

December 2021 / January 2022
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MOBILE

MARKETING

DON'T MISS:

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Marketing for Attorneys &
Law Firms: Tips for Success
in the Digital Revolution

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2021 - 2022 ALAMN OFFICERS & DIRECTORS

OFFICERS



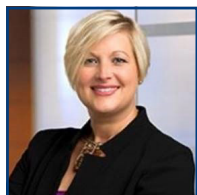
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American National Bank
Associated Bank N.A.
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Comcast Business
Coordinated Business Systems
Cushman & Wakefield
DI Recruiting, LLC
DLR Group
Element Technologies
Epiq Global
Gallagher
Gardner Builders
Hays Company**

**Innovative Office Solutions
iSpace Environments, Inc.
IST Management Services
Minnesota Lawyers Mutual Insurance
Company
NELSON
Olsen Thielen CPAs
Promotion Select, Inc.
Robert Half Legal
Special Counsel/Parker+Lynch Legal
SUCCESS Computer Consulting, Inc.
SurePoint Technologies
Thomson Reuters
Verus Corporation**



**iSolved
Kip Search, LLC
ProCirrus**

**Thriveon
Tierney**



Learn more about ALA Business Partners [HERE](#).

ALAMN TEAMS & SIGs

ALAMN Teams 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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ALA's Career Center is a place to find a variety of articles and resources to help you develop your skills and enhance your career. Check out the featured article from Robert Half, "2022 Forecast: In Demand Practice Areas and Jobs," found [HERE](#).

ALAMN ORGANIZATIONAL TABLE

BOARD OF DIRECTORS						
President: Caitlin Niedzwiecki						
President Elect	Past President	Communications Director	Membership Director	Education Director	Administrative Director	Finance Director
Stacy Locsin	Kelly Thaemert	Samantha Tschida	Chong Lee	Vanessa Kahn	Pat Stender	Sarah Duerscherl
SERVICE TEAMS						
(ALAMN Membership is required to participate; Regular ALAMN Membership is required to Chair; Service Teams work serves entire chapter)						
Business Partner Relations	Diversity & Inclusion	Communications	Membership Development	Education & Conference		Compensation & Benefits Survey
Deb O'Connor Kathy Hubbard	Terri Stewart Bernadette Theis	Gayle Hildahl	TBD	Carrie Patton		Phil Rush Karen Davis
	Community Service					
	Wendy Cornelius Pam Gerads					
SECTION TEAMS (ALAMN Membership is required to participate; Regular ALAMN Membership is required to Chair; Section Teams work serves sub-section of chapter membership)						
			Large Firm Chief Officers	Small and Medium Firm	Human Resources	
			Tracey Skjeveland	Jeff Downes Kim Pepera	Stephanie Unterberger	
SPECIAL INTEREST GROUPS (Non-members may participate; Regular ALAMN Membership is required to Chair)						
Corporate & Government					Facilities Management	Financial Management
(inactive)					Kim Motzko	Suzette Allaire Rebecca Doyle
St. Cloud					Intellectual Property (IP)	Pricing, Legal Project Management (LPM) & Knowledge Management (KM)
Ann Entenmann					Susan Sutton Val Studer	
ADMINISTRATIVE VOLUNTEERS (Regular or Associate ALAMN Membership is required)						
Also serves as:	Also serves as:	Newsletter Editor	Emerging Leaders Group	CLM Study Group Coordinator	Staff & Member Placement Coordinator	
LPACC Liaison	Past President Liaison	Gretchen Luessenheide	Nick Manty	Tracy Overson Tracy Skjeveland	(HR) Laurie Greenberg	
ALA Region 3 Representative	LPACC Liaison	Social Media		Bar Liason		
ALA Region 3 Representative	Nominating Committee (chair)	Jaffe Management		Sarah Evenson		

PRESIDENT'S COLUMN

By Caitlin Niedzwiecki, ALAMN President



As 2021 comes to a close, I find myself reflecting on what a fun and memorable year it has been for ALAMN. We have hosted big events nearly every month. Some of my favorites have been the virtual winter

mixer in February, the Brit's summer social in July, the annual education conference in August, and the fall social at Insight Brewing in October. Somehow, we have managed to safely plan and execute numerous in-person events in addition to all the virtual events, and for that I am truly grateful. Thanks to everyone who has been involved in organizing one of our 2021 events. And in the spirit of Thanksgiving, I want to say thank you to our members and business partners for the critical roles you all play in our association.

