

April / May 2020  
Vol. 2020, No. 2

## MANAGEMENT



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President's Column

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Keep Calm – You are a  
Role Model

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20 Social Media Tips  
For 2020

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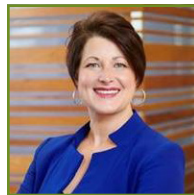


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Bowman and Brooke

**Betty VanGorder**  
*Controller/Director of Operations*  
Seager Tufte Wickhem

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**ALAMN COMMITTEES** serve as liaisons between membership and the respective director, representing the **ALAMN** Board of Directors.

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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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## KNOW YOUR LEGAL JARGON

**Certiorari** – Latin for "to be apprised." A type of writ seeking judicial review. Often abbreviated as **cert**.



## PRESIDENT'S COLUMN

By Kelly Thaemert, CLM, ALAMN President



Wow! The time has come for me to start my term as President of this amazing organization! I joined ALAMN just 6 years ago. Looking back to my first ALAMN education conference, my first general meeting, my first section or SIG meeting, my first ALA Conference, I would have never dreamt I would be president of ALAMN. I could not have done it without all of the wonderful ALAMN members, and the incredible Board of Directors I have had the privilege of serving with for the past 3 years.

I started my first year on the Board with our immediate Past-President, Jessica Gerhardson. I am so lucky to have been on the Board with Jessica for these past 3 years, and I will definitely look to her for advice this year. In case you did not read Jessica's article in the February/March version of *The Verdict*, she had many changes in her year as president. Honestly, I don't know how she endured all of those changes, and still did an amazing job as our ALAMN President.

My first ALA conference was in Toronto and I was lucky enough to share my first time attending an annual conference with our Past-President, Abby Rooney. We have attended our first five annual conferences together. Abby has pushed the Board of Directors to do better... to do more... to push the limits. She encouraged us all to think big! I am still holding onto the dream of having Ellen as a speaker at one of our future educational conferences!

I know I have big shoes to fill from all of our Past Presidents. This organization would not be what it is today, and we would not be celebrating 30 years, if it were not for all of our past leaders. Fortunately, they have laid the ground work for all future Board members, and I hope to do the same this year with our Board of Directors. I am excited to have Kim Pepera, Jessica Johnson, Nick Manty, and Caitlin Niedzwiecki returning this year. You have all contributed so much to this organization, and you continue to strive to make this organization the best it can be.

This year Stacy Locsin and Sarah Duerscherl are joining the Board of Directors for the first time, and I could not be happier! I have had the pleasure of getting to know these wonderful ladies over the past few years. I love their passion for volunteering. They are not afraid to jump in and do whatever it takes to get something done. They are not afraid to ask the hard questions either.

This organization continues to change, and we must change with it. We have made many changes during my time on the Board. Just this year we updated our Bylaws (thank you, Jessica Gerhardson, for all of your hard work updating the Bylaws), and we updated our calendar to have fewer, but more quality meetings (thank you, Caitlin, for organizing the calendar). We have changed the format of the educational conference, and we continue to change the format, hoping to give the members and business partners more of what they want. Certainly some changes have to happen by trial and error. We are not always going to get everything right. However, we will continue to try.

This year ALAMN turned 30. What an accomplishment! I cannot help but think about the 29 presidents that came before me. Some of them I know, and some of them I can only wish to have known. I cannot stress enough that this organization would not be what it is today without the dedicated leaders we have had and currently have. I just want to say thank you to all of you who have volunteered in the past, and to all of you who are currently volunteering. We could not and cannot do it without you.

We have had several new members join ALAMN these past few years. If you are a member who would like to get more involved, please reach out to someone. We are always looking for more volunteers. Whether you want to be involved in a committee or SIG, or you want to be president of ALAMN (or heck, even ALA) one day, we need you on our team!

And, finally, thank you to everyone for your trust in me and our Board of Directors.

# ALAMN MASTER CALENDAR

ALAMN leadership has created a master calendar for 2020. This calendar includes the all-member events and special interest group meetings. Service committee meetings are not included on the master calendar and will continue to be scheduled by service committee chair(s). You will notice fewer events on the ALAMN master calendar. Our goal is to elevate the quality of and attract more attendees to each event.

Be sure to check out the Full Calendar on our ALAMN website for more details about upcoming meetings and events!

