

Aug/ Sept 2017
Vol. 2017, No. 4

Technology



DON'T MISS:

Pg. 6

President's Letter

Pg. 14

Making Technology Work

Pg. 20

**3 Rules for Effectively
Integrating Electronic
and Printed Materials**

TABLE OF CONTENTS

EVENTS

- 5 Calendar of Events
- 10 Community Service – Simpson House BBQ
- 11 Community Service Meeting Minutes
- 13 ALAMN General Meeting

MEMBERS

- 3 2017 - 2018 ALAMN Officers & Directors
- 4 2017 - 2018 ALAMN Committees & SIGs
- 9 Welcome New ALAMN Members
- 9 ALAMN Members Unsung Legal Heroes
- 18 New Member Spotlight
- 19 Diversity Scholarship Award
- 22 Get to Know Your Board

COLUMNS

- 6 President's Letter
- 14 Making Technology Work
- 20 3 Rules for Effectively Integrating Electronic and Printed Materials

Just For Fun

- 9 Know your Legal Jargon
- 12 Word Search for Technology
- 15 Dear Laura Advice Column
- 16 Back to School

MORE INSIDE

- 8 2017 ALAMN Business Partner Sponsors
- 23 Advertisers in this Issue

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2017 - 2018 ALAMN OFFICERS & DIRECTORS

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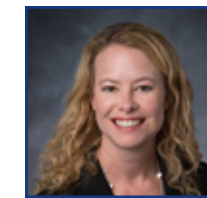
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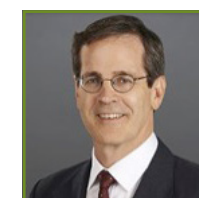
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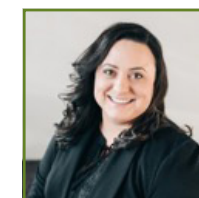
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ALAMN has adopted ALA's Mission Statement

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.

2017 - 2018 ALAMN COMMITTEES & SIGs

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

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ALAMN CALENDAR OF EVENTS



AUGUST 2017

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

AUGUST

- 3 **ALA Webinar: Mindful Mentoring**
2:00 pm
Zimmerman Reed
- 3-5 **ALAMN Large Firm Principal Administrators Retreat**
Boston, Massachusetts
- 8 **ALAMN General Meeting**
11:30 am – 1:00 pm
Nilan Johnson Lewis
- 11 **Board Meeting**
8:30 am – 10:30 am
Barnes and Thornburg
- 15 **Membership Development Committee Meeting**
4:00 pm – 5:00 pm
Madigan, Dahl & Harlan
- 16 **ALA Webinar: Attorney and Matter Profitability**
2:00 pm
Zimmerman Reed
- 17 **Education Committee Meeting**
12:00 pm – 1:00 pm
Foley & Mansfield

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

SEPTEMBER 2017

SU	MO	TU	WE	TH	FR	SA
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

SEPTEMBER

- 22 **ALA Webinar: eMod Patent Center Update**
2:00 pm
Zimmerman Reed
- 23 **Diversity & Inclusion Committee Meeting**
8:30 am – 9:30 am
Fredrikson & Byron
- 23 **Communication Committee Meeting**
12:00 pm – 1:00 pm
Briggs & Morgan
- 5 **HR Committee Meeting**
11:30 am – 1:00 pm
Robins Kaplan
- 7 **ALA Webinar: Finding the Balance between Technology and Real Estate**
2:00 pm
Zimmerman Reed
- 7-9 **ALA Regional Conference**
Las Vegas
- 8 **ALAMN Board Meeting**
8:30 am – 10:30 am
Barnes and Thornburg
- 12 **General Meeting**
11:30 am – 1:00 pm
Robins Kaplan
- 13 **Dress for Success Community Service Event**
1:00 pm – 3:00 pm
Dress for Success Twin Cities
- 14 **Finance SIG Meeting**
12:00 pm – 1:00 pm
Winthrop & Weinstine
- 19 **Facilities SIG Meeting**
12:00 pm – 1:00 pm
Dorsey & Whitney
- 19 **Membership Development Committee Meeting**
4:00 pm – 5:00 pm
Madigan, Dahl & Harlan
- 21 **Education Committee Meeting**
12:00 pm – 1:00 pm
Foley & Mansfield
- 27 **Diversity & Inclusion Committe Meeting**
8:30 am – 9:30 am
Madigan, Dahl & Harlan
- 27 **Communication Committee Meeting**
12:00 pm – 1:00 pm

FROM THE PRESIDENT OF ALAMN

By Sarah Evenson, ALAMN President

“Start where you are. Use what you have. Do what you can.” – Arthur Ashe

Technology is an amazing thing. With a point and click of a mouse we have all of the information we could want at our fingertips. Google goes a great job taking a few words and guessing what you are really looking for and giving you a lot of sources to consider. For example, if you google 2017 legal industry statistics, you get 32.7 million results to search through. However, when you have to quickly find reliable information for your managing partner on a particular issue, or you want to find out current information on law firm trends, is Google really the best place to start? When time is scarce and the information must be correct, why not go to the site that actually knows the type of information you are looking for and how it needs to be presented to your lawyers. The ALA website will make you look like a rock star to your partners when you need information fast that is accurate and already has tools that can help you implement change in your firm. Because there is so much valuable information at alanet.org I picked my five favorite resources I think you should bookmark.

