



# 2020

## Business Partner Sponsorship Program

# BUSINESS PARTNER PROGRAM

ALAMN would like to thank the Business Partners in our community for their continued support of our Chapter. ALAMN membership recognizes that collaborating with Business Partners is an indispensable resource ensuring that our organization continues to flourish. As law firm decision-makers, we know that the right products and services are key components to successful legal administration and that our Business Partners play a vital role in the management and daily functions in our firms. ALAMN is committed to the continued cultivation of positive, mutually beneficial relations with Business Partners who serve the legal community.

A strength of ALAMN is its strong relationship with Business Partners that support and service its member firms. Without the support of these Business Partners, ALAMN would not be able to provide our members with the quality education programs offered at the local level. These include the speakers at our meetings, seminars, the annual educational conference, and the publication of our bi-monthly newsletter, *The Verdict*.

## WELCOME

### Dear Current and Potential ALAMN Sponsors:

The Association of Legal Administrators Minnesota ("ALAMN") is one of the largest chapters of the Association of Legal Administrators ("ALA"), an international organization with almost 10,000 members. ALAMN has 206 members drawing from 116 law firms in the Twin Cities and surrounding areas. Your sponsorship offers an opportunity for your organization to connect with the decision makers at these law firms.

Through the support of our Sponsors, we are able to offer affordable award-winning educational programs, provide scholarships for education conferences, and actively participate in various charitable organizations.

Please review the 2020 Business Partner Sponsorship Program for important deadlines and changes. The ALAMN Sponsor Year at a Glance on page 3 has critical dates for enrollment and participation in 2019 and 2020. Please note that our Annual Conference will be held on **February 27, 2020**, at The Depot.

On **November 4, 2019**, CST, online registration for Superior sponsors will be accepted from 11:00 a.m. – 12:00 p.m. Registration for other sponsorship levels opens at 1:00 p.m., until sponsorship levels fill. See page 9 for more details.

***We welcome new and returning Business Partner Sponsors.  
You will find it is a mutually rewarding partnership.***



PLEASE CONTACT THE ALAMN BUSINESS PARTNER RELATIONS COMMITTEE MEMBERS (BPRC) WITH ANY QUESTIONS.

Vanessa Kahn, Chair  
vkahn@mmbllawfirm.com

# ALAMN SPONSOR YEAR AT A GLANCE

November 4, 2019	<b>Sponsorship Program registration begins at 11:00 a.m. for Superior and 1:00 p.m. for all other levels</b>
November 20, 2019	<b>End of Early Bird Discount Registration Period</b> <i>(early bird discount does not apply to introductory level sponsorship)</i>
January 13, 2020	<b><i>The Verdict</i> advertising materials due</b>
January 13, 2020	<b>Updates to ALAMN Online Membership Profile due</b>
January 20, 2020	<b>Response to Exhibitor Information Packet due</b> <i>(includes booth staff registration, identification of prize donation(s), and submission of company description for inclusion in Conference marketing materials)</i>
February 27, 2020	<b>30th Annual ALAMN Educational Conference &amp; Exposition at The Depot</b>
July 2020	<b>Summer Social Event</b>
October 2020	<b>Fall Social Event</b>

# BUSINESS PARTNERS OF ALAMN BENEFIT IN THE FOLLOWING WAYS

- You will be seen as an industry expert or thought leader in your field;
- You will have valuable face time with our members to find out what our law firms need;
- You will achieve name recognition with our members;
- and even more: Little extras to increase your contacts and bring us all closer together.

## New “Featured” Benefits

### “Foot in the Door”

Sometimes all it takes is an introduction to the right person. Harnessing the influence of our membership, we're offering opportunities for you to get your "foot in the door" with decision makers.

At the **Superior and Mille Lacs levels**, this will take the form of a lunch or other round table discussion with top decision makers. You give us your wish list of firm decision makers and we do the inviting.

At the **Superior, Mille Lacs, and Minnetonka levels**, you'll be invited to take part in a networking event to which law firm decision makers have been invited. We want to help you make those connections that are valuable to you.

### Showcase your expertise as a thought leader

At the **Superior, Mille Lacs, and Minnetonka levels**, you'll have the opportunity to present at an ALAMN meeting (SIG, Committee, or General meeting).

