it again next year.

Cara thanked Rob Sander, Lori Muetzel, Janie Jude-Askew and Cindy Wesney for putting together another fun-filled golf outing. We raised \$330 from the sale of mulligans which was donated to Faith Mission.

Cara announced that the Web site is complete and up and running. She thanked the Web site committee of Marty Eisenbarth, Randy Headley, Cindy Wesney, and Paul Boyd for taking on this project. The Web site committee will be offering a webinar on how to navigate the new Web site. There will be two dates for the webinar which will be announced soon.

Cara thanked Jane Ossege and Sonja Kondas for organizing the chapter's community service efforts this year. We sponsored Lee Denim Day, served dinner at the YWCA Family Center and will be starting the next campaign called Jackets for Jackets in the near future. Look for more information on that coming soon.

Cara thanked Jack Green for his work in getting the chapter salary survey out. Members who participated should have received their copy. If anyone who did not participate needs a copy please contact Jack.

Tuesday, October 25th will be the New Member social at Latitude 41 in the Renaissance. The social starts at 5:30pm and is open to any member that wants to attend.

Reminder - the chapter will sponsor the ALA webinars when five or more members desire to participate. The November webinar is on Safe Stress. Please let Cara know if you are interested.

Upcoming Meetings:

November - Diversity will be presented by Anne Carter on the 16th.

Chapter Meeting Minutes, continued on Page 13

Friday, October 21, 2011

Speaker Recap

Legal Project Management

Scott David from Vorys, Sater, Seymour and Pease

Legal project management is basically the process of taking known/proven project management techniques and applying them to cases/matters in the legal industry. Over the past few years, as the economy has deteriorated, legal project management has become more prominent. Clients have begun to demand changes to the way they receive legal services and thus the use of alternative fee arrangements has increased. In order to successfully offer AFA's to clients, law firms need to engage in some sort of legal project management.

The first step in legal project management is for the attorney to meet with the client, face to face, to gain an understanding of the clients' business needs, not just their legal needs. The slowdown in the economy has caused clients to debate between "perfect" legal services or "just good enough" services. This makes defining and understanding the client's expectations critical to the success of legal project management.

The next step is for the attorney to budget the costs of the project. The attorney should look back at time spent on similar cases as a starting point. It is important for the attorney to think of all possibilities that may arise while working on the matter. Estimates should be presented for all possible scenarios in order to eliminate any 'surprise' expenses for the client. In order to budget costs correctly the attorney will need to estimate the amount of time needed for the project and consider who will be working on the matter. This is often a difficult task but it must be done in order to ensure the firm does not get upside-down on the matter.

The third step calls for the attorney to establish a clear communication plan with the client. The attorney needs to discuss what is and what is not included in the budget for the matter. In addition, the attorney needs to consistently communicate to the client the status of the matter and give updates on the budget. The attorney also needs to be communicating with the other attorneys working on the matter and reviewing the amount of time going in on the project. If a cost is incurred that is outside of the budget, the attorney needs to let the client know immediately. Throughout the planning process checklists can be made to help all involved stay on budget.

All of the above steps identify the lead attorney as the project manager and person who is doing most of the work for the project management plan. However, support staff play a vital role in helping the attorney manage the project successfully. Accounting departments can help by providing financial data on similar projects and can also calculate profitability based on the potential staffing of the project. Accounting can also keep the attorney updated regularly on the life-to-date stats of the matter. The technology department can contribute to the process by providing tools that can help with tasks such as document assembly and enterprise searches. The HR department can help if additional attorneys need to be hired on a contract

Speaker Recap, continued on Page 10



Each season, fans are invited to join the Columbus Blue Jackets #61 Rick Nash and the Dispatch Media Group to help keep Columbus families warm by donating to the “Jackets for Jackets” coat drive. As part of our ongoing community service efforts, the Columbus Chapter will once again take part in this program (formerly Coats for Columbus). Chances are that most of us have gently used coats hanging in our closets that we no longer need. As we all know, it can get mighty cold in Ohio in the winter.

Jane Ossege, Community Service Co-Chair, will be collecting coats beginning mid-November, however, you should feel free to start collecting them in your firm now. Follow this [link](#) for a flyer that you can post in your office. You can either deliver the coats to Jane (65 E. State Street, Suite 1400), or contact her to make arrangements for a pick-up. E-mail Jane at jossege@hahnlaw.com for more details.

