

## MEMBERS ON THE MOVE

**Charles Gurian, CLM** has joined the firm Brinks Hofer Gilson & Lione in Chicago, Illinois as Chief Human Resources Officer.



**Susan E. Marsh** recently joined the firm Hellmuth & Johnson, PLLC as Chief Operating Officer where she will oversee all aspects of the firm's financial, administrative, and logistical operations.

## LAW FIRM NEWS

*New Orleans CityBusiness* newspaper named the firm **Deutsch, Kerrigan & Stiles** number one in their list of Best Places to Work in New Orleans for 2007 (Large Businesses Category). The firm employs two ALA members.

**Krieg DeVault LLP** was recognized for the second year in a row as one of the Best Places to Work in Indiana, by the Indiana Chamber of Commerce. The firm employs four ALA members.

**Littler Mendelson** recently opened a new office in Birmingham, Alabama. The firm employs more than 30 ALA members.

Are you an ALA member who has been recently promoted, changed jobs, or has other firm news? We'd like to feature you in this section of *ALA News!* E-mail your information and photo to Amy Dvorak at [advorak@alanet.org](mailto:advorak@alanet.org).

## VENDOR RELATIONS COMMITTEE, ADVISORY PANEL UPDATE

**Theodore J. Boersma, William D. Mech,** and **Joan Wean** have accepted appointments to ALA's Vendor Relations Committee (VRC). **John Kirk, CLM**, who already serves on the VRC is now Vice Chair of the committee. The VRC, works to facilitate communication, provide resources for feedback, and to emphasize the interdependence that exists among vendors, ALA members, their employers, and the Association at all levels. Their terms begin in May.

Client Connection Inc. (**Jake Krocheski**) and TransPerfect Translations (**Eric Elting**) were also appointed to the Vendor Relations Committee Advisory Panel (VAP). City National Bank (**Randy Reed**) was reappointed to the Panel.

Participants on this Panel help the VRC prepare the vendor education at the ALA Annual Conference; provide suggestions and feedback regarding the exhibit hall at the Annual Conference, regional, and specialty conferences; work with the VRC to enhance the understanding and appreciation of mutually beneficial relationships between members, vendors, and ALA; and act as a sounding board for the VRC's efforts to create a best practices environment at all levels of ALA.



## CLM<sup>SM</sup> IN A FLASH!

Coming soon from ALA: An exciting new product to help you get that Certified Legal Manager (CLM)<sup>SM</sup> designation you've been wanting – flash cards!

"CLM<sup>SM</sup> in a Flash," is a series of flash cards specifically designed to be used as a training aid in preparation for taking the CLM<sup>SM</sup> exam. With over 500 individual cards developed to provide answers to various terms associated with the legal management profession, they cover the areas of: Office Operations Management, Legal Industry, Human Resource Management, and Financial Management. Each card will include a "term," definition, and corresponding resource.

Whether you are a seasoned legal management professional or new to the industry, these flash cards will help you gain a better grasp on the nuances of the profession. In addition to your overall knowledge and experience, it is suggested that these flash cards be used in such a manner as to complement other reference materials and study tools in your preparation to take the CLM<sup>SM</sup> exam.

"CLM<sup>SM</sup> in a Flash" was developed under a grant from the Foundation of the Association of Legal Administrators (FALA) to the Valley of the Sun Chapter (Phoenix, Arizona area) of the Association of Legal Administrators. The Valley of the Sun Chapter members who served on the "CLM in a Flash" development committee were **Sara Brown; Jennifer Lovato, CLM; Martha Castillo, CLM; Cathy Davis; Johanna Howard; Chris Proctor; Jerri Schloss; Joyce Patrick-Bai, CLM; and Katie Hesch, CLM.**

We hope that you will find this training aid useful, thought-provoking, and helpful in your obtaining your "CLM<sup>SM</sup> in a Flash!" Check [www.alanet.org/bookstore](http://www.alanet.org/bookstore) for availability beginning in May.