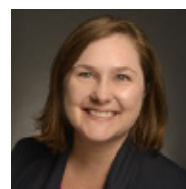
1. **Diversity & Inclusion** – This section of the ALA website not only has articles on current news and trends on the topic, but also tools and guides for easy implementation. My favorite resource on this page is the [Diversity & Inclusion Scorecard for Law Office Administrators](#). If your firm is looking to start a D&I initiative or improve their existing program, this scorecard not only identifies the best practice in each area but provides you direct links to examples and resources.
2. **Podcasts** – Want to always be in the know about hot trends and hear what others are thinking and talking about? The ALA podcasts cover everything from the latest changes in using background screenings, to administering your firm's retirement plan, to cybersecurity. Most are 20+ minutes long and are easy to pause and start up again.
3. **Research & White Papers** – Literally your one-stop shop for legal industry statistics that are quickly summarized in 14 easy-to-read pages with pictures and graphs (so attorneys will look at it ;o). Fourteen pages

versus the 32.7 million results from a Google search. Where would you rather start your research?

4. **Legal Marketplace** – When you are looking for a business to solve a particular problem, consider starting your search at the ALA Legal Marketplace. Again, it is a one-stop shop for everything from payroll, to furniture, to security. There are over 200 business partners that ALA has identified in 12 different solution categories with direct links to their websites and social media feeds. ALA even took it a step further and created a Partner List function that allows you to dog-ear particular vendors into a customized favorites list just for you.
5. **Process and Job Planning Resources** – ALA recently created a comprehensive list of task codes and descriptions and grouped them by different functional sets. Think of it as the ABA Task Codes but for law firm management. The formal title of this resource is the ALA UPBMS (Uniform Process Based Management System). When you look at the list, it is hard to think they have not already covered everything. There are code groups for facilities management, compensation and payroll, business development, and financial management. Almost every function you can think of someone doing in your office, ALA has already created a standard description for it. I most recently used this resource to help put together a newly created job in our firm. I have also used it as a tool to help standardize the descriptions of particular jobs throughout all of our 13 office locations.

Sometimes you need to reinvent the wheel when you are trying to make a radical change, but most of the time your wheel just needs a little realignment. Before you start recreating the wheel, consider using what you already have at your fingertips and just realign it to meet your needs! Take what you already have in the ALA website and use it to your full advantage.

It is our excellent members that make the ALAMN an exceptional organization. Your excellence is our excellence! Find a way to share your excellence with others and spread the appreciation.



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ALPS
AVI Systems

Compliance Discovery Solutions
Echelon Fine Printing
Staples Advantage

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KNOW YOUR LEGAL JARGON

Motion in Limine – *Latin for "at the start."*

Motions offered at the start of a trial, often to suppress or pre-allow certain evidence or testimony.



PLEASE WELCOME OUR NEWEST ALAMN MEMBERS

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Malkerson Gunn Martin LLP

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Fox Rothschild

Pete Tass
Accounting Manager
Fabyanske, Westra, Hart & Thomson

Julie Howard
CEO
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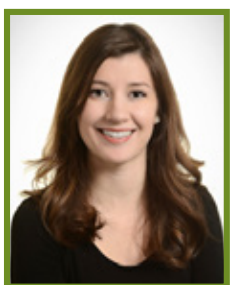
JoAnn Tholey
Office Manager
Heacox, Hartman, Koshmrl, Cosgriff, Johnson, Lane & Feenstra, PA

Tammy Knudtson
Administrator
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ALAMN MEMBERS UNSUNG LEGAL HEROES

Congratulations to **David Oxley, CLM, CISM** (Director of Information Technology at Messerli & Kramer P.A.), **Kelly Thaemert, CLM** (Firm Administrator at Hellmuth & Johnson), and **Bonnie Korte** (Manager of Patent Practice Systems Solutions at Fish & Richardson P.C.) who were named 2017 Unsung Legal Heroes by Min-

nesota Lawyer! Honorees were selected based on their talent and dedication in the legal support profession. Awards will be presented on September 7, 2017 at the Hyatt Regency in Minneapolis. A full list of award recipients can be found [here](#).