JANUARY	FEBRUARY	MARCH	APRIL
<ul style="list-style-type: none"> <li>• <b>ALAMN Post-Holiday Party</b></li> <li>• Small/Medium</li> <li>• Facilities</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Annual ALAMN Education Conference</b></li> <li>• HR</li> <li>• Finance</li> <li>• Facilities</li> </ul>	<ul style="list-style-type: none"> <li>• <b>General Meeting 1</b></li> <li>• Facilities</li> <li>• IP</li> </ul>	<ul style="list-style-type: none"> <li>• Leadership Orientation</li> <li>• Large Law Firm Chief Officers</li> </ul>
MAY	JUNE	JULY	AUGUST
<ul style="list-style-type: none"> <li>• Large Law Firm Chief Officers</li> <li>• Community Service Event</li> </ul>	<ul style="list-style-type: none"> <li>• <b>General Meeting 2</b></li> <li>• IP</li> <li>• Small/Medium</li> </ul>	<ul style="list-style-type: none"> <li>• <b>ALAMN Summer Social</b></li> <li>• Finance</li> </ul>	<ul style="list-style-type: none"> <li>• <b>General Meeting 3</b></li> <li>• HR</li> <li>• IP</li> </ul>
SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
<ul style="list-style-type: none"> <li>• <b>Salary Survey Results</b></li> <li>• Finance</li> <li>• Facilities</li> </ul>	<ul style="list-style-type: none"> <li>• <b>ALAMN Fall Social</b></li> <li>• <b>Diversity &amp; Inclusion Educational Event</b></li> <li>• HR</li> <li>• Facilities</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Law Firm Leaders Networking Event</b></li> <li>• Finance</li> <li>• Small/Medium</li> <li>• Facilities</li> </ul>	<ul style="list-style-type: none"> <li>• Facilities</li> <li>• IP</li> </ul>

## ALAMN Has Adopted ALA's Mission Statement

ALA is the premier professional association connecting leaders and managers within the legal industry. We provide extensive professional development, collaborative peer communities, strategic operational solutions, and business partner connections empowering our members to lead the business of law.

## KEEP CALM – YOU ARE A ROLE MODEL

By Abby Rooney

The legal administrators I know are well-organized to handle a crisis like the current pandemic. In many ways, we've been preparing for something like this for years. It falls to those in legal administration to write contingency plans and have backup systems in place during normal times, so when it comes to actually carrying out these plans, we're halfway there.

Another very important role we all play on a regular basis is that of the calm, cool, and collected role model. Those we work with watch us to see how we react. Do we take life's twists and turns in stride? Or are we easily upset by changes, both large or small? Are we laughing something off that others take seriously? At either extreme, it can be unsettling to the people we manage.

Those around us will respond more favorably if we have better control of our own reactions. They'll also look to us as leaders in times of unexpected predicaments if we prove effective in handling the unprecedented with composure.

Here are some ideas for situations that call for a calm demeanor:

1. Perfect a poker face – Sometimes the best reaction is no reaction. If this is the first time you've heard a particular request, and you have no idea how to respond, don't let your face speak for you. You might have to practice in front of a mirror or with trusted peers to get it right.
2. Use a non-committal phrase to convey concern. "I can see that is upsetting for you." If delivered sincerely, this phrase illustrates that you are listening while not necessarily agreeing.
3. Ask questions – "I need to ask a few questions to better understand the situation," or, "I will need to look into that and get back to you."
4. Follow up – once you've had time to gather facts, make a decision, and determine possible next steps, follow up to share the information.

5. Keep in touch – commit to a schedule of staying in contact. It could be an internal schedule or one you share with others. I often calendar a reminder to myself to check in on a person or situation once a week or once a month.

If it helps, think of the opposite of each of the above and how it would make you feel in a crisis. Who would be more effective, someone who rolls their eyes, doesn't try to empathize, makes assumptions, keeps others in the dark, and disappears without following up? Or the legal administrator who appears to be unflappable and in control of every situation, even those that are unfolding and changing hour by hour?

The bottom line is this – we can make plans and run drills, but the real test for leadership will be in the soft skills we display when life throws us curveballs. Lead well, my friends.



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# 30TH ANNUAL EDUCATIONAL CONFERENCE AND EXPOSITION

By Molly Hagen

ALAMN’s 30th Annual Educational Conference and Exposition was a resounding success! We learned about the importance of resilience, determination, and stubbornness from our keynote speakers, [Erin Brockovich](#) and [Lindsay Teague Moreno](#). Our informative breakout sessions educated us on racial microaggressions, emotional intelligence, and team building. Our afternoon design thinking sessions helped us problem-solve everyday law firm work issues. We networked with each other and mixed and mingled with our Business Partners too, making the day a resourceful and educational one!



