

December 2023 / January 2024
Vol. 2022, No. 6



MARKETING

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DEIA through IP Mentorship

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Twin City Group

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.

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.

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If you are interested in serving as a co-chair for a Team or SIG, please contact Deb O'Connor (deb.oconnor@jellumlaw.com, 651.332.8315).



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: Deb O'Connor

President Elect	Past President	Communications Director	Membership Director	Education Director	Administrative Director	Finance Director
Vanessa Kahn	Chong Lee	Samantha Tschida	Kim Motzko	Pat Stender	Bernie Theis	Suzette Allaire

SERVICE TEAMS

(ALAMN Membership is required to participate; Regular ALAMN Membership is required to Chair; Service Teams work serves entire chapter)

Business Partner Relations & Conference	Diversity, Equity, Inclusion & Access	Communications	Membership Development	General Education Meetings		Compensation & Benefits Survey
Catherine Gorr Kelly Thaemert	Kathy Hubbard	Melissa Johnson	Joey Monson	Lisa Hellum Pete Tass		Laurie Greenberg Laurie Percy
	Community Service					
	Pat Stender					

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	
			Abby Rooney	Jeff Downes Tracy Smith	Gayle Hildahl	

SPECIAL INTEREST GROUPS (ALAMN Membership is required to participate)

		Branch Manager			Facilities Management	Financial Management
		Jessica Johnson Samantha Tschida			Kim Mozko	Rebecca Doyle
Greater MN (formerly St. Cloud)					Intellectual Property (IP)	
Ann Entenmann					Val Studer Lisa Gentry	

ADMINISTRATIVE VOLUNTEERS (Regular or Associate ALAMN Membership is required)

Also serves as:	Also serves as:	Newsletter Editor	Emerging Leaders Group	CLM Education Coordinator	Staff & Member Placement Coordinator (HR)	
LPACC Liaison	Past President Liaison	Gretchen Luessenheide	Nick Manty	Tracy Overson	Tracy Smith	
	Nominating Committee (chair)	Social Media				
		Jessica Johnson Jaffe Management				

ALAMN CALENDAR OF EVENTS

DECEMBER

SU	MO	TU	WE	TH	FR	SA
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	6

- 13** **Holiday Party**
4:30 pm – 8:30 pm
Gluek's
- 21** **Facilities Meeting**
12:00 pm – 1:00 pm

JANUARY

SU	MO	TU	WE	TH	FR	SA
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

- 23** **IP Meeting**
12:00 pm – 1:00 pm
- 23** **DEIA Career Fair**
12:00 pm – 1:00 pm
- 30** **ALAMN Leadership Event**
11:30 am – 1:00 pm

***PLEASE NOTE:**

ALAMN membership is required to attend Team and SIG meetings.



ALA was founded in 1971 to provide support to professionals involved in the management of law firms, corporate legal departments, and government legal agencies. Learn more about ALA [HERE](#).

PRESIDENT'S COLUMN

By Deb O'Connor, ALAMN President



Greetings, ALAMN members! This month's edition of *The Verdict* is all about marketing. In the not-so-distant past, marketing was not a hot topic in law firms. Advertising was unheard of, and anything more than a listing in the yellow pages was frowned upon. What a difference a few decades make. Today we strive to find the one marketing tool or approach that will show our law firms in their best light. Large firms have whole marketing departments, and even the smaller firms usually have a marketing guru on staff, as marketing becomes increasingly important. Marketing is performed in many ways. In addition to the limited advertising of the past, marketing includes websites, speaking, teaching, sponsorships, and entertainment, to name a few. Competition among firms is high, and how do we differentiate our firm from others? Which of the tools can be used to our advantage? How do we become the expert to a potential client? And what will make the client choose our services over those of another law firm? The methods we use to address these questions will hopefully give our firm the competitive advantage it needs to remain vital in today's legal market.

In addition, we regularly market ourselves, sometimes without realizing it. How many of you have a LinkedIn profile, or to a lesser extent a Facebook page or an X (Twitter) account? It is easy to consider marketing for the firm's professional image, but how much consideration do you give to your professional image and marketing that image? In the same way our attorneys develop professionally and establish credibility, we must also invest in our educations and ALAMN to boost our professional images. Find ways to market yourself within your firm on a regular basis. Become that expert! Thank you to all the contributors for this important issue.

