March 2012
Vol. XXIX, No. 3

MARCH GENERAL MEETING

Delivering Effective Business Presentations

“More people have talked their way up the ladder of success than have climbed it any other way.”

We are always presenting: sometimes formally, sometimes informally. The ability to communicate a professional, dynamic, and credible image is a key to success. In this interactive seminar, JoAnn Syverson will discuss the important delivery elements that will help ensure you are always communicating your desired image.

This seminar will cover:

• Using speech fear to enhance your presentations
• Ensuring your desired image
• Speaking professionally
• Ensuring a polished physical presence
• Presenting effectively as a team

The guidelines will make you aware of the characteristics of effective speakers and enable you to analyze and improve your own presentation skills.

JoAnn Syverson has been a full-time Senior Lecturer at the Carlson School of Management for the last 15 years teaching Business Communication in the undergraduate, MBA, and Executive Education programs. She has 35 years’ experience working with people from over 40 companies in the United States, covering many types of industries, including The Prudential, Cargill, Carlson Companies, Target Corporation, Medtronic, and many others.

Crowne Plaza Northstar Hotel, 7th Floor, 618 Second Avenue South, Minneapolis

COST: $25 – Members
$35 – Nonmembers

MENU: Greek Salad w/Grilled Chicken
Mediterranean Penne Pasta
Salmon Provencal

Register at www.ala-mn.org by Friday, March 9. (Checks payable to ALAMN – pay at registration table or register at www.ala-mn.org and pay by credit card) No shows will be billed.
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Letters to the Editor of The Verdict are welcome and can be e-mailed to sheila.hoff@lindjensen.com. In your letter, please include your name, firm name, mailing address, daytime phone number, and e-mail address. Letters that do not contain full contact information cannot be published. Letters typically run 150 words or less and may be edited. Your letter can be on any topic. You will be contacted before your letter is published. Thank you.
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**ALA 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.
March

2   ALA CLM Study Group (week 10) at Metropolitan Airports Commission
6   Corporate and Government SIG will meet at Noon at the Perkins off of Interstate 94 and Riverside Avenue
6   Human Resources will meet at 11:30 at Maslon Edelman Borman & Brand
7   Large Firm Group will meet at Noon at Lindquist and Vennum
15  Small/Medium Group will meet at 11:30 at the Town and Country Club - Cloud Technology
16  ALA CLM Study Group (week 11) at Pauly, DeVries Smith & Deener
20  Facilities SIG will meet at Noon at Briggs and Morgan
21  Financial Management will meet at Noon at Meagher and Greer
22  Simpson Shelter Meal
28  Community Service Group will meet at 11:30, location TBD
30  ALA CLM Study Group (week 12) at Leonard, Street & Deinard

April

5   Systems and Tech SIG will meet at Noon at Mackall, Crouse & Moore
13  ALA CLM Study Group will meet at Noon at Robins, Kaplan, Miller & Ciresi
17  Facilities SIG will meet at Noon at Nilan Johnson
22-26  ALA National Conference in Honolulu, Hawaii
Thank you for allowing me to serve the chapter. It has been a wonderful experience for me and I would not have been able to do it without all the chapter volunteers who serve in so many ways. Thank you all for your hard work without which the chapter would not be what it is. I would like to especially thank the Board of Directors. Thank you Shari Tivy, David Oxley, Deb Cramer, Jodi Schmidt, Tracey Skjeveland, Doug Sievers and Michele Sauder, for all your dedication and service. It was a pleasure working with each of you and I look forward to sharing the 2012-2013 adventure with you.

If you recall, last April I challenged each of you to embark on your own ALAMN adventure. For those who rose to the challenge, congratulations. For those who have not had the chance, don’t worry, the 2012-2013 year is full of opportunities. Here are some suggestions:

- Volunteer to mentor a new member
- Expand your network by sitting next to someone you don’t know at the next meeting
- Attend one of the monthly ALA webinars
- Write an article for the Verdict
- Attend the ALA Annual Conference in Honolulu
- Attend the Regional Conference here in Minneapolis
- Answer the call to serve on the local, regional or national level

It is hard to believe that I am writing my final column as President. As many of you know, of all the presidential duties this column was the one that I worried about the most. Each month I agonized over what I would share with you. Our chapter is blessed with a membership of 267 and I worried about how I could keep everyone engaged and informed without being boring or repetitive. I don’t know if I achieved my goals. I know there are a few of you who read them. Thank you for taking the time to read my columns and letting me know that I was able to share a tidbit or two with you.
Corporate and Government Group

By Wendy Bartlett and Sue Johannsen, Co-Chairs

The Corporate & Government Special Interest Group will meet at noon on March 6, 2012 at the Perkins in Minneapolis off of Interstate 94 and Riverside Avenue.

Meetings are informal, and the topics for discussion are chosen by those in attendance. Please feel free to join us at any time. And remember, you need not be a member of ALAMN to attend meetings.