## ALAMN CALENDAR OF EVENTS

### APRIL 2020

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

### MAY 2020

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

**9 APRIL**  
**Co-Chair Orientation**  
 11:30 am – 1:00 pm  
 Location: Virtual

**6 MAY**  
**Large Law Firm Chief Officers Meeting**  
 12:00 pm – 1:00 pm  
 Location: TBD

**19**  
**Community Service: Sandwich Man**  
 12:00 pm – 1:00 pm  
 Robins Kaplan

### \*PLEASE NOTE:

SPECIAL INTEREST GROUP (SIG) ATTENDEES NEED NOT BE ALAMN MEMBERS

# 20 SOCIAL MEDIA TIPS FOR 2020: WHY SOCIAL MEDIA MATTERS TO YOU

By Bob Karau

## PART ONE

The era of a lifelong job, where changing positions was taboo, is long past. It sometimes seems like the opposite is now true. According to a 2018 study by the Employee Benefit Research Institute, the median tenure for workers under the age of 34 is 3.2 years. In the same study, it was determined that the median tenure for employees over 55 years is now 8.7 years. It is not surprising to note that this statistic for employees 55 and older is trending downward.

Even if you have no desire to change positions, factors like outsourcing, restructuring, technological advances, mergers, and acquisitions, have left legal professionals with an increased chance of job change, loss, or displacement.



**If you wish to work after 2020, you cannot afford to ignore this article.**

A 2018 study conducted by The Society for Human Resources Management (SHRM) revealed that recruitment through social media is widespread and growing. Currently, 84% of job recruitment firms are using social media information and platforms during the hiring process. An additional 9% plan to use it in the future.

The question this raises is: Do you have a strong social media presence along with a noticeable personal brand?

What is your personal brand that you can use to sell yourself to a future recruiter or employer? A strong personal brand is your reputation and legacy. It can lead to job and career opportunities. A weak brand leaves you liable to be passed by.

The leader in social marketing is LinkedIn. The LinkedIn network is quickly becoming an essential part of every modern professional's career presence. With half a billion users and two new users joining every second, LinkedIn is the world's largest professional network. It is the digital business card of the 21st century that will enable you to achieve greater personal and professional visibility. Embracing and actively using LinkedIn provides incredible opportunities for professionals to build their brand.

### 1. Build a Strong Profile

The foundation for any impactful LinkedIn presence is your LinkedIn profile. Invest the time and effort to build and continually update your LinkedIn profile. Be sure to have a professional headshot photo, a complimentary background, and a compelling headline. This is important since those items will be featured prominently when profiles are viewed via a mobile phone. Complete your profile in its entirety and gain ideas on how to best construct your profile by viewing the profiles of LinkedIn power users. If you need help, ask for it from friends, co-workers, and ALAMN members.

[ continued on page 11 ]

## 20 SOCIAL MEDIA TIPS FOR 2020: WHY SOCIAL MEDIA MATTERS TO YOU

*continued from page 10*

### 2. Grow Your Network and Utilize It

Reach out to others in your profession to grow your network. Do not be shy in connecting with others. Connect with co-workers, ALAMN members, former college friends, and others in your personal circle. Keep on the lookout for new connections, and use the search features and directive technology in LinkedIn to find those who may have things in common with you. That being said, be cautious about whom you accept, and understand who can help you in future job searches.

### 3. Mine Your LinkedIn Data

LinkedIn has a lot of information for you. There is news, industry information, and data that helps us learn and embrace a growth mindset. LinkedIn Groups also provide more information on a number of topics, including job opportunities. Dive into all the available resources in LinkedIn and position yourself for future success.

### 4. Share Your Message

By posting and sharing meaningful content that provides value to others, LinkedIn is a terrific medium to showcase your knowledge, interests, and expertise. You can measure the impact of your posts and shares by monitoring the number of views and likes. With a little practice, you will reach many more people which may lead to additional professional relationships and opportunities.

### 5. Stay Fresh and Current

Make sure that the information you post and share is current and relevant. LinkedIn professionals are less inclined to consider you a thought leader or view and “like” your posts and shares if they contain dated content. Develop your personal brand and keep it fresh and current.