HAPPY HOLIDAYS!

It is hard to believe the holiday season is upon us. I love everything about the holidays, from the decorations to the food, and, yes, even the shopping. However, by far my favorite is gathering with others, whether it is friends, family, or colleagues. These holiday gatherings seem to be filled with more festivity and excitement than at any other time of the year. One of my favorite groups to spend time with at any time, but certainly more during the holidays, is with our fellow ALAMN members. Stay tuned for more information on our holiday party, and plan on joining your fellow members to celebrate the season!

I also think people seem to be kinder, more joyful, a little more "human" during the holiday season, and it makes every event more special. A few years ago, a friend commented on the season in a post: "As our holiday season approaches, challenge yourself to find the good in your life and acknowledge it. Focus less on what you may want or need and more on what you have right now. This practice may bring you more joy and happiness than any material item you are longing for." I couldn't agree more and will strive to keep this practice.

MEMBERSHIP RENEWAL

By now you have received an email from ALA with the reminder to renew your membership. Don't hesitate! If you have more than one member in your firm who belongs to ALA, check out the organizational membership. You could be saving your firm money on top of providing opportunities to others in your firm. You don't want to miss any of ALA opportunities, such as the specialty conferences, webinars, community boards, or any of the old favorites like the annual conference. And if you renew by January 1, you will receive one complimentary webinar of your choice. Don't wait - renew today!

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PRESIDENT'S COLUMN - CONTINUED

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IN APPRECIATION

This year has been filled with many changes and has flown by. But as the year winds down, I would like to take a minute to thank all the people who make ALAMN the vital organization it is, from the Business Partners, to my fellow Board members, and to all the others who volunteer their time and efforts to keep ALAMN successful. Thank you for the gift of your time. It is sincerely appreciated.

HOW GOOD IS YOUR SWAG?

By Chong Lee

Anyone who has attended a conference has probably come away with at least a handful of SWAG. SWAG, the “stuff we all get,” is a powerful marketing tool. The perfect piece of SWAG can facilitate that initial conversation, but more importantly, it will keep your company in mind for as long as that SWAG is in use. With so much stuff out there, how do you go about making sure your SWAG stands out?

1. **Connect your SWAG with your firm.**

The items you choose should connect your firm's brand and resonate with your target audience. Items that resonate with your target audience are more likely to make an impact and get people talking about it and you.

2. **Select items that people want and find useful.**

While a branded light up acrylic ice cube is fun, as soon as the light goes out, so does your brand. Consider items that are more resilient and re-useable, such as water bottles, notebooks, or tote bags. These items will last and will remind the recipient of your firm every time they use your SWAG.

3. **Make sure your items are well made.**

Anything that you choose to put your logo on represents your firm. Selecting SWAG that is flimsy, uncomfortable, or easily broken will leave recipients with the impression that quality is not an important value of your firm.

4. **Don't forget about your employees.**

Gifting employees with SWAG shows them your appreciation and can boost employee morale. Employee SWAG also allows your brand to be more visible.

The SWAG you choose is a reflection of your firm's brand. Flashy, trendy items may be fun, but once the item becomes useless, your brand will be forgotten. To ensure that potential clients remember your firm for a long time, select well-made and useful items that will last. Should I have any remodeling needs, Minnesota Rusco always come to mind, as I have a few of their back scratchers scattered throughout the house. Whenever I travel, I think of one of our business partners, as I use one of their bags for my electronics storage bag. Clearly, all that stuff we all get leaves an impression, so make sure your branded items leave the impression you want.

13 BUSINESS DEVELOPMENT IDEAS THAT LAW FIRMS NEED TO EMBRACE

By Affinity

Today, law firms must constantly evolve to stay ahead and attract new clients. Business development is a crucial aspect of any successful law practice, as it helps firms grow, adapt, and remain relevant. Here are 13 business development ideas that law firms need to embrace to thrive in the legal industry.

Specialize and Define Your Niche

Law firms that specialize in specific areas of law tend to attract more clients. Identify your niche and build your expertise around it. Clients are more likely to choose a firm that is known for its specialized knowledge.

Invest in Technology

Leverage technology to streamline processes, improve client experiences, and enhance efficiency. Implement case management software, automation tools, and digital marketing strategies to stay competitive.

