

# LEGAL MANAGEMENT

THE MAGAZINE OF THE ASSOCIATION OF LEGAL ADMINISTRATORS

## What's Happening at Headquarters?



**Q: WHY ARE WE RECOMMENDING A BRAND NAME CHANGE NOW?**

**LawVantage™**

Your business of law society.

**A:** The legal industry has changed a lot. The complexity and sophistication of the work our members perform has grown significantly, and new legal management roles are being created across functional areas. Our members are seeking more than just information; they are looking for an advantage in the business of law. LawVantage represents the latest benefits and services we offer, like online communities, on-demand webinars, online education courses, and more.

### WHAT ARE OTHER MEMBERS SAYING?

*"So many of our conference sessions discuss that being a leader means thinking outside the box and getting beyond one's comfort zone. If ALA wants to be recognized as the leader the legal industry looks to, this rebrand is exactly what we need to be doing."*

— Anne Parys, Pittsburgh Chapter, ALA member since 2004

*"Do I feel that my role in, my involvement with, and my commitment to ALA (or LawVantage) will change because of the rebrand? No! Do I think that the quality of education, networking opportunities and oodles of resources that help me to manage in my job will be diminished or disappear because of a name change? Absolutely not! We are what makes our association (or society) so valuable, and that is why I am a member."*

— Suzanne Lawler, Golden Gate Chapter, ALA member since 2006

Throughout the coming weeks, if you have questions or would like more information on the rebrand initiative, contact us at [rebrand@alanet.org](mailto:rebrand@alanet.org). Ballots for the bylaw amendment to change the name of the international organization are slated to be distributed to chapter presidents. The voting period is scheduled to end on **January 12, 2016**.

## DAYMOND JOHN COMING TO 2016 ANNUAL CONFERENCE & EXPO



From growing up as a not-so-ordinary kid in Queens to becoming the President and Chief Executive Officer of FUBU (standing for “For Us, By Us”), Daymond John has lived an amazing journey to becoming a widely known brand strategist, popular speaker and author. His latest book, called *The Brand Within: How We Brand Ourselves from Birth to the Boardroom*, examines the evolution of a brand and how building relationships with brands is a part of life. Currently, John partners with budding entrepreneurs who make their pitches on the hit ABC show “Shark Tank.”

Don't miss seeing John as ALA's keynote speaker in Los Angeles at the *2016 Annual Conference & Expo*, May 22-25! Registration will open in December.

For more information on the conference and to join a mailing list for updates, visit [alanet.org/conf16](http://alanet.org/conf16). To learn more about Daymond John and his various projects, visit [daymondjohn.com](http://daymondjohn.com).

## EDUCATIONAL UPDATE

**This year, ALA is co-sponsoring** the Lead Law executive leadership program with the ABA Law Practice Division. This program will provide exclusive leadership training from top experts, available to ALA members at a full-day conference **October 23** — also easily available via simulcast at an ALA discount up to 30 days after the event. Register or learn more at [www.abaleadlaw.com](http://www.abaleadlaw.com) or 800-690-3042.

## SPEAKER RESOURCES ON THE WEB

Are your chapter speakers busy preparing for their next presentation? Are you preparing a talk in the coming weeks? Visit [alanet.org/speakers](http://alanet.org/speakers) for these helpful resources:

- Presentation worksheet and checklist
- Speaker guidelines for ALA and accreditation standards
- PowerPoint templates
- “101 Inside Tips for More Successful Presentations” by Distinction Communication Inc. and TriMax Direct

If you have questions about being a speaker at ALA's international conferences, you can find answers in the FAQs. Encourage your chapter speakers to visit [alanet.org/speakers](http://alanet.org/speakers) today.

## GET YOUR FINAL REPORT TODAY!

*The final reports of ALA's Compensation and Benefits Survey and Large Firm Key Staff Survey are now available for purchase. Remember — if you participated in this year's survey, you get a special discount. Reports are available at [alanet.org/compsurvey](http://alanet.org/compsurvey).*

**OCTOBER 8-9**



**Intellectual Property Conference for Legal Professionals**

Annapolis, Maryland

**WEDNESDAY, OCTOBER 14**

**2:00 P.M. CENTRAL**

**How to Develop an Effective Mentoring Program**

Mentoring is both an art and a science. But most mentoring programs fail because we expect "professional" people to know how to mentor. Mentors must be trained to understand what their role is, what their goals are and how to measure their success. Join this webinar to learn the keys to a successful mentoring program and jump-start your mentoring program on the path to success.

Questions about this event? Contact [Peggy Siems](#).

**OCTOBER 19-20**

**Managing Partner/Executive Director Forum**

Orlando, Florida

**OCTOBER 22-24**

**Business of Law Conference – West**

Las Vegas, Nevada

**THURSDAY, NOVEMBER 5**

**2:00 P.M. CENTRAL**

**Professional Liability Insurance: Get the Right Fit for Your Firm**

Why does buying malpractice insurance always seem to be a last minute scrambling and frustrating experience? The policies always get more expensive, and yet there is no comfort for your partners in the process of how the underwriters calculate the annual premiums. Join this webinar to learn practical strategies and procedures to take control of your professional liability insurance program.

Questions about this event? Contact [Peggy Siems](#).

**MONDAY, NOVEMBER 9**

**Certified Legal Manager<sup>SM</sup> Exam**