The Corporate & Government Special Interest Group is co-chaired by Wendy Bartlett and Sue Johannsen. If you’d like more information and/or want to be included on the email list, please call either Wendy at 612.726.8192 or Sue at 763.494.2150.

Large Firm Administrators Group

By Karen Reynolds, Chair

John Schenk hosted the February meeting of the Large Firm group. A major topic of discussion was utilization of space in new build outs and in the reconfiguration of existing space. Many firms who moved into their space five to ten years ago find that they have an abundance of legal administrative assistant workstations. Some of those firms are now reconfiguring that space and building interior offices. A firm who is moving into new space is providing some “walking work stations,” which will allow individuals to work while at a slowly moving treadmill.

The group also discussed how facilities management is structured at their firms, and where the various facilities functions report.

Jill LaMere of Lindquist & Vennum will host the next meeting on Wednesday, March 7 at noon.

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March will mark Linda Deering’s last meeting as our illustrious co-chair. Linda has served our Group well for the past two years with her great organizational skills and her wonderful smile! I know we will continue to see her at the meetings and I hope her successor (whoever that is), and I are able to fill her shoes and continue to provide meaningful information and lively conversation for our members.

The Small/Medium Group did not meet in February. Instead, I hope you all attended the 22nd Annual Educational Conference and Exposition – ALAMN Boot Camp – Are You Fit to Lead? It was a great day that started with Reveille and a wonderful Keynote by Jim Bertotti, then ended with hilarious fun provided by ComedySportz along with some of our own members!

On March 15, 2012, we will hear from Bill Sorenson and Gerald Matykowski from IVDesk. They will attempt to dispel our misconceptions about “the Cloud” and identify opportunities within cloud computing.

Every law firm has unique IT requirements and strategic plans. IVDesk will generate a workshop-like environment for discussing cloud concepts and capabilities that are germane to ALAMN members. The cloud means different things to different individuals and offers myriad capabilities and opportunities that many small and mid-sized businesses aren’t aware are available. In addition to cloud capabilities, there are many misconceptions about the cloud that often steer potential users away (security and limitations). At the end of this session, participants should have a better understanding of how the cloud works, what misconceptions exist, what is driving companies to the cloud, and an estimate of costs required to replicate cloud capabilities on-site.

The cost to attend the luncheon meeting is $25 for ALAMN members and $30 for member guests. The lunch & meeting run from 11:30 to approximately 1:00 PM. We meet at the Town & Country Club in St. Paul. An email reminder is sent to all Small/Medium Group members at the beginning of the month, with meal selections and subject matter.

We have a wonderful group and we love to share ideas, problem-solve, and discuss issues unique to firms our size. If you are interested in attending and not currently on the Small/Medium Group email tree, please contact Patti Ploehn at pploehn@hennsnoxlaw.com. Thank you!
The Systems and Technology SIG met on Thursday, February 2 at Patterson Thuente Christensen Pedersen hosted by Jeryl Moen. There were 10 attendees, representing 7 different firms.

The topic was Software Distribution and Patching. Here are the highlights of the discussion:

- Several firms are using Microsoft’s SCCM. Most pushes can be done at night. System Center 2012 is coming out soon, and will have new features. Microsoft also has funds available for auditing SCCM to determine if customers are using all the components that they need. Benchmark offers good training and resources for supporting SCCM.
- Alteris is used by one firm. The new version is very powerful, and includes remote control for workstations.
- One firm uses batch files that users run themselves. They are able to escalate the rights for the updates and remove them afterwards.
- A number of firms have already virtualized their workstations or are starting virtualization projects. Software distribution and patching can be done centrally in that environment. One firm is planning to push a new image every six months.

Next month’s meeting will be on Thursday, March 1, at Leonard Street and Deinard hosted by David Oxley. The topic will be Copiers and Related Applications.
Operation Minnesota Nice

Thank you to conference attendees and business partners who participated in the Operation Minnesota Nice (OMN) collection drive at the ALAMN conference on February 14. Your generosity resulted in $575 in cash donations and four full boxes of food, toiletries, decks of cards, batteries, oral hygiene items, crossword puzzles, candy and more for care packages to soldiers deployed overseas. OMN was thrilled with our donations and will include our efforts in their newsletter.
From the moment when the sound of reveille called attendees to the keynote session, to the excitement of prize drawings at the end-of-day reception, the 2012 ALAMN Educational Conference and Exposition was a huge success. 134 members and 66 business partner sponsors spent the day at “Boot Camp” learning about the latest developments in the legal industry.

If you missed this great Conference, head to the ALAMN website where all the session handouts are available for downloading.

Special thanks to the Business Partner Conference Committee Co-Chairs, Mark Brauch and Steve Remington who spearheaded another excellent Conference.