Develop a Strong Online Presence

In the digital age, an effective online presence is crucial. Invest in a professional website, regularly update content, and engage with potential clients on social media platforms. A well-crafted online presence can significantly boost your firm's visibility.

Content Marketing

Create and share informative content that showcases your expertise. Regularly publish blog posts, articles, and videos related to your practice areas to position your firm as an authority in the field and attract potential clients.

Foster Client Relationships

Maintaining strong client relationships is an ongoing effort that requires open communication, active engagement, and exceptional service. By regularly checking in with clients, seeking their feedback, and providing a high level of client service, you can ensure that your clients feel valued and heard.

Network Strategically

Participate in industry events, bar associations, and local networking groups to connect with other legal professionals. Building relationships within your legal community can lead to valuable referrals and collaborations.

Embrace Alternative Fee Arrangements

Offering flexible fee structures, such as fixed fees, contingency fees, or bundled services can attract clients who are looking for cost-effective legal solutions.

Focus on Diversity and Inclusion

Diversity is not just a moral imperative but also a smart business decision. Clients increasingly seek law firms that value diversity and inclusion. Diverse teams bring different perspectives and insights, which can be a competitive advantage.

Client-Centric Approach

Managing the client experience, from the moment a client walks through the door to the closure of their case builds trust, minimizes errors, and enhances client satisfaction. By paying meticulous attention to every detail and interaction, you can create lasting relationships with your clients, establish a strong reputation in the legal community, and drive the success of your practice.

Education-Based Marketing

Host webinars, seminars, or workshops to educate potential clients about legal issues relevant to your practice areas. This approach positions your firm as a trusted resource and can help convert prospects into clients.

Data Analytics

Utilize data analytics to gain insights into your firm's performance, client behavior, and market trends. Data-driven decision-making can help you make strategic business development choices.

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13 BUSINESS DEVELOPMENT IDEAS THAT LAW FIRMS NEED TO EMBRACE - CONT.

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Cross-Selling Opportunities

Encourage your attorneys to cross-sell services within your firm. When a client seeks legal advice in one area, offer related services to meet their comprehensive legal needs.

Monitor Industry Trends

Stay informed about legal industry trends and adapt your business development strategies accordingly. Legal tech advancements, regulatory changes, and market shifts can all impact your firm's success.

Law firms must be proactive in your business development efforts to thrive. By implementing the 13 ideas mentioned above, you can enhance your reputation, attract new clients, and maintain a strong foothold in the legal industry. But these things don't need to all be done at once. Start

by picking a few and when you have those implemented well, pick a few more. Embracing these strategies can lead to sustained growth and success for your law firm in the years to come.

If you would like help transforming the way you get your work done and building a healthier firm, [reach out](#) to Affinity Consulting Group today.

At Affinity Consulting Group, we work hand-in-hand with our clients to help them build a healthier firm. We help you to think differently about your processes and how you get your work done. We help you find solutions that fit your firm to help you work smarter and increase productivity. In the end, the things we help you implement will increase your firm's overall profitability. [Request a consultation](#) to learn more.

PLEASE WELCOME OUR NEWEST ALAMN MEMBERS

Lisa Holter Ankel
Avisen Legal

Jeremy Chambers
Pauly, DeVries Smith & Deffner, LLC

Jodi Nickel
Pauly, DeVries Smith & Deffner, LLC

Kirsten Birman
Nilan Johnson Lewis PA

Dawn Markling

Amanda Witz

ALAMN SALARY SURVEY

Budgeting for 2024? ALAMN's Salary Survey can help. The survey is an invaluable tool to use for your end of the year planning. If you didn't get a chance to participate and would like a copy of the survey, please contact Laurie Percy or Laurie Greenberg to purchase or for more information. They can be reached at lpercy@bassford.com or lgreenberg@taft.com.

DEIA THROUGH IP MENTORSHIP

By Aris Gregorian, Schwegman, Lundberg & Woessner

At Schwegman, Lundberg & Woessner (SLW), I've had the privilege of navigating the intricate realm of Intellectual Property (IP) for nearly a decade. This universe, encompassing patents, copyrights, trademarks, and trade secrets, is a testament to the ceaseless creativity and innovation of human minds. Yet, while IP celebrates the spectrum of human ingenuity, we have observed a need for greater inclusivity and diversity within the professional community that serves it.