## CONFERENCE BOOK SIGNINGS ANNOUNCED

Your favorite speakers will be signing their books in the Bookstore at ALA's 37<sup>th</sup> Annual Educational Conference and Exposition in Seattle, Washington. The books will be available for purchase in the Bookstore. See the schedule below to find out when you can meet the authors or get your book signed!

### MONDAY, MAY 5

9:45 – 10:30 a.m.

**Speaker:** Steven Sample

**Book:** *The Contrarian's Guide to Leadership*

*This will be a meet and greet only. The author will not sign copies.*

Noon – 12:30 p.m.

**Speaker:** Paula Nailon

**Book:** *Excellence in the Workplace: Legal and Life Skills*

### TUESDAY, MAY 6

9:45 – 10:30 a.m.

**Speaker:** Ida Abbott

**Books:** *The Lawyers Guide to Mentoring* and *Developing Legal Talent*

4:15 – 5 p.m.

**Speaker:** Cathy Fyock

**Book:** *The Truth about Hiring the Best*

### WEDNESDAY, MAY 7

9:45 – 10:30 a.m.

**Speaker:** Egil "Bud" Krogh

**Book:** *Integrity: Good People, Bad Choices and Life Lessons from the White House*

### THURSDAY, MAY 8

9:30 – 10:30 a.m.

**Speaker:** Susan Manch

**Book:** *Recruiting Lawyers: How to Hire the Best Talent*

11:30 a.m. – 12:15 p.m.

**Speakers:** Sharon Nelson and John Simek

**Book:** *Information Security for Lawyers and Law Firms*

11:30 a.m. – 12:15 p.m.

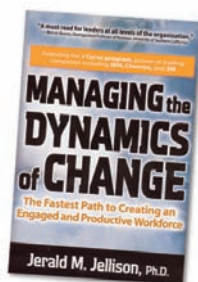
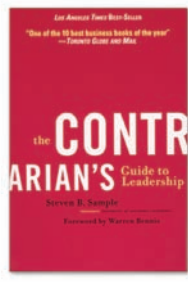
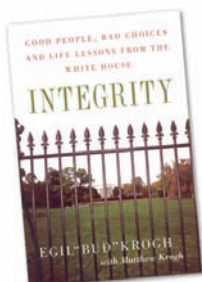
**Speaker:** Jerald Jellison

**Book:** *Managing the Dynamics of Change*

11:45 a.m. – 12:15 p.m.

**Speaker:** Afterburners

**Book:** *Flawless Execution*



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Is E-Billing a nightmare  
for your firm?

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[www.OmegaLegal.com/Quiz](http://www.OmegaLegal.com/Quiz)**

**KEY EVENTS FOR ALA MEMBERS**

The following calendar lists selected meetings and other events sponsored by the Association of Legal Administrators (ALA), its regions and its chapters. Also incorporated are educational programs, industry expositions and similar activities directed to the legal management profession. Please note that some events are by invitation only. Visit [www.alanet.org/calendar](http://www.alanet.org/calendar) for more information, including how to submit events for inclusion in the calendar.

**APRIL 2008**

**23 Webinar – Green Law Firms: Building a Sustainable Future**

**MAY 2008**

**5-8 Annual Educational Conference and Exposition**  
*Washington State Convention & Trade Center*  
*Seattle, Washington*

**21 Webinar – Mastering Time (Time Management)**

**JUNE 2008**

**18 Webinar – Part I: Business Interruption/Disaster Recovery: Protect the Technology**

**27-29 Chapter Leadership Institute**  
*The Westin Chicago North Shore Wheeling, Illinois*

**JULY 2008**

**23 Webinar – Part II: Business Interruption/Disaster Recovery**

**AUGUST 2008**

**13 Extraordinary Law Firm Conference: Six Month Post-Conference Activity Web Conference**

**GREATER CHICAGO CHAPTER HELPS RAISE \$65,000**

ALA's Greater Chicago Chapter and The Chicago Bar Foundation Young Professionals Board (CBF) have teamed once again for the Fat Tuesday Challenge.

