

December 2019 / January 2020
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MARKETING



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Stationery Trends to
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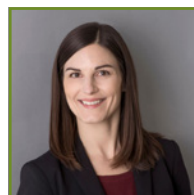
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ALAMN SPECIAL INTEREST GROUPS (SIGs) are educational forums specific to functional specialty. Special Interest Group (SIG) meeting attendees need not be **ALAMN** members.

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ALAMN CALENDAR OF EVENTS

DECEMBER 2019

SU	MO	TU	WE	TH	FR	SA
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4

JANUARY 2020

SU	MO	TU	WE	TH	FR	SA
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1

***PLEASE NOTE:**
SPECIAL INTEREST GROUP (SIG) attendees need not be ALAMN members

DECEMBER

- 4 Large Firm Chief Officers Meeting**
12:00 PM – 1:00 PM
Fredrikson & Byron
- 4 Community Service – Sojourner Holiday Decorating**
4:00 PM – 6:30 PM
Minnetonka
- 17 Facilities Management SIG***
12:00 PM – 1:00 PM
Ogletree Deakins Nash Smoak & Stewart

JANUARY

- 14 ALAMN Post Holiday Party**
5:00 PM – 7:00 PM
The Marq Tenant Lounge
250 Marquette Ave, Suite 226,
Minneapolis
- 16 Small/Medium Firm Committee Meeting**
11:30 AM – 1:00 PM
Town and Country Club, St. Paul

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ALA Annual Conference & Expo
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Salt Palace Convention Center
Salt Lake City, UT
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ERIN BROCKOVICH



keynote

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PRESIDENT'S COLUMN

By Jessica Gerhardson, ALAMN President



I cannot believe 2019 is coming to an end. It seems like each year passes faster than the last, and 2019 is no exception. Personally, this year was one of personal and professional growth – new routines, new roles, and stretching out of my comfort zone. For ALA and ALAMN, I feel as though this year was one of a lot of behind-the-scenes work by our leaders.

As you know, this year ALA headquarters spent a great deal of time evaluating the need for multiple classifications of membership. After considerable discussion, the Board approved a [bylaw amendment](#) to eliminate the Associate Member category, elevating those individuals to Regular Member status. As a result, ALAMN also reviewed and proposed amendments to its own bylaws, which you may have already received by now (or you will soon).

ALAMN leaders and the board have spent a considerable amount of time on a three-year strategic plan for 2020 – 2023. With the anticipated change in member status and (hopeful) membership increase due to ALA's [organizational pricing](#) model, ALAMN wants to be prepared for its new and evolving membership, while

ensuring it meets the needs of current members and business partners. I'm excited about the work that has been done so far by our passionate group of volunteers. One item that has been on the association strategic plan is the ALAMN Educational Conference & Business Partner Expo. We want 2020 to be the biggest, best, most valuable yet, and the [Education Committee](#) is working hard to achieve that goal. If you haven't heard, our keynote speaker is Erin Brockovich. You won't want to miss this conference, so be sure to [register now](#). February 27th will sneak up fast!

As we enter this season of gratitude and reflection, I just want to take a moment to thank our members and business partners for playing a crucial role in our association. We are truly thankful for each and every one of you, and we hope to have you all along for the ride in 2020. To ALAMN's chairs, co-chairs and board of directors, it has been an absolute pleasure working alongside you this year, and I cannot wait to see what we achieve in the new year.

Wishing you and yours the happiest of holidays and a prosperous new year!

Jessica



And the next ALAMN Shining Star is...

The Board is pleased to announce the selection of Molly Hagen as a Shining Star for the Minnesota Chapter! Molly, the Manager of Research Services at Robins Kaplan LLP, joined ALAMN in January 2019. Molly serves as a co-chair of the Education Committee and is a member of the following committees/special interest groups: Large Firm, Community Service, Education, and Corporate/Government. Upon joining ALAMN, Molly became involved right away, and we

are pleased to have her as part of the ALAMN community. Molly's commitment and contributions to ALAMN are greatly appreciated!