At the **Superior, Mille Lacs, and Minnetonka levels**, you'll also have the opportunity to submit an educational article for *The Verdict*.

### Name Recognition – Advertising Opportunities

**Video introduction:** at the **Superior level**, you will have the opportunity to post a video to the ALAMN website (subject to guidelines for length, content, etc.) which introduces our membership to your organization.

**Your company logo:** will be included on the website's front page at the **Superior, Mille Lacs, and Minnetonka levels**.

**Social Media:** we'll follow your company and highlight our **Superior** sponsor.

**Face Time:** Opportunity to interact directly with ALAMN members at social and networking events, conferences, and special Business Partner exhibitions and events.

## WHO GETS TO KNOW YOU WHEN YOU PARTNER WITH ALAMN?

In a nutshell:  
ALAMN 2020 DEMOGRAPHICS

206 members  
representing 116 law firms

### MANAGEMENT POSITIONS WITHIN ALAMN

Principal Administrator  
53.03%

Financial Manager  
16.16%

Human Resources  
16.67%

Technology Manager  
1.52%

Practice Manager  
3.54%

Facilities Manager  
6.57%

Marketing Manager  
1.52%

# HIGHLIGHTS OF ALAMN EVENTS AND SPONSOR NETWORKING OPPORTUNITIES

## ALAMN Educational Conference

(All Sponsor Levels)

- Full-day educational conference and exposition on February 27, 2020, at The Depot
- 100 or more ALAMN attendees
- Multiple opportunities for direct interaction with attendees throughout the day

## ALAMN Educational Events

(Open to Some Sponsor Levels)

- General meetings attended by an average of 30 Members
- Special interest group meetings (large firm, small firm, HR, IT, etc.)
- Leadership event for Managing Partners and Members in fall

## Community and Social Events

(All Sponsor Levels)

### Upcoming community service projects

- People Serving People
- Ronald McDonald House
- Simpson Shelter
- Sojourner Project
- Cookie Cart

## Examples of fall and summer social events with Members and Sponsors

- Bauhaus Brewery
- Can Can Wonderland
- Elsie's
- Golden Valley Country Club
- Tavern 333
- Orchestra Hall
- Shindig Event Center

## Communication Tools

- *The Verdict* – Bi-Monthly electronic newsletter sent to all Members, all Sponsors, and ALA officers.
- ALAMN website – [www.ala-mn.org](http://www.ala-mn.org), including Sponsor online Directory.
- ALAMN Membership Directory online
- Monthly e-mail news with information targeted to Business Partners.

## Other Networking Opportunities

- Lunch or Dinner with ALAMN Board of Directors (Superior)
- Business Partner Advisory Council – Superior & Mille Lacs, 3 Minnetonka, and 2 Itasca, based on application process
- Networking with other business partners for additional marketing opportunities

## ALAMN MEMBERSHIP BY FIRM SIZE

1-14 attorneys	17.17%
15-29 attorneys	23.23%
30-74 attorneys	34.34%
75-149 attorneys	2.53%
150+ attorneys	15.66%

## YOUR SPONSORSHIP DOLLARS AT WORK:

More than 85% of your sponsorship dollars are used to provide educational opportunities and for charitable/community service efforts. In addition, ALAMN Members and Business Partners contributed over 800 hours to community service projects and collected thousands of dollars of cash and goods.

## QUESTIONS?

Vanessa Kahn  
[vkahn@mdblwfir.com](mailto:vkahn@mdblwfir.com)

# 2020 SPONSORSHIP BENEFITS

## INTRODUCTORY - \$1,500

Open to new Business Partners in the first year of sponsorship only.