Held on February 5 in Chicago, Illinois, the event featured a live performance by The Empty Can Band, a sumo wrestling challenge, and a volleyball tournament. The event has grown over the past eight years into a unique opportunity for Chicago's legal community to rally together in support of a worthy cause. This year, more than 400 people came together to have fun and raise a record of almost \$65,000 in net proceeds, which will further the CBF's comprehensive mission of ensuring that everyone in the community, especially the poor and disadvantaged, has access to the legal information and assistance. A portion of the evening's proceeds also benefited pro bono and legal aid in New Orleans.



**ALA CHAPTER ANNIVERSARIES**

The following ALA chapters will celebrate milestone anniversaries in April or May 2008:

**35<sup>TH</sup> ANNIVERSARY**

*Chartered in May 1973*

- Cleveland Chapter**
- San Diego Chapter**
- Valley of the Sun Chapter**

**30<sup>TH</sup> ANNIVERSARY**

*Chartered in April 1978*

- Iowa Chapter**
- Kentucky Chapter**
- Tulsa Chapter**

**10<sup>TH</sup> ANNIVERSARY**

*Chartered in May 1998*

- Puerto Rico Chapter**

**ALA MEMBER PASSES ON**

ALA member **Barbara Rosenthal** died on December 17, 2007, at her home in West Harford, Connecticut.

In 1995, Rosenthal was named Executive Director of Day Pitney, LLP, where she retired in 2001. While there, she helped create a paralegal management program; was the first Chair of the Diversity and Sensitivity Committee; and introduced adoption benefits, lactation rooms, domestic partner benefits, and paternity leaves.

Rosenthal was affiliated with ALA's Nutmeg Chapter.

## THE KEYS TO FINANCIAL SUCCESS

BY LAURIE BASSI, PH.D., AND DANIEL MCMURRER, M.P.P.  
MCBASSI & COMPANY



Legal management experts have often speculated about the correlation between a law firm's success and its partners' leadership skills. Now, for the first time, empirical evidence proves that the quality of leadership is a significant driver of a law firm's financial success.

A new white paper, "Leadership and Law Firm Success: A Statistical Analysis," revealed that the most powerful predictor of a thriving law firm is the quality of the partners' leadership skills. The report also identified eight other factors that influence law firm profitability. They are, in descending order of importance:

- inclusiveness,
- managerial skills,
- value and support for learning,
- innovation,
- commitment to employees,
- information availability,
- systems for tracking engagement, and
- partners' communication.

The white paper, developed by McBassi & Company and supported by the Association of Legal Administrators (ALA), reflects the analysis of 69 law firms on their performances relative to their competitors. According to the paper, successful law firms have leaders and managers who:

- are skilled at eliminating unnecessary barriers to effective work,
- are inclusive,
- provide frequent and constructive feedback to the employees who report to them,
- inspire confidence, and
- communicate openly and honestly.

Law firm success is also a result of learning and knowledge practices. According to the paper, thriving firms:

- value and support learning and development,
- are open to innovation, and
- ensure that information and training are readily available.

Finally, the most successful law firms also engage their employees by:

- demonstrating commitment to employees through adequate job security, appropriate recognition of employees for their accomplishments, and providing opportunities for advancement; and
- implementing systems for tracking and improving employee engagement.

The McBassi & Company report – discussed at length during ALA's Extraordinary Law Firm Conference in January – emphasizes that any law firm can improve in each of these areas, and that legal administrators are vital to that process. An administrator's first step: Quantify and measure the firm's current strengths and weaknesses. This will create key benchmarks suggesting which interventions will be most effective and serving as baselines against which progress can be measured.

Want to learn more? Visit [www.extraordinarylawfirm.org](http://www.extraordinarylawfirm.org) to download and read the complete white paper. To learn more about the services of McBassi & Company, an economic analysis and research firm that can help your organization improve its overall performance, visit [www.mcbassi.com](http://www.mcbassi.com).