

# What's Happening at Headquarters

## ALA's 2023 Annual Conference & Expo brings industry leaders to the Emerald City

A **BIG** thank you to the more than 900 attendees and the nearly 140 exhibiting companies at the 2023 Annual Conference & Expo in Seattle, Washington! We hope you walked away with plenty of inspiration, new connections and cutting-edge solutions to enhance your career and put into practice at your law office.

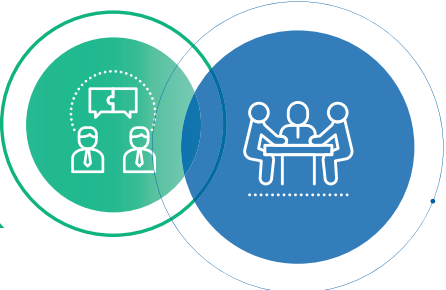
With the close of the conference, new volunteer members officially join ALA's standing committees, the new Chapter Resource Team ([bit.ly/ala-crt](http://bit.ly/ala-crt)) and the Board of Directors. President Geoffrey M. Williams, CLM, MBA, MDiv, and the 2023–2024 ALA Board ([bit.ly/ala-board-directors](http://bit.ly/ala-board-directors)) took office. We'd also like to give a special thanks to the 2023 Annual Conference Planning Committee for all the work they did to make Seattle a huge success!



## The 2023–2024 ALA Board of Directors

**From left to right:** Eryn Carter, CAE, ALA Executive Director; Travis C. Armstrong, CLM, CPA, Director; Elyssa A. Goldstein, CLM, PHR, SHRM-CP, Director; Holly K. Pulido, Director; Amanda R. Koplos, CLM, CPA, President-Elect; Geoffrey M. Williams, CLM, MBA, MDiv, President; Terri D. Moore-Natal, SPHR, Director; Angelina Angelov, CLM, Director; Sarah L. Evenson, JD, MBA, Immediate Past President; Judith A. Hissong, CLM, PCC, Director; Jessica L. VanTroost, Director; Jerry G. McPeake, MSLA, Director. **Not pictured:** Clara E. Onderdonk, CLM, Director.

**2023 Annual Conference Planning Committee:** Katie J. Bryant, CLM, Chair; Daniel P. Atcheson; Lisa V. Fox; Shirley Laboy; Stacey J. Ransleben, CLM; Stephanie Rose Ransom, CLM; Vicki Scott; Teresa J. Walker, CLM.



# Congratulations to ALA's 2023 Award Recipients

On May 8, conference attendees gathered to honor ALA's award recipients at the Association Awards Gala. On behalf of the entire ALA Board of Directors and everyone with ALA, we congratulate you all on these achievements.



Jacksonville Chapter, Elevate ALA Award

## ELEVATE ALA AWARD

The Elevate ALA Award recognizes up to three recipients whose efforts in professional development, networking and visibility demonstrate advancement in the areas of educational content, member-to-member and member-to-business-partner relationships, and ALA's prominence in the legal community.

The first recipient was the **Jacksonville Chapter**. Over the past five years, JaxALA has been on a mission of technological advancement using social media platforms, rebranding, improved website design and cohesive messaging, which increased their recognition and overall visibility; heightened and improved their professional development; increased their networking efforts; and continued to expand their diversity and inclusion efforts. Their efforts are paying dividends: over the past three years, Jacksonville has seen a 17% increase in membership, a 42% increase in Business Partner revenue and a 640% increase in LinkedIn engagement.

The next recipient was three VIP business partners: **Alan Wilson**, National Program Director of GLJ Benefit Consultants; **Debbie Foster**, Managing Partner of Affinity Consulting, and **Rich Wilson**, Founder of VIBE Media. In 2020, Alan, Debbie and Rich hosted a live 6-hour program called "Lemonade for Legal", which was filmed in Arizona and broadcast via Zoom. The goal was to "spread some sunshine during a dark time" by educating, inspiring and entertaining business professionals in the legal industry. The event was such a hit that they have continued to host annual "Lemonade for Legal" events, with over 300 attendees each year since.



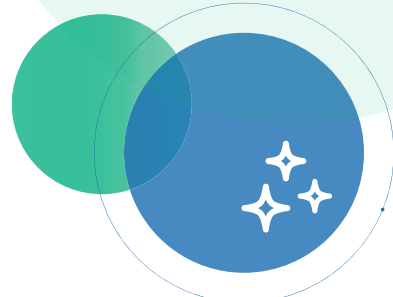
Alan Wilson, Rich Wilson and Karen Scher, accepting on behalf of Debbie Foster, Elevate ALA Award



The final recipient was the **Chicago Chapter**. This year, ALA Chicago members were encouraged to share in the President's vision of "revitalize, reconnect and recharge." With a keen focus on exceptional educational offerings, they partnered with Loeb Leadership to increase topic variety and diversity of speakers in educational offerings and with Blue University to provide an educational series on personal safety and self-defense, both in the workplace and at home.