- **SAME BENEFITS AS ITASCA**

## ITASCA - \$3,000

(Unlimited)

- Listing in Business Partner online directory at [www.ala-mn.org](http://www.ala-mn.org)
- Online access to annual Membership Directory
- Listing as sponsor in newsletter *The Verdict*
- Invitation to Summer Social Event (2 representatives)
- Invitation to Fall Social Event (2 representatives)
- Use of ALAMN Business Partner logo for marketing materials
- Voluntary participation in Community Service Events (2 representatives)
- Single exhibit booth; up to two representatives at Educational Conference
- Complete Excel® mailing list of Educational Conference attendees
- Acknowledgement in Educational Conference promotional materials
- Opportunity to apply for Business Partner Advisory Council (BPAC)
- Invitation to ALAMN President's Reception at ALA Conference, if attending

## MINNETONKA: \$7,500

(Limit of 15)

**SAME BENEFITS AS ITASCA – PLUS:**

- Logo on front page of website
- "Foot in the Door" – social or networking event
- Opportunity to submit educational article to *The Verdict*
- Up to four representatives at Educational Conference
- Opportunity to present at a meeting (SIG, Committee, or General)
- Opportunity to attend 1 General Meeting
- Invitation to ALAMN December holiday party
- Host ALAMN-endorsed social or educational event
- Quarter-page ad in *The Verdict*
- Invitation to Summer and Fall Socials (4 representatives)
- Voluntary participation in Community Service Events (3 representatives)

## MILLE LACS: \$10,000

(Limit of 4)

**SAME BENEFITS AS MINNETONKA – PLUS:**

- Double exhibit booth instead of single; up to five representatives at Educational Conference
- Half-page ad in *The Verdict* (instead of quarter page)
- Opportunity to present speaker at 1 general meeting (2 representatives)
- Lunch with members of BPRC (2 representatives)
- Opportunity to attend 2 General Meetings
- Recognition as scholarship sponsor for ALA Annual Conference
- Automatic member of Business Partner Advisory Council (BPAC)
- Profile of 1 local representative in *The Verdict*
- Two "Foot in the Door" meetings with decision makers

## SUPERIOR: \$15,000

(Limit of 1)

**SAME BENEFITS AS MILLE LACS except general meeting attendance and Lunch with BPRC – PLUS:**

- Opportunity to join Business Partner Relationship Committee
- Premium double exhibit booth location; up to 6 representatives at Educational Conference
- Opportunity to introduce breakout session speaker
- Representatives (2) at Conference registration booth
- Attend new member social gathering, if held (2 representatives)
- Sole sponsor of Leadership Event (with Managing Partners); introduce speaker (up to 5 representatives)
- Opportunity to attend 3 General Meetings
- Full page ad in *The Verdict* (instead of half page)
- Dinner or lunch with ALAMN Board of Directors (2 representatives)
- Recognition as scholarship sponsor for ALA Annual Conference attendee
- Invitation to Summer and Fall Socials (5 representatives)
- WiFi sponsor at Educational Conference & Exposition
- Post a video to the ALAMN website
- Three "Foot in the Door" meetings with decision makers
- Voluntary participation in Community Service Events (4 representatives)

# 2020 SPONSORSHIP BENEFITS

BENEFITS	SUPERIOR \$15,000	MILLE LACS \$10,000	MINNETONKA \$7,500	ITASCA \$3,000	INTRO \$1,500
<b>EDUCATIONAL CONFERENCE BENEFITS</b>					
Exhibit booth(s)	Double Premium Location	Double	Single	Single	Single
Representatives in exhibit booth	6	5	4	2	2
Complete Excel® list of conference attendees	√	√	√	√	√
Acknowledgment in conference promotional materials	√	√	√	√	√
Opportunity to introduce breakout session speaker	√	√			
Opportunity to introduce keynote speaker(s)	EXCLUSIVE				
WiFi Sponsor	EXCLUSIVE				
Ability to send representatives to the keynote and breakout sessions	√	√	√	√	√
<b>MARKETING BENEFITS</b>					
Listing as Sponsor in <i>The Verdict</i>	√	√	√	√	√
Logo on front page of website	STATIC	ROLLING	ROLLING		
Use of ALAMN Business Partner logo for Marketing materials	√	√	√	√	√
Listing with contact and business information in Online Membership Directory	√	√	√	√	√
Access to searchable Online Membership Directory	√	√	√	√	√
Ad size in <i>The Verdict</i> for a year (6 issues)	Full Page	1/2 Page	1/4 Page		
Recognition as a scholarship sponsor	√	√			
Profile of one local representative in <i>The Verdict</i>	2	1			
Post a video to the ALAMN website (Subject to guidelines for length, etc.)	EXCLUSIVE				
Provided a download of membership directory in Excel format	Quarterly	Twice a year	Once a year	Once a year	Once a year
Opportunity to provide an article for <i>The Verdict</i>	√	√	√	√	√

