

Mark Your 2010 Calendar with ALA Webinars

ALA's Webinar programs, presented live by experts in their fields, allow participants to listen and interact with the speakers as if they were meeting face to face. When you purchase a Webinar, you are authorized to invite an unlimited number of staff or colleagues to attend the program at your site. These Webinars are high-quality, time-efficient and cost-effective distance learning opportunities for legal management professionals. The schedule for 2010 is shown below; learn more and register online at www.alanet.org/webinars.

- **March 17, 2010**
Law Firm Innovation: Will You Lead or Follow?
Speakers: Gary and Catherine Mitchell of GEM Communications
- **April 21, 2010**
The Administrator's Role as Coach in a Multi-Generational Workplace
Speakers: Judy Hissong and Camille Grabowski
- **May 19, 2010**
The Social Networking Revolution
Speaker: Ross Fishman
- **June 16, 2010**
The Keys to Develop and Implement the Firm's Dreaded Strategic Plan
Speaker: John Remsen
- **July 21, 2010**
Legal Risks to Assessing Candidates by Social Network Sites
Speaker: Shelly Freeman, J.D., HROI
- **August 18, 2010**
Law Firm Profitability Enhancement
Speaker: Richard Turnbow
- **September 15, 2010**
Electronic Records Management: How to Manage your ESI in the 21st Century
Speaker: Dana Moore

On the Agenda

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 may be by invitation only. Visit www.alanet.org/calendar for more information, including how to submit events for inclusion in the calendar.

FEBRUARY 2010

- 5-6 ALA Regional Team Orientation**
*Hyatt Deerfield
Deerfield, Illinois*
- 18-20 ALA Law Firm Financial Management Conference**
*Carefree Resort & Villas
Carefree, Arizona*

MAY 2010

- 2 Certified Legal Manager (CLM)SM Exam**
Boston, Massachusetts
- 3-6 ALA Annual Conference & Exposition**
*The John B. Hynes
Veterans Memorial Convention Center
Boston, Massachusetts*

JUNE 2010

- 14-16 ALA's Essential Competencies for Legal Administrators Conference**
*Grand Hyatt
Denver, Colorado*
- 25-27 ALA Chapter Leadership Conference**
*Caesars Palace
Las Vegas, Nevada*

ALA, West® Announce Two New Books for Sale

ALA has teamed with West to publish the following two books:

The Executive Director – Today's Renaissance Man

Explore the unique role of the Executive Director in providing wisdom, guidance, management and leadership to a firm that enables it to achieve excellence in client service and community involvement, while at the same time operating as a sophisticated, highly profitable, enduring business.

Achieving Excellence in Legal Technology Management

This book provides law firm management with a road map to achieve the required level of excellence, revealing the secrets to success in such areas as project and portfolio management, marketing information technology within the firm or company, aligning technology strategy with the business, applying key principles for managing technology and people, delivering operational excellence and making the best use of professional networks.

These two volumes are part of a series of books on law firm management and economics that focuses on the business side of the profession of law, concentrating on how to maximize law firm efficiency and effectiveness through the application of sound business practices in all functions. Additional volumes will follow.

Each book costs only \$80 for ALA members (regular price: \$160). ALA members must call 1.800.308.1700 to order and receive the member discount.



Call for Entries for Burton Awards

ALA is proud to continue its association with The Burton Awards for Legal Achievement. It has been hailed as one of the premier awards programs in law, and ALA is delighted to continue this partnership. Now under way, the 11th annual Burton Awards competition includes the following categories that are open to ALA members and their employers only.

- Best Law Firm/Law Department Publication
- Best Law Firm/Law Department Newsletter
- Best Law Firm Compendium
- Best Law Firm Advertisement
- Best Law Firm Profile

Entries must be completed and submitted by an ALA member to be eligible, and they are due by March 26, 2010. ALA members may nominate magazines, compendia, newsletters or other forms of communication published by their firms. Any entry must be in written form, rather than internet disseminated, published during 2009 and have been intended to inform clients or the public about legal issues or subjects. Judging criteria will include writing style and technique, research, analysis and content.

To enter the competition, complete the ALA nomination form online at www.burtonawards.com and send two copies of the material(s) or item(s) being entered to The Burton Awards for Legal Achievement, #0051, 110 Wall Street, 11th Floor, New York, NY, 10005-3198.

The 2010 Burton Awards Program, a nonprofit event held in association with the Library of Congress, will be held in the Great Hall of The Library of Congress in Washington, D.C., on Monday evening, June 14, 2010.

THE
**BURTON
AWARDS**
FOR LEGAL ACHIEVEMENT