Thank you to all our Business Partner Sponsors for their support and donation of excellent prizes. Please see the following list for all the winners.
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<th>Winner</th>
<th>Firm</th>
<th>Prize</th>
<th>Business Partner</th>
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<tr>
<td>Shannon Dean</td>
<td>Nilan Johnson</td>
<td>4 Twins Tickets</td>
<td>BMO Harris Bank Platinum Sponsor</td>
</tr>
<tr>
<td>Sheila Guzik</td>
<td>Faegre Baker Daniels</td>
<td>2 Timberwolves--Tickets</td>
<td>Business Data Record Services-Gold Sponsor</td>
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<td>Roberta Mathison</td>
<td>Arthur Chapman</td>
<td>$200 American Express gift card</td>
<td>Datalink Gold Sponsor</td>
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<td>Doug Sievers</td>
<td>Lind Jensen</td>
<td>Xbox</td>
<td>Nexus Information Systems Gold Sponsor</td>
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<td>Blu-Ray DVD Player</td>
<td>Thomson Reuters Gold Sponsor</td>
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<td>Chong Lee</td>
<td>Merchant &amp; Gould</td>
<td>“We Treasure Your Business” gift trunk</td>
<td>Associated Bank Silver Sponsor</td>
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<tr>
<td>Patti Ploehn</td>
<td>Henningson &amp; Snoxell</td>
<td>5 dozen fresh home-baked cookies</td>
<td>IKON Office Solutions, a Ricoh Company Silver Sponsor</td>
</tr>
<tr>
<td>Cindy Davies</td>
<td>Meagher &amp; Geer</td>
<td>5 dozen fresh home-baked cookies</td>
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<tr>
<td>Greta Larson</td>
<td>Fredrikson &amp; Byron, P.A.</td>
<td>Iron Mountain chair &amp; cooler</td>
<td>Iron Mountain Silver Sponsor</td>
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<tr>
<td>Ken Bieber</td>
<td>Winthrop &amp; Weinstine, PA</td>
<td>$100 gift card to Rosa Mexicano</td>
<td>Jones Lang LaSalle Silver Sponsor</td>
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<td>Tammy Lanning</td>
<td>Mackall, Crouse &amp; Moore, PLC</td>
<td>2 courtside Timberwolves tickets</td>
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<td>Murnane Brandt</td>
<td>iPod Nano</td>
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<td>iPad</td>
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<td>US Bank Silver Sponsor</td>
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<td>Bertelson Total Office Solutions Copper Sponsor</td>
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<td>Nilan Johnson Lewis</td>
<td>Keurig Home Coffee Brewer</td>
<td>Berry Coffee Copper Sponsor</td>
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<td>Karen Deneen</td>
<td>Greene Espel P.L.L.P.</td>
<td>Official Vikings jersey</td>
<td>Berry Coffee Copper Sponsor</td>
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<td>Kim Ess</td>
<td>Nilan Johnson Lewis</td>
<td>MS Office suite software</td>
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<td>Morrison Sund PLLC</td>
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<td>Larkin Hoffman</td>
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<tr>
<td>Wendy Bartlett</td>
<td>Metropolitan Airports Commission</td>
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<td>Ellen Drasin</td>
<td>Briggs and Morgan, P.A.</td>
<td>$25 Starbucks gift card</td>
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<td>David Oxley</td>
<td>Leonard, Street and Deinard</td>
<td>Garmin GPS</td>
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<td>Kathy Hubbard</td>
<td>Olup &amp; Associates</td>
<td>Cozy Cup of Tea package</td>
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<td>Eckberg Lammers Briggs Wolff &amp; Vierling</td>
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<tr>
<td>Valerie Studer</td>
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<td>Champagne &amp; chocolates gift basket</td>
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<td>Carlie Diaz</td>
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<td>Pat Stender</td>
<td>Cousineau McGuire Charted</td>
<td>$100 Crave gift certificate</td>
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### Educational Conference & Exposition Prize Winners

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<thead>
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<th>Name</th>
<th>Firm/Company</th>
<th>Prize Description</th>
<th>Sponsor</th>
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<td>Special Counsel</td>
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<td>Verizon Wireless</td>
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<td>Mulligan &amp; Bjornnes</td>
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<td>Janelle Loven</td>
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</tbody>
</table>

### Simpson Shelter Dinner

Approximately 16 volunteers are needed to cook and serve dinner at the Simpson Shelter on Thursday, March 22, 2012 from approximately 5-8 pm. Register on the ALAMN website or contact Cheryl Nelson at canelson@rkmc.com for information. Chapter members, business partners and others are welcome and encouraged to participate. It’s a lot of fun - sign up now to reserve a slot!
* A note from the Editor - As you read and enjoy this article, please accept my humble apologies. This should have been printed in August but was overlooked! Mary was gracious enough to understand and we hope that this recap of last year’s National Conference and the many benefits Mary was able to take home from the event, will give you renewed energy and enthusiasm for Hawaii in April! Aloha!

