

December 2018 / January 2019
Vol. 2018, No. 6

Marketing



YOUR DECEMBER 2018/JANUARY 2019 ISSUE OF *THE VERDICT* IS NOW AVAILABLE!

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President's Column

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The Value of
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Not All Swag is
Created Equal

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2018 - 2019 ALAMN OFFICERS & 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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ALAMN CALENDAR OF EVENTS

DECEMBER 2018

SU	MO	TU	WE	TH	FR	SA
25	26	27	28	29	30	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	5

DECEMBER 2018

- 5 **Diversity and Inclusion**
8:30 AM – 9:30 AM
Robins Kaplan
- 5 **Community Service – Happiness is a Warm Blanket**
11:30 AM – 1:30 PM
Robins Kaplan
- 5 **Large Firm SIG Meeting**
12:00 PM – 1:00 PM
Fredrikson & Byron
- 11 **ALAMN Holiday Party**
4:30 PM – 7:00 PM
Gluek's Restaurant & Bar
- 12 **CLM Study Group**
12:00 PM – 1:30 PM
Eckland & Blando
- 18 **Facilities SIG Meeting**
12:00 PM – 1:00 PM
Dorsey & Whitney

JANUARY 2019

SU	MO	TU	WE	TH	FR	SA
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	2

JANUARY 2019

- 8 **General Meeting – Law Student Recruiting**
11:30 AM – 1:00 PM
Barnes and Thornburg
- 9 **CLM Study Group**
3:30 PM – 5:00 PM
Brown & Carlson
- 15 **Facilities SIG Meeting**
12:00 PM – 1:00 PM
Briggs & Morgan
- 17 **Small/Medium Firm Meeting**
11:30 AM – 1:00 PM
Town & Country Club
- 30 **CLM Study Group**
12:00 PM – 1:30 PM
Eckland & Blando

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

REGISTER NOW

29th Annual ALAMN Educational Conference and Business Partner Expo
February 24, 2019
7:30 AM – 4:45 PM
Earle Brown Heritage Center



48th Annual ALA Conference & Expo
April 14 – 17, 2019
Grapevine, TX

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.

PRESIDENT'S COLUMN | YOUR SOCIAL NETWORK – LET'S DO LUNCH!

By Abby Rooney, PHR, SHRM-CP



Social media is everywhere. It takes many forms and can be both a time saver and a time waster. It is difficult to remember a time when we didn't have social media as a tool to stay connected to friends, new and old. The various newsfeeds tell us everything we need to know to stay current: What is the gender of the impending baby? Which causes are my friends donating to? Which of my contacts was honored with an award in their profession? I can find answers to all of these questions quickly and easily. This is great and can be a good way to stay up to date on the latest events, but it is not the same as having a conversation. I doubt social media will ever truly take the place of actual, in-person connections. Your social network should be nurtured through in-person get-togethers as well as through a regular perusal of the headlines.

Meeting a contact in person for lunch or coffee allows for a deeper conversation, and that's when connections are strengthened.

Most social media postings are exaggerated; it is easy to be convinced that someone is #awesome, #blessed, or that they #lovemyfirm. Maybe they are lucky enough to feel that way 90% of the time. But c'mon, we all have days when we don't feel awesome. Sitting across the coffee table, you can get a real sense of what the other person is currently feeling challenged by. Most of us wouldn't actually post a comment like "paralegal needed to work for a difficult personality"; or "worked through the weekend again because my managing partner keeps changing her mind!"; or "catching up on emails after vacation – so not worth it!" When we are face to face, the foundations of our friendships give us the freedom to be vulnerable and honest.

Some may be intimidated by the term "networking." It could be because they have negative associations with the word. Maybe the "network" it refers to has only been thought of as a concept that you'd need if you suddenly found yourself unemployed: "I'd better get out there and start networking so I can find my next position." I argue that it might be too late to "start" networking at that point. Perhaps some feel that networking is something you would do only if you were actively looking to leave your current role: "I'd better not go out to lunch with him. If anyone at my firm sees us and finds out I'm networking, they'll know I'm looking to leave." Again, networking doesn't need to be about changing positions.

My ALAMN connections have been extremely valuable when I have a question about the challenges I face in my position or need to find a resource. I enjoy hearing from ALAMN peers about what other firms are doing, how they are structured, or what they are focused on. I can take those little nuggets of information and evaluate whether it is something my firm could do in some form. Sharing challenges with someone who is removed from the situation can be useful, too. Often an outside perspective is exactly what it takes to identify the solution.