ALAMN LAW FIRM LEADERS NETWORKING EVENT RECAP



The November 12th Law Firm Leaders Networking Event was a panel discussion on female leadership in law firms. We had great turnout with about 45 attendees, and the whole group seemed to leave feeling inspired and empowered.

- Former ALAMN President **Laura Broomell** facilitated the conversation, which was very fitting given her 30+ years as a law firm leader herself.
- The youngest member on the panel, **Julia Douglass** (Shareholder at Fabyanske Westra Hart & Thomson) spoke about the importance of resiliency in her career. Her leadership and perseverance as the only female shareholder in her practice group are certainly inspirational to the millennial associates in her firm.
- A natural-born story-teller, **Rhona Schmidt** (Partner and member of the Management Committee at Dorsey & Whitney) spoke about work-life balance and how to reenter one's career after taking a leave of absence. She introduced the idea of "ramping up" after a leave of absence, rather than being expected to bill eight hours on one's first day back to work.
- **Sara McGrane** (the first woman President at Felhaber Larson) spoke about her experience being the only woman at the table, tasked with representing her entire gender in the decision-making process. Over time she managed to move the needle and get many of her male colleagues to see eye-to-eye with her as they implemented several culture and policy changes at her firm (one example she gave was the introduction of paid parental leave).
- As the only non-practicing attorney on the panel, **Ann Rainhart** (COO at Briggs & Morgan) shared her experience in building teams, cultivating great leaders, and strategic planning. A self-starter since childhood, Ann says thinking big and leading teams come easily to her and that her leadership style is neither "male" nor "female" in its essence.

A common theme of the morning was that growth and change are possible, and that the people and relationships (and yes, winning cases!) are what bring the most joy to these talented women leaders in our profession.

COMMUNITY SERVICE | PEOPLE SERVING PEOPLE

On Tuesday, October 29, ALAMN Members and Business Partners volunteered for either the breakfast shift or dinner shift to serve meals to residents at **People Serving People-Emergency Shelter** (PSP). ALAMN volunteers helped with filling food trays, washing dishes, recording the individuals and families having breakfast or dinner, and carrying trays for those needing assistance.

PSP's emergency shelter is located at 614 3rd Street South in downtown Minneapolis. It is the region's largest and most comprehensive family-focused homeless shelter.

Its vision is ***"People Serving People envisions a community in which all children have the stability and support they need to develop their full capacity to thrive."***

Its mission is ***"People Serving People helps homeless and at-risk children and their families manage crisis situations and build a strong foundation for their long-term success."***



THANK YOU TO OUR VOLUNTEERS!

Breakfast Shift

- Sunshine Andrews – Schaefer Halleen LLC
- Deb Busch - USI Insurance Services
- Mark Hinnenkamp – Business Essentials
- Jeff Kosek – Konica Minolta & All Covered IT Services
- Mike Murtaugh – Business Essentials

Dinner Shift

- Jack Duffy – Gallagher
- Cathy Johnson – Gallagher
- Cheryl Nelson, CLM – Robins Kaplan LLP
- Tracy Overson, CLM – Eckland & Blando LLP
- Barbara Romanko, CLM – Brown & Carlson PA



If you have suggestions for community service events or want to participate on the committee, please contact Sheila Johnson (sjohnson@mnbars.org) or Cheryl Nelson (cnelson@robinskaplan.com). We'd love to hear from you!



Benefits and Savings – Partnership VIP Program

ALA teamed up with an elite group of trusted partners in business. Through these relationships, ALA members, along with their employers and families, are able to enjoy special benefits and tremendous savings.

For more information on ALA's VIPSM program and the services offered, visit alanet.org/vip or contact ALA's Headquarters at 847-267-1252.

Get the VIP treatment with ALA's VIP business partners!