We had a wonderful time at the ALA annual conference in Austin back in October. I was amazed that 26 ALAMN members attended! That number is not too far off from a "normal" year, which I think speaks to the superior education and networking opportunities that the annual conference provides. We had a great mix of first-timers, veteran conference goers, and those in between. Less than six months from now we will have another opportunity to attend an ALA conference: the 2022 conference is scheduled for May 15-19, 2022 in Kissimmee, FL, and will kick off Sarah Evenson's term as ALA President. You are not going to want to miss it!

Now is the time of year to renew your ALA membership, in advance of our ALAMN renewal period in March. We are looking forward to rolling out an organizational pricing option for ALAMN membership in 2022, similar to the model that ALA recently adopted. Stay tuned for more news on that!

This is also the time of year when business partners are renewing their sponsorships. We were fortunate to have five Introductory sponsors, 28 Itasca sponsors, two Minnetonka sponsors, and one Superior sponsor for 2021. It is my hope that all of our current sponsors will renew in 2022 and that we may even see some sponsors return after taking a year off due to the pandemic. I have said it before, but it is always worth repeating: Business Partners, YOU are the backbone of our organization, and we are so appreciative of the professional partnerships and friendships that we have with you.

Behind the scenes, ALAMN leadership has spent the last few months developing a strategic plan for the future of our organization. We began by asking a couple of simple questions: What is going well in our chapter? And what is not going well in our chapter? From that conversation, four pillars have emerged that will serve as the foundation for our 2022-2024 strategic plan: 1) Membership Recruitment and Retention; 2) Communications; 3) Leadership and Succession Planning; and 4) Diversity, Equity, Inclusion, and Accessibility. Now we are in the phase of establishing concrete goals within each of these categories. I am excited to share more about our goals in the coming months.

I want to wish all of you a safe and healthy holiday season and a happy new year. Cheers to 2022!



ALA's Online Community is a place to connect with fellow members, share ideas and best practices, samples, and more. The ALA Online Community can be found [HERE](#).

ALAMN CALENDAR OF EVENTS

DECEMBER 2021

SU	MO	TU	WE	TH	FR	SA
26	27	28	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

JANUARY 2022

SU	MO	TU	WE	TH	FR	SA
26	27	28	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	2	3	4	5

*PLEASE NOTE:

SPECIAL INTEREST GROUP (SIG)
attendees need not be
ALAMN members

DECEMBER

- 1 Large Law Firm Chief Officers**
12:00 – 1:00 pm
- 1 Simpson Housing Shelter Community Service Event**
6:00 – 7:30 pm
Simpson United Methodist Church
- 7 Coffee and Connect**
3:00 – 4:00 pm
- 8 Winter Social**
4:30 – 6:30 pm
Pinstripes
- 21 Facilities SIG Meeting**
12:00 – 1:00 pm



JANUARY

- 5 Large Law Firm Chief Officers**
12:00 – 1:00 pm
- 18 Facilities SIG Meeting**
12:00 – 1:00 pm
- 19 Membership Development Team**
10:00 – 11:00 am



The Association of Legal Administrators has specially designed its events to advance the development of professionals from all walks of law. View the ALA Event Calendar [HERE](#).