As I've added contacts through ALAMN, including business partners, panelists, and fellow members, my network has grown exponentially. I am often in the Minneapolis skyway headed to one of the dozens of downtown Minneapolis firms for an ALAMN committee meeting, or to meet a friend for lunch or coffee, and along the way I will pass at least three people from my network. "Let's do lunch," we say. It's not just something to say – because we actually do it. It is time well spent. If you aren't meeting someone in your network at least once a month, for at least a cup of coffee, I highly recommend that you start. I'd be happy to be your lunch date!

FINANCIAL SIG MEETING

The Financial Management Special Interest Group (SIG) met on Thursday, November 8, 2018 at Moss & Barnett. The group had discussions around implementation of FASB Rulings, status of software conversions, and the year-end budgeting process.

- FASB Rulings around revenue recognition and leases, including how/if they affect cash basis taxpayers. Discussion around capital and operating leases, including how they will need to appear on the balance sheet and how that can potentially affect bank covenants.
- Group members shared their firms' financial management software conversion statuses and/or what products they are looking at. Several people shared their conversion experiences around everything from project management to implementation, including their experience with support, timeline of conversion, testing and overall pros and cons of the software.
- Other topics discussed include the year-end budgeting process, how firms handle electronic research, and the handling/delivery of eDiscovery services.

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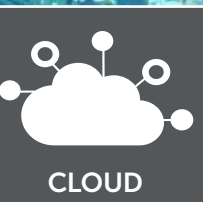
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THE VALUE OF PARTNERSHIP

By: Jessica Gerhardson

Who do you call when you are told you need to move to the “cloud”, but you aren’t sure what that is? Who do you call when you’ve had a job posted for weeks and you aren’t receiving qualified applicants? As much as you may want to, you shouldn’t call the “Ghostbusters” – you just need to make a call to your ALAMN Business Partner Sponsors!

ALAMN business partners are so much more than just salespeople. They are industry experts and thought leaders that take the time to get to know you and your firm to craft the best options for your specific situation. I can’t articulate how many times my relationships with business partners have helped me and my firm solve problems and find solutions. Without them, I’d be lost!

ALAMN Members and Business Partners Share an Invaluable Partnership

I recently asked a few members if my experience was unique, and I was not surprised to find that it wasn’t.

- “The ALAMN business partners are just that – partners. The business partners share their knowledge and recommendations with the ALAMN members. The networking and relationships built are based on respect and not on sales.” Katherine Hubbard, Administrator, ALAMN Member
- “My job as a firm administrator is extremely demanding and leaves me very little time for much else. I depend upon our business partners to help educate me on the latest trends and industry standards to help my firm stay competitive and attractive.” Vanessa Kahn, Firm Administrator, ALAMN Member

The business partners’ feelings are mutual, too!

- “I choose to partner with ALAMN because it’s a powerhouse community of folks who are as passionate about what they do as I am about what I do. We’re all leaders in this industry and the networking and sharing of information and expertise is invaluable. That is both the reason and the value of my partnership with the ALAMN.” Stachia Ullmann, Director of Strategic Client Development, Special Counsel, ALAMN Business Partner Sponsor

- “Partnering with ALAMN continues to be one of the easiest decisions we make every year. The benefits and insight we receive as a business partner are extremely valuable; we also enjoy knowing our partnership helps support such a great organization and our community.” Daniel Leavitt, Strategic Account Executive, Loffler Companies, ALAMN Business Partner Sponsor

I encourage you to give a business partner a call today. Catch up, continue to build your lasting relationships and share your struggles (or successes). You may be familiar with the other valuable benefits of ALAMN membership: education, networking, professional resources, member directory, salary and benefits survey, newsletters, job banks, and more. But these benefits would not be possible without the expertise and support of our business partners.



About the Author:

Jessica Gerhardson is the Administrator at Monroe Moxness Berg PA. Jessica has a Bachelor of Science in Legal Studies from the University of Central Florida. She has served on the ALAMN Board since 2017.

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!

29TH ANNUAL ALAMN EDUCATIONAL CONFERENCE AND BUSINESS PARTNER EXPO

February 24, 2019

7:30 a.m. – 4:45 p.m.

Earle Brown Heritage Center
6155 Earle Brown Drive Brooklyn Center, MN 55430

SPEAKERS:

- Sunjay Nath, Engineering Human Performance
- Judy Hissong, Nesso Strategies
- Susanne Egli, Communication Navigation
- Kate Bischoff, tHRive Law & Consulting
- Paul Burton, QuietSpacing
- Wulf Kaal, University of St. Thomas Law School
- Todd Scott, MN Lawyers Mutual
- Evan Francen, FRSecure
- Lance Odegard, Thomson Reuters



CLICK TO REGISTER NOW

KNOW YOUR LEGAL JARGON

Caveat Emptor – Latin for “as much as it deserves”

A legal doctrine in which a buyer cannot get relief from a seller for defects on the property purchased.