# 2020 SPONSORSHIP BENEFITS

BENEFITS	SUPERIOR \$15,000	MILLE LACS \$10,000	MINNETONKA \$7,500	ITASCA \$3,000	INTRO \$1,500
<b>MEMBER NETWORKING ACTIVITIES</b>					
Voluntary participation in Community Service Events	4 REPS	3 REPS	3 REPS	2 REPS	2 REPS
Social Media Announcements/Profile Highlights	√	√	√	√	√
Assigned an ALAMN 'Buddy'	√	√	√	√	√
Assigned a Board Member Liaison	√	√	√	√	√
"Foot in the Door" – meetings with decision makers at firms on your wish list	UPTO 3 MEETINGS	UPTO 2 MEETINGS			
"Foot in the Door" – social or networking event with invitation sent to firms you designate	√	√	√		
Invitation to Summer and Fall Social Events	5 REPS	4 REPS	4 REPS	2 REPS	2 REPS
Invitation to Networking Event	2 REPS	2 REPS	2 REPS	2 REPS	2 REPS
Invitation to ALAMN President's Reception at ALA International Conference (local representative(s) only)	√	√	√	√	√
Opportunity to Join BPRC	EXCLUSIVE				
Opportunity to present at one meeting (SIG, Committee, or General Meeting)	√	√	√		
Host ALAMN-endorsed social or educational event	√	√	√		
Sole Sponsor of Leadership Event (with Managing Partners); introduce speaker	EXCLUSIVE				
Attend new member social gathering, if held (2 representatives)	EXCLUSIVE				
Dinner or Lunch with ALAMN Board of Directors (2 representatives)	EXCLUSIVE				
Participation on Business Partner Advisory Committee (BPAC)	√	√	APPLY	APPLY	APPLY
Attendance at and introduction of speaker at 1 General Meeting	√	√			



# ALAMN 2020 BUSINESS PARTNER SPONSORSHIP REGISTRATION, PRICING, AND IMPORTANT DATES

## Monday, November 4, 2019, CDT

- Superior Sponsors online registration will be accepted from 11:00 a.m. to 12:00 p.m.
- The drawing for the Superior level sponsorship will take place at 12:05 p.m.
- Starting at 1:00 p.m., online registration will be accepted for all other levels.
- Selections for all other levels will be made on a first-come, first-served basis.
- Contact Karleen Schmidt (kschmidt@intrinxec.com) or Shelly Losinski (slosinski@intrinxec.com) at IntrinXec if you require an invoice. American Express | Visa | MasterCard | Discover

## ALAMN Sponsorship Levels

**\*\*\* Receive a 5% discount if you pay in full by Wednesday, November 20, 2019 \*\*\***

Please select from one of the following sponsorship packages:

**Superior \$15,000** (\$14,250 if paid in full by November 20, 2019)  
(Limit of 1)

**Mille Lacs \$10,000** (\$9,500 if paid in full by November 20, 2019)  
(Limit of 4)

**Minnetonka \$7,500** (\$7,125 if paid in full by November 20, 2019)  
(Limit of 15)

**Itasca \$3,000** (\$2,850 if paid in full by November 20, 2019)  
(Unlimited)

**Intro \$1,500** (First-time business partners only.)  
(Unlimited)

**CLICK TO  
REGISTER ONLINE**

**Full payment for all levels is due no later than Tuesday, January 21, 2020.**

Please review the Exhibitor Rules and Regulations ( <https://alamn.memberclicks.net/conference-rules> ). All Exhibiting Sponsors must abide by these rules and understand that failure to follow the Exhibitor Rules and Regulations may result in the termination of your right to exhibit.

## QUESTIONS AND ADDITIONAL INFORMATION CONTACT:

Karleen Schmidt  
kschmidt@intrinxec.com

or

Shelly Losinski  
slosinski@intrinxec.com

### ALAMN

c/o IntrinXec Management, Inc.  
5353 Wayzata Blvd., Suite 350  
Minneapolis, MN 55416  
Fax (952) 252-8096  
Phone (952) 252-3573  
[www.ala-mn.org](http://www.ala-mn.org)

ALAMN Tax ID: 41-1851938

## ALAMN BUSINESS PARTNER RELATIONS COMMITTEE MEMBERS

Vanessa Kahn  
vkahn@mmbllawfirm.com

# IN APPRECIATION

ALAMN would like to thank the following 2019 Sponsors.  
We sincerely appreciate your support of our organization!