Chicago Chapter, Elevate ALA Award and Chapter Award



## CHAPTER AWARD

ALA's new Chapter Awards are designed to recognize chapters that have created innovative initiatives and experienced success in various areas: in member value; in diversity, equity, inclusion and accessibility (DEIA); and in business partner relations.



This year's first recipient was the **Boston Chapter**, in the area of member value. You've heard of Carpool Karaoke — in Boston, they have Carpool ALA! During 2022, two board members started carpooling to work together, and they decided to dedicate their commute time each day to go back to basics and connect with members one-on-one. They made many calls and set up meetings with new, existing and prospective members to discuss the benefits of membership, engage with members, encourage them to renew their memberships and attend upcoming events.



Boston Chapter, Chapter Award



New York City Chapter, Chapter Awards

Another two awards went to the **New York City Chapter**, in the areas of DEIA and member value. ALANYC wowed the judges with two initiatives, the ALANYC Career Day and the Future Leaders Group. In the area of DEIA, Career Day was established to introduce young people in underrepresented communities to the legal industry in a positive way. The chapter collaborated with business partners and the Archdiocese of New York to include over 12 schools from underserved communities throughout New York City.

In the area of member value, The Future Leaders Group was designed to identify, embrace and mentor Chapter members who exhibit the potential to provide future Chapter leadership. They identified 17 recommended participants and invited them to social events designed to create a safe, comfortable space with solid idea exchanges. Five members of the Group agreed to be on their nominating slate for the 2023-2024 Chapter year, and all five have been elected by their member peers.







Houston Chapter, Chapter Awards



The **Houston Chapter** also received two awards, in the areas of DEIA and business partner relations. In the area of DEIA, last summer, Houston ALA (HALA) created the HALA Scholar Diverse Business of Law Internship program to introduce diverse undergraduate students to the business of law. The aim was to solve two issues that the business of law community is currently facing: lack of diversity in the profession and recruiting a new generation of talent into business of law careers. HALA Scholars worked as paid interns at participating sponsor law firms for eight weeks in various administrative departments and took part in educational sessions, networking opportunities with business partners and chapter presentations on different law firm departments. In business partner relations, the HALA hosted a variety of unique and eclectic events to engage their business partners, from hybrid bingo with business partner logos to a “Taste of HALA” food and wine pairing event, a game night at an arcade and a poker run.



The last recipient was the **Chicago Chapter**, in the area of business partner relations. ALA Chicago became the first chapter to partner with a professional sports team when they signed the Chicago White Sox on as a Diamond-level business partner. The events they hosted in the ballpark were part of a larger strategy to return to in-person events sponsored by business partners that were held in a variety of locations and provided much-appreciated networking and social opportunities for members.

## OUTSTANDING ASSOCIATION VOLUNTEER AWARD

Each year the Board of Directors identifies members who have made significant contributions to the Association. This year, the Outstanding Association Volunteer award went to **Melissa Hirst, MSLA**. As the Chair of this past year’s Membership Development Committee, Missy proposed an ambitious Plan of Work comprised of 15 initiatives. Volunteers who worked with her on this committee call her a champion for and motivator of people, someone who brings a creative and strategic mindset to every meeting and project and promotes ways to serve the greater good. She is always up for connecting with new members, presenting and volunteering wherever needed.



Melissa Hirst, MSLA, Outstanding Association Volunteer Award



## NEXTGEN LEADER AWARD

The NextGen Leader Award recognizes individuals who demonstrate conviction, dedication, and the relentless pursuit of personal and professional excellence through their engagement, advancement and influence in early interactions with ALA.



Christopher Holmes, CLM, accepting the NextGen Leader Award on behalf of Amanda Aucoin.



The first recipient was **Amanda Aucoin**. Amanda joined the Boston Chapter in 2021 and has already made an amazing impact. As part of the Member Relations Committee, Amanda has shown that she possesses the attributes of a truly committed member and leader. Amanda's contributions have helped the chapter add nearly 30 new members in 2022, and she has been elected to the chapter's Nominating Committee for 2023.

The second award winner was **Mallory Beverly, CLM**. Mallory joined the Raleigh-Durham Chapter in 2019 when she accepted her first legal administrator position and has been a part of the business partner team since 2020. In 2021, she sat on the planning committee for the business education conference, and single-handedly planned that year's business partner expo. This past year, she was elected to the Board of Directors as treasurer and has volunteered to help plan the Chapter's 40th anniversary celebration.



Mallory Beverly, CLM, NextGen Leader Award.



The third award went to **Asgie Hernandez**. Hernandez joined the Austin Chapter less than a year ago and immediately offered to assist in any way she could. She joined the Education Committee and went above and beyond in her role as Vice Chair, helping to find a diverse mix of speakers who had never presented before as well as new ALA leaders to serve on panels. This provided moving and personal content to members. She recently held a committee meeting and now has all of the education planned for the entire year of 2023.