By Mary C. Anderson, Financial Administrator: Pauly, DeVries Smith & Deffner, L.L.C.

With gratitude to ALAMN, PDS and ALA.

2011 ALA Annual Conference & Exposition

A Roomful of Riders, A Roomful of Elephants, The Occasional Alligator

The 2011 ALA Annual Conference was brimming with enjoyable social events, informative Business Partner presentations and great opportunities to connect with long-time friends while meeting new ones, all in dazzling Orlando, Florida. My primary focus, though, was on taking advantage of the amazing educational resources.

What follows is a personal “take” on a few of the many sessions I attended. It’s not meant to be in any way all-inclusive and is unabashedly subjective. No doubt other attendees honed in on much different aspects of the same presentations.

The thoughts that follow all relate back to, and are framed by a powerful image provided in the opening Keynote Address. While other speakers did not, in most cases, address their topics within this specific context, I found it fun and useful to do so.

Keynote Address: How to Change Things When Change is Hard; Dan Heath

According to Mr. Heath’s address, it is by recognizing that we simultaneously operate on two independent brain systems that we are best able to think big, inspire change and take action. The first human brain function is rational, conscious and deliberate. The second is emotional, unconscious and automatic. These two systems sometimes work together. Other times each vies for supremacy over the other.

Recognizing this dichotomy is key to successful change. The metaphor Mr. Heath used was that of a rider (the rational brain) on top of an elephant (the emotional brain). The important essential elements for us to effect change are to: (1) direct the rider, (2) motivate the elephant, and (3) remove obstacles in the path.

Remain aware that everyone in the room is a rider and every rider is on an elephant.

While progressing down the path of change, it’s good to find the bright spots and useful to study successes. Analyzing problems comes naturally, while analyzing successes is less intuitive and more of a decision.

It’s also recommended that we shrink change-management into small bits. When that can’t be done, or doesn’t help, we need to encourage the elephant to gear up to a higher level of motivation. Positive feedback is powerful when given often, for instance, in a series of one-minute praises at steady intervals. It’s less
effective when given less often, at annual reviews, for example.

We can use the power of the herd to help get our elephants on the move in the right direction. If the cultural norm in your firm is that 68% of time entries meet the deadline, while in other firms the ratio is higher, then it’s time to heighten the norm.

As much as possible, simplify change. Make it as close to a one-click proposition as you can.

Lastly, if you want change, failure is part of the deal. Give the rider and the elephant permission to fail along the path to success.

**Crucial Conversations: Tolls for Talking When the Stakes are High; Simon Lia**

Quote: “A small number of high-stakes discussions have a disproportionate impact on performance of all kinds.” Simon Lia

Riders and elephants thrive in safe conversations. Unless appropriate preparations are in place, when threatening or crucial conversations occur, the normal functioning of both the rider and the elephant may be shut down by the most primitive, reptilian, “salivating predator” part of the brain. Thought processes then migrate towards those of the alligator. When that happens, either silence (withdrawal) or violence (verbal attack) is likely to stop the exchange of ideas.

Quote: “The measure of success is not whether you have a tough problem to deal with, but whether it’s the same problem you had last year.” John Foster Dulles

**Where is That File and What Did You Say Your Name is Again?; Paul Mellor**

Quote: “Please, I beg you ... never, ever, attempt, try, strive, undertake, make an effort, or take a crack at remembering more than two (2) things at a time.” Paul Mellor

Essentially, the key to remembering is in pairing thoughts in a way that engages the rider and amuses the elephant. By pairing one thought to another, then that second thought to yet another, it’s possible to recall fairly lengthy chains, or lists, of even unrelated things.

The key to remembering people’s names is, similarly, to pair them with fanciful visual ideas. When introduced to a person named Jim, for in-
2011 First-Time Attendee Scholarship Winner

stance, imagine the person working out at a gym. When introduced to a person named Jan, mentally picture a janitor mopping the floor. Look right at the individual to whom you’re being introduced. Use the person’s name immediately. Help them remember your name by providing an association such as “Yes, I’m Rose, like the flower.”

Boundary Setting: Finding Time for Yourself in a 24/7 World; James A. Durham, J.D.

Quote: Gandalf: “All we can do is decide what to do with the time that is given to us.” The Lord of the Rings by J.R.R. Tolkien

Our rider needs to say “no” more often. The rider usually ought to say “no” whenever the elephant says “no”. “Yes” is to be said to your inner self, to your passions and to your life goals. Otherwise “Yes” is a response to be chosen with care.

Try keeping a scoreboard of what’s most important in your life. What current grade would you give yourself? What future grade would you like to see there?