And the next ALAMN Shining Star is...

Congratulations to Vanessa Kahn, a Shining Star for the Minnesota Chapter! Vanessa is the Firm Administrator at McCollum Crowley Moschet Miller and Laak, Ltd. She has been a part of ALAMN since early 2015. Vanessa currently chairs the Business Partner and Relations Committee and is a member of both the CLM study and the young professionals groups. She works diligently to build lasting relationships with other members and our Business Partners. Congratulations, Vanessa!

NOT ALL SWAG IS CREATED EQUAL

By: Sarah Evenson, JD, MBA

We have all been to conferences and picked up swag from vendors trying to earn our business. These companies are hoping that by giving you that swag you will remember both them and the positive interaction you had with them. However, when you experience a pen that doesn't work on the first click, or a sticky note pad that isn't sticky, you attribute that sub-par swag with that company and assume they just picked the cheapest thing they could find to put their logo on and don't really care.

On the other hand, a vendor that invests in high-quality swag has the potential to earn extra brand impressions, build better awareness, and make good connections with its potential clients. I personally have had a coffee tumbler I received from a vendor three years ago, and I still use it to this day. I also tell everyone about it and how awesome it was to get something that actually lasted longer than a month.

So if you are in charge of ordering your firm's swag, how can you make sure what you are spending your money on is worth it?

1. Make sure it is well made. The quality of your swag represents the quality of your brand. Don't devalue your brand with cheap swag. Ask for a sample to be sent to you and test it out, even if it costs you a little money upfront. That way, you make sure the polo shirt doesn't fall apart when you wash it, or the sunglasses don't pinch your ears, or the coffee cup doesn't leak after you put it in the dishwasher. If you simply throw your firm logo on the cheapest products, it could very likely have the opposite effect that you were hoping for.

- 2. Make sure it is something people actually want.** Put your logo on items people would buy themselves. For example, an Under Armor backpack, S'well water bottle, or Moleskin notebook. When you are choosing to spend money on higher quality items, people are going to use those for longer than a week. Make sure your company logo gets even more impressions by giving something that people will use regularly.
- 3. Make an emotional connection and customize your swag with something special that tells users about your culture.** If your firm has a slogan or a value statement, find a way to incorporate that in some small way. Sometimes the small details are the most memorable and let your clients/employees know you spent some extra time thinking about the little details.
- 4. Make sure your swag is inclusive and try to think of everyone.** For example, not everyone drinks alcohol so maybe handing out company wine glasses might not be the best idea. Or, if you are ordering t-shirts make sure you have both men's and women's cut options, not just unisex.
- 5. Think inside the office.** Many people when buying swag think about client-facing conference events and annual client gifts. But don't forget about the opportunity for internal brand marketing and how swag can help boost your firm's culture. Create a thoughtful welcome swag bag for when a new employee starts. Get employees excited about their workspace with something like a wireless phone charger or Bluetooth speaker. Or, use your high-quality swag to recognize a special employee achievement. The right branded swag could have a positive impact at your workplace.

[continued on page 13]

NOT ALL SWAG IS CREATED EQUAL - CONTINUED

continued from page 12

Bottom line, just don't get the cheapest or easiest items to put your logo on. Many times your swag is the first impression someone has of your firm. Pick something that will be loved and used, rather than thrown in the trash after a couple of days.



About the Author:

Sarah Evenson, JD MBA, is the Minneapolis Director of Law School Programs & Office Administrator for Barnes & Thornburg LLP. Sarah graduated from Hamline University School of Law in 2002 and received her Master of Business Administration in 2007 from the University of St. Thomas. Sarah practiced law for eight years before transitioning her career to the administrative side of law. She joined ALAMN in 2009 and is the immediate Past-President of ALAMN.



New Frontiers in Legal Management

"This year's conference is poised to advance that mission with the selected education sessions and speakers, as well as the myriad of industry experts who will showcase their solutions and services in the Exhibit Hall."



Travis Armstrong, CLM, CPA
Chair, 2019 Annual Conference Committee



Keynote Speaker: Molly Fletcher

The "female Jerry Maguire," this high-powered sports agent outlines a five-step process for achieving peak performance and shares tidbits she learned from top athletes and coaches.



