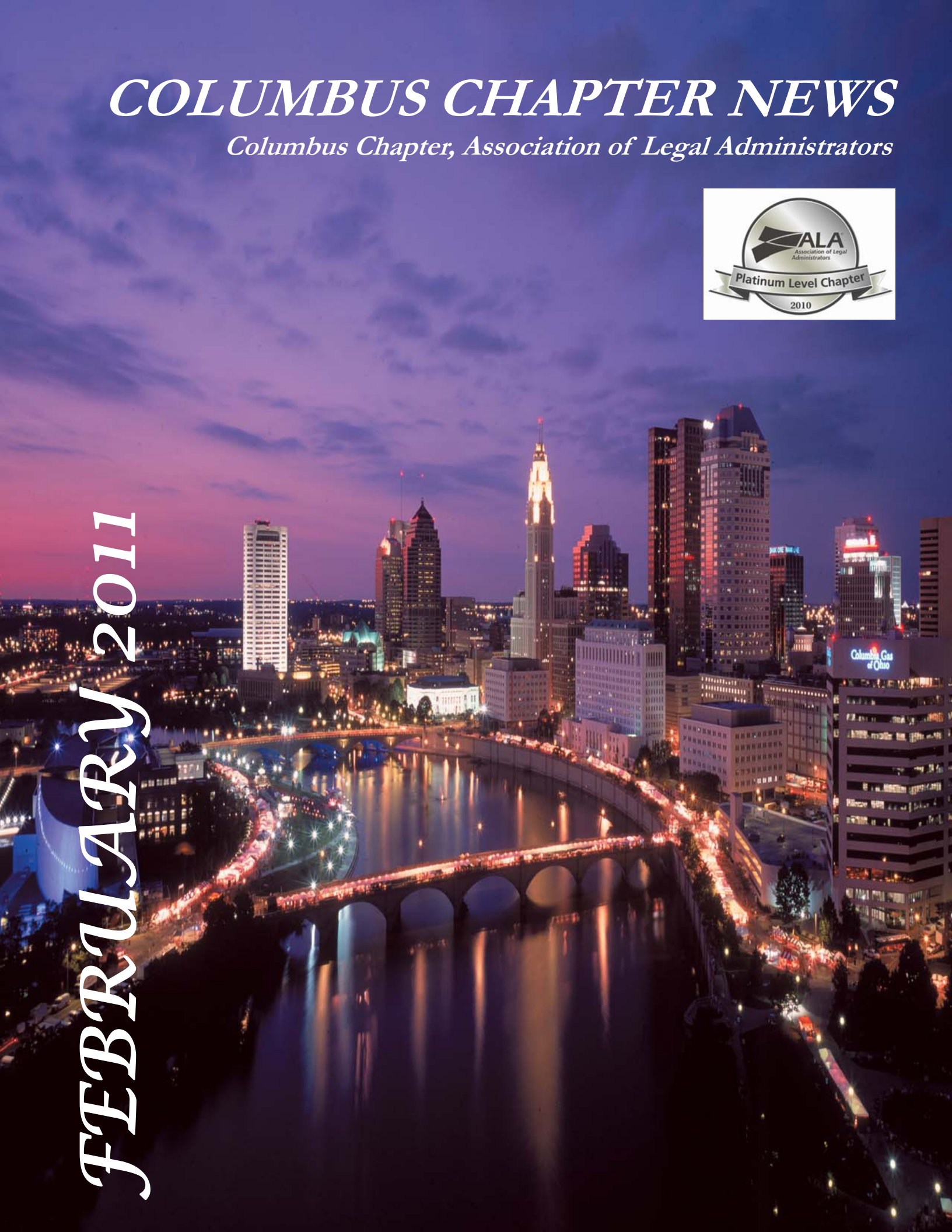


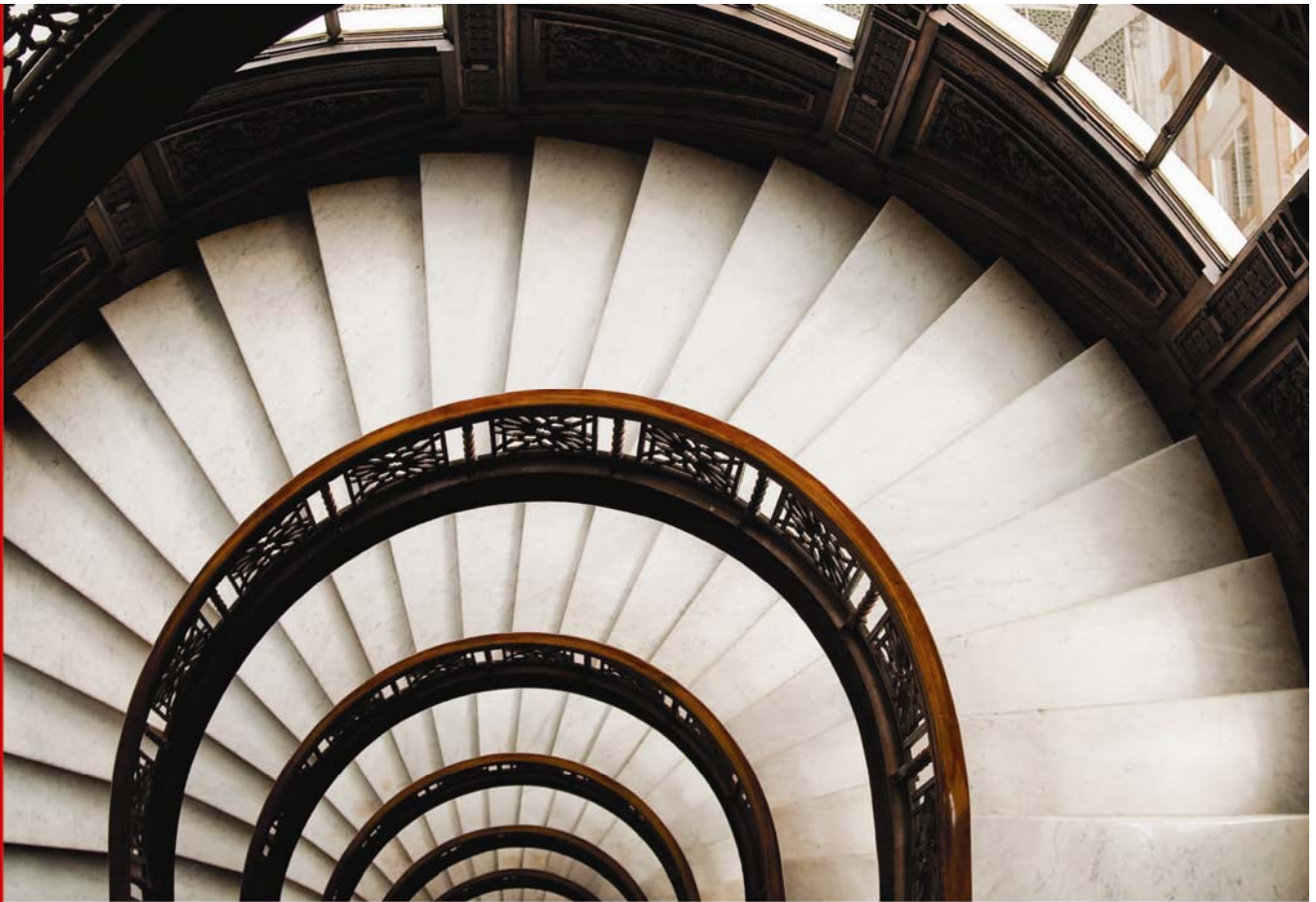
# *COLUMBUS CHAPTER NEWS*

*Columbus Chapter, Association of Legal Administrators*



FEBRUARY 2011





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

*Special Thanks to Our  
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**

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**Control Systems (Copitrak)**

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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*

February marks the beginning of the process to elect new officers for the 2011-2012 ALA Chapter year. We are electing two positions this year because Doyle Rausch will be leaving Squire, Sanders & Dempsey and ALA to accept a new position with IKON. We wish Doyle all the best in his new career. The Board along with Marty Eisenbarth, our Member-at-Large, will recommend a Slate of Officers. The annual election will be held at our March Chapter meeting and a quorum will be necessary. Look for a Proxy in the March newsletter that we would ask you to return if you are unable to attend the March meeting.