Speaker Recap continued from Page 9

basis in order to lower the overhead costs of those working on the matter. HR also needs to be mindful to incentivize attorneys to work more efficiently to meet budget. Finally, the marketing department provides help in pitching the deal and making plans to increase business development.

While support staff assist attorneys in successfully managing client projects they need to keep in mind the potential barriers they may face. It is often difficult to get an attorney to make a plan and commit to it in writing. In addition, most of the time spent planning is considered non-billable. If you suspect this to be an issue when implementing legal project management at the firm, start first with those attorneys you feel would be most open to the idea. Once others start seeing success they will be more willing to embrace the process.

For more information on legal project management look for the book ‘Legal Project Management’ by Steven Levy or for information from other industry experts such as Pam Woldow (pamwoldow.com) and Jim Hassett (Legal Biz Dev).

Respectfully submitted,

Sara E. Leech, Chapter Secretary

Law Firm Business Development: The Untapped Middle



The vast majority of law firms have three levels of business development: the “rainmakers,” who bring in the majority of the firm’s new business; a group of partners who bring in no business, and never will; and the remaining partners who represent the “middle tier,” who bring in occasional business and/or at least have the potential and the desire to generate business.

Most law firms pay little or no attention to the untapped potential of this middle tier of partners. In today’s economic environment, a firm must use all its resources to develop business – and the middle tier is probably the one remaining untapped resource for additional business.

The question has always been: How do you make these partners at least somewhat productive? In this article, I will strive to give you an idea on how you may answer that question.

By Arthur Levin,
AGL Associates

alevin@aglassociates.net

Partners in this middle tier are intelligent, socially adept people who live in upper middle class or upper class communities and generally send their children to local schools. In fact, besides other lawyers and their immediate family members, most of the lawyers’ friends consist of the parents of their children’s friends. Who are these parents? Where do they work? Are they a potential source of business or a good referral source? How do you make a productive business development contact? What do you say? What do you do?

Lawyers are usually pretty good at putting themselves in situations that are good for business development, but often they do not know what to do once they are there. What should a firm do about this? I suggest that the first step, if you do not already have one, is the preparation and distribution of a comprehensive questionnaire that is sent to all lawyers in the firm. The questionnaire is designed to find out as much information as possible about the lawyer, his/her background, his/her family, his/her associations and the scope of his/her contacts. This is an essential first step in gathering the information that is necessary to establish a strategic marketing plan that is tailored to each lawyer.

Once the questionnaire is completed, the pivotal point of this process begins. The firm has to begin to look at any incremental, non-traditional, rainmaker business development as a cooperative firm-wide endeavor. This step requires strong firm management backing and the backing of the existing rainmakers. The firm’s

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by the New York City
Chapter of the Association
of Legal Administrators,
May/June 2010*

Law Firm Business Development, continued on Page 12

Law Firm Business Development, continued from Page 11

rainmakers have to realize that it is in their own best interest to spread the business development process among additional partners, and that this is not a threat to their own firm power base, but a further building of the firm's business base. If nothing else, the recent economic downturn has shown that for a firm to survive and prosper, it must have a diverse and profitable client base. This foundation requires the efforts of as many lawyers as possible. This process also encourages development of a firm-wide business development culture where everyone who works for the firm has a part in the process, and the value produced inures to everyone's benefit.

The process requires the firm to select one or more lawyers who are proven to be adept at the strategic business development process, and willing to devote their time and effort to this firm-wide initiative. I call them "strategic marketing coordinators." Their job would be to review the answers to the questionnaire with each lawyer, identifying where business development potential lies, and to work out specific strategies for each of these potential opportunities. This creative strategy development process is crucial to the program. The selection of the lawyer(s) to fill this role has to be non-political and thought through carefully.

In many cases, middle tier lawyers have only limited talent and/or desire to develop business on their own, even if they have numerous potential business resources and contacts. Therefore, the strategy will require the help, and perhaps the personal intervention, of the strategic marketing coordinator to work along with the middle tier lawyers to help make the best use of a specific business development opportunity.