General Session Speaker: Retired Air Force Col. Nicole Malachowski

The first female pilot on the U.S. Air Force's elite Thunderbirds demonstration squadron, this combat veteran and instructor draws on her distinguished career to offer inspiring lessons for leaders.

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alanet.org/conf19 | #ALACnf19

COMMUNITY SERVICE – PEOPLE SERVING PEOPLE

On Tuesday, October 30, ALAMN Members and Business Partners volunteered for either the lunch or dinner shift to serve meals to residents at [People Serving People-Emergency Shelter](#) (PSP). This is the first time our organization has volunteered at PSP, and the feedback from our members and business partners was very positive. The time commitment was minimal, but the reward was great!

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."*

PSP serves approximately 150-175 for lunch and over 200 for dinner. ALAMN volunteers helped with filling the trays with food, washing dishes, recording the individuals and families having lunch or dinner, and carrying trays for those needing assistance.



Thank you to our Lunch-Shift Volunteers!

- Deb Busch - USI Insurance Services
- Melissa Davis - Ricoh USA
- Matt Hanf - Coordinated Business Systems
- Katherine Hubbard - Madigan, Dahl & Harlan PA
- Sheila Johnson - Hennepin County Bar Association
- Tracy Johnson - Eckland & Blando LLP
- Stacy Locsin - Patterson Thuente IP
- Jonathan Olson - Ricoh USA
- Abby Rooney - Foley & Mansfield PLLP

[continued on page 15]

COMMUNITY SERVICE – PEOPLE SERVING PEOPLE - CONTINUED

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Thank you to our Dinner-Shift Volunteers!

- Wendy Cornelius - Metropolitan Airports Commission
- Sheila Johnson - Hennepin County Bar Association
- Rick Kimlinger - Ricoh USA
- Daniel Leavitt - Loffler Companies Inc.
- Tracey Skjeveland - Merchant & Gould
- Paul Smith - Wendy Cornelius' Guest
- Tracy Smith - Smith Gendler Shiell Sheff Ford & Maher
- Norma Thayer - Zimmerman Reed
- Jessica Wolf - Pfefferle Kane LLP



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COMMUNITY SERVICE – ALAMN SERVES MEAL AT THE FISHER HOUSE

On Monday, November 19, 2018, ALAMN Members and Business Partners prepared a meal at Fisher House. Fisher House serves as a 'home away from home' for families of patients receiving medical care at the VA Medical Center in Minneapolis. There are several Fisher House locations throughout the country. It was our pleasure and honor to prepare a meal for families of active and retired military friends and families.

We were busy in the kitchen chopping, cutting, cooking and cleaning up from the meal we prepared - shrimp stir-fry, chicken chow mein, white rice, fried rice, chocolate chip cookies, and of course, fortune cookies! Thanks to ADP for providing pumpkin pies!



We had a hard-working group of volunteers who made this happen! Thanks to the following:

- Claudett McCune – Coordinated Business Systems Ltd.
- Dan Stoy – Coordinated Business Systems Ltd.
- Greg Davis – Coordinated Business Systems Ltd.
- Gillian Barros – ADP
- Scott Lyman – ADP
- Jocelyn Kortan – Christensen Group
- Sara Hirsch – Olson Thielen & Co.
- Pam Gerads – Merchant & Gould
- Cheryl Nelson – Robins Kaplan
- Tracy Smith – Smith, Gendler, Shiell, Sheff, Ford & Maher
- Wendy Cornelius – Metropolitan Airports Commission
- Katherine Hubbard – Madigan, Dahl & Harlan
- Norma Thayer – Zimmerman Reed
- Pat Stender – Cousineau, Van Bergen, McNee & Malone



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WHO ARE THE PEOPLE IN YOUR VENDOR HALL?

By: Katherine Hubbard, on behalf of the Business Partner Relations Committee

We all know the value of going to the business partner exhibits during our annual ALAMN educational conference and business partner expo. You can find information and pricing on a vast assortment of products and services needed to help your organization. And, who doesn't want to look like a hero to their organization for finding great new tools while saving money? But there's an added bonus:

You never know the stories you can learn about each business partner that you visit.

To illustrate my point, I took some liberties with one of the musical greats from Sesame Street.

Oh, who are the people in your vendor hall?

They're the people that you meet when you go to get a treat.
They're the people who can help each day!

Oh, there are vendors who bring the computer power
Through rain or snow or a meteor shower,
But they also coach their son's basketball team,
And one day that son could be part of the USA dream team!

Oh, there are vendors who are network system pros,
And they are brighter than Rudolph's nose.
They also play drums like a dream,
And fans confuse them For Ginger Baker from Cream.