Our February Chapter meeting is set aside for the Partners' Luncheon. We like to formally thank our Partners for supporting our involvement in the Association of Legal Administrators. The event will take place February 15<sup>th</sup> at The Columbus Renaissance. Our speakers will be Ohio Attorney General Mike DeWine and former Ohio Attorneys General Betty Montgomery, Jim Petro and Nancy Rogers. We hope our Partners will be very interested in hearing this impressive panel of speakers. I would like to thank Laura Carpenter for arranging the presentation. Each member may bring two Partners free-of-charge. Contact Beth Hoeft at [BHoeft@downesfishel.com](mailto:BHoeft@downesfishel.com) with your reservations. Cindy Wesney has included menu options in this newsletter.

Lastly, I would like to thank all of you who are taking student interns from The Downtown High School. Your efforts are extremely helpful to Sandy Cox. The Chapter greatly appreciates your dedication to community service.

*Paul*

### *ALA February Anniversaries:*

Marty Eisenbarth	11 years
Beth Hoeft	3 years
Mo Keifer	9 years
Lori Muetzel	16 years
Jason Womack	3 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!*


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# Upcoming Events

## 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  
 Ohio Attorney General Mike DeWine  
 and Former Attorneys General  
 Betty Montgomery, Jim Petro,  
 and Nancy Rogers, Speakers  
 RSVP to Beth Hoeft at  
[bhoeft@downesfishel.com](mailto:bhoeft@downesfishel.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  
 Organizational Development  
 Laura and David Butler, WorkLife  
 Performance Consulting, Speakers  
 and Election of Officers for the  
 2011-12 Fiscal Year  
 RSVP to Beth Hoeft at  
[bhoeft@downesfishel.com](mailto:bhoeft@downesfishel.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)

**21-22 – Monday/Tuesday**  
**ALA Conference**  
**U.S. Firms & China: Managing Your  
 Firm’s Presence Overseas**  
 Fairmont Chicago Millennium Park  
 Chicago, IL  
 For more information visit the ALA  
 Web site at [www.ala-asia.org](http://www.ala-asia.org)

## APRIL 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

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

**20 – Wednesday – 12:00 PM**  
**Monthly Chapter Meeting**  
 Columbus Renaissance  
 Connecting With Purpose  
 Merri Bame, Breaking Down  
 Barriers, Speaker  
 RSVP to Beth Hoeft at  
[bhoeft@downesfishel.com](mailto:bhoeft@downesfishel.com) by  
 Friday, April 15

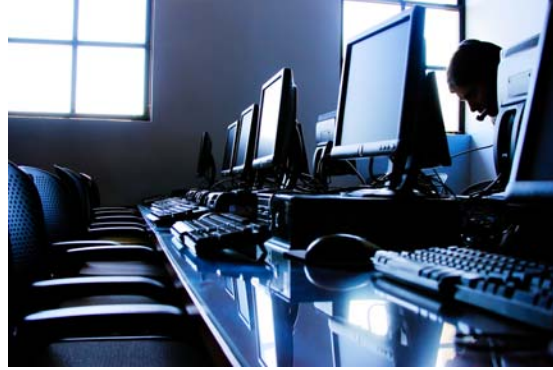
**20 – Wednesday – 2:00 PM**  
**ALA Webinar\***  
 Lockstep to Levels After the Dust  
 Settled – Unlocked, Unloaded,  
 Successful?  
 For more information visit the ALA  
 Web site at [www.alanet.org/webinars](http://www.alanet.org/webinars)

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

\*A reminder that if you are interested in attending any 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.

## *Three Ways to Cut IT Expenses and Maximize Your IT Investments*

*By Andrew Spottswood*



**F**or most law firms, information technology ranks among their top three business expenses, right next to labor and office leases. As an indispensable element of any practice, it deserves that place of distinction; if you have ever suffered server outages or lost valuable data, you know that all too well! But just as you control overhead costs like rent, you can also minimize IT

expenses — and just as you compensate your professionals for their contributions to your business, over time the right technology investments pay dividends. The real trick to managing your technology budget to impact your bottom line and grow your practice is to do a little of both: Strike a balance between cost-cutting measures and smart, worthwhile investments.