ALAMN MASTER CALENDAR

ALAMN leadership has created a master calendar for 2021. This calendar includes the all-member events and special interest group meetings. Service team meetings are not included on the master calendar and will continue to be scheduled by service team 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"> • Small/Medium • Facilities 	<ul style="list-style-type: none"> • New Year Social w/ BPs • General Meeting 1 • HR • Finance • Facilities 	<ul style="list-style-type: none"> • General Meeting 2 • Facilities • IP • Finance • Leadership Orientation 	<ul style="list-style-type: none"> • ALA National Conference • ALAMN Career Fair • Small/Medium • HR • Facilities • Large Law Firm
MAY	JUNE	JULY	AUGUST
<ul style="list-style-type: none"> • Facilities • Finance • Large Law Firm 	<ul style="list-style-type: none"> • General Meeting 3 • Small/Medium • HR • Finance • Large Law Firm 	<ul style="list-style-type: none"> • ALAMN Summer Social • Finance • Large Law Firm 	<ul style="list-style-type: none"> • Annual ALAMN Education Conference • HR • Finance • Large Law Firm
SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
<ul style="list-style-type: none"> • Salary Survey Results • Finance • Facilities • Large Law Firm 	<ul style="list-style-type: none"> • ALAMN Fall Social • Diversity & Inclusion Educational Event • Finance • Large Law Firm 	<ul style="list-style-type: none"> • Law Firm Leaders Networking Event • Small/Medium • Large Law Firm 	<ul style="list-style-type: none"> • Facilities • IP • Large Law Firm • Winter Social

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.

MARKETING TRENDS

By Tim Samuelson, Promotion Select

Today's Marketing in 2021 is much different than the marketing that was done as recently as 10 years ago. The goals of reaching prospects and clients remain the same, but the way in which we reach them has changed dramatically, and it's important we stay current and make changes along the way.

Marketing used to include Advertisements, Direct Mail Campaigns, Telemarketing, Radio, Newspaper and Television. The modern age of Marketing still includes these vehicles, but now the modern era of social media is where the Marketing world is headed. Twitter, Instagram, LinkedIn, and Facebook are where more and more companies and firms are spending their time and resources.

The use of social media has many benefits. It is less expensive than previous modes of engagement, and it is quicker and reaches your audience in real time. Although there are millions of users, it can be more targeted than ever before. It's important that you or your marketing person is up to speed on these various social media platforms. This is especially true for smaller firms that may not employ a Chief Marketing Officer or Director of Marketing when the marketing of the firm falls on the shoulders of the administrators.

The use of promotional products along with social media can boost and carry your message for months and even years at a time. When selecting a promotional item or gift, make sure it is a quality piece that aligns with your image. The power of promotional products is staggering.

- A single promotional item averages 344 impressions per month.
- 90% of people who receive a promotional item/gift can recall the name of the company.
- 88% of recipients experience a very positive reaction when they receive a promo item from companies they have never heard of.
- 75% of consumers believe the quality of the product directly relates to the quality of the company.

Before you start posting pictures of your staff, office, areas of interest, the rules of marketing still apply, and it's important to have a clear image and plan of what you want your firm to be known for and how you want that image displayed.

- What are your main practice groups?
- What image do you want to portray?
- What safeguards will you put in place as to who can post on your social media sites.
- How often will you post?
- Who is your target market and what sites will be the best vehicles to reach your audience?

There is not one silver bullet in today's world of marketing that will be the end all. A solid marketing effort takes strategic planning and a team effort to make it happen. It is important to identify what your strengths are and what image you want to project and stay within your guardrails.

The use of promotional products and logoed apparel, print ad, tradeshow – true boots-on-the-ground marketing – are still some of the most effective ways to meet your prospects and earn customers. But master the use of social media and you will be on your way to new heights!



About the Author:

Tim Samuelson is the founder and owner of Promotion Select, located in Chanhassen, Minnesota. His 35 years of sales, marketing and promotional gifts and apparel experience has earned him top honors in the promotional marketing industry. As a

Past President of LMA Minnesota and a current Business Partner of ALAMN, Tim has built business partnerships with many in the legal community through networking, customer service and commitment to his customers.