In the next part of this primer on social media, we will review and discuss some additional ideas and tips to help you grow and nurture your social media network. Remember that your personal brand, your network, and your opportunities will continue to grow as you learn to spend some time each day developing a winning LinkedIn profile and network. Stay tuned for our next article in this series and also be on the lookout for ways ALAMN will be actively helping you to grow your network and strengthen your social media presence.



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## #NEWHASHTAGCAMPAIGN

By Teresa Reiner, CLM

For any dynamic organization, the age of social media is NOW. As Lindsay Teague Moreno stated at the 30th Annual ALAMN Conference, if you're not harnessing the power of social media, you need to be! ALAMN has a new social media campaign to recruit new members, educate non-members on our organization, and elevate ALAMN members as legal management experts. You'll see social media posts on Twitter,

LinkedIn, and Facebook promoting upcoming events, sharing content, and posting photos of past events – all using our two registered hashtags: **#MNLawLeaders** and **#WeAreALAMN**. Feel free to use these hashtags in your own personal ALAMN social media posts. You can also follow these hashtags on social media in order to be kept up to date with ALAMN.

### 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!**

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## GET TO KNOW YOUR ALAMN BOARD

### What is your firm/company doing in response to the COVID-19 pandemic?

#### **Kelly Thaemert, CLM, President**

Since legal services are essential, we will continue to have some people in the office. However, if someone is able to work from home, we want them working from home. It is our hope that this will be over in two weeks and this is all we have to do.

#### **Caitlin Niedzwiecki, PHR, President Elect**

Foley & Mansfield's 16 offices are in mandatory work from home mode until further notice. It's been awesome to see everyone come together to make it work successfully. Many of our offices have had weekly "coffee date" conference calls to check in. This whole ordeal has been stressful for sure, but my firm has coped very well so far.

#### **Jessica Gerhardson, Past President**

Our firm has been keeping busy – reaching out to clients, hosting webinars on the ever-changing situation across the globe. We are trying to stay connected to employees by hosting regular video meetings of staff and attorneys, playing games, and circulating a fun weekly newsletter. Overall, we are using this as an opportunity to rethink everything. We've learned to survive with a remote workforce for weeks now and we have learned to do more with less. We can't go back, so now we have to go forward! Wishing everyone health and safety during these trying times.

#### **Jessica Johnson, Communications Director**

Our firm has been working remotely as much as possible and will continue to do so.

#### **Nick Manty, Membership Director**

Barnes & Thornburg has moved all employees to remote work for the near future.

#### **Stacy Locsin, Administrative Director**

Extending remote work access to every employee. And to stay engaged, we started a virtual "break room" through Microsoft teams to share pics, stories and generally keep in touch.

#### **Sarah Duerscherl, Finance Director**

Because of excellent planning and disaster preparedness from our IT team, our firm was able to implement a remote work policy with amazing agility. Everyone in our offices across the nation has been working remotely since March 16, 2020 and will continue to do so until further notice. Clear expectations and constant communication have made this a success so far.

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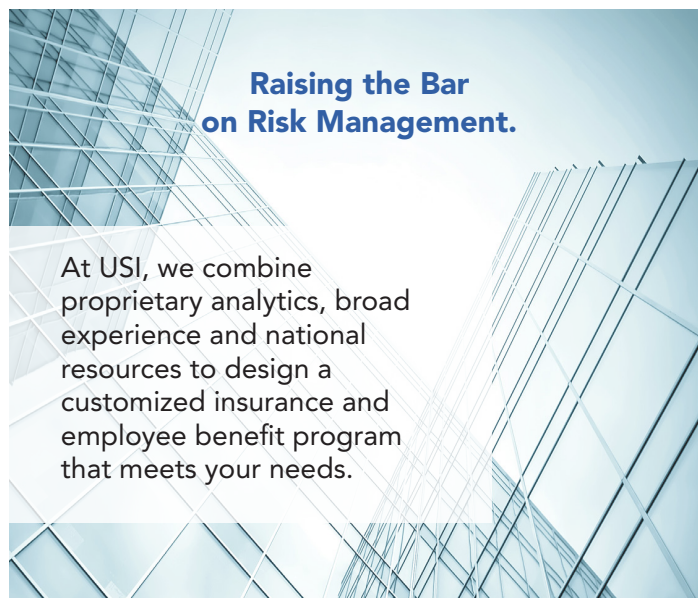
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