As a business technology consultant, I know that might sound easier said than done. Sometimes it really is a lot simpler than you would expect, and sometimes it takes some real creativity. When I work with a new client on best practices for managing their IT budget, I start with these three major pointers:

### **Your Monthly Contract Expenses are Trying to Tell You Something: Are You Listening?**

Routine items that you spend large amounts of money on each month can leave a breadcrumb trail to cost hogs. I once had a client whose monthly toner expenses were exorbitant, even though they had negotiated the best volume purchase deal available. It turns out that all 120 of their PC users had toner-eating desktop printers, which makes about as much sense as giving each office a power-sucking space heater and personal refrigerator. Just by networking their PCs and wiring them to shared printers, we eliminated half their printers and slashed their annual toner costs by more than \$45,000.

Sometimes this approach won't cut dollars off your expense column, but it could very well render a much better return on your current IT investments and keep your office more productive. Consider a law firm that relies heavily on the Internet for Web-based applications and hosted e-mail. It may seem that the practical contract choice would be an ISP with maximum bandwidth to accommodate those vital online functions. But a better solution might be two separate Internet connections running simultaneously, amounting to more bandwidth and providing a failsafe in the event that one goes down (and, inevitably, it will). For the same price, you get better reliability — and a lot less thumb-twiddling downtime.

*Reprinted with permission  
from "Soundings," the  
newsletter published by the  
Puget Sound Chapter of the  
Association of Legal  
Administrators, October 2010*

*Three Ways to Cut IT Expenses, continued on Page 8*

### Three Ways to Cut IT Expenses, continued from Page 7

On the surface, contracts for supplies and services — such as toner and Internet connectivity — may seem like budgetary givens; but, examined a little more closely, they could yield opportunities to save money or bolster productivity. Chances are, similar types of contracts in your office are latent gateways to IT savings or better return on investment.

#### **Your Real Hardware Costs Aren't What You Think They Are**

What your firm spends on IT equipment (servers, network equipment, laptops, etc.) is a fraction of what you pay to support it — and by fraction, I mean about one-fifth the cost. Skimping on proper equipment does your practice no favors and, ultimately, leads to bigger expenses down the road and even bigger headaches.

Repeat after me: Hardware purchase decisions should be based on how they can lower the cost of your operations, not the cheapest deal Dell can offer today. So, when you shop for your next server upgrade, buy that five-year warranty right along with it and get that life out of it. While you're at it, buy enough horsepower and space in the server to last all five years, and keep updates current to avoid costly downtime for fixing recurring issues. The alternative is an unmanageable and expensive patchwork of remedies and parts (RAM, hard drives and power supplies) that may hold back your business and encumber its ability to grow.

#### **Put Your Head in the Cloud and Rethink Your Software Options**

E-mail, practice management and billing systems, document management platforms — these are your firm's core software applications and you couldn't live without them. But you may be able to pay less for them and get them faster, better and more reliably, thanks to a revival in cloud computing.

Cloud providers deliver your software through a hosted infrastructure, and the volume and scale of their subscribers allow them to offer it at very attractive prices. The service includes regular updates, data backup and direct support. Firms pay only for the IT they actually use from the cloud — just like flipping on the light switch and paying the utility company for only the power consumed. A large majority of small and medium firms underutilize their line of business and professional applications, so this can be an extremely cost-effective solution for firms whose profiles are compatible with cloud offerings. Plus, it's a "green" technology.

These suggestions aren't the only innovative ways your law practice can rein in essential IT costs, but they're a good start. The key is to run a critical eye over your expenses and make smart purchase decisions on products that require the least amount of maintenance over their lives. Even more important, though, is to consider how technology purchases and plans drive business revenue and increase office efficiency. Very much like your professionals' salaries, IT is one of your top three business costs for good reason: It's an investment that, when considered wisely and managed properly, pays untold dividends. And when you bring together people and technology, the results can be that much more powerful. It's worth a hard look.♦

*Andrew Spottswood, of Bellevue, WA, is a senior technology consultant and manager with TRIO IT Solutions.*

Wednesday, January 19, 2011

## Chapter Meeting Minutes

January 19, 2011

Renaissance Hotel - 50 North Third Street

**Members Present:** Donna Bean, Paul Boyd, Laura Carpenter, Kelly Coholich, Diane Cook, Camille DeLozier, Timothy Eckenrode, Marty Eisenbarth, Jack Green, Randy Headley, Beth Hoeft, Lisa Justus, Sara Leech, Phyllis Manifold, Steve Odum, Jane Ossege, Doyle Rausch, Beverly Ringhiser, Kathy Rosenberry, Kathy Smith, Cara Tammaro, Becky Von Ohlen, Cindy Wesney, Jennifer Young.