Oh, there is the vendor who will help with your financial needs
So you don't get lost in debt or weeds,
While they support their daughters' Irish dancing toes.
And perhaps one day they will be River dancing pros.

Oh, who are the people in your vendor hall?
They're the people that you meet when you go to get a treat,
They're the people who can help each day! **II**



About the Author:

Katherine ("Kathy") Hubbard is the firm administrator at Madigan, Dahl & Harlan PA. Kathy's legal career spans 30 years, during which time she has been a legal secretary, paralegal and firm administrator. Kathy

has an AA in Paralegal Studies and a BA in Leadership and Organizational Management, summa cum laude. Kathy is a Past President of ALAMN and has served on the Small/Medium, Communications, Membership, Education, Diversity and Inclusion, Business Partner Relations, and Community Service Committees. Kathy's personal life is not fit for polite company, but rest assured she has one.

BENEFITS OF CLM

WHAT IS CERTIFICATION? Certification is defined as a credentialing process by which a profession grants recognition to an individual who meets certain predetermined qualifications specified by that profession.

CERTIFIED LEGAL MANAGER (CLM) BENEFITS Individual

- Increases knowledge of all areas of legal administration
- Increases your value to your organization
- Increases respect and recognition in the industry
- Increases opportunity for upward mobility
- Increases marketability and ability to compete in the job market
- Increases remuneration and job benefits
- Increases professional credibility

Employer/Organization

- Increase the level of competency of the individual to manage a law office or department
- Encourages and improves job performance
- Increases client confidence knowing the firm or legal department is being run by a certified professional
- Provides opportunity to acknowledge an individual who has developed a high level of professionalism
- Serves as an aid for retention and recruitment

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.

ALAMN'S CLM STUDY GROUP

Interested in taking the next steps? ALAMN's CLM Study Group is here to assist you and is going strong! You are welcome to join us at any time.

All members, whether planning to sit for the exam or not, are welcome.

Discussion Topic Preview

- Legal Industry – Conflict of Interest Issues/Law and Regulations re: Business Insurance Coverage/Professional Liability Insurance/Trust Account Procedures and Regulations/ABA Model Rules of Professional Responsibility/Changes & Trends in the Legal Industry
- Financial Management – General Tax Regulations/General Accounting/Analysis
- Human Resources Management – Employee Selection & Promotion/Performance Management/Compensation & Benefits/Organization Development
- Office Operations – Technology & Automation Management/Office and Project Management/File Management/Strategic, Disaster, and Business Planning

ALAMN CLM Study Group's meeting dates, time, and location are noted on the ALAMN calendar

For further information regarding ALAMN's CLM Study Group, please contact Barb Romanko at bromanko@brownandcarlson.com or Tracy Johnson at tjohnson@ecklandblando.com.

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GET TO KNOW YOUR ALAMN BOARD

How would you promote the sale of snowshoes in Hawaii?

Abby Rooney, PHR, SHRM-CP, President

I'd have Brad Pitt model the snowshoes.

Sarah Evenson, JD MBA, Past President

I would promote the snowshoes with a contest where everyone who buys a pair gets entered into a chance to win an adventure trip with Bear Grylls. It would start with shark cage diving in Hawaii and end using the snow shoes in Alaska.

Jessica Gerhardson, President-Elect

Other than rebranding them to become sandshoes, I would promote a trip to a snowy location where snowshoes are required for entry. Mostly this question makes me sad about snow and the fact that I'm not in Hawaii!

Tracey Grill, Communications Director

First, I would change the name to "Sea to Mountain Cross Hiker". A great light-weight cross-terrain hiking shoe that takes you from sand and sea to mountain snow. Easily attach the "sea" cover, fully enclosing the hiker, for use as flippers while scuba diving. Attach the spiked "land" sole for an extra workout while walking the beaches or to provide extra grip when hiking lower level mountain trails. On the rare occasion it does snow on the summits of Mauna Loa and Mauna Kea, these also work great as snowshoes!

Tracy Johnson, Education Director

I wouldn't – there is not a market for snowshoes in Hawaii. I would pursue marketing something that is appropriate for that location.

Kim Pepera, Finance Director

I would promote the sale of snowshoes in Hawaii by repurposing their normal use. The sandy beaches can get hot in the summer, so I would come up with a water shoe that fits in the snowshoe. Then people could get a great workout walking along the sandy beach while wearing the snowshoes. I would also promote competitions for the most creative designs of sand art made by someone while wearing the snowshoes. Big prizes to the winner.

Kelly Thaemert, CLM, Membership Director

Being a lover of HGTV, I would sell snowshoes in Hawaii as decorations.

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