▶ alanet.org/vip

Get Answers to Your Daily Work Questions



ALA knows that the day-to-day work of a legal management professional can be stressful when new issues arise or you need a quick answer to work-related question. **ALA's Online Community** and **Reference Library** are here to help!

After clicking on the Community icon – found at the top right-hand side of the ALA homepage – you'll be able to type your query in the search box. Every conversation and article on that topic will appear in the results.

-  Join the conversation
-  Start a new thread
-  Visit the Reference Library and find the resource you need



BENEFITS OF CLM

WHAT IS CLM?

ALA's Certified Legal Manager (CLM) program provides the opportunity to demonstrate you have mastered the knowledge, skills, and abilities to operate at a high level of expertise in the field of legal management.

WHAT MUST I DO TO BECOME CERTIFIED?

To become certified, ALA members or nonmembers must meet the eligibility requirements and pass the

certification examination given by the Association of Legal Administrators. While legal administrators in Canada and other countries are eligible to become certified, major portions of the examination are based on U.S. federal law.

A complete list of ALAMN members who have earned the CLM Designation can be [found here](#).



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A **BRIGHTER FUTURE.**

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Certified Legal Managers (CLMs) have increased knowledge about the business of law:

- More professional expertise
- Industry recognition and respect
- Proven value

alanet.org/clm

KNOW YOUR LEGAL JARGON

Nudum Pactum – Latin for a naked pact; bare agreement; a promise or undertaking made without any consideration for it.



ALAMN IS ON SOCIAL MEDIA



If you are a tweeter, don't forget to follow us! Our handle is [@minnesotaala](#).
You will also find links to ALAMN's Facebook and LinkedIn pages above. **Get following & tweeting!**

BURDENED WITH STUDENT DEBT? RETIREMENT SAVINGS ASSISTANCE MAY BE ON THE WAY

By Michael Monahan, Associated Wealth Management

Time is the greatest ally when saving for retirement. The longer the investing period, the greater the compounding effect. Unfortunately, the rising cost of education has left many Americans with student loan obligations that may require them to delay or reduce retirement contributions. There now may be a legislative solution that could help employees save for retirement while paying down student debt.

Over the past twenty years, Americans have seen the cost of college increase eight times faster than wages, leaving nearly 45 million borrowers struggling to repay \$1.5 trillion in education debt. And with recent law school graduates entering practice with an average student loan debt of \$145,500, the issue can be particularly acute in highly-educated workforces.

According to Pricewaterhouse Coopers' 8th Annual *Employee Financial Wellness Survey*, over 70% of borrowers indicate student loan repayment is impacting their ability to meet financial goals and is a key reason two out of three respondents feel stressed about their financial situation. Employers have recognized the problem and, until more recently, utilized more conventional approaches to help employees cope with student loans, including signing bonuses, supplemental compensation, and direct payment on outstanding loans. While these remedies can help alleviate the hardships of meeting monthly obligations, they do not necessarily address retirement needs.

Enter Abbott Laboratories. In 2017, Abbott sought approval from the Internal Revenue Service (IRS) to modify its defined contribution plan. Under the original