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MARKETING TRENDS - CONTINUED

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About the Company:

Promotion Select is a full-service promotional products and apparel company serving the Minneapolis/St. Paul business communities. Founded in 1998, Promotion Select offers high quality products to Law Firms, Commercial Real Estate Firms, Manufacturing, Medical Device, Food and Agricultural Companies, The Minnesota Timberwolves, and more. Gift selection, fulfillment, kitting, and shipping are all apart of this service-oriented company. Your one-stop shop for all of your employee and client gifts and apparel.

GALLAGHER EVENT AT ALA ANNUAL CONFERENCE & EXPO

Since becoming a Business Partner a few years ago, Gallagher has had a rewarding relationship with ALAMN. Jack Duffy, Area Vice President, says, "The relationships I've developed as a direct result of being a Business Partner has uniquely positioned me to be a resource for legal administrators and professionals across Minnesota." Jack is an active Business Partner – attending conferences, social events, volunteer opportunities, and most recently hosting an event at the ALA Annual Conference & Expo in Austin, TX.



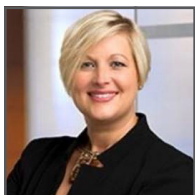
Gallagher welcomed the Minnesota Chapter of ALA conference attendees and their significant others to a private rooftop pool cabana event at the Fairmont Austin. There's no doubt new connections were made and existing ones were strengthened! "We really value our relationship with ALAMN, and aspire to support all of its members, however we can. We hosted the Austin event to further demonstrate our commitment to its members and the legal community." Many productive conversations were had and not exclusively to employee benefits either, as Gallagher is uniquely situated in the market to support your broader human capital needs as well.

Jack Duffy can be reached at jack_duffy@ajg.com or 952-356-3578.



MARKETING FOR ATTORNEYS AND LAW FIRMS: TIPS FOR SUCCESS IN THE DIGITAL REVOLUTION

By Stacy Locsin



Lawyers' specialized skills set them apart. But marketing is a skill set all on its own – one that law school does not cover.

The digital revolution has changed everything about marketing. Small practices, mid-sized firms, even the largest multi-national legal enterprises can stumble in their marketing efforts.

Law firms and attorneys can benefit from the digital revolution as much as any other business. How? Here are a few ideas you can implement at your firm as shared by Digital Authority Partners, a creative, data-driven Content Marketing Firm:

1. Implement segmented email marketing campaigns

Email lists often get overlooked by inexperienced marketers, but they are one of the most valuable assets any company has. Entire businesses are built around robust email lists.

The power of an email list is that once you build it, it costs next to nothing to market to it. Facebook ads, Google ads, SEO – these all cost money on a recurring basis. But an email list is an audience you can keep forever, for free.

The purpose of emails is to stay top-of-mind for your list as an authority in your area of practice. This could take the form of emails that tell stories, emails that give tips, or emails that just describe daily life in your practice. The best email campaigns pitch sparingly and seek to give value, in the form of information or entertainment.

A law firm should never neglect its email list. Leads that aren't ready to hire you now could easily hire you in the future if you retain top-of-mind awareness. If a competitor is top-of-mind, they get the business. Email campaigns make it easy to remain top-of-mind.

2. Develop a YouTube marketing strategy

YouTube is one of the most powerful tools in your marketing tool belt, for a couple of reasons:

- YouTube has its own algorithm that will recommend your videos to viewers searching for content similar to yours if you execute it properly.
- YouTube videos do not get "old" in the same way blog articles do. A popular YouTube video will generate traffic for months or even years.
- Your YouTube following represents an audience that can be segmented, retargeted, and marketed to.

In many ways, a YouTube marketing strategy is similar to content marketing — you find out what users are searching for, then create video content to answer their questions. You can even stalk the YouTube channels of your competitors. If one of their videos caught a few thousand views, while the rest of their videos only got a few dozen or a few hundred, that video topic may be something for you to emulate.

YouTube videos don't have to be complicated either. A newer smartphone can easily act as the camera and microphone, while upgraded video equipment is relatively inexpensive. You don't need a \$5,000 cinematic camera.

