

# LEGAL MANAGEMENT

THE MAGAZINE OF THE ASSOCIATION OF LEGAL ADMINISTRATORS

## Celebrate a Great Year with Us in Nashville

*"Welcome to Nashville!"*



**PAULA K. BARNES**

2014-2015 ALA President

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I can't tell you how much I look forward to saying these words in just a few weeks. Having ALA's 2015 Annual Conference & Expo in my backyard as I finish up my term as President is a fabulous finale to what has played out to be a fantastic year.

If you haven't yet registered, it's not *too late* to be a part of ALA's premier event. Join more than 1,000 of your colleagues and participate in an experience that will challenge you to look ahead and give you the tools you will need to be the best in your leadership role.

Conference Chair Lorri Salyards and the entire 2015 Annual Conference Committee have worked for more than a year to prepare an event that will "Inspire ... Innovate ... Lead" each of us on the road to turn challenges into opportunities. Keynote speakers Alison Levine ("Peakonomics") and Tom Flick ("Realizing the Power of We!") will encourage us to be successful leaders by scaling whatever peaks we aspire to climb and discuss how we can build better teams for higher performance. Brezina Memorial Session speaker David Meador, a visually impaired champion golfer, will take us to a place where sight is secondary and show us how our limitations can become our best allies.

Be sure to stop by the *Business Solutions Marketplace*, which goes beyond the traditional exhibit hall, to find market-ready solutions, hands-on demonstrations and new technology from more than 150 business partners who are industry experts in their field.

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And don't miss the new *Ignite Talks*, a series of topics important to us as leaders in the business of law. Then be sure to "Continue the Conversation" with our speakers at *ALA Live!*

In addition, this year's Annual Conference is preceded by an outstanding *Finance Conference* that will focus on the issues and challenges facing those responsible for firm financials and profitability.

This one day event — held on Sunday, May 17, before the Annual Conference Welcome Reception — has been carefully crafted to provide attendees with tools needed to handle the Three Ps:

Pricing, Profitability and Project Management. Also on tap are discussions about partner compensation and firm strategy, as well as the latest on law firm mergers and what corporate counsel wants from its law firm partners. It's truly a can't-miss opportunity.

As I prepare to hand the gavel over to President-Elect Teresa Walker, it seems like just a few weeks ago that I was challenging all of us — as one of my favorite sports legends Wayne Gretzky said — to look ahead and “play the puck where it is going to be.”

We are continually dedicated to making ALA the undisputed leader in the business of law. In the last year, your ALA Board and Headquarters have been working to “play ahead” in several ways:

- Providing new sources for education, both online and at the new Business of Law Conferences
- Giving new ways to network, including Special Interest Group (SIG) online communities
- Expanding our reach into the global market through our International Relations Committee
- Enhancing ALA's compensation and benefits survey and VIP programs
- Searching for additional products and services to provide the best value to you, our members.

Before I wrap up my last column for *Legal Management*, I want to take the opportunity to say a heartfelt thank-you. I thank each one of you for supporting me, encouraging me and challenging me during my term as your President. This position truly is a team effort, and I am so very grateful to those who've been right there all along this journey — the ALA Board, regional leadership teams, committee leaders and other volunteer leaders, our Headquarters staff, business partners and my firm. My family and friends have also encouraged and sustained me throughout the year, and I am truly blessed.

My experiences this past year would never have been possible if I hadn't answered that first knock of opportunity for ALA leadership. I hope that many of you will feel challenged to put your leadership skills front and center, and volunteer for any one of the opportunities ALA provides. It's well worth it, folks — I promise!

Thank you for the privilege to represent you this past year, and I look forward to seeing all y'all in Nashville!

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