Eden Minucci, CLM, SHRM-CP, accepting the NextGen Leader award on behalf of Asgie Hernandez.



## SPIRIT OF ALA AWARD



Laura J. Broomell, CLM, Spirit of ALA Award

While many ALA members contribute tremendous amounts of time and effort to the growth of the legal management profession and the success of ALA, recipients of the Spirit of ALA award are individuals who have in their careers demonstrated all of the following in extraordinary, consistent and significant measure: an unwavering commitment to professionalism; exceptional dedication to the advancement of law firm administration; a record of service to ALA that far exceeds normal expectations and also provides a model and inspiration for participation and involvement of others. This year's recipient is **Laura J. Broomell, CLM**. Broomell has held numerous leadership positions with ALA at the national and local levels. But beyond her ALA commitment, Laura has served as an Attorney Ethics Investigator for the Hennepin County District Ethics Committee, currently sits on the Leadership Advisory Board of The Successful Firm Project and in 2020, the *Minneapolis St. Paul Business Journal* named her a Women in Business Honoree. Perhaps most importantly, Laura shows up, connects people and makes membership meaningful for them. Balanced, fair-minded and open to others' ideas, she listens and acts on the principles of equality and inclusiveness for the betterment of the Association, her firm and the profession.

## PRESIDENTS' AWARD OF EXCELLENCE

Named in honor of ALA's Past Presidents, the Presidents' Award of Excellence is a performance guideline used to encourage chapters to take effective and collaborative action in support of the Association's mission to promote and enhance the competence of legal management professionals; improve the quality of management in law firms and other legal service organizations; and represent professional legal management and managers to the legal community and to the community at large. ALA recognized 41 chapters that have achieved this honor thanks to their hard work throughout the past year. They and their chapter leaders deserve a tremendous amount of credit and respect.

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|------------------------|----------------------------|-------------------------|-----------------------|
| <b>Alamo</b>           | <b>Dallas</b>              | <b>Las Vegas</b>        | <b>Pittsburgh</b>     |
| <b>Arizona</b>         | <b>East Bay</b>            | <b>Middle Tennessee</b> | <b>Puget Sound</b>    |
| <b>Atlanta</b>         | <b>First State</b>         | <b>Mile High</b>        | <b>Raleigh/Durham</b> |
| <b>Austin</b>          | <b>Gateway</b>             | <b>Minnesota</b>        | <b>Richmond</b>       |
| <b>Boston</b>          | <b>Golden Gate</b>         | <b>New Jersey</b>       | <b>San Diego</b>      |
| <b>Calgary</b>         | <b>Greater Kansas City</b> | <b>New Orleans</b>      | <b>Silicon Valley</b> |
| <b>Capital</b>         | <b>Greater Los Angeles</b> | <b>New York City</b>    | <b>South Florida</b>  |
| <b>Central Florida</b> | <b>Houston</b>             | <b>Oklahoma City</b>    | <b>Wisconsin</b>      |
| <b>Chicago</b>         | <b>Independence</b>        | <b>Orange County</b>    |                       |
| <b>Columbus</b>        | <b>Jacksonville</b>        | <b>Oregon</b>           |                       |
| <b>Cyber</b>           | <b>Knoxville</b>           | <b>Philadelphia</b>     |                       |





## SILENT AUCTION RAISES OVER \$20,000 FOR THE FOUNDATION OF ALA

The Foundation of ALA continued its Silent Auction at the 2023 Annual Conference to benefit the programs it supports throughout the year. Because participants were so very generous with their donations and Silent Auction bids, the Foundation raised \$20,393 this year! These funds will be used to provide quality inspirational speakers at future David M. Brezina Memorial Sessions, the Susan L. French Emerging Leader Fellowship Program and a scholarship for students furthering their education in the legal field.



### Foundation of the Association of Legal Administrators

*advancing knowledge, creating opportunities, touching lives*







**From left to right:** Brian P. Gilman, CLM, President; Amanda R. Koplos, CLM, CPA, ALA President-Elect; Monique N. Mahler, CLM, MSLA, SHRM-CP, Secretary; Kristie Lynn Manning, CLM, Vice President; Kira L. Hansen, Treasurer; Robert B. Zamen, MBA. **Not Pictured:** Karen Michelle Beasley

To learn more about the Foundation, visit [alanet.org/foundation](http://alanet.org/foundation).

## Discover Your Online Community

The member-exclusive Online Community allows you to connect with legal management professionals from around the world. You can also source opinions and solutions from members who have dealt with the same challenges, including within special shared interest groups.

**ALA's new Online Community platform offers a user-friendly social media interface with tons of special features:**

-  Video meeting capability within groups for presentations and discussions
-  Direct messaging to link up with a particular member, even if they're not currently active
-  Polling capability that groups can use to identify best practices, rate the popularity of ideas and collect other data
-  Content tags that help you follow certain topics and even receive alerts about new activity in your inbox



  
**community.alanet.org**