**Guests:** Barron Henley, Guest Speaker.

---

**Welcome and Announcements:** *Paul Boyd opened the meeting and welcomed everyone in attendance before making a few remarks.*

Paul requested a motion to approve the November meeting minutes. Laura Carpenter motioned to approve and Doyle Rausch seconded the motion. *Minutes approved.*

*The Annual ALA Partners' Luncheon will be held on Tuesday, February 15<sup>th</sup> at the Renaissance Hotel. Please RSVP to Beth Hoeft at [bhoeft@downesfishel.com](mailto:bhoeft@downesfishel.com) by Wednesday, February 9<sup>th</sup>. The cost to the member is \$30.00 and each member can bring two partners free-of-charge.*

One member will be selected to receive a Scholarship to attend the National Conference which will be held in Orlando, Florida this year. Please e-mail Cara Tammaro at [ctammaro@keglerbrown.com](mailto:ctammaro@keglerbrown.com) if you are interested in having your name included in the drawing.

We have two board members to elect in March. Doyle Rausch has accepted a position with IKON as a National Operations Manager, therefore will be leaving the board. We thank Doyle for his many contributions to ALA as well as his service on the board and wish him much success in his new endeavor. Therefore we will be electing someone for the Secretary and Treasurer positions. If you are interested in joining the board please see a board member for additional details.

### Guest Speaker

Cara Tammaro introduced our guest speaker, Barron Henley of Affinity Consulting Group. Barron's presentation was entitled "*Smart Document Generation: Improve Your Firm's Drafting - and Its Bottom Line.*"

Respectfully submitted,

Beth A. Hoeft, Secretary

Wednesday, January 19, 2011

## Speaker Recap

Cara Tamaro introduced our guest speaker, Barron Henley, Esq., Partner of Affinity Consulting, Inc. Barron's presentation was entitled "Smart Document Generation: Improve Your Firm's Drafting - and Its Bottom Line."

Barron began by discussing examples of common drafting methods: using an old document as the source for a new one and then using the "cut & paste/search & replace" features. This has significant drawbacks and it is easy to make mistakes such as:

- Including language from the source document that should have been deleted;
- Failing to add language that wasn't present in the source document; and
- Leaving simple clerical errors, because word processor search-and-replace exercises rarely catch everything.

Barron suggested developing a "gold standard template" for each type of document needed. Examples could include outlines, estate planning agreements, construction contracts, lease agreements, title and real estate transactions, even general correspondence, etc.

Using document assembly software such as "HotDocs" can significantly reduce the manpower cost and provide a more efficient way for lawyers to produce high quality documents. While this type of software has many templates to choose from, the templates may not fit all business types. Therefore, you can design your own templates. Document assembly software will allow you to quickly and accurately generate customized documents. It allows you to capture the consistencies in your documents, such as what sections, paragraphs, sentence and words go where under what circumstances. Is also allows you to capture irregularities in your documents. This significantly cuts down on overhead costs.

Why automate:

- Document generation is mission critical;
- Faster turn-around and lower costs;
- Less reliance upon support staff;
- Higher profitability;
- Superior speed;
- Higher accuracy; and
- Paradigm shift - decline of hourly billing, increasing competition, higher volume of cases and clients know more and shop around.

Barron mentioned that the firm of Manley Deas Kochalski LLC has utilized document assembly software from the inception of the firm. They currently have 22 lawyers with 275 total employees. This has permitted MDK to produce legal work in a fraction of the time as compared to a traditional law firm.

Ultimately, if you're looking for a way to improve your firm's efficiency and profitability, document assembly may be the perfect tool.

If you would like more information on Affinity Consulting, contact Barron Henley at 614.340.3444 or [bhenley@affinityconsulting.com](mailto:bhenley@affinityconsulting.com).♦

## *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 Ohio Attorney General Mike DeWine and former Ohio Attorneys General Betty Montgomery, 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*

The birds are gone, the ground is white,  
The winds are wild, they chill and bite;  
The ground is thick with slush and sleet,  
And I barely feel my feet.