This realization led to the conception of the SLW Academy, a manifestation of our collective ambition at SLW. We envisioned the Academy not just as an educational platform but as a bridge, connecting passionate individuals from diverse backgrounds to the world of IP law. Our aim is to ensure that this sector, which thrives on a multitude of ideas and perspectives, truly represents the diverse tapestry of creators it seeks to protect.

Through SLW Academy, we've crafted programs that cater to a wide audience. For high school students taking their initial steps in exploring law, science, or engineering, we offer a glimpse into the potential career paths in IP. College students deeply entrenched in STEM fields are introduced to the fascinating confluence of law and science, expanding their vision beyond traditional roles. And for my peers in the legal domain, whether they're budding law students or fellow attorneys, we have resources that bridge the theoretical with the practical, simplifying the transition into IP law's intricate landscape.

However, over the years, I've realized that while imparting knowledge is crucial, mentorship is transformative. Recollecting my early days as an attorney, I remember the profound impact mentors had on my trajectory. Drawing from this, we've anchored SLW Academy's vision in mentorship. By nurturing relationships between eager learners and seasoned IP practitioners, we aim to dismantle age-old barriers that restricted access to IP education and mentorship. It's through these mentor-mentee dynamics that we hope to provide not just academic insights but real-world perspectives and guidance, making the journey into IP less daunting and more enriching.

The ethos of SLW Academy is simple but powerful: diversity fuels innovation. A diverse set of minds breeds a diverse set of ideas, pushing the frontiers of creativity and innovation. By making IP knowledge and opportunities accessible to all, our aspiration is to forge an IP community where every voice is cherished, every perspective acknowledged, and every dream pursued with vigor.

Reflecting on our strides and the path ahead, I'm reminded of a sentiment that resonates deeply with me: "When everyone has a chance to succeed, we all benefit." It's not just about creating opportunities; it's about ensuring that these opportunities are inclusive. Through SLW Academy and the unwavering commitment of the broader IP community, we are optimistic that the dream of a harmonious, diverse, and innovative IP future is not just a distant vision, but an achievable reality.

Link to our website: slwacademy.com

Link to SLW Academy Introduction webinar - www.slwip.com/resources/slw-academy-introduction

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DEIA THROUGH IP MENTORSHIP - CONTINUED

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Aris Gregorian is a principal and registered patent attorney in the Silicon Valley office of Schwegman, Lundberg & Woessner. Aris received a B.S.E.E. from Santa Clara University with a focus on control systems, and a J.D. from Southwestern University School of Law. Prior to his work as an attorney, Aris worked as an engineer with a Bay Area based startup developing GPS modems, and as a systems test engineer in the Aerospace sector, developing satellite sub-systems. Today, Aris is distinguished for his comprehensive work in Intellectual Property, particularly in software, med-tech, AI/ML, and sports-tech arenas. Beyond his practice, Aris champions Diversity, Equity, and Inclusion (DEI) at his firm as a representative of the SLW Academy.

KNOW YOUR LEGAL JARGON

Ex officio – Latin for “from the office.”

Something done or realized by the fact of holding an office or position.



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ALAMN'S SHINING STAR

The ALAMN Board is very excited to announce the members of the Diversity, Equity, Inclusion, and Accessibility (DEI&A) Team have been selected as Shining Stars for the MN Chapter! Members include Caitlin Niedzwicki, Rebecca Doyle, Zhakalazky Carrion, Chong Lee, Sylvia Mankarius, Sarah Ptacek, Bernadette Theis, and led by Chair, Katherine Hubbard.

The DEI&A Team kicked off this year with the Diversity Scholarship by awarding \$2,000 in April to Deniyah Brown of Lakeville North High who plans to attend college to study business administration in hopes of someday securing a marketing position in the legal industry.

Next up was the November DEIA-focused general education meeting which was held on November 7, 2023 in Minneapolis at which attendees were treated to a presentation on inclusive leadership by Dr. Artika Tyner. She spoke on defining characteristics, core competencies, and skills needed for inclusive leadership. She is a lawyer, educator, author, and speaker who speaks openly about her personal experiences and how it has shaped her and her commitment to bring about great change through literacy and leadership. In support of Dr. Tyner's charitable organization, Planting People Growing Justice Collection, the DEI&A Team partnered with the Community Service Team to kick off the book drive showcasing children's books showcasing children of color. If you would like to donate or purchase books, please contact Tracy Smith at tsmith@smithgendler.com.