COMMUNITY SERVICES COMMITTEE - SIMPSON HOUSE BBQ

On Wednesday, June 21, 2017, ALAMN members and business partners had a wonderful evening grilling and serving about 120 people at the Simpson House Shelter, located at 2740 1st Ave S. in Minneapolis.

This is an annual event that is always popular with the guests at Simpson Shelter. They are always so appreciative of the chicken and brats that are grilled to perfection, along with pasta salad, baked beans, and strawberry shortcake to top it all off.

For over 30 years, the Simpson House, located in the basement of the Simpson United Methodist Church, has provided assistance to the homeless.

The shelter is always in need of donated items, as well. Towels, toiletries and clothing are much appreciated.

Thank you to the following volunteers who helped to prepare the food and serve the guests at the Simpson Shelter:

- Jess Ahern from Robert Half Legal
- Jack Duff from Arthur J. Gallagher & Co.
- Ryan Wahlund from Marsh & McLellan Agency LLC
- Patrick Whannell from Marsh & McLellan Agency LLC
- Wendy Cornelius from Metropolitan Airports Commission
- Sarah Didrikson from Nilan Johnson Lewis
- Sarah Duerscherl from Foley & Mansfield PLLP
- Bob Karau from Robins Kaplan
- Cheryl Nelson from Robins Kaplan
- Caitlin Niedzwiecki from Foley & Mansfield PLLP
- Teresa Reiner from Gislason & Hunter LLP
- Pat Stender from Cousineau, Van Bergen, McNee & Malone
- Norma Thayer from Zimmerman Reed LLP
- Phillip Thayer - guest



COMMUNITY SERVICES COMMITTEE

Community Service Meeting Minutes

July 19, 2017 11:30-1:00

Zimmerman Reed – 1100 IDS Center, 80 South 8th Street



Attendees: Sarah Didrikson, Pam Gerads, Laurie Greenberg, Sheila Johnson, Pat Stender, Wendy Cornelius, Norma Thayer

1. Current committee members
2. Recap of prior events:
 - June 21st Simpson BBQ
3. Recap of upcoming events:
 - September 13th Dress for Success Event: **Coordinators: Greta Larson and Laurie Greenberg**
 - October 23rd Ronald McDonald Meatloaf and Baked Potato Meal: **Coordinators: Pat Stender and Sheila Johnson**
4. 2018 possible events:
 - People Serving People – Sheila
 - House of Charity – Laurie
 - ARTABILITY – Norma
 - Sandwich making (Sandwich Man) – open
 - “Souper” Bowl Simpson House Meal in February – open
 - Southdale Race for the Cure – Pat
 - Darkest Night of Your Life – Pam
 - Blankets for Homeless Youth – Wendy
5. Consider postcard mailing to Business Partners and Members after finalizing 2018 events
6. Attached is an updated committee roster.
7. Next meeting is September 20, 2017 at Zimmerman Reed (1100 IDS Center)

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WORD SEARCH FOR TECHNOLOGY - ANSWERS ON PAGE 19

TECHNOLOGY WORD SEARCH

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S T H E V N C E X I I M N A I Z I Z
K I S S E P O T Z R H A R I L Z Z S
Y S U S M A M W Y S E C U R I T Y K
E B R A A S P O E N C R Y P T I O N
C E I G I S U R Z Q Q E W S J K I R
T W V E L W T K E O D V V O U A D T
F C I D G O E V Y O Q I I F M P I D
H Q T X D R R G S C J T N T D P X U
T O N B J D E F F H V A J W E N P O
E X A X A Y P I I A M V R A M H R L
X K C J F R R U J R Y O O R E O E C
T W D Z O E G J F G U N T E R C L Z
M T D G W T W S O E L N I K G I F B
U I R A Z P U C I R Z I N I E R F E
M A L B Q Z R Q F L U I O R N Z O K
M L B N E A J U W Z P T M A T S L X
S C O U M B V E R A W L A M I I I Q

Antivirus
App
Charger
Cloud
Computer
Email

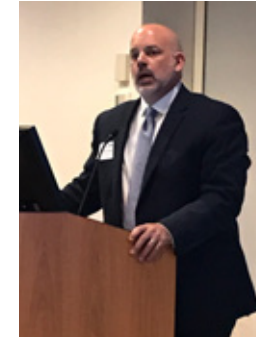
Emergent
Encryption
Firewall
Innovative
Loffler
Malware

Marco
Message
Monitor
Network
Password
Program

Ricoh
Security
Software
Text
Website

ALAMN GENERAL MEETING

ALA's Executive Director Oliver Yandle presented at the June 13 General Meeting at Fredrikson & Byron. In a talk entitled "Building Lasting Relationships," Oliver gave a very engaging, candid, and vulnerable presentation about the key elements of good relationships – both personal and professional. Drawing upon his own experiences as well as research in the social sciences, he stressed the importance of seeking ways to connect, being supportive, listening and asking questions, and making time for others. He shared numerous examples from his own life, and his words were a great reminder of how important relationships are both at home and in the workplace!