Quote: “I went to the woods because I wished to live deliberately, to front only the essential facts of life, and see if I should not learn what it had to teach, and not, when I came to die, discover that I had not lived. I did not wish to live what was not life, living is so dear...” Henry David Thoreau

It’s OK to Be the Boss; Bruce Tulgan

After 18 years of research, the #1 finding Mr. Tulgan reported is: “It’s getting harder to manage pressure.” He said that the work place is more stressful than ever and people are higher maintenance. Strong and highly-engaged leadership is the answer. Under-management is the big problem hiding in plain sight.

In other words, the elephant needs thoughtful recognition, leadership, correction and affirmation from the rider. The rider could use a bit more direction as well.

After debunking various commonly-held management myths, Mr. Tulgan recommended that each law firm administrator set aside one hour a day strictly for management. This time is to be allocated for guiding, supporting and setting expectations for the team.

He suggests that we customize our approach to each person. Try to identify who that person is at work. Ask yourself questions based on who, what, where, when, how and why, questions such as: Who is this person at work? What exactly are we trying to accomplish? Where are we heading? When do we have to arrive? Why do I need to manage this person and this work? How are we going about getting the job done?

Construct a dialogue with each individual by making notes ahead of time, engaging in regular brief conversations, and in appropriate follow-up actions. Talk more often when someone is struggling. Encourage more conversations about the work, and have fewer conversations at work about personal matters.

Quote: “You can’t hide in a one-on-one conversation.” Bruce Tulgan
NEW!

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VIRTUAL FORUM

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ABOUT CYBER ALA:
The Cyber Chapter exists as a virtual on-line chapter of the Association of Legal Administrators (ALA) and offers all ALA members a collaborative online venue for examination of developments and trends in technology and in management philosophies and practices, as well as to ensure that all chapter members are comfortable with the appropriate incorporation of relevant technologies for personal and professional growth.

Sessions to include:

- Valuable Resources to Save Hard-Earned Profits
- Social Media Policy: Building, Monitoring and Enforcing
- Reverse Mentoring: Understanding the Marriage of Your Employee Force
- Is there a Magic Pill? Staying Compliant with PPACA in 2012
- Disaster Planning: Communication and the Crisis Management Team

Who Should Attend:
Cyber ALA members and non-cyber ALA members in the fields of:

- Law Firm Administration Officers
- Paralegals and other Support Staff
- Law Office Managers
- Law Firm Human Resources
- Legal Service Executives and Managers

To register visit www.virtuallegaltechshow.com
Q&A on QR Codes

By Bob Heiss, All-State Legal

What is a QR code?
Mobile tagging is the process of using a printed code to deliver data to a mobile device. A Quick Response - or QR code - is currently the most popular and widely used mobile tagging code, as it is the easiest to create, produce and read. A QR code is basically a two-dimensional barcode that can be read by a smartphone equipped with a camera.

What can it do for my firm?
Though originally created for inventory tracking, QR codes are gaining popularity for their ability to make printed materials interactive with dynamic online content. With one scan, your clients and potential clients can download your contact information, research more about your firm online, and connect and interact with your brand whenever and wherever they choose.

QR codes can be used to do any one of the following things:

- Launch the phone’s web browser to a specific URL
- Push out a calendar event that can be saved to the phone’s calendar
- Push out contact information that can be saved to the phone
- Push out an email address that can kick-start communication
- Launch an SMS (text) message that can be sent to Twitter, Facebook or contacts

How are law firms using QR codes?

QR codes allow you to connect. They can be personalized. They are viral. They can turn passive readers into interacting potential clients. And perhaps the most significant benefit of QR codes is that most can be tracked.

Below are the top ten ways law firms incorporate QR codes in their marketing:

1. Business Cards - Use the QR code to link the reader to your contact information, to your online bio page or to your blog.
2. Stationery / Marketing Materials / Firm Brochures - Create a QR code that links to the “News & Events” section of your website to allow clients, potential clients and colleagues to keep up on your firm’s recent wins. Or, link to your website’s About Us, Attorney Listing or Practice Areas page to cross-sell all your services.
3. Announcements - Add a QR code to link these to your online announcement for additional information regarding the announcement (e.g., a new partner, a new practice area, a recent win, your firm move or whatever you are heralding!)
4. Invitations - Make invitations to seminars, parties, meetings, networking events and more interactive by creating an event code that can be saved right to the phone’s calendar.
5. Invoices - Reinforce the firm’s commitment to the environment by linking invoice QR codes to web pages that provide information on how to set up electronic billing or payment.
6. Website / Attorney Bio Pages - QR codes can
be read right from computer screens, so be sure to include QR codes on pages listing the firm’s general contact information, as well as specific attorneys’ contact information, on bio pages and on Contact Us pages.

7. **Social Networking** - Include your contact QR code in all your social networking - blogs, LinkedIn, Facebook, Twitter, etc. You can even create QR codes that will provide the reader with a pre-written post/tweet about your firm or a specific firm event.