Katherine Hubbard has really focused on communication to spread the word on the organization's DEI&A efforts and initiatives through its webpage, emails, social media

and News Blasts. Members can read about the Diversity Scholarship, DEI&A focused general meeting speaker, DEI&A celebrations and holidays, and all upcoming DEI&A events in any of these mediums.

On November 15, 2023, team members hosted an informational table at DeLaSalle High School's "Paying for College" event. This is a wonderful partnership that provides organizations the opportunity for face-to-face conversations with students and their parents to promote scholarship and career opportunities.

To kick of 2024, the team will host a virtual information session on January 23, 2024 at Metropolitan State University's Handshake platform. Zhakalazky Carrion, Rebecca Doyle, Lisa Hellem, Joey Monson, and Bernadette Theis will speak to students on their experiences of working in a law firm and discuss the many law firm career opportunities that await them.

In addition, Zhakalazky Carrion and her law firm, Schwegman, Lundberg & Woessner, P.A. is working hard to shape an inclusive future for the Intellectual Property community by exposing students to career opportunities throughout the IP field through the SLW Academy. The team and its members are really busy promoting the amazing career opportunities in law firms to metro high school and college students for a more diverse and inclusive future in our industry.

Please join the Board as we congratulate and thank the DEI&A Team for their hard work, and continued efforts by providing education opportunities to its members and the future generation to grow diversity members and strengthen inclusion awareness in the legal field.



CHILDREN'S BOOK DRIVE

The ALAMN Community Service, DEIA & Education Teams are working together to bring you a great opportunity to help make a better future for our local community.

Planting People – Growing Justice’s mission is to plant seeds of social change through education, training, and outreach. In partnership with Dr. Artika Tyner, who is our November general meeting speaker, ALAMN is hosting a: **Book Drive!**

Between November 1st, 2023 and February 29th, 2024 in celebration of Black History Month.

Why Books?

- 61% of low-income families have no books in their homes for their children.
- Because students who are not proficient with reading by 4th grade are 4 times more likely to drop out of school, and youth who drop out of school are 3.5 times more likely to be arrested in their lifetime.
- Literacy levels across the U.S. have dropped significantly over the years. One in 4 children have never learned to read. PPGJ are committed to improving literacy rates.
- Children of color have been traditionally under-represented in literature. Diversity in books allows readers to see themselves represented and to imagine new possibilities for themselves.

To Donate by making a direct purchase, click here:

[Amazon Wish List](#)

You can have Amazon deliver the books directly to:

PPGJI
PO Box 131894
St Paul, MN 55113

And CC your receipt to Tracy Smith, tsmith@smithgendler.com for tracking and the final count.

Or you can Donate an Amazon Gift Card and we will buy the books for you.

Thank you for helping us equip future leaders by promoting literacy and diversity in books!



Transforming
the Legal
Workplace.

HAWORTH

ALAMN FINANCIAL REPORT

By *Suzette Allaire*

This report serves as a review of ALAMN's finances for the year ending March 31, 2023. ALAMN is a non-profit with a fiscal year running from April 1st through March 31st each year. ALAMN is focused on providing quality programs and services that benefit its members, as well as improving the quality of management in legal services organizations.

As Finance Director for our chapter, one of my roles is processing cash receipts and expenses as well as preparing monthly financials for the Board to review on behalf of the organization. We have a great system in place for checks and balances with other Board members auditing the transactions that I complete.

The following is a summary showing where our chapter receives funds (revenue) and how these funds are used to benefit the members (expenses).

Business Partners

Business Partners provided 70% of our 2022 revenue, which in dollars equates to \$117,403. In 2022, we had 32 Business Partners. Due to the restrictions placed on the Chapter from COVID-19, our Business Partner program remained lower than previous years. As a reminder, members are encouraged to consider our business partners when making purchasing decisions. If you are using a resource that is not a partner with ALAMN, please educate them on our group and encourage them to join.

Salary & Benefit Survey

The annual salary survey collects data on law firm salaries and is available for purchase every year. Salaries and benefits are surveyed every few years. The survey data is tabulated by an independent third party and circulated to members who participate at a reduced costs and to other members for a fee. This survey generated 15% of our revenue.

Membership Dues

Dues paid by members provided 10% of the Chapter's revenue. As an organization we are always looking to expand our membership, so please think of that if you meet someone in the legal field this is not a member and encourage them to join.