Please note that the firm must have in place a plan to properly compensate the strategic marketing coordinator for his/her contribution if the business development opportunity is successful. The strategies developed have to be specific for each opportunity identified, and the middle tier lawyer has to be comfortable with the plan. The plan must be limited to two or three opportunities per lawyer, or the task will become overwhelming and will not get done.

A few examples of strategies that I have used begin with a very simple situation where a real estate lawyer, who happens to be an excellent baker, now sends a small box of home-baked cookies to each client at the conclusion of a matter. She credits this practice with doubling her business.

Another scenario involves a lawyer who, through his interest in food and his knowledge of the food services business, got involved in the improvement of the food service at his club (a place where he felt socially comfortable). As a result of his increased visibility and with a little coaching, he brought in three significant pieces of business from fellow club members.

Other lawyers have rekindled relationships with judges for whom they clerked, and significantly increased the number of potential business development referrals they were able to generate. Family relationships, religious and civic associations, sports-related activities, hobbies and social contacts are just a few possibilities. In many cases, just being able to identify real potential opportunities leads almost automatically to winning strategies.

The strategies do not have to follow any historic business development methodology; but, they do require a creative mind and clear understanding of how the lawyer can offer his or her skill set to those people who

Law Firm Business Development, continued from Page 12

will most benefit. It is looking at business development as a way to offer your expertise for the benefit of others, which will in turn create business for you.

This is a firm-wide effort that requires firm-wide control. For each opportunity, an outline of the strategy to be employed and an estimated timeline of the planned activities should be developed. These outlines should be forwarded to a designated senior lawyer or senior administrative person in the firm, whose job it is to monitor and track the progress of each business development strategy, and to encourage implementation of the plan.

The value of the program also has to be tracked financially. An ongoing analysis of the return on investment of time and dollars has to be monitored and modifications have to be made where necessary. Those strategies that are not working have to be terminated and those that are working have to be expanded.

A series of partner meetings should be established, at which the progress of the various business development strategies are reviewed and discussed for possible strategy modification. This program has to become an accepted firm-wide activity.

At first, implementation of the program will be somewhat arduous and time-consuming. But with success, and higher firm income, long-term acceptance will come.

The “middle tier” of partners is, in many firms, the only remaining area for potential new business growth. To ignore this potential does not make good economic sense.

Arthur Levin is the founder of AGL Associates, a consulting firm that specializes in law firm consulting, business development training for lawyers. Arthur can be reached at (212) 554-4001, or via e-mail at alevin@aglassociates.net

Chapter Meeting Minutes, continued from Page 8

December - holiday lunch at the CBA on the 6th hosted by Freshbox. A representative from Freshbox will talk about the business and how it works with Faith Mission. All members are asked to bring a \$20 gift card in lieu of payment for lunch. These gift cards will be donated to Faith Mission.

Guest Speaker: Beth Hoeft introduced Scott David from Vorys, Sater, Seymour and Pease who presented on Legal Project Management.

Respectfully submitted,

Sara E. Leech, Chapter Secretary



The Columbus Chapter was chartered on November 7, 1972

*Happy 39th
Anniversary
Columbus
Chapter!*

ALA November Anniversaries:

Richard Arndt	6 years
Diane Cook	11 years
Rich King	11 years
David Strong	19 years
Samantha Webb	8 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!*

Community Service Update



Columbus Chapter Members cooked and served dinner at the YWCA Family Center
 Front row (kneeling): Camille DeLozier, Lisa Justus, Cara Tammaro
 Back row: Angie Vecchio, Janet Hannaway, Becky Von Ohlen, Jack Green,
 Teresa Shuler, Jane Ossege, Sonja Kondas, Jennifer Young, Janie Jude-Askew
(not pictured, Betsy Wetherby and Cindy Wesney)

The Columbus Chapter has once again been very busy with its charitable work this year. Thus far we have accomplished the following, under the guidance of Community Service Co-Chairs Sonja Kondas and Jane Ossege:

- ◆ Donated \$330 to the Faith Mission from the sale of mulligans at our Member/Business Partner Golf Outing in September.
- ◆ Raised \$1,750 for Lee National Denim Day in the fight against breast cancer. Participating firms were: Baker Hostetler; Calfee, Halter & Griswold; Dinsmore & Shohl; Hahn Loeser & Parks; Loveland & Brosius; Peck Shaffer; Ulmer & Berne; and Vorys Sater.
- ◆ Cooked and served a spaghetti dinner to the residents of the YWCA Family Center (see photo above).