8. **RFP Responses** - Embed QR codes in proposals to direct potential clients to your website for more information, such as attorneys’ bios, additional practice areas or recent applicable news headlines.

9. **Recruiting** - Bolster your firm’s recruitment efforts by including QR codes on recruiting materials to attract the more technologically savvy pool of potential hires.

10. **Seminar Name Tags** - Enhance networking by including a QR code on all participants’ name tags.

Simply creating a QR code and putting it on your materials is not enough. As with all marketing endeavors, you should have a strategic plan in place and build codes that will add relevant value to your audience. Remember, QR codes that point to URLs allow you to track results. Build this device into your plan, and analyze results closely to ensure that the codes are having the desired effect.

For more on QR codes - what they are, how they are used and production guidelines - please visit [www.aslegal.com/qr](http://www.aslegal.com/qr).

Bob Heiss is a sales representative for All-State Legal. All-State Legal provides complete law office systems that maximize a firm’s efficiency and profitability, providing a comprehensive offering of design services, graphic communications products, legal specialties and general office supplies.
Imagine having a single picture of your company’s financial position. BMO Harris Bank does just that. Our expertise can provide a full suite of treasury management products to help you manage your working capital and maximize your business’ potential.

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Office Administrator
Company: Jackson Lewis LLP

Jackson Lewis LLP is a national law firm with 48 offices and almost 700 attorneys. The Firm is dedicated to representing management exclusively in workplace law and related litigation. Jackson Lewis is seeking an Office Administrator with Paralegal experience to support the Minneapolis office.

We require an experienced individual who will have responsibility for overseeing the overall administrative operations of the office and will provide paralegal assistance as needed. This position will report to the Managing Partner of the office.

Duties and Responsibilities:

- Work directly with the Managing Partners and office attorneys to ensure smooth functioning of daily operations
- Work closely with Firm personnel and oversee billing/budgeting, IT, Facilities, HR and Marketing
- Support all Firm policies and procedures
- Administer Human Resources responsibilities including recruitment, orientation and training of staff
- Monitor facilities’ maintenance
- Support local Marketing events
- Assist with preparation of pleadings and discovery in federal and state court civil matters and arbitration proceedings
- Capability to handle general paralegal work including organizational and preparation work

Skills and Educational Requirements:

- Undergraduate degree
- Minimum 8-10 years of law firm administration and paralegal experience
- Litigation Paralegal background required
- Direct supervisory responsibility
- Excellent oral and written communications skills
- Basic knowledge of finances
- Strong professional interpersonal skills
- Ability to work in a very fast-paced environment
- Innovative and creative in approaching the administrative office functions
- Highly detail oriented and ability to multi-task
- Proficient in Microsoft Office Suite (Outlook, Work, Excel, PowerPoint)

Download your FREE 2011 Salary Guide
or use our interactive salary calculator at roberthalflegal.com/SalaryCenter.

Minneapolis • 612.349.2810
Legal Secretary Manager - Job Share
Company: Leonard, Street and Deinard

The Legal Secretary Manager is responsible for workload distribution, coverage, hiring, performance management, professional development, and team development. The Manager must develop relationships with a variety of law firm employees including attorneys, administrators, paralegals, as well as secretaries and other support employees. The focus of the position and the responsibilities involve the production of a high quality work product for the clients, attorneys and paralegals which includes document production, transaction services, client service, timekeeping, invoicing, and filing. The Manager is required to focus on team development and develop high performance teams where possible. Additionally, skill development, and coverage for unplanned and planned absences through careful planning and cooperation are key components of this position. The Manager will be evaluated on cost effective delivery of high quality secretarial services within a budget. Managing overtime expenses, temporary labor expenses, and staffing ratios are the quantitative measures used to evaluate the Manager’s effectiveness. Teamwork, collegiality, and quality are the qualitative measures.

ESSENTIAL DUTIES AND RESPONSIBILITIES
• Monitors workloads of assigned staff and provides coordination and distribution of overload work, excessive workloads, and emergency work.
• Coordinates all coverage needs resulting from planned or unplanned absences.
• Manages the hiring of temporary labor when the existing workload or coverage needs are beyond the available capacity.
• Monitors temporary labor work product to ensure a high level of quality and productivity.
• Manages the budget for temporary labor to within acceptable levels of expense.
• Coordinates and delivers all performance reviews for assigned staff.
• Approves all overtime and PTO time for assigned staff.
• Handles the hiring of new staff.
• Manages to ensure a high level of work quality and productivity and participates in resolving any related performance issues for all assigned staff.
• Coordinates professional development plans for all assigned staff.
• Plans and coordinates appropriate training sessions and learning opportunities.
• Participates in the development of training and delivers training when appropriate.
• Develops high performance teams where possible.
• Participates as active, contributing member of the Management Team.
• Manages to pre-determined staff attorney ratios.