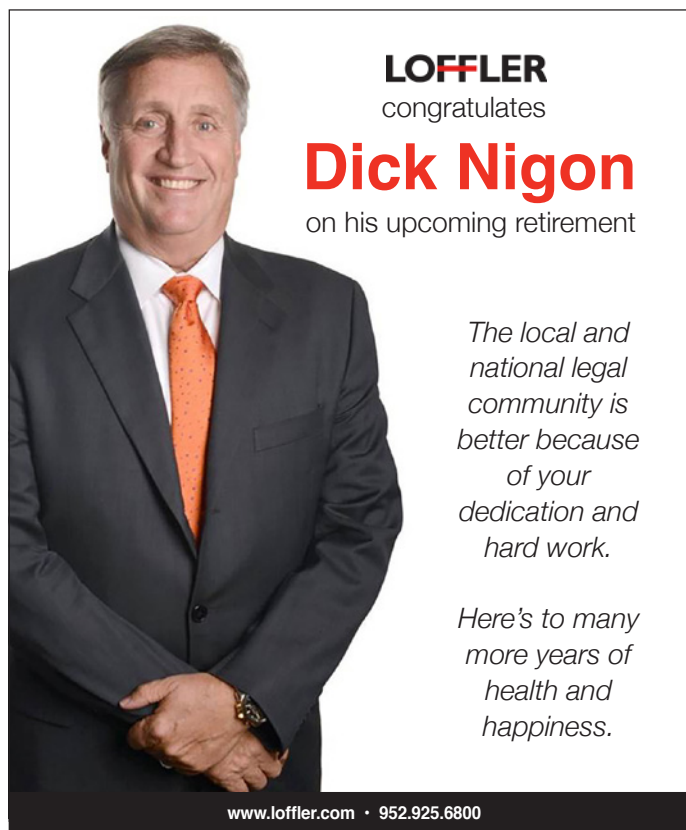
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BURDENED WITH STUDENT DEBT? - CONT.

plan, an employee who contributed 2% of their salary to the company's 401(k) would receive a 5% matching contribution from the employer. After realizing student loans were preventing some employees from deferring salary to the 401(k) plan, Abbott proposed a modification that would allow student loan payments equal to 2% of salary to trigger the matching contribution. Abbott estimated that an employee making \$70,000 could potentially have \$54,000 more in their 401(k) at the end of 10 years than they would if student debt kept them from contributing enough to earn the employer match. According to Abbott, "That amount could be worth hundreds of thousands of dollars in additional retirement savings by age 60."

The IRS approved the Abbott modification in a May 2018 private letter ruling. Although the ruling is specific to Abbott, others have been encouraged to follow. Travelers, for instance, announced a similar program earlier this year, despite not seeking an IRS ruling. Other employers, such as Unum, have taken a more creative approach to program design, allowing employees to convert unused paid time off (PTO) into a payment against student debt.

Fortunately for more cautious employers, there is legislation now making its way through Congress that would codify Abbott's treatment of student debt. Although the proposed legislation would only affect those defined contribution plans that offer employer matching contributions, the potential benefit is significant. No longer would employees have to put off saving for retirement to pay student loans. Equally important, more employees would be able to participate in their retirement plan earlier, gaining the most important benefit to their retirement goals—time.

This information was developed as a general guide to educate plan sponsors but is not intended as authoritative guidance or tax or legal advice. Each plan

has unique requirements, and you should consult with your attorney or tax advisor for guidance on your specific situation. In no way does the information provided in this article assure that a plan sponsor will be in compliance with ERISA regulations.

About the Author:



Michael Monahan, Retirement Plan Consultant, Associated Financial Group, a division of Associated Bank, N.A., works with clients to understand their current and future objectives, then provides agile advice to help the client build a retirement plan to compliment those goals in a manner that aims to satisfy fiduciary responsibilities

and seeks to optimize outcomes for plan participants. Mike has previous experience as a strategist with the over-the-counter derivatives business unit of a multinational corporation. Mike also has experience as a litigator and transactional attorney, leading him to later establish a licensed investment bank with offices in Minneapolis and New York City. He has published two novels, *The Bringer of Death* (2017) and *Counter Strike* (2019).

BECOMING A LINKEDIN SUPERSTAR IN 2020

By Nick Manty, ALAMN Communications Director; Marketing Manager, Barnes & Thornburg, Minneapolis Office



In recent years, LinkedIn has become an increasingly valuable tool for staying in touch with your professional network. However, it remains opaque to many of us. When used correctly, it can be an invaluable tool for strengthening

your professional network, but simply having a LinkedIn account isn't enough. I challenge each of you to set a goal for 2020 to be a better self-promoter on LinkedIn. To help make the transition easier, I've detailed four easy ways to become a LinkedIn superstar!

Why post on LinkedIn?