**Register now for the
August General Meeting!**

**Tuesday, August 8, 2017
11:30 a.m. – 1:00 p.m.
Nilan Johnson Lewis, PA**

Employee Job Satisfaction and Engagement

Hear from a panel of local firm administrators and human resources professionals on what their firms are doing to keep employees happy and engaged.



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MAKING TECHNOLOGY WORK

By Adam Barvels

New and innovative technology is all the buzz these days. And it should be – the advances seen in technological development are unprecedented, especially as it relates to end-users having cheap and ready access – smartphones being the most obvious. However, we seem to reach a point where technology is viewed as the end-all, be-all, rather than used as a means to an end. Technology is an unbelievable tool, but when there is no strategy behind how to use a tool, the technology can act more as a barrier to success rather than a means to it. Unlike many consumer-focused technology products, technology often comes at a significant price in the business context. If there is no strategy in place on how a tool will be used, the returns generated from the tool will likely not cover the costs of the tool itself. Strategy is set by having conversations, by forming relationships, by collaboration – technology is not a substitute. Rather, technology should be supplemental.

While computer technology can provide unmatched efficiency, there are still situations when the human ability to apply context to some determination is essential. While technology platforms can help scale expansive data sets, there are always the few outliers that need the human touch for data manipulation. Technology can improve the efficiency and effectiveness of moving an input to an output, but without process or strategy in place first, the results technology can deliver are minimized or even eliminated.

I have experienced this first-hand with my firm's transition to a new time and billing system last year. Although implementing the new system caused several unexpected sunsets of in-house technology platforms, several processes the prior technology supported are actually working more effectively now. The process to produce the particular reporting I am referencing may be more cumbersome, as the technology we are now using is simply Excel-based. However, given the unforeseen circumstances that transpired due to the new system implementation, the increased collaboration and problem-solving among cross-functional groups and

with the staff and attorneys has actually produced higher quality reporting.

The same goes for building a budget on a matter. Having a trusting relationship with an attorney is more important than the technology used to create a budget. If I am able to collaborate with an attorney regarding case schedule, scope, expected fees, etc., and then create a model in Excel – that's a big win. If you have great budgeting software available, but you never get the call from the attorney in the first place to discuss the particular matter, where does that get you? Expertise and relationships can be leveraged across any technology platform, regardless of that platform's sophistication.

Technology platforms are essential for running an effective and efficient business. However, the importance of relationships and collaboration cannot be understated. Technology products are "fun." Technology products are "cool." But the necessity of walking down the hall or picking up the phone to have a conversation, work together, and solve a problem still exists. In today's tech-hype world, this seems too often forgotten. Having a well-mapped process and a strategic vision is of upmost importance. Antiquated technology can still be useful when paired with the right people and process. Purchasing technology with the expectation that it will solve all problems ultimately leaves you with an expensive shiny object, and nothing more.



DEAR LAURA ADVICE COLUMN

Dear Laura,

I have an employee who dresses inappropriately for the office. While she is technically not violating the dress code, her wardrobe is too revealing. What do I say to her? Signed, Fashion Police in Fridley

Dear Fashion Police in Fridley,

Just tell her. You will be doing her a favor. We all need to learn to have open and direct conversations with our co-workers, and that includes those we report to and those who report to us. Find a quiet time to let her know that she sometimes wears outfits that are revealing, which does not come across as professional. We had a paralegal at our firm who regularly wore tight, low-cut shirts. And, yes indeed, she was quite busty. One day she was in my office, and I just said, "Suzie, you're showing way too much cleavage. Your shirt is adorable, but if you wear that to the office again you will need to wear a sweater over it. A buttoned sweater." A few weeks later, she wore another revealing shirt. I followed her into her office and said, "Suzie, that shirt isn't ok to wear, either." That's all it took. Now ... Fashion Police in Fridley, if you are a man, please ask a woman to have that conversation with the employee.

Dear Laura,

How do you do it all? How do you obtain balance? Signed, Overwhelmed in Owatonna

Dear Overwhelmed in Owatonna,

We all have different definitions of balance. We are legal business professionals, and we have busy jobs—we are not 9-5 employees. I love my job and the people I work with. I love my ALA work. And, of course, I love my family and friends. I find balance by doing things that make me happy. Working hard and doing a good job at my firm makes me happy. Being an ALA volunteer actually helps keep me balanced in many ways. My family and friends calm me and keep me centered. All of the pieces fit together. My year as ALA President was challenging, and it shifted more of my time to ALA instead of sleep, work, and family/friends. But, that's ok. I definitely have pieces of the balance puzzle that are missing from my life, and

I plan to make those a priority. More than anything, do the things that spark joy in your life!