KNOWLEDGE, SKILLS AND ABILITIES REQUIRED
• At least one year of prior management or supervisory experience in a professional services environment.
• At least five years of legal secretary or paralegal experience.
• Demonstrated ability to listen, exercise sound judgment, build relationships, remain
impartial and resolve conflict while maintaining respect and dignity of all parties.

- Strong commitment to client service.
- Demonstrated ability to handle multiple tasks and initiatives while maintaining a high quality of work.
- Strong commitment to teamwork.
- Track record of valuing diversity and the ability to work with a diverse group of individuals.
- Demonstrated ability to work within a variety of software environments including the Microsoft Office Suite, document management systems, and internet applications.

**KNOWLEDGE, SKILLS AND ABILITIES PREFERRED**

- Four-year degree in a business, communications, or related field. Work experience in lieu of degree is acceptable.

**Contact Info:**
Please send resume to hrgeneralist@leonard.com

**Financial Operations Manager**
Company: Gislason & Hunter LLP

We seek an exp Financial Operations Manager in our New Ulm, MN office. Responsibilities include preparation of income and expense statements, financial analysis, forecasting and reporting, cash management, assisting with budget preparation, oversight and management of billing, accounts receivable, accounts payable, potential client conflicts checking, opening and

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You prevail by being committed to your clients, doing your research, out-thinking your peers, and executing your vision.

So do we.

Similar to you, we start with effective discovery processes, and then leverage our industry insight to guide our clients to the most agile, secure, and cost-effective solutions for their specific needs.

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Advisory - Acquisition - Integration - Operations - MonitoringServices

(952) 279-5600 www.datalink.com
Job Bank (continued)

closing of new clients and matters. Will also coordinate tax return preparation and review with CPA firm. Must be an innovative problem solver and possess sound business judgment. Professional demeanor and excellent analytical, interpersonal, leadership management and communication skills needed. Must work well as a member of the leadership team and with all levels of the firm. Must be proficient in Excel and have experience in computer-based financial applications and systems. Requirements include a Bachelor’s Degree in Busn Adm, Acctg or related discipline. CPA certification a plus. Must have three years successful financial management exp. Previous exp in law firm or professional services industry, partnership accounting and exp with Elite software preferred. Candidate must live in the New Ulm/Mankato area, or be willing to relocate.

Contact Info:
Submit resume with a cover letter and salary history and requirements to Becky Jenness at bjenness@gislason.com

Administrator
Company: Bakke Norman Law Office

Responsibilities
• Schedule, attend and prepare agendas and financial reports for shareholder, attorney and staff meetings
• Perform human resources duties for hiring, training and evaluating new employees
• Facilitate interoffice communication and promote consistency in the operation of the three office locations
• Work as liaison with outside marketing companies to implement marketing plans; maintain marketing information and order marketing materials; maintain email and regular mailing lists
• Main contact with company performing outsourced IT support; monitor technology needs; review and maintain leases and maintenance agreements for office equipment; monitor online accounts for fax/email, website hosting and email marketing
• Maintain library inventory and monitor contract for firm’s research and electronic subscriptions
• Work independently to solve routine problems and also handle standard requests from inside and outside the firm

Qualifications
• 5-7 years in a senior administrative or office management position
• Experience working with sensitive and confidential information
• Ability to organize and prioritize multiple tasks
• Proficient in Microsoft Office 2007 or 2010 and a knowledge of other basic computer software applications
• Excellent written and verbal communication skills; ability to work with a variety of personalities
• Prior law firm experience and experience with basic accounting a plus

Contact Info:
If you like working independently in a challenging position with a variety of duties, submit your resume, a list of references and your salary requirements to lsharretts@bakkenorman.com.

For information about our law firm, visit www.bakkenorman.com.
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From the Public Sector: Drew P. Schaffer, Legal Aid Society of Minneapolis

Thank you for your support

The annual Bar Benefit gala is a night that the legal community always looks forward to being a part of. Catch up with colleagues, enjoy great food, peruse the silent auction tables, honor this year’s Pro Bono award recipients, and much more.

Contact Joy Hamilton at 612-752-6614 for tickets for your firm’s attorneys.
Question: I am interested in instituting a fragrance-free (or minimal fragrance) policy in my firm; one of the staff is highly allergic to scented products. Are any sample policies available?

Answer: A good place to start for information on fragrances in the workplace is the Job Accommodation Network (JAN), a service of the Office of Disability Employment Policy, U.S. Department of Labor. JAN provides information on accommodation and compliance with the Americans with Disabilities Act (ADA). Their Employees with Fragrance Sensitivity page offers background material and suggestions on what employers can do to minimize exposure, and includes a bibliography for further reading. If your office has questions about accommodating this (or any other) potential disability, JAN offers free, confidential assistance.

The Massachusetts Nurses Association posted a newsletter article on chemical sensitivities, and offered a sample policy as well as tips on advocating for a fragrance policy in one’s workplace.