Posting on LinkedIn can seem intimidating, and many people ask, "Why should I post?" Because posting is an easy way to remind people you're out there. It shows people that you're an active thought leader and a mover and shaker. It's as simple as that. You want people to see your name and think of you positively. If there's a subject area you want to be seen in as an expert, posting insightful content about that topic can help build your reputation among your peers.

ALAMN Has Adopted ALA's Mission Statement

To improve the quality of management in legal services organizations; promote and enhance the competence and professionalism of legal administrators and all members of the management team; and represent professional legal management and managers to the legal community and to the community at large.

What do I post?

Trying to figure out what to post can often be a huge stumbling block. Aside from the significant professional milestones that are few and far between, such as getting a new job or promotion, many of us have no idea what to post. The best posts include photos, graphics and/or hyperlinks. Keep them short and sweet. A simple, "Today, I attended @ALAMN's Fall Leadership event. Great presentation from @SoAndSo!" is all you need.

Here are some easy ideas for posts to get you started:

- 1. Post a photo of an event you attended.** By far the easiest post to make is a photo of an event, conference, or seminar you've recently attended. If you can tag the hosting organization or speakers, do so because LinkedIn prioritizes posts about people, and your content will get more traction. ALAMN has lots of great programming you can attend and share about on LinkedIn (hint hint).
- 2. Presentations or writing you've done.** If you're presenting at work or an event, have someone take a photo of you and share that on your page—that's perfect content! Try to get as much bang for your buck out of the work you're putting into that presentation. The same goes for any authorship you've done.
- 3. Honors or awards.** If you join an organization or win an award, share it! Don't forget to add it to the honors section of your profile, too. If one of your colleagues or an attorney at your firm wins an award, make a post congratulating them. It's good content for you, and gesture that will mean a lot to them.
- 4. Share an article with your comments.** If you haven't been to any events recently, try posting an article you've read with your comments. There is plenty of great content on the ALA national

BECOMING A LINKEDIN SUPERSTAR IN 2020 - CONT.

website. Grab something from *Legal Management* or a *Bold Bite* and post a link. Your post doesn't have to be groundbreaking. It can be something simple, like "I found XYZ very insightful" or "QRS is a great reminder to LMNOP."

How often should I post?

It's important to only post thoughtful content; don't just post to post. That being said, one post a week with three or four likes or comments a week is a great target to aim for. And don't use the auto-generated comments; write something meaningful.

Get connected!

Finally, another important way to use LinkedIn is to connect with your professional connections. I know this sounds hard and can seem awkward, but it's important! For starters, you should already be connected with everyone in your office, department, and any **ALAMN** (or other) committees you're on. After that, when you're at a professional event and connect with someone new, reach out to them on LinkedIn. I know this can be difficult, so something I do that makes it easier is sending the request right away. I try to add the new people I've met when I'm in the elevator or walking back to my car. I know it may seem like overkill, but people really appreciate it. Plus, it keeps me from putting it off. For bonus points, send them a personal note when you connect, like, "It was great meeting you at XYZ. I really liked talking to you about your [insert topic]."

I hope these tips can help you become a LinkedIn superstar in 2020. I encourage each of you to try to create one **quality** post a week and try to engage with others using likes and comments as well. After a few weeks, you'll be amazed at how much your posts stand out to people and how much traction they've got.

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THINGS.

