

Association of Legal Administrators

LEADING THE BUSINESS OF LAW

REGION 2 NEWSLETTER

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Brian P. Gilman,
CLM, CPA



Elena Lopez-Lee



Mark S. Tallent



Valerie A. Williams



ALA's 2018 Annual Conference & Expo
Thursday, May 3, to Sunday, May 6
Gaylord National Resort & Convention Center
National Harbor, Maryland



CLI News

The Association of Legal Administrators (ALA) held its annual Chapter Leadership Institute in Minneapolis on July 21-24. It was attended by more than 200 of the best and most dedicated chapter leaders!

We were fortunate enough to have Spencer X. Smith speak on #SocialMedia. We had fantastic sessions about servant leadership, hosting effective events and the latest legal technology.





Pam Deming
Secretary, Hampton Roads
ALA
Posing with the Mary Tyler
Moore statue



Atlanta ALA
having dinner at The News Room



Raleigh ALA
25-foot blue rooster at the
Minneapolis Sculpture Garden

Tech You Out

By Brian Gilman, CLM, CPA, Karie Rivkin, and Michael Bumgarner, CLM, CPA, CGMA

I was elated and admittedly a little nervous when we (Brian, Michael and I) learned that our TECH YOU OUT! session was chosen for CLI. During our initial discussion, we felt that it wasn't going to be enough to relay what we already knew and decided to challenge ourselves by seeking out and exploring the unknown. So we got busy, and the session exploded with wonderful ideas and information to share! An example of something new to us was the video promotion for our session. The video clip we used was from *Guardians of the Galaxy* and included short audio recordings from each of us that were used as a voice-over. With the approval of ALA HQ's wonderful staff, the video was played during Saturday morning's General Session. This allowed us to prove that technology can be a fun way to promote a session or chapter event!



During the presentation, we explained how to embed video, showed that embedding is preferred over hyperlinks, established that MP3 (audio) and MP4 (video) are most common formats, explained how easy it is to search for and insert GIFs, and discussed the many adapters out there, noting that nothing is "standard" with the various device manufacturers. We believe this is important for chapter leaders, as hosts, to know and recommend checking on AV needs well in advance of a presentation. We also provided handy checklists.

For chapters that use venues with stable internet connections, we talked about scheduling virtual conferences using GoToMeeting, Zoom, or WebEx. This will allow chapters to have many more options for speakers and topics. Again, testing the remote and host site for audio and video is key.

As for chapter management, we showed content, design and email features from a popular ALA solution, Wild Orchid. Again, we recommended posting videos, such as interviews with managing partners and members noting the value of ALA membership or highlights of members taking part in community challenges and other events.

For interacting with the audience, we suggest using Poll Everywhere (or similar solutions), where you can set up a question with various responses and response formats. Ours was based on our theme: "Who is your favorite *Guardians of the Galaxy* character?" We used multiple choice for the main characters. (P.S.: My favorite, Rocket, won.) For other surveys and mass marketing, we recommend SurveyMonkey and SimpleTexting.

We wrapped up our session by relaying some best practices for complying with copyright laws. Though we are not attorneys, our research shows that fair use allows for copyrighted materials to be used in presentations for educational purposes. Even so, we recommend concluding with a “thank you” page citing the copyrighted work. As sad as it is, we also suggest removing all pictures and videos from the handout of the presentation unless you’ve obtained an unlimited license for each. If you plan to use such media on flyers, a website or other materials, we encourage you to seek legal advice. Our redacted handouts, with detailed information, instructions, articles and those handy checklists, can be [downloaded from the ALA Online Community](#). (Note: the link will force you to log in first, but it will then take you straight to the materials.)

We (the Three Geeks from TECH YOU OUT!) welcome your questions and offer our assistance in testing technology so that you can use it for the good of your chapter ... and the galaxy!

Chapter News

The **Raleigh Durham Chapter** hosted its 2017 Annual Business Partner Appreciation – Musical Chairs event, which was held this year at the just-opened, chic, and happening location Vidrio in the Glenwood South area in Raleigh. The event kicked off with an extended time to unwind, connect and catch up with friends and business colleagues over drinks and hors d'oeuvres. Tempting prizes encouraged chapter members to make a point to speak with every business partner present. To guarantee more interaction, the Event Planning Committee devised a "no rest for the weary" twist for the following dinner: our business partners rotated to a new table with every course and enjoyed the scrumptious menu with a different set of Raleigh Durham Chapter members. As evidenced by the following pictures, a good time was had by all.