— Author Unknown



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Conference &  
Exposition*

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Orlando World Center Marriott  
Orlando, Florida



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- Choose from more than 80 educational sessions
- Learn from industry leaders, experts and business partners
- Earn CLM, CPE and HRCI credits
- Network with your colleagues
- Preview the industry's latest products and services at the Exposition

*Imagine the Possibilities*

## *Election of Officers*

The election of officers for the 2011-12 chapter year will take place at our March meeting on March 16, 2011, with the new board taking office April 1, 2011. A proxy will be included in the March newsletter and we would appreciate it if you would return the proxy if you are unable to attend the meeting to vote in person.

We are also always looking for committee chairs and committee members. This is a great way to ease into chapter leadership. A list of chapter committees can be found on page 18 of this newsletter. If you see something that piques your interest, please contact any board member for more information. ♦

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

#### **Rhonda S. Hill, SPHR**

Director, Human Resources & Administration  
Peck Shaffer & Williams, LLP  
65 E. State Street, Suite 500  
Columbus, OH 43215-4227  
Phone: 614.233.5422  
Fax: 614.224.0069  
E-mail: rhill@peckshaffer.com

### ***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!



## ***Fulfill ALL CLM Education General Application Requirements at ALA's 2011 Conference in Orlando!***

Are you a member who is planning, thinking, or perhaps just dreaming about becoming a Certified Legal Manager (CLM)<sup>SM</sup> some day? That dream may become a reality sooner than you think. Members can now complete **ALL** of the general education credit requirements at this year's Annual Conference in Orlando May 22-25, 2011!

For complete information about the general education CLM sessions at the Annual Conference, go to <http://www.alanet.org/conf/2011/clm.html>. You will then be able to view the full 2011 CLM course list.

If you have any questions about the CLM designation, feel free to contact Randy Headley, CLM, at [randy.headley@baileycavalieri.com](mailto:randy.headley@baileycavalieri.com).

## **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

### 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!

**Burton Awards:** The annual Burton Awards competition is underway with six categories of competition open to ALA members (and their employers) only. They include:

- Best Law Firm/Law Department Publication
- Best Law Firm/Law Department Newsletter
- Best Law Firm Compendium
- Best Law firm Advertisement
- Best Law Firm Profile
- Outstanding Authoritative Book by a Partner in a Law Firm (New for 2011!)

ALA members may nominate a magazine, compendium, newsletter or other communication that was published by their firm. The entry must be in written form, rather than Internet disseminated, published during 2010 and must have been intended to inform clients or the public

about legal issues or subjects. Judging criteria will include writing style and technique, research, analysis and content. All nominations must be received by March 26, 2011. Go to <http://www.burtonawards.com/applications.html> for more information.

**ALA Compensation & Benefits Survey:** When administrators are asked for the latest in salary and compensation information they need the ALA Compensation and Benefits Survey at their fingertips! The economy is strengthening and gaining momentum. The one thing you need to do is retain your core of professionals. The survey will allow you to analyze and compare firm positions, evaluate important statistical information on compensation, compare data by city and state, proactively respond to a volatile marketplace, and have immediate access to a multi-use resource. To order a copy of the 2010 edition, visit the ALA Web site at <http://www.alanet.org/bookstore/bookresults.asp?action=itemdetail&productId=7>.

**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.

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



## **U.S. Firms & China: Managing Your Firm's Overseas Presence**

**March 21-22, 2011 • Chicago, Illinois**

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- Discuss the pros and cons of foreign strategic alliances
- Understand the Chinese business culture

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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.  
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# Photos from the January Chapter Meeting



*L to R: Randy Headley, proudly showing off his Ohio State Sugar Bowl t-shirt, Steve Odum, and Doyle Rausch (who purchased the t-shirt in New Orleans)*



*Speaker Barron K. Henley, Esq. and Vice-President Cara Tamaro*



*L to R: Becky Von Ohlen, Marty Eisenbarth, and Kathy Rosenberry*



*L to R: Jack Green, Jane Ossege, and Lisa Justus*

**REGISTER NOW FOR THE PARTNERS' LUNCH**  
**Tuesday, February 15, 2011**  
**See enclosed registration form for more information**



### **Columbus Chapter Member Change Form**

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

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