Author Bio:

Laura J. Broomell, CLM, is the COO at Greene Espel PLLP. She served as the 2016-17 ALA President, and has contributed to numerous ALAMN committees during her 20+ years as an ALA member.

Rich with experience in the legal industry and in ALA, Laura has become the ALAMN de facto go-to person for advice of all kinds. Leading by example, she strives to educate all legal professionals to be diplomatic problem-solvers.

How can Laura help you? Please send your "Dear Laura" questions to *The Verdict* editor, Gretchen Luessenheide, at gluessenheide@robinskaplan.com

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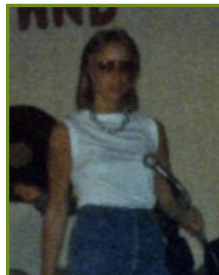
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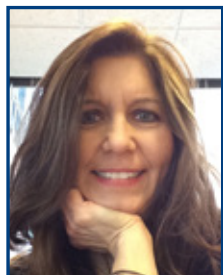
Match the ALAMN member
with his/her school picture.
(answers on p. 19)

A



Sarah Evenson

B



Laurie Greenberg

C



Terri Stewart

D



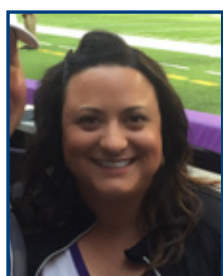
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Philip Rush

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NEW MEMBER SPOTLIGHT

Julie A. Howard



ALAMN is pleased to welcome Julie A. Howard as a new member. Julie is the CEO of Precedent Law Firm Consulting, LLC, located in the IDS Center in downtown Minneapolis. Here is some information about Julie and her firm:

Home town: Ortonville, MN

High school & mascot: Ortonville HS, Trojan

College & major? U of MN – Management; Southern Illinois University-Carbondale - MBA

Family: 14 year old boy-girl twins: Alexa and Scott

Pets: 3 Cats - Perry, Daisy, Cosmo

Hobbies: Biking, camping, hiking, and volunteering for pet rescue groups and HS academic clubs

Firm/Company: Precedent Law Firm Consulting, LLC

Size of Firm: 20

Your main responsibilities: CEO of business - law firm management consulting of business-side operations of law firms

Favorite responsibility: Networking!

Most Challenging: Time Management

Why/how did you become a legal administrator?
Started to help a family member who owned a law firm and asked to tap into my MBA/Management skills to run more effectively.

What is a major issue you/your firm is/are facing today: Growing at pace with goals.

What is the best advice you have ever received: Chase net worth and you can't go wrong.

I joined ALAMN because...: I wanted to network and meet peers.

One thing I try to do each day at work is...: Dedicate at least 1 hour to New Business Development.

Others describe me...: As full of energy, always on the move.

Someday I would like to...: Sell my firm and retire with enough to travel the world!

People would be surprised to learn that I...: First started out wanting to run sporting events, but quickly learned project management was more up my alley.

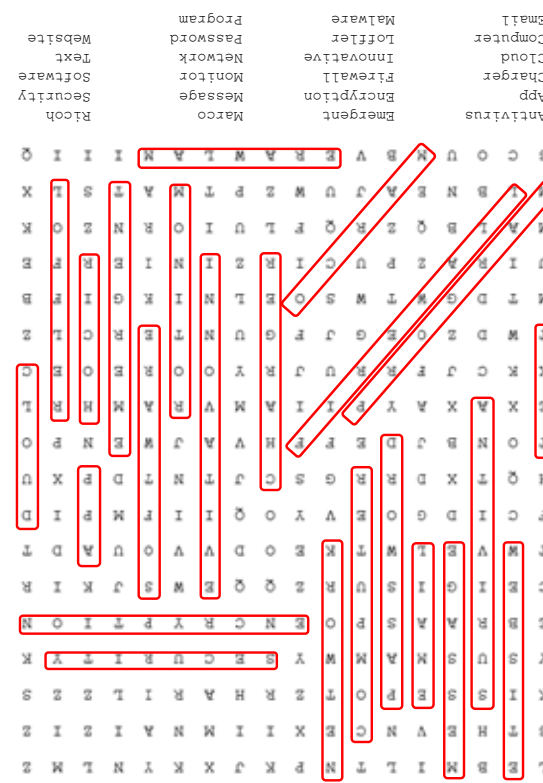
If you see Julie at an ALAMN function or meeting, please introduce yourself and welcome her to our organization!