You can shoot videos in your office, wearing whatever you wear to work. If you don't know how to edit videos — or just don't have the time to commit — video editing is something you can easily delegate or outsource.

Get on a regular schedule where you post a video on the same day every week, or on the same days twice a week. Consistency is your best friend when building a YouTube following.

Videos don't have to be long. Just make sure to use language your potential clients can easily understand. Make sure to include a call to action in every video, whether it is to call your firm, book an appointment, or "like, subscribe, and leave a comment."

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MARKETING FOR ATTORNEYS AND LAW FIRMS: TIPS FOR SUCCESS IN THE DIGITAL REVOLUTION - CONTINUED

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3. Solicit customer reviews and testimonials

Testimonials are one of the most important assets your business can accumulate. Consumers often trust online reviews as much as they trust recommendations from friends or family members. This is especially true of law firms. Clients depend on lawyers to protect them financially, contractually, in some cases to even defend their freedom, their reputation, their very life.

Ideas to solicit testimonials from every happy client include:

- Conducting an exit interview. A short in-person, phone, or video conference interview can be used to collect testimonials if you ask the right questions. Consider recording the conversation so you can easily transcribe any nice things your client says.
- Send a follow-up survey by email. Remember, the best time to request a testimonial is immediately after a favorable outcome. That's when the client is most grateful and most likely to be vocal about it. Include direct links your clients can follow to popular testimonial sites like Google, Yelp, LinkedIn, or Facebook.

4. Work smarter on social media

Most attorneys and law firms know that social media can be a powerful tool to create brand recognition, but they don't have the time or expertise to make social media work for them.

If you don't have time to do it yourself, this is a task that can be delegated, outsourced, automated, and/or systematized.

Consider setting a posting schedule for your social media platforms — Facebook, Twitter, Instagram, etc. — so that your following is constantly reminded of your existence and your expertise. Using a bulk posting app like Hootsuite or Buffer to unify and simplify postings across multiple accounts takes the ease out of duplicate work.

5. Guest post on relevant industry websites

Some legal websites, forums, and blogs pay contributors for their guest posts, but there are good reasons to do a

guest post even if you don't get paid for your contribution.

For one thing, it's a powerful angle similar to content marketing. A major industry website may have more domain authority than your business webpage, as a guest post on a high-authority website is more apt to turn up easily.

Although it is not your branded page, you get to include your branding in the article byline, including avenues of contact and advertisement of the firm. Even if readers don't convert to leads immediately, they will start to become familiar with your name, your firm and building trust as an authority in the legal practice area.

Consider encouraging attorneys to reach out to relevant publications offering to do a guest post. Many publications are looking for content and will be happy to oblige. PR firms can also help you obtain guest-posting opportunities.

6. Revamp your LinkedIn presence

LinkedIn has become an increasingly important marketing platform for professional service providers. If you have not put effort into your personal or business LinkedIn profile, it's time to do so.

Add your best headshot and include a banner image. Optimize your headline, introduction, associations, and highlights.

Make sure pictures, text, and imagery align with what visitors will find on your website, your Facebook page, your Instagram account, and any other places people might encounter you or the firm.

If parts of the profile contain lengthy text that gets cut off by a "see more" accordion expander, consider shortening the text so it all fits in the "at-a-glance" view. Make sure no important information is accordion-hidden.

The profile is not the only way to use LinkedIn, either. You can use updates like social media posts or publish articles like a blog. Used correctly, LinkedIn can be just as valuable of a marketing tool — if not more so — as your law firm website.

DIVERSITY, EQUITY, INCLUSION, AND ACCESSIBILITY

Every year for the past several years, the ALAMN DEI&A Team has awarded a \$2,000 Diversity Scholarship to a Minnesota metro area student of a diverse background who is planning to pursue a career which can be utilized in a law firm, such as business administration, marketing, human resources, finance, accounting, paralegal, or attorney. This one-time scholarship is used for tuition, books, or room and board.