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STATIONERY TRENDS TO FOLLOW

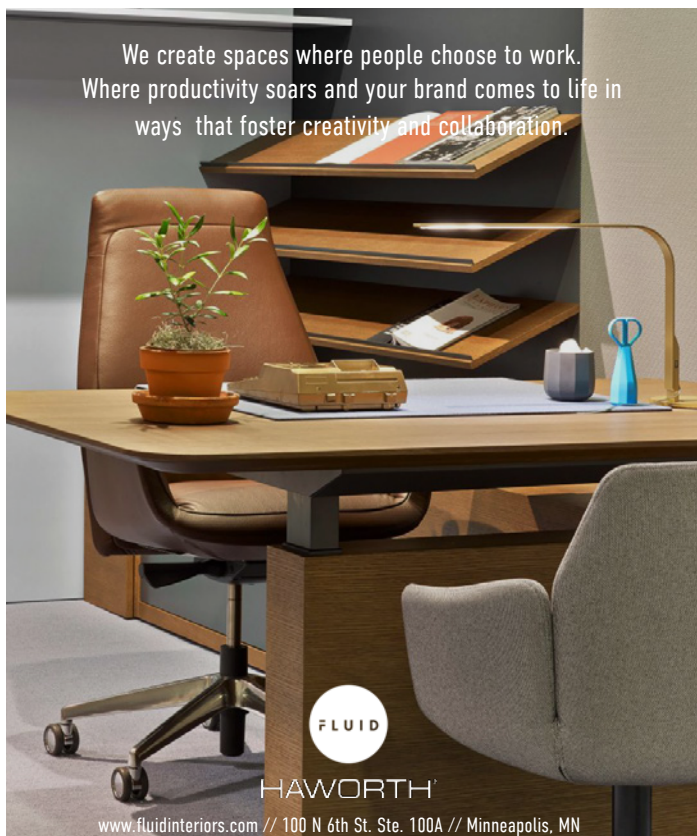
By *ALL-STATE LEGAL*

While stationery and printed materials have declined, print is still very much alive. Shouldn't your remaining printed materials differentiate and leave a strong impression? Below are some of the trends in the industry that are making a big impact.

Trend 1 – Bright White Paper

Your paper literally delivers your brand directly into the hands of your clients and potential clients. While seemingly insignificant, it is a major part of your brand.

There is a major shift from ivory and off-white papers to whiter sheets. Law firm brands have transitioned from black to multi-color. Color pops better on whiter sheets, hence the shift. In fact, 95% of large law use white paper for their letterhead and 94% for their business cards.



Trend 2 – Private Watermarked Stationery

Most people don't know the security benefits of watermarked paper, but they do understand the branding benefits and appreciate the attention to the smallest of details. This translates into a more positive view of your firm.

Watermarks do not reproduce on a photocopier. Having this security feature in a physical document remains very relevant.

Typically, a brand is only on page one of a document. But with private watermarking, it appears throughout the entire document. Years after the authoring, the firm can be credited just by the watermark.

38% of the largest law firms have their own private watermark.

Trend 3 - Masthead Stationery

Professionally produced masthead is a slimmed down version of letterhead which includes only a firm logo, firm name and firm tagline if one exists. This allows for much more flexibility. Via electronic templates, each office can add location and contact information when printing. Personalized stationery for each attorney is as easy as adding names to templates. Plus, marketing can use the masthead for bio sheets, proposals and more. Most importantly, professionally produced masthead maintains brand and color consistency that cannot be achieved with office printers.

Trend 4 – Multi-Process Stationery

A review of hundreds of law firm materials shows 70% of letterheads include a printed element; 57% contain an engraved element; 3% have embossed or bumped elements; and overall 28% are multi-process. For business cards: 87% include a printed element; 37% contain an engraved element; 9% have foil-stamped, embossed or bumped elements; and overall 38% are multi-process.

Reasons for the trend toward multi-process:

STATIONERY TRENDS TO FOLLOW - CONT.

1. Maintain high-end impact pieces at lower costs.

Engraving is the highest quality, most secure and most environmentally friendly print process. Various studies have shown that adding the tactile dimension of engraving engages several senses which increases recall of the brand. Plus, engraving produces the finest reproduction of text and graphics making it ideal for logos and firm names.

2. Increase in engraved letterhead mastheads.

To maintain branding and color consistency, office information is professionally printed on the engraved masthead upon order.

3. Increase in engraved business card "masterstock."

As with mastheads, the firm logo/name and all non-variable information is engraved. Then the variable information is printed upon order to cut down turnaround time and cost.