DIVERSITY SCHOLARSHIP AWARDED

The ALAMN Diversity & Inclusion Committee awarded a \$1,000 college scholarship to Janessa Harms from North High school. Janessa would like to pursue a law degree and this fall she will be attending Saint Benedicts for her undergraduate degree.

Congratulations Janessa!

The scholarship provided by the ALAMN is intended for a Minnesota high school student of a diverse background planning to study any profession that is applicable to a law firm environment. Applicants needed to be accepted at an accredited college and has to provide the committee with a short essay, two letters of recommendation, and a copy of their high school transcript. This is the second year the scholarship was awarded, and the committee is hoping to offer this opportunity again next year.



Answers from p.16
1F, 2I, 3G, 4A, 5B, 6H, 7C, 8D, 9E

Answers from p.12

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3 RULES FOR EFFECTIVELY INTEGRATING ELECTRONIC AND PRINTED MATERIALS

By ALL-STATE LEGAL

While print media has declined, we are starting to see the market turn back towards print in order to stand out more in this electronic age. Using both print and electronic communications in an integrated marketing effort can add greater responses and return. However, making your electronic and print materials “match” is not exactly the answer. There are many differences in the two mediums. We are going to focus on just two: viewing and interacting.

Viewing Printed & Electronic Communications

One of the biggest differences between print and electronic communications is how people view them. Holding something physical in your hand — a piece of paper, a business card, a brochure — is a much different experience than viewing something on a screen.

While print and electronic communications can share the same visual look, where and how these materials are viewed play a big role in how each will be designed and used. For example, a traditional business card has two sides that typically show contact information along with some limited additional information. However, a digital business card can more easily expand to include a photo and links to bio pages, social, and blog sites to increase engagement.

Interacting with Printed & Electronic Communications

Printed materials add a tactile level of interaction which can affect the way a person reacts to the material. Using a textured or substantial paper stock or printing effects like engraving, embossing, and foil-stamping adds to the tactile experience and increases memory. While electronic materials cannot include traditional tactile elements, they can include additional visual aids to increase the interaction such as audio, video, and other types of animation.

Interaction with printed materials is usually limited to flipping or unfolding a page. Conversely, users can get lost clicking through links to find more information when using electronic media.

Now that we understand the differences between electronic and printed materials, let's discuss how they can work together to brand your firm.

Rule #1 – Your Logo & Name Should Always Match Exactly

It really is the cardinal rule of branding – your logo and name should always match – no matter where they displayed.

While it is tempting to update or alter your logo and name in easier to update electronic formats either before or, perhaps, without updating your printed materials, your brand and business will suffer.

Picture this – an attorney hands out a business card to a potential client. The potential client then searches online and is presented with a site that has the same firm name, but a different logo or a similar name with different colors in the logo. This will leave the potential client wondering, “Is this the same firm? And if it is, if they can't get the easiest details consistent – their own firm name and logo – how will they handle my business?” This could potentially damage your firm's reputation.

Do the logo and firm name on your website, blog, and social media match your stationery, business cards and even billing statements? Do they match what is printed on your announcements, invitations, and brochures? Is it the same as the email communications you send out? Do they match your office signage? Are they the same shape and color (or an approved black and white version)? If the answer to any of these questions is no or if you are planning to rebrand, it's time to do a brand audit and build a plan to ensure that your materials will match.

Rule #2 – Your Materials Should Complement Each Other Visually

Your printed and electronic communication materials should visually complement each other. Both use typography, images, shapes, lines, color, etc. However, since people interact differently with printed and electronic materials the application of certain visual elements must be altered.

[continued on page 21]

3 RULES FOR EFFECTIVELY INTEGRATING ELECTRONIC AND PRINTED MATERIALS

continued from page 20

While your logo and firm name should be an exact match, the colors may need to be altered. Color displays very differently in printed formats versus on a screen. Plus, printed color may appear different based on the paper stock and print medium used.

The same holds true for fonts or typestyles. For printed materials, a serif font can be more readable. However, clean, sans serif fonts are easier to read in electronic format. Simply create standard, complementary fonts and use those consistently within each medium.

Images and other embellishments can be used consistently in each form. For instance, if you use periods in your phone and fax numbers in print – you can do the same electronically. And images that you use to reinforce your brand culture easily translate into both mediums.

When you review your materials, be cognizant of the answer to the questions, “Can I instantly recognize my firm?” and “Do I look different than my competitors?” If the answer is no, it's time to redesign to make these items complement each other.