The scholarship selection process began in April 2021, with review of senior applicants' in-depth applications. Basic qualification for an applicant is acceptance at an accredited college and in good academic standing in high school. In addition, an applicant must complete the following application requirements: write a 250-500 word essay summarizing the area of intended study or degree, expand on their interest in legal administration or a related field; and express what diversity means and its importance to them.

To complete the process, one letter of reference and a copy of the applicant's high school transcript must accompany their application. The application process must have been completed and submitted by April 30, 2021. The recipient of the scholarship was announced on May 21, 2021.

This year's recipient is Jose Morales of Wellstone International High School in Minneapolis. He exemplifies perseverance, as he has shown how he overcame obstacles and struggles in his past to become the exceptional student he is at Wellstone while also taking college courses in Minneapolis College and working 30 hours per week. His desire to help and stand up for others who may not have a voice are reasons for his aspirations to become a lawyer someday. This scholarship will help him get a jumpstart on his future career pursuits in the legal field as he embarks on his new journey as a college student and his new path into someday becoming a lawyer.

PRESIDENT'S RECEPTION AT THE ANNUAL CONFERENCE



Barb Romanko, Terri Stewart, Jeff Downes, Tracy Overson



Teresa Reiner, Jack Duffy, Jeff Downes, Stacy Locsin, Kelly Thaemert



Kim Brown, Caitlin Niedzwiecki, Steve Remington, Trevor Gervais, Josh Campion, Sarah Duerschel



Tracey Skjeveland, Sarah Duerschel, Tracy Overson, Barb Romanko, Pat Stender, Kim Brown, Roberta Mathisen, Caitlin Niedzwiecki, Kelly Thaemert

COMMUNITY SERVICE EVENT – COOKIE CART

On Friday, October 22, 2021, we again had to pivot from our usual annual visit to the bakery, but were still able to help the youth program. This year we donated our time and talents to help them prepare for their large annual fundraiser: The 12th Annual Cookie Cart Chef's Dinner.

We organized materials and completed various set-up tasks, being whatever 'gophers' they needed to get prepared for Sunday's event.

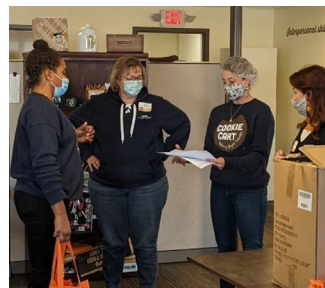
Thank you to our volunteers!

- Justin Jez – Gallagher Insurance
- Jessica Joyce – Robert Half Legal
- Pam Gerards – Merchant & Gould
- Patti Ploehn – Henningson & Snoxell, Ltd.
- Pat Stender – Cousineau, Van Bergen, McNee & Malone, P.A. & Eric Stender
- Tracy Smith – Smith Gendler, P.A.

Cookie Cart was started in 1988 by Sister Jean as a safe, secure, and engaging space for North Minneapolis' youth. She saw the need to engage the neighborhood's young people in educational and empowering activities.

The bakery teaches essential employment skills: managing work schedules, taking direction from supervisors, efficient task completion, and other problem-solving skills. The classroom program includes: customer service training, mock interviews, resume and cover letter writing, and financial literacy training. Watch video [here](#).

To purchase cookies, please go to cookiecart.org



BUSINESS PARTNER SPOTLIGHT - DAN HERMAN, FLUID INTERIORS



Let's talk about the company you work for first. What do you want us to know about Fluid? Any cool, interesting facts?

Fluid works to create spaces that attract. We provide office furniture and do relocations/moves for companies. One fun thing about Fluid is our Studio once housed a restaurant. On some of the brick in our space, you can still see marks where there was a flare up from the stove top. We have also kept some of the restaurant persona as some of our areas have been named after how the location in our Studio was used for the restaurant. One other way we kept the persona as our goal with our guests visiting is that they feel as though they have been served during their visit.

What is your role at Fluid?