WebMD has an article on fragrance allergies, with information on protecting oneself and reducing “fragrance overload.”

HRHero posted an excerpt from the South Dakota Employment Law Letter, “Making Sense of Scent Issues at Work.” The article includes discussion of ADA implications and reasonable accommodations.

“Fragrance In the Workplace: What Managers Need to Know” was published in the Journal of Management and Marketing Research. It discusses laws, court cases and legal liability involving fragrance sensitivity, and provides recommendations on good-faith efforts to address this issue as well as guidance on developing a workplace policy.

SHRM posts fragrance-free policy language as part of its sample dress code policy.
ALA Question of the Month (continued)

Available in the members-only section of SHRM’s website.

There is much more regulation of environmental sensitivities in Canada, at both the federal and provincial levels, than there is in the U.S. Below are links to Canadian-specific materials; you may wish to obtain advice from legal counsel before incorporating any of these suggestions in your own office.

- The Canadian Centre for Occupational Health and Safety provides information and discussion on developing a Scent-Free Policy for the Workplace, with sample policy language.
- Public Service Alliance of Canada published “Policy Statement on Scent-Free Environments” which includes its Awareness Kit, sample policies and posters, and more.
- The Lung Association (Canada) published its own set of recommendations on developing a scent-free workplace policy, including guidance on educating employees on this issue.
- The University of Winnipeg has scent-free guidelines for its faculty, staff and students — but has not promulgated an actual policy covering this issue.

As always when instituting new workplace policies, do your homework first, and make sure your proposed policy complies with applicable laws and regulations. If there are any questions, seek advice from your firm’s labor/employment counsel.
EARLY BIRD REGISTRATION NOW AVAILABLE! REGISTER BY FEBRUARY 6, 2012 AND SAVE!  www.alanet.org/conf
The Art of Active Listening (CM)

Date: March 21, 2012
Time: 1:00 PM Central

Listening makes up more than half of the communication process, and to be successful you must know what to listen for. Learn to manage upset people, and improve cooperation and understanding in your workplace simply through improving your own active listening skills.

Learning Objectives:

- Discuss the importance of listening actively to understand the speaker, avoid or soothe misunderstandings, and help other people open up
- Develop or enhance active listening skills
- Foster active listening in your firms

Debra Bruce is President of Lawyer-Coach, LLC, which provides communication and management, talent retention, business development, and time management coaching and training for law firms. She practiced law for 18 years before becoming a trainer and credentialed coach for lawyers and law firm administrators across the United States and Canada.

CLM™ Credit for live program only: 1 hour of credit in the category of Communication Skills for those seeking to fulfill the CLM application and 1 hour in the subject area of Communication & Organization Management (CM) for CLM Recertification.

The ALAMN Membership Development Committee would like to invite you to an ALAMN/ALA Resource Orientation. Current members and anyone considering membership in ALA and ALAMN are welcome to attend.

WHEN: Tuesday, March 27th, 4:00 p.m.
WHERE: Leonard Street & Deinard, 150 South 5th Street, Suite 2300, Minneapolis, MN

There are many benefits associated with your membership in ALAMN and ALA. Join us for a fun and informal discussion of the benefits and resources available to you as a member.

Please register online or RSVP to Amy Jorgenson, ajorgenson@nka.com by March 20th. Hope to see you there!

Know someone considering joining ALA and ALAMN? Please let them know about this orientation. We’d love to have them join us!
New Member Profile

Patricia Beck
Ogletree Deakins Nash Smoak & Stewart, PC

GETTING TO KNOW YOU...

Quick facts about you:
• Home town? St. Paul, Minnesota
• High school & mascot? Johnson High School - Governors
• Family? Two Married Daughters and 3 grandchildren
• Pets? 4 year old cat named Kieko
• Hobbies? Reading, hiking, travel, movies, personal development

Quick facts about your firm: This is the Minneapolis office of national employment law firm. The Minneapolis office opened in 2010.

• Size? Firm: 600 attorneys, 40 offices in 23 states. Mpls Office: 12 attorneys
• Your main responsibilities: Office management, budget management, staff supervision, purchasing, organizing marketing events, facilities management

I joined ALAMN because? Opportunity to spend time with and learn from others with similar professional roles.

One thing I try to do each day at work is? Something that makes a difference.

Others describe me....? Creative, authentic, fun to be around and always learning something new.

Someday I would like to? Write a book

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### Job Bank Note

ALAMN members interested in new positions are encouraged to regularly review postings on the ALAMN website. Jobs are posted on the website as soon as they are received; they are not always published in *The Verdict*. The Job Bank is only for those management positions that meet ALA and ALAMN membership criteria. To post a job opening with the ALAMN Job Bank or to place your name on the contact list for future openings, please contact Sheila Hoff, Member Placement Service, at 612-333-3637 or email at sheila.hoff@lindjensen.com.
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