4. Two-sided business cards.

65% of firms have two-sided business cards which allow for a cleaner, more modern feel with more color. Often the back is flood printed and the front is engraved.

Trend 5 – Stand Out Business Cards

Business cards are one of the top 5 most used business development tools. Law firms have begun to invest in more sophisticated business cards with the biggest trends being:

- Double thick stocks
- Duplex stock
- Unique finishes and textures
- Clipped or rounded corners

The Time is Now

Auditing your branded materials can help you maximize the impact of all your printed materials. It also allows you to incorporate the above trends, streamline procedures, increase efficiency and reduce costs.



Event planning made easy.
Get your next event location
and speakers lined up.

Get started today!
alanet.org/epp

GET TO KNOW YOUR ALAMN BOARD

What marketing or business development trend is on your radar for 2020?

Jessica Gerhardson, President

My firm is focused on making enhancements to its alumni program as well as an overhaul of our CRM program in 2020!

Kelly Thaemert, CLM, President-Elect

My team and I are interested in the use of data to more accurately target our advertising in an effort to achieve higher quality leads and measurable ROI, i.e. geo-fencing.

Abby Rooney, PHR, SHRM-CP, Past President

Business Development coaching for attorneys.

Tracy Overson, CLM, SPHR, SHRM-SCP, C(k)PF, Administrative Director

Personalized communications.

Nick Manty, Communications Director

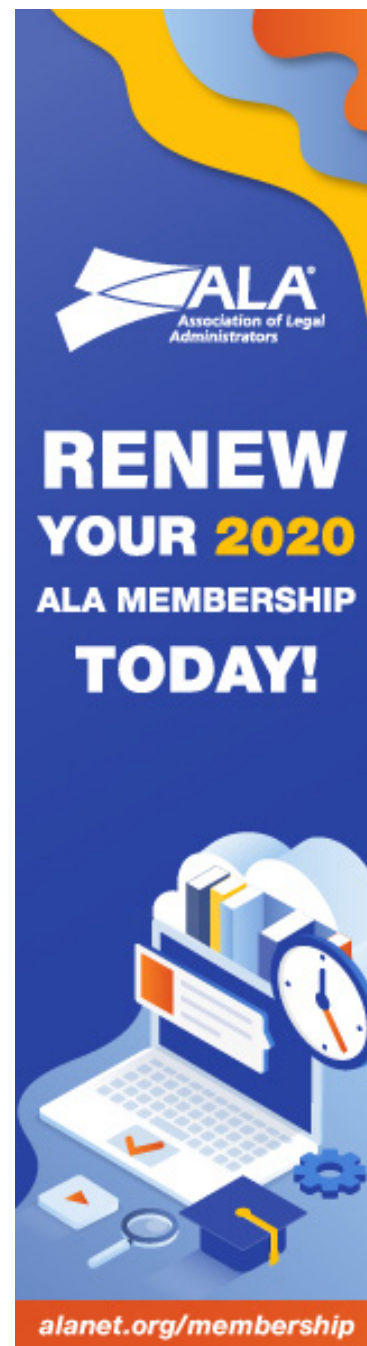
Firms will start or relaunch their alumni networks to exploit the connections that have moved in house to generate business or more connections in key companies.

Caitlin Niedzwiecki, PHR, Education Director

Posting and engaging more on LinkedIn.

Kim Pepera, Finance Director

We will be focusing on client satisfaction and implementing a survey when a file closes to follow up on how we did as a firm in the eyes of the client. We hope to use these as training mechanisms on how to improve in the future.



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Association of Legal Administrators

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The banner features a blue background with a stylized map of the United States in yellow and orange. Below the map is the ALA logo. The main text is in large, bold, white and yellow letters. At the bottom, there is an illustration of a laptop, a clock, a magnifying glass, and a graduation cap, symbolizing legal and administrative work. The URL is at the bottom in white text on a red background.

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