My role at Fluid is to assist companies bridge the gap between their needs and Fluid's capabilities. I look and find the opportunities for Fluid to flourish. Additionally I look to educate on trends in offices.

How long have you been involved with ALAMN?

Oh man...I think 6 or 7 years.

What is your favorite tv show?

I have not watched too much, been trying to get outside as much as possible. Early pandemic I watched a documentary about how the McDonald's Monopoly game was rigged for about a decade. Not by anyone at McDonald's but by an individual at the company that ran the game.

What is the last vacation you took?

Our family took a short trip to Iowa to take in two Indy Racecar races, socially distant. It was fun and great to get away. During this trip we had a quick trip to Pella, IA which is a nice town to visit and explore a bit.

What is your favorite weekend activity?

Our family has created a summer bucket list, so checking something off that list. Make homemade lemonade, PJ day, go fishing, sit by a fire, stay up late and watch a movie are a few of the items.

What is your favorite way to pass 30 minutes of free time?

This summer it was to go for a drive, take a walk in some different locations, or a bike ride.

If you could learn to do anything, what would it be?

There is kind of a long list. But one item is that I would like to learn to surf, which is a little hard in the great state of Minnesota.

At what age did you become an adult (in your opinion)?

Well my wife claims that I have not reached that point. Often when there is loudness in the house she exclaims "Kids; knock it off", with me being one of the three that needs to knock it off.

KNOW YOUR LEGAL JARGON

Non compos mentis – Latin for "not in possession of [one's] mind"

Not having mental capacity to perform some legal act.





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GET TO KNOW YOUR ALAMN BOARD

Do you have a favorite food/beverage/recipe that you must have during the holidays and New Year's?

Caitlin Niedzwiecki, President

I love all types of Christmas cookies, but I especially LOVE homemade caramels!

Kelly Thaemert, Past President

My grandma always made pumpkin pie bars (pumpkin pie minus the crust). My dad, brother, and I LOVE these bars. We would always fight over them. After my grandma passed I took over making these bars. My husband and I also came up with our own recipe for apple crisp. Our families love our apple crisp, and we get many requests to make it (because we will not share the recipe). We always make quite a few pans of apple crisp this time of year.

Stacy Locsin, President-Elect

A favorite food and holiday tradition in our home is to celebrate New Year's Eve with fondue. It's quite the production, with lots of variety in what is offered for dipping. A trail of cheese to each family member's plate is an indication of success!

Pat Stender, Administrative Director

From childhood to now, it's not a holiday without lefse, krumkake, and rosettes! And, during the holidays I like to have a bottle of Bailey's in the refrigerator!

Samantha Tschida, Communications Director

A simple mashed potatoes and gravy for me. I don't typically eat these during the year, but I will have a rather healthy helping on Thanksgiving.

Vanessa Kahn, Education Director

Oyster stew. It is a family tradition in my Dad's family.

Chong Lee, Membership Director

Deep fried turkey is a requirement for my family and Shoua's, so during the holiday season we are normally responsible for providing that dish. Since our families are large and events also include extended family, I normally end up deep frying 3-4 turkeys depending on how many people are attending the event.



ALA members receive an association newsletter every week titled **BOLD Bites**. BOLD stands for "Business of Law Discussions," which is also the inspiration for BOLD Bites talks during ALA events. The newsletter is a source for quick, informational "bites" about upcoming ALA events, new offerings, chapter kudos, industry thought leadership and more. Current and past issues of **BOLD Bites** can be found [HERE](#).

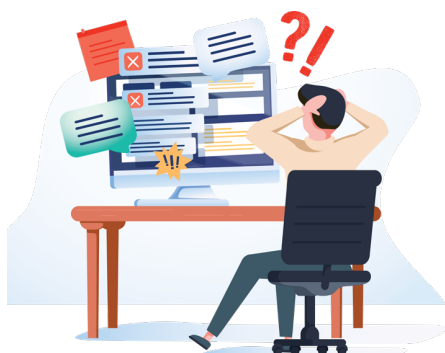
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