## MILLE LACS

Alerus

Presidio

## MINNETONKA

First Choice Services

Fluid Interiors

Loffler Companies Inc.

USI Insurance Co.

## ITASCA

ABA Retirement Funds Program

All-STATE LEGAL

Associated Private Client Services

Beacon Hill Legal Staffing

Business Essentials

Coordinated Business Systems

Cushman & Wakefield

DLR Group

Element Technologies

Epiq Global

Flagship Technologies FRSecure  
LLC

Gallagher

Gardner Builders

Greiner Construction

Hays Companies

Innovative Office Solutions

IST Management Services

JLL

Konica Minolta & All Covered

Marco

Minnesota Lawyers Mutual  
Insurance

National Institute for Trial Advocacy

Northland Business Systems Inc.

Olsen Thielen CPAs

Ricoh

Rippe & Kingston

Robert Half Legal

RSM US

Special Counsel, Inc.

Success Computer Consulting

Thomson Reuters

US Bank Equipment Finance

Verus Corporation

Wells Fargo Bank N.A

## INTRODUCTORY

DI Recruiting

Geyen Group

LawPay

Nelson

Pro Legal

Promotion Selection

PS Companies

Ryan Financial Group

Western Bank



*Our sponsorship of ALAMN has benefited us by providing us with insight into the legal industry. Through events that are held we've been able to interact with team members, whether it is administrators, Directors, or C-level individuals.*

### **BRET ROBERTS**

Emergent Networks LLC  
2019 Mille Lacs Sponsor

### **QUESTIONS?**

Vanessa Kahn  
[vkahn@mmbllawfirm.com](mailto:vkahn@mmbllawfirm.com)

# ALAMN BUSINESS PARTNER RELATIONS COMMITTEE MEMBERS (BPRC)

## Vanessa Kahn, Chair

Administrator  
Monroe Moxness Berg PA  
952.885.1294  
vkahn@mmlawfirm.com

## Kathy Hubbard

Administrator  
Madigan, Dahl & Harlan, PA  
612.810.0728  
hubbard@mdh-law.com

## Kelly Thaemert, CLM

Firm Administrator  
Hellmuth & Johnson, PLLC  
952.746.2170  
kthaemert@hjlawfirm.com

## Deb O'Connor, CLM

Firm Administrator  
Anastasi Jellum, P.A.  
651.332.8315  
Deb.oconnor@aj-law.com

## Laura Broomell, CLM

Chief Operating Officer  
Greene Espel PLLP  
612.373.8395  
lbroomell@greeneespel.com

## Sarah Didrikson

Applications & Database Manger  
Nilan Johnson Lewis PA  
612.305.7614  
sdidrikson@nilanjohnson.com

## Chong Lee

Sr. Manager: Systems Compliance, Records  
Management & Data  
Fish & Richardson P.C.  
612.204.4633  
clee@fr.com

## Caitlin Niedzwiecki

Office Administrator/HR Generalist  
Foley & Mansfield, PLLP  
612.216.0211  
cniedzwiecki@foleymansfield.com

## Jessica Gerhardson

Business Director  
Greenberg Traurig, LLP  
612.259.9734  
gerhardsonj@gtlaw.com

## Laurie Pearcy

Director of Administration  
Bassford Remele, P.A.  
612.373.1621  
jlpearcy@bassford.com

## Shelly Losinski

IntrinXec Management, Inc.  
5353 Wayzata Blvd., Suite 350  
Minneapolis, MN 55416  
952.252.3573  
slosinski@intrinxec.com

## Karleen Schmidt

IntrinXec Management, Inc.  
5353 Wayzata Blvd., Suite 350  
Minneapolis, MN 55416  
952.252.3573  
kschmidt@intrinxec.com



5353 WAYZATA BLVD, SUITE 350 | MINNEAPOLIS, MN 55416  
PHONE 952.252.3573 | FAX 952.252.8096  
[WWW.ALA-MN.ORG](http://WWW.ALA-MN.ORG)