Rule #3 – Keep Your Message in Mind

The main difference between print and electronic materials is that print retains its form until it is reprinted. In contrast, electronic materials, information, images and videos can change frequently. So be sure to use each medium for the right message.

Use websites and other electronic materials for alerts, news and other information that changes regularly. Use printed materials for more general information. This will allow these pieces to have a longer shelf life so you can print larger quantities at a lower price per piece. Don't forget to include short, memorable, web/social media addresses to drive traffic and increase engagement with electronic content.

Use traditional business cards and digital business cards together for the greatest impact. Printing your digital business card URL on your physical business cards will encourage engagement. Often these are displayed with other contact information – e.g., phone, email, and vcard for the digital business card.

Making it Work

In order to keep your printed and electronic materials in concert, create a brand standards manual that includes all approved logos, firm name references, colors, fonts, treatments, and more. Consult your designer and printer for help.

Founded in 1946 and headquartered in Cranford, New Jersey, ALL-STATE LEGAL is the legal industry's most trusted rebranding specialty printer. The company has been involved in over 20 major rebrands over the past year, has a national footprint (with manufacturing and distribution centers located in and around all the major U.S. legal markets), a best-in-class online ordering platform, and an experienced and knowledgeable client service team – all focused on providing the highest quality products and services to law firms of all sizes, from solo practitioners to the largest global firms. Over 94% of clients surveyed say they would recommend us to a colleague or friend.

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GET TO KNOW YOUR BOARD

We have apps on our phones for just about everything. What app (that you do not already use or that does not yet exist) would you like to have?

Sarah Evenson, President:

I want an app that creates more hours in a day! OR, the next best app would be a lie detector app that beeps whenever someone is lying to you.

Abby Rooney, President-Elect:

The app I would like to see would create a healthy, good tasting meal for my family which would be ready when we arrive home each day. It would also clean up and pack leftovers for lunch.

Sarah Didrikson, Past President:

A greeting card app where you enter in all of the anniversary/birthday dates for the year along with key details about the individual(s). One week before the date you will be prompt to send a card and given a choice between a collection of cards based on the details you provided. The card will be mailed automatically with whatever you want written inside of the card.

Kelly Thaemert, Administrative Director:

I would like an app that would clone me whenever I needed more time. Or an app that could give me more time. All I would have to do is push a button, and I could gain another hour.

Philip Rush, Finance Director:

I would like an app that tracks my activity and tells me to quit working and go relax when I have hit my goal for the day. It should also shut off my phone and computer, and pour a glass of beer.

Adam Barvels, Education Director:

I would love an app that would automatically flag and rank emails in order of importance for me.

Jessica Gerhardson, Membership Director:

It's silly, but I'd appreciate a "Shazam for Faces" app that you could use to recognize actors in movies or TV shows. It would let you know what their name is and what else they've been in. Otherwise, I would really appreciate an app where I could schedule medical appointments in one place and then set them to recur when needed based on my calendar availability... annual exams, dentist, eye doctor, etc. Wouldn't that be nice!

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SENSORY MARKETING IN BUSINESS DEVELOPMENT – 3 WAYS TO INCORPORATE

By ALL-STATE LEGAL

The rise in digital communication has created an increase in the availability of channels with which to communicate such as websites, apps, email, social media, and blogs. However, due to the sheer amount of ways we have to communicate with clients, many are becoming less effective at reaching their audience. Sensory marketing can be easily incorporated into your business development plan to increase audience participation with your content and your firm.

What is Sensory Marketing?

Aradhna Krishna, a pioneer in sensory marketing research, defines it as marketing that engages the consumers' senses and affects their perception, judgment, and behavior. More precisely the sensory aspects affect our emotions, memories, perceptions, preferences, choices, and consumption.

Research and experts report that an individual consumes anywhere from a total of 1,000 to as much 5,000 encounters with brands, ads, content, media, marketing messages, etc. Given the sheer amount of information and marketing buyers are inundated with each day, appealing to one's basic senses increases your chances of engagement that is an essential part of business development. Touch is one of the most powerful senses you can use to create an indelible impression for a few reasons. First, touch is often underutilized in this digital age. Second, often, when we engage our sense of touch we also engage our sense of sight. Finally, the sense of touch is both physical and emotional. All of these senses help us form opinions and impressions and the more senses you can engage through a single encounter or communication the greater the retention.

Haptics is the study of how what we touch shapes how we feel. For example, have you ever noticed your phone vibrate when you perform certain activities? This is haptic technology. By using a vibration or motion, your phone creates the sense of active touch. This technology has made it possible to investigate how the human sense of touch works and how it affects the way the brain interprets and remembers via touch.