Upcoming events will include:

- ◆ Participating in the Jackets for Jackets coat collection to help keep Columbus families warm this winter. The program is coordinated by the Columbus Blue Jackets and the Dispatch Media Group.
- ◆ Asking members to donate Target or Wal-Mart gift cards to the Faith Mission in lieu of payment for our December holiday luncheon.◆

New Member Social



The Columbus Chapter sponsored a New Member/Prospective Member social on Tuesday, October 25 at Latitude 41 in the Columbus Renaissance Hotel from 5:30-7:00 pm. Members in attendance, pictured above, included Sara Leech, Cara Tammaro, Kelly Coholich, Karen Scurlock, Jane Ossege, Angela Vecchio, Janie Jude-Askew, Laura Carpenter, and Cindy Wesney. Lively conversation prevailed as we spent time getting to know each other in a relaxed atmosphere. As part of the Membership Committee initiatives for welcoming new and prospective members, Co-Chairs, Laura Carpenter and Karen Scurlock expect to organize this function on at least a yearly basis. ♦

Quote of the Month

Thanksgiving is an emotional holiday. People travel thousands of miles to be with people they only see once a year. And then discover once a year is way too often.

— Johnny Carson



Annual Conference & Exposition




SAVE THE DATES!

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**EARLY BIRD REGISTRATION NOW AVAILABLE! REGISTER BY
FEBRUARY 6, 2012 AND SAVE! www.alanet.org/conf**

Meeting Previews

NOVEMBER 16, 2011

Diversity Challenges Facing Employers

Anne Carter will join our November Chapter meeting to share her insights on diversity challenges facing employers and the opportunities they deliver. Anne's professional experience includes extensive leadership experience in diversity and inclusion, having served as Senior Vice President, Diversity Director for Huntington Bancshares Incorporated and as Vice President, Diversity for May Department Stores. She also worked for a number of years in various leadership positions in the retail industry. Beyond her diversity roles, other areas of expertise include strategic planning and implementation, consulting and coaching, and community outreach and development. Anne is a graduate of Yale University, with a Bachelor of Arts in Music. She is a section violinist at New Albany Symphony Orchestra and a Board member at National Church Residences. She is a devoted mother and grandmother, and speaks fondly of her family, including three brothers who each practice law.

DECEMBER 6, 2011

Chapter Holiday Luncheon

Please join us on Tuesday, December 6, to celebrate the holidays. This year we will have a luncheon at the Columbus Bar Association, catered by Fresh Box, a lunch caterer that helps change the outlook for people in the community affected by poverty. Freshbox Catering is employing and empowering residents of Faith Mission Shelters to achieve their goals by offering them life-changing skills and training. Because the luncheon will be paid for by the Chapter, we would ask each member to bring a \$20 Wal-Mart or Target gift card for the Faith Mission.

Please plan to join us at our November meeting and December holiday luncheon. Register online at our new Web site, www.alacolumbus.org!

A Way to Give Back ...



The Columbus Chapter's holiday luncheon is scheduled for Tuesday, December 6, at noon at the Columbus Bar Association. In lieu of payment for lunch, please bring with you a \$20 Target or Walmart gift card to be donated to the Faith Mission to help the less fortunate in our community. Your generosity is greatly appreciated.



ALA Announcements

ALA to Co-sponsor Multi-city State of Diversity in the Legal Profession Education Series: The serious pipeline problem for diverse talent in the legal profession has been well documented. Numerous excellent programs exist to address the problem. But WHY does this pipeline problem exist? And what can lawyers do to resolve the problem so that pipeline programs are no longer necessary? This topic, along with several others will be covered in a multi-city symposia series, The State of Diversity and Inclusion in the Legal Profession, which ALA is co-sponsoring with the Institute for Inclusion in the Legal Profession (IILP).

Each symposium will feature different authors presenting their work and offering all of us a chance to consider the many facets of diversity and inclusion and how they are playing out in our respective communities. Attendees will receive a hard copy of the IILP State of the Diversity and Inclusion in the Legal Profession 2011 Review. To see a complete schedule of which authors will be speaking at which symposia or to register for a symposium, please visit www.TheIILP.com/calendar.

