

by Larry C. Smith



Listening for Change

This season brings *exciting new changes* in several aspects of ALA programs, activities and service to members, and *ALA leadership is listening* to members and chapters to hear more of how we can *best serve your needs*. In my new role as Executive Director, I look forward to helping steer the Association to continued and *increased success*.



LARRY C. SMITH
Executive Director
ASSOCIATION OF LEGAL
ADMINISTRATORS

Last year brought unexpected change – sometimes welcome and other times unwelcome – to many law firms and law departments. The most forward-thinking organizations have made the most of that change by adapting to new circumstances in creative ways. For example, many firms have increased their investments in professional development of their existing talent rather than looking externally for expertise. Others have found valuable guidance through external assistance, while planning for future growth. ALA has been listening, and will continue to help members in both ways: providing more educational opportunities and connecting members with each other and with external business partners.

In addition to the newly redesigned *ALA News* magazine, members can expect to see other steps forward in 2010, including additional benefits programs for member firms, more online educational resources and the Association's increased participation in social media. Now, more than ever before, *ALA is your connection to knowledge, resources and networking*.

In response to member feedback, ALA will offer more educational opportunities this year, both live and online, beginning with the 2010 Law Firm Financial Management Conference & Exposition. Continuing with the Annual Conference & Exposition and increased online offerings, ALA will present other specialized seminars and retreats throughout the year, culminating with the fall Regional Conferences.

We have listened to members and are also improving the Annual Conference: along with more than 40 substantive educational sessions and the always-valuable business partner Exposition, we have streamlined the Conference schedule to better fit your needs for networking

with others. To better fit members' busy work schedules, we expect to offer additional online seminars. And stay tuned for announcements of exciting new business partner relationships, offering member firms valuable benefits that can be found through no other association.

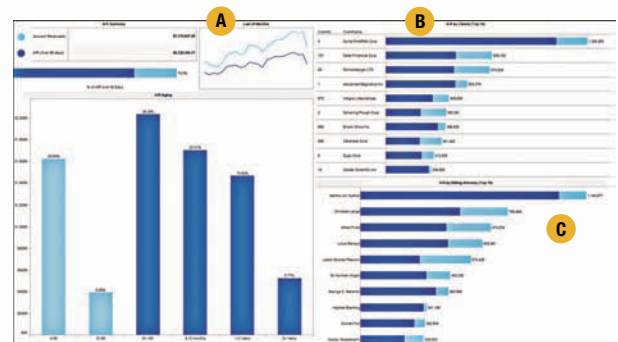
“In addition to the newly redesigned *ALA News* magazine, members can expect to see other steps forward in 2010, including additional benefits programs for member firms, more online educational resources and the Association's increased participation in social media.”

Of course, change for its own sake does not necessarily lead to increased success. We are listening for the change you seek, so that the Association may best serve your needs. This year, ALA leadership and I will be available at ALA Conferences, making chapter visits, and always accessible through the ALA headquarters offices. Let us hear from you! ♦



Do the spreadsheets you present to your partners initiate action to improve collections and increase profits?

Now more than ever it's crucial to frequently evaluate financials and initiate corrective action to ensure receivables don't get out of hand. With the right Financial and Practice Management solution, your firm can boost efficiency, manage cash flow, improve collections, and streamline workflow - all ultimately increase profits.



A) 24-month WIP & A/R trends
B) Clients with the most outstanding A/R
C) Attorneys with the greatest A/R

Real-time actionable financial information is only a few clicks away with Omega Legal's Visual Xpress™ tool!

For over 33 years, Omega has been providing mid-to-large size law firms fully integrated and completely customizable Financial and Practice Management systems.

- Time & Billing
- Collections
- Imaging
- e-billing
- Financial Reporting
- Calendar/Docket
- Accounting
- Case Management
- Conflict of Interest

 **Omega**

Call Omega today at **1-800-356-1339** to learn how to get the revolutionary tools you need to enhance firm productivity and profitability. www.OmegaLegal.com