Touch is the first sense to develop in the womb and is the last sense we lose with age. It is one of the ways babies

first learn about their environment. Research has shown that what we touch affects the opinions we form. For instance, heavier objects seem more serious and competent. This helps to explain the trend toward heavier, thicker business cards, which is often the first tangible contact a prospective client will have with your firm's brand.

Why Sensory Marketing is Important to Law Firm Business Development Plans

Sensory marketing is even more important in professional services organizations such as law firms because often clients cannot physically touch or feel the "work product or intellectual property" they purchase.

Law firms must focus on the art of storytelling to market themselves. While this storytelling is perfect for digital distribution such as blogs and social media sites, elite law firms must go beyond single-sense marketing to engage other senses and rise above the clutter.

Three Easy Ways to Incorporate Sensory Marketing Today

There are several ways any firm can start using sensory marketing to increase client engagement and recall. Below are just 3 easy ways for your firm to take advantage of Sensory Marketing.

1. Make Your Business Cards Stand Out

It is noisy out there. There is no shortage of firms clamoring for the attention of your target clients. But the vast majority of communication relies on "business as usual." The secret to connecting on a sensory level to begin building a lasting relationship is to start with the one of the first items a potential client touches – your business card.

"Paper matters for brands that matter. The collective power of research, along with expert insights, shows why marketing professionals continue to rely on paper as a key ingredient of the brand experience. They recognize, as we do, that consumers are wired to interact with paper like no other medium." Jennifer Miller, EVP of Coated Business and Chief Sustainability Officer, Sappi Fine Paper North America.

[continued on page 19]

SENSORY MARKETING IN BUSINESS DEVELOPMENT – 3 WAYS TO INCORPORATE

continued from page 18

As mentioned earlier, there is a trend today toward thicker, heavier business cards. Some firms are choosing "duplex" stocks – gluing a textured colored stock to a smooth, bright white stock for both heft and tactile feel. Other firms have rounded or clipped corners for both a visual and tactile difference. Over 48% of the National Law Journal's largest 350 law firms' in the U.S. business cards are produced with the raised impression of engraving or embossing to engage the sense of touch.

Consider how many times your professionals are event side-by-side with their competition, vying to make an impression and hand out their business card in pursuit of future engagement. A recent article an Entrepreneur said it best:

Those who decide to be creative and change up their card design with a funky shape, embellishments, and color have a higher likelihood of catching my attention.

Be sure to help your professionals stand out.

2. Send a Hand Written Note

Hand written note cards take advantage of a few aspects of sensory marketing. First, physical mail has diminished so much that many of us take notice of an envelope in our inbox, especially one with handwriting on it. Second, as the research shows, by holding a physical card the recipient will take your message more sincerely. Finally, by choosing an envelope and note card with a texture, you will further enhance the sense of touch and create a high impact impression.

According to leading email providers, legal services firms enjoy a 22% open rate and a 3% click through rate. While this is higher than other industries, it means that 79% of the clients and potential clients legal marketers are trying to reach are not even hearing the message, much less responding to it.

That's 8 out of 10 clients with whom you are failing to connect. Mail that is personally addressed gets a 100% open rate.

In an industry that is not associated with thoughtfulness, a hand written note provides an opportunity to

demonstrate the time and effort a professional is willing to invest in the recipient. In a study we conducted in early 2016 to law firms, 89.8% of respondents currently use or plan to use note cards as part of their business development activities.

3. Balance the Digital and Physical

In 2016, marketing spend was estimated to go up by an average of 60% for digital channels and decrease by as much as 24% for print channels. However, sensory marketing research and decreasing response rates from digital channels show that business development plans should include physical pieces.

Digital content is still a valid and purposeful part of your communication plan. However, you must balance the efforts with physical, tactile pieces that will engage clients on a deeper level. Think about your pitch books, presentation materials, training materials, holiday communications and even your stationery. Think about how you can use these physical mediums to take advantage of the sense of touch. Then implement even subtle changes to ensure you make the most of every business development opportunity.

Engaging the sense of touch through physical communications is proven to aid in creating more meaningful, longer lasting impressions with clients and potential clients. And everything from the paper you choose to the production and finishing processes used to produce your materials can enhance or harm the lasting impressions your clients and potential clients form of your firm. It is noisy out there. Do not get lost in the noise. Be sure to be heard and remembered.

Founded in 1946 and headquartered in Cranford, New Jersey, ALL-STATE LEGAL is the legal industry's most trusted rebranding specialty printer. The company has been involved in over 20 major rebrands over the past year, has a national footprint (with manufacturing and distribution centers located in and around all the major U.S. legal markets), a best-in-class online ordering platform, and an experienced and knowledgeable client service team – all focused on providing the highest quality products and services to law firms of all sizes, from solo practitioners to the largest global firms. Over 94% of clients surveyed say they would recommend us to a colleague or friend.