The **Suncoast Chapter** stopped by the Suncoast Animal League with donations of supplies and a check for \$500. That's when shelter pup Spicie said "Hey, I want to thank them too!" and jumped into the photo.

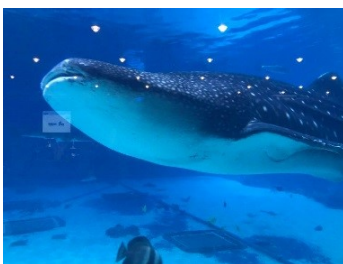


The **Atlanta Chapter** made a splash at its 2017 E2E (Where Education Meets Expertise) on August 16 at the beautiful Georgia Aquarium. The day was filled with education in all areas of legal management.

More than 60 business partners were there to introduce products and services, and they gave away some pretty cool prizes. E2E closed the day with its first-ever 50/50 raffle to support the Atlanta Community Food Bank. It raised \$2,450 total; \$1,225 was donated to the food bank, which is equivalent to 443 meals for food-insecure people around Atlanta.



ALA President Brent Bridges welcoming everyone to E2E 2017!



Keynote speaker: Ritu Bhasin, "Authentic Leadership – Unlocking the Power of Difference in Organizations"



From left: Mike Bumgarner presents "Tech You Out," Elena Lopez-Lee presents "What's Hot & What's Not in the Legal Profession in 2017," and Shana Beldick and Dee Wallace present "Legal Support Transformation – Insights for Developing the Right Support Model for Your Firm."



50/50 Raffle: First there were eight, then a drawing brought them down to seven, six, five ... When there were only four remaining, they decided to split the cash. Congratulations!



The **South Florida Chapter** had the pleasure of experiencing Mack Dryden. An exhilarating motivational speaker and presenter, the comedian/actor/writer has appeared in numerous television shows and several feature films and his voice is heard on radio stations throughout the country. Mack's hilarious stories of surviving two bouts of cancer, a stay in an African prison and "one near-fatal marriage" leave audiences aching from laughter, still inspired and motivated to take on new challenges without fear. Mack's inspiring and entertaining motivational speech, "Laugh to the Top: A Hilarious Guide to Achieving Your Goals," has garnered excellent reviews from those who have heard it. Our chapter members truly enjoyed his presentation and stories. This is what they had to say:

- "Motivating, engaging and inspirational. Mack's experience truly motivated my inner self to continue to grow as a professional."
- "Mack Dryden's presentation was quite powerful. Listening to his personal life experiences was moving and inspirational. I enjoyed how he decided to use humor to describe everything he went through. Our members couldn't help but laugh at the way he described his amazing/outrageous experiences. We absolutely enjoyed every story."
- "Mack is exceptionally talented, sharing his life tribulations with a group of strangers with such a comical twist made all the difference."



The **Northern Virginia Chapter** has created a new education piece called the Friday Fast Five. This piece was modeled after ALA National's *BOLD Bites*, and the President and Education Chair serve as content editors who source material on the industry topics of operations/business management, communications/organizational management, human resources, financial management, and legal management. When possible, they include bonus materials such as e-books, informational sheets, white papers or links to free webinars. The content editors additionally take article requests from members to help assist with specific needs or questions arising from day-to-day challenges at their firms. The chapter is in the process of adding a database to the website so members can review all the Friday Fast Five submissions since inception. Member feedback about this new feature has been extremely positive. [The Friday Fast Five submissions can be reviewed on the chapter's website.](#)

The chapter is proud to announce the addition of Membership Ambassadors to its Board of Directors. These dedicated volunteers reach out to new chapter members, answering questions and welcoming them to participate in both regularly hosted educational luncheons and special events. The Membership Ambassadors are also tasked with reaching out to independent ALA members in the area, sending them an informational email about what the chapter provides and welcoming them to come to the next meeting so that they can experience the benefits of joining.

The chapter recently expanded its benefit packages for business-partner sponsorship. Depending on the level of sponsorship, business partners now enjoy the ability to submit white papers, blog posts and news announcements. Information from sponsors above the Friendship level is cross-posted to the chapter's [LinkedIn page](#), with direct links to the business partner's LinkedIn. This new addition has helped the

chapter bring new business partners on board as well as further its strong relationship with existing business partners.

2017 Chapter Milestone Anniversaries



- 45th: Maryland, Richmond, South Florida
- 40th: Atlanta, Central Florida
- 30th: Chattanooga, Knoxville, Southwest Florida

Region 2 on Social Media!



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