Education Programming

Due to the COVID-19 virus, many of our Chapter's events were held virtually over zoom. Historically, the Chapter's education conference is held in the spring. In 2022, the education conference was held in person. Attendance was lower than expected as offices started to reopen. The education conference provided 4% of the Chapter's revenue.

Program Costs

56% of the Association's expenses last year were for program costs. Funds were used for the following programs: Salary Survey, Education Conference, Leadership Event, ALA Webinars, Business Partner Relations Events, and the Membership Committee.

Scholarships

Each year, ALAMN offers numerous scholarships for its members. Scholarship program funding is based on a percentage of the Association's projected yearly revenue. Total scholarship expenses made up 12% of our costs. All members have an opportunity to receive a scholarship, at various points in the year, to be used towards education opportunities at both the local and national level.

Chapter Administration

Chapter administration totaled 15% of our costs last year. Expenses such accounting fees, credit card fees, insurance, communications, graphic design, supplies, and postage are included in this category.

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ALAMN FINANCIAL REPORT - CONTINUED

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General Meetings

Expenses for speaker fees, meals and postage made up 3% of the Association's cost last year.

The Association creates a budget each year to ensure the ALAMN's financial stability as summarized above. The budget is monitored very closely by the Board and reviewed quarterly by the Service Teams. The Association is meeting its objective to provide programs and services for the benefits of its members while remaining financially stable.

If you have any questions regarding this information, please reach to me for further details at suzette.allaire@maslon.com or 612-672-8287.

ALAMN COMMUNITY SERVICE PROJECT – MEAL AT SOJOURNER

On Tuesday, October 24, 2023, ALAMN members had the pleasure of preparing dinner for guests at Sojourner Project. The menu for this meal was chicken and rice casserole, fresh steamed broccoli, carrots and dip, salad, buns, and for dessert, individual cheesecakes. We also left some Halloween treats for Sojourner guests and staff!

Thank you to the following ALAMN members who put it all together!

Nancy Lewer, Saul Ewing, LLP
 Beth Schiestl, Fredrikson
 Kathy Hubbard, Madigan, Dahl & Harlan
 Sarah Ptacek, Henson Efron
 Pat Stender, Cousineau Malone

Sojourner's mission is to provide emergency shelter, support, and legal advocacy services to those victimized by domestic violence and other forms of interpersonal violence. Sojourner conducts outreach activities and specifically designed presentations to heighten public awareness and engage groups and individuals in educational opportunities to prevent future victims and abusers. The shelter also operates and staffs a 24-hour crisis line. All Sojourner services are confidential and free of charge.

Additional information about services provided and volunteer opportunities at Sojourner can be found on their website www.sojournerproject.org.



ALAMN DIVERSITY, EQUITY, INCLUSION, AND ACCESSIBILITY TEAM (DEIA)

Each month we will be sharing knowledge and information with our members and business partners to inform and spark conversation and action to improve diversity, equity, inclusion, and accessibility in our communities.

Below is a list of DEIA celebrations and holidays in the month of December 2023 and January 2024. The list is not exhaustive.

Month-long observances:

January 2024

- Poverty in America Awareness Month

Important DEIA calendar dates:

- December 1: World AIDS Day
- December 3: International Day of Persons with Disabilities
- December 8: Latina Equal Pay Day
- December 8: Bodhi Day – buddhis holiday
- December 10: International Human Rights Day
- December 12: Feast of Our Lady of Guadalupe
- December 7-15: Hanukkah
- December 16-24: Las Posadas: Mexican religious festival celebrated during the Christmas season.
- December 22: Winter Solstice/Yule
- December 25: Christmas
- December 26-January 1: Kwanzaa
- January 1: New Year’s Day
- January 7: Orthodox Christmas Day
- January 14: Orthodox New Year
- January 15: Dr. Martin Luther King, Jr. Day
- January 21: World Religion Day
- January 24-25: Tu Bishvat – Jewish holiday
- January 25: Mahayana New Year – Buddhist
- January 27: International Day of Commemoration of the Victims of the Holocaust

Real-life DEIA Initiatives in the Legal Workplace

Don’t miss “DEIA through IP Mentorship,” by Aris Gregorian, attorney at Z. Carrion’s firm, Schwegman Lundberg Woessner, on page 12. Learn how SWL’s Diversity Academy is using education to improve and promote diversity in the legal industry.