2012 ALA Webinars Announced: ALA has announced its 2012 lineup of Webinars. If at least five chapter members are interested in attending, the chapter will pay for the Webinar. Mark these dates on your calendar:

- 1/18/12: Selling Blue Elephants: Client Marketing, Retention and Loyalty
- 2/22/12: Employee Handbooks for Law Firms – Careful, Careful!
- 3/21/12: The Art of Active Listening
- 4/18/12: The Role of Legal Administrators in Legal Project Management – Unprecedented Opportunities & Current Challenges
- 5/16/12: Safe Stress!
- 6/20/12: Technology Management: The Good, the Bad and the Ugly
- 7/18/12: Change Leadership: A Boot Camp to Drive Organizational Change
- 8/15/12: Records Management: The Bermuda Triangle
- 9/19/12: Of Foxes, Hedgehogs and Law Firm Profitability
- 10/17/12: Marketing on a Shoestring Budget
- 11/14/12: Dealing with Substance Abuse in the Workplace

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

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 October Chapter Meeting



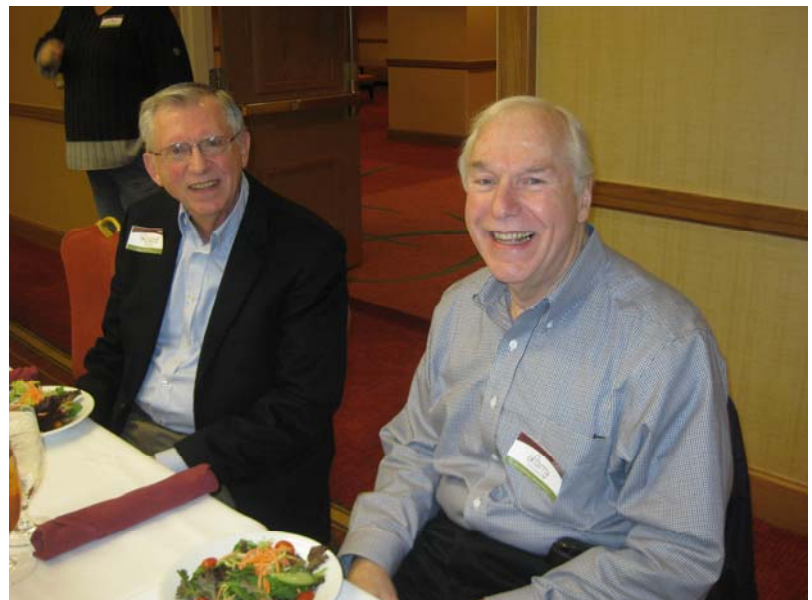
*Paul Boyd, Cara Tamaro, Speaker Scott David (Vorys),
Beth Hoeft, and guests Vanessa Ware and Julie Brown (Vorys)*



*Betsy Wetherby, Marty Eisenbarth,
and Sara Leech*



Jack Green and Janie Jude-Askew



Richard Arndt and Larry Wiesman

Regions 3/4 Conference, Kansas City, MO



Our own Randy Headley, CLM, with friends from the Indianapolis Chapter at the ALA Regions 3/4 Conference in Kansas City, MO.
(Randy would be the one on the left, not the one in the middle)



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: _____

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this holiday season



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COLLECTION LOCATIONS: Coats can be dropped off at Jane Ossege's office at 65 E. State Street, Suite 1400 or contact Jane at 614.233.5154 or jaossege@hahnlaw.com to arrange to have the coats picked up.

BENEFITING:



SUPPORTED BY:





Columbus
Chapter



CHAPTER MEETING RESERVATION FORM

LUNCHEON MEETING

Wednesday, November 16, 2011, 12:00 PM

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

TOPIC: “Diversity Challenges Facing Employers”
Anne Carter, Speaker

Menu: Mexican Buffet
Ground beef, shredded chicken, and all the fixins!

Please visit our Web site at www.alacolumbus.org to RSVP
no later than Friday, November 11, 2011

\$20 per person
After registering on-line, please mail your check to:

Janie D. Jude-Askew
Columbus Chapter Treasurer
Loveland & Brosuis LLC
50 W. Broad Street, Suite 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 **Janie Jude-Askew** 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.