

# LEGAL MANAGEMENT

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## How We Arrived at LawVantage

In July, the ALA Board of Directors presented its recommendation to rebrand the organization to LawVantage, Your Business of Law Society.



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The rebrand is a critical part of the organization's three-year strategic plan to position it as the undisputed leader in the business of law. Adoption of the new name requires the approval of a majority of chapter presidents via a bylaws amendment vote. Voting on the new name will begin later this month.

Since unveiling the rebrand recommendation in July at the Chapter Leadership Institute, Board members and Regional Representatives have been leading town hall sessions, meeting with chapters and fielding questions about the name and what it means for the organization's current and future success. In addition, we have produced a number of videos and FAQs to provide as much information as possible on the rebrand and the process. As chapter presidents begin the process of weighing in on the amendment, I wanted to respond to some of the questions that we've received during the process.

### **What does LawVantage mean?**

The proposed name and tagline were the result of careful and deliberate thought. "Law" reflects that we are an organization of legal professionals, encompassing legal management professionals, lawyers and consultants who drive and impact the business of law. "Vantage" suggests the many advantages that the organization provides to our members, their organizations and the industry as a whole. "Vantage" also reflects the unique vantage point our members have across the firm or law department to leverage assets to improve performance and efficiency, increase profitability and enhance client service.

In the tagline, "Your" personalizes the organization and builds a connection between the member and the organization. It also draws attention to the direct value the organization provides to you as a legal professional. "Business of law" is the business we are in and communicates the nature of the work our members do. "Society" captures the essence of community, networking and unity that are key features of the organization. It also conveys a sense of professionalism and intellectual heft, reflecting the significance of your role in your legal organizations.

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*These are challenging and exciting times for our profession and our membership society needs to lead that change.*

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**The name sounds like a vendor. Why was this one-word name selected?**

Research shows that one-word names are more effective and memorable. Any name that lends itself to an acronym lends itself to confusion. We've found more than a dozen organizations using the "ALA" acronym, from the American Library Association to the American Lighting Association. It's led to considerable confusion and an inability for our organization to be set apart from the others.

Many other associations also are experiencing the same problem and opting for one-word names. For example, American Association of Homes and Services for the Aging (AAHSA) is now LeadingAge. International Photovoltaic Equipment Association ditched its acronym in favor of new name — SolarUnited — that reflects the association's new vision and expansion plans. Many other associations looking to rebrand are taking a similar approach.

The tagline, "your business of law society," makes clear that we are still a membership organization.

**Why aren't there options for the chapter president's to consider?**

The Board discussed this issue at length. While board members appreciate the interest members have in choices regarding the name, a number of issues made it both impractical and costly to do so. Rebranding requires the acquisition of many critically important intellectual property assets — trademarks, domain names and social media (Twitter handles, Facebook pages, etc.). Providing a number of options to vote on would have required the organization to secure all of these assets for all the options presented for a vote. Failure to secure them before presenting the new name publicly would have jeopardized our ability to obtain these assets or driven the costs up considerably. Best practices from other associations who have undergone rebrands dictated that we take this approach.

**What does this rebrand mean for me?**

LawVantage will enable the organization to better communicate the value and significance your contributions make to the audiences who impact your professional success — your managing partners, general counsel, management support teams and business partners. The new name will provide an immediate boost to the resources available for enhanced products and services that you will use for your own professional development by engaging our audience and driving membership and dues as well as increasing our profile among business partners for more partner revenue.

The business of law has changed dramatically and the role you play in the success of your organizations has grown significantly. These are challenging and exciting times for our profession and our membership society needs to lead that change. LawVantage offers us the opportunity to reintroduce this incredibly advantageous organization to new audiences critical to our current and future success. We are excited about what the future holds for the business of law and our leadership role in it.

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