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ALAMN DIVERSITY, EQUITY, INCLUSION, AND ACCESSIBILITY TEAM (DEIA) - CONT.

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**Just Wow! Dr. Tyner Was a Homerun DEIA Speaker**

Dr. Artika Tyner spoke to us on Tuesday, November 7, 2023. Her presentation was full of good, fact-based information. She expertly paired the knowledge with helpful, enthusiastic DEIA suggestions and ideas. As one attendee stated: "I thought she was amazing, and I could have listened to her all day."

Please click here to find out more about Dr. Tyner:

www.artikatyner.com

Dr. Tyner's charitable organization, Planting People Growing Justice Collection, provides children's books showcasing children of color to schools and libraries. The ALAMN book drive has officially kicked off. You can purchase books or donate financially at: www.ppgji.org.

Please email Community Service member Tracy Smith at tsmith@smithgendler.com with your donation amount or book purchase so she can keep a running tally of what the ALAMN book drive contributed to Dr. Tyner's great nonprofit.

January 2024 DEIA Legal Career Presentation

This year, the DEIA Team is hosting a virtual career informational session with students attending Metro State University through the platform Handshake. We will offer a virtual group session in which we can have several ALA members speak in different areas of HR, Finance, IT, etc., to a group of students. Our first virtual legal career presentation with Metro State will be January 23, 2024. We have four or five diverse ALAMN members who have agreed to present. Bernie Theis of the DEIA Team is leading this initiative.

After the first presentation, we are also looking to schedule one-on-one virtual mock interviews for any students who want to participate (I would limit it to up to six participants with 10 minutes each).

If you would like to check out the ALAMN DEIA team, we welcome all members to come to a team meeting. Simply email the ALAMN DEIA chairperson, Kathy Hubbard, at hubbard@mdh-law.com.

BOARD OF DIRECTORS RESPONSIBILITIES AND POSITION SUMMARIES

Have you ever thought about getting involved in ALAMN leadership? Check out the profiles below to learn about each of the roles on our Board of Directors!

The **Administrative Director** is the chapter's main record keeper and historian. They are tasked with facilitating the day-to-day operations of the organization. Responsibilities include recording the minutes at monthly Board meetings, updating timelines and organizational charts, circulating monthly reports from the members of the Board, and facilitating the annual scholarship drawings and communications. They spend an average of 2-3 hours per month on these tasks, except during scholarship administration and communication time (late spring/early summer), when their time commitment increases to about 10-12 hours per month.

The **Communications Director** is primarily responsible for enhancing ALAMN's visibility. They work closely with the Communications Coordinator, Social Media Coordinator, and the association management company to ensure that important information, events, awards, and all other relevant news gets communicated via the chapter website, bi-weekly email news blasts to members, the chapter's social media pages, and The Verdict. This role requires an average of 5 hours per month. The busiest time of year is during the leadership transition (March/April). During that time, the Communications Director spends about 7-10 hours providing training to the new Communications Coordinator, Board, and other chapter leaders, as well as updating the ALAMN website with the information for the new chapter leaders.

The **Education Director** oversees ALAMN's educational programming. They work closely with the Education Team, who are responsible for planning the quarterly general education meetings, and the fall leadership and networking event. The Education Director puts in an average of 6 hours per month but can expect to put in extra hours in the weeks leading up to the annual Education Conference, including attending weekly team

meetings with the Business Partner Relations Team in preparation.

The **Finance Director** is the only Board role with a 2-year term. This person is responsible for ensuring the fiscal soundness of the organization and for monitoring, recording, and reporting financial transactions. Their tasks include making timely payments, overseeing the chapter's banking and credit card services, and processing scholarship reimbursements for the chapter's volunteer leaders. The Finance Director role generally requires about 5 hours per month, with the busiest times of year being budgeting time and membership renewal (March/April), business partner renewal (November/January), and conference times.

The **Membership Director** focuses on membership recruitment and retention. They oversee the Membership Development Team as they coordinate annual membership renewal, welcome new members, and plan events for new and current members. They also coordinate with ALA headquarters to invite new ALA members to join our chapter. They spend an average of 5-7 hours a month on tasks, a little more during membership renewals and when pulling membership lists to send to business partners.

The President track is a 3-year commitment, beginning with the role of **President-Elect**. The President-Elect's role is to assist the President while learning first-hand all the duties that are to come. They oversee the Business Partner Relations Team, providing guidance and support related to business partner events and communications, as well as planning the ALAMN Annual Conference. The President-Elect also serves on the Nominating Committee, helping to vet and select the next year's Board. During this time, they may spend upwards of 10 hours per month on Nominating Committee tasks, but generally the President-Elect role is a time commitment of about 5-7 hours per month.

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BOARD OF DIRECTORS RESPONSIBILITIES AND POSITION SUMMARIES - CONT.

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After serving as President-Elect, the President term begins. The **President** is tasked with leading monthly Board meetings, directing the chapter's vision and strategic planning, and engaging in succession planning. The President also plans several events, including the President's Reception at the ALA Annual Conference, the Leadership Orientation, and the Leadership Retreat. The President role averages 10 hours per month, with the busiest times being in advance of major events.

After serving as President, the final year in the 3-year cycle is as the immediate **Past President**. The Past President is one of the most crucial roles on the Board because they usually are the most seasoned Board member and therefore have the most historical knowledge. They are tasked with overseeing the Diversity, Equity, Inclusion, and Accessibility Team and the Community Service Team.

They also lead the Nominating Committee in selecting the new Board of Directors for the following year. Their average time commitment is 5 hours per month, with an increase during Nominating Committee time of year (12-15 hours in Nov – Jan) and when planning the Past Presidents' Dinner.

Unless otherwise noted, each Board role is a one-year term. All Board members are expected to attend monthly Board meetings, chapter social events, the annual ALAMN Education Conference, ALA's Chapter Leadership Institute, and the annual ALA Conference. In addition, they are required to write one article per year for The Verdict. If you are interested in learning more about any of the Board of Director positions, please reach out to any of the current Board members.



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COMPANY INFO

Tell us any cool/interesting facts about your company:

This is affinity's 25th anniversary – watch for some cool stuff all year long to celebrate!

What is your role in the company:

I am primarily responsible for our network of referral partnerships.

How long have you been involved with ALAMN:

I have been involved with ALAMN off and on for probably about 10 years now.

How can we spotlight your business the best:

Affinity is well known as a technology consulting company, but we do much more. We help you build a healthier firm. We achieve this by looking into your people and your processes as well as your technology. By combining all of these areas we help you create a sustainable roadmap for the future of your firm.

PERSONAL INFO

What is your favorite movie?

Gladiator or Braveheart

What are you currently reading?

Surrender: 40 songs, One Story

What is the last vacation you took?

Costa Rica

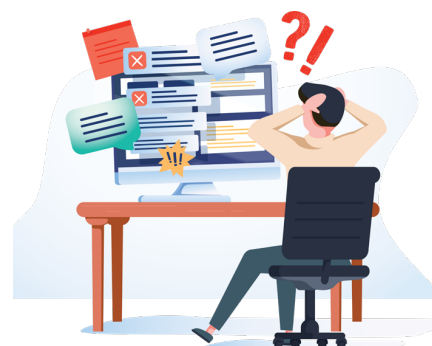
What is your favorite way to spend free time?

Outdoors with my family – walking, biking, hiking, beaching

If you could learn a new skill, what would it be?

Day trading

IT Expectations Falling Short?



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GET TO KNOW YOUR ALAMN BOARD

Who is the most famous person you have met?

Deb O'Connor, President

I seriously can't remember ever meeting anyone famous. My life is boring.

Chong Lee, Past President

Jennifer Garner.

Vanessa Kahn, President-Elect

Itzhak Perlman at the Schubert Club in St. Paul. I was 17 years old. He asked me how many hours a day I spent practicing my violin.

Bernie Theis, Administrative Director

My family and I got a picture taken with Ron Dayne (famous Wisconsin Football running back) at a Badgers football game.

Samantha Tschida, Communications Director

Courtney Love was shopping at the same Barneys Las Vegas perfume counter as I was around 2009/2010. She had a teenage girl with her, who I've always assumed was Frances Bean Cobain. We were the only three people in that section of the store, so we acknowledged each other with a smile and nod as we sampled perfumes next to each other. I'm not sure I'd consider that an introduction, but rather just being in close proximity to a 90's alternative, grunge rockstar.

Pat Stender, Education Director

I've met a few Minnesota Twins and Vikings over the years – nothing really memorable!

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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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