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DON'T MISS:

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**2015-2016 Scholarship
Winners**

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2016 Diversity Scholarship

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**2016 Membership Renewal:
Share the Power**

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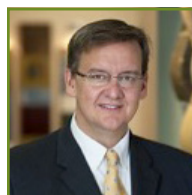
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ALAMN has adopted ALA's Mission Statement

To improve the quality of management in legal services organizations; promote and enhance the competence and professionalism of legal administrators and all members of the management team; and represent professional legal management and managers to the legal community and to the community at large.

2015 - 2016 ALAMN COMMITTEES & SIGs

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

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ALAMN SPECIAL INTEREST GROUPS (SIGs) are educational forums specific to functional specialty. Special Interest Group (SIG) meeting attendees need not be ALAMN members.

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ALAMN CALENDAR OF EVENTS

DECEMBER

SU	MO	TU	WE	TH	FR	SA
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	7	8	9

- 3 Diversity & Inclusion/Career Fair Committee Meeting**
8:30 a.m. – 9:30 a.m.
Location: Fredrikson & Byron
- 3 ALA Webinar: Creating an LGBTQ Friendly Law Firm Environment**
2:00 p.m. – 3:00 p.m.
Location: Merchant & Gould
- 10 ALAMN CLM Study Group (Session 11)**
11:30 a.m. – 1:00 p.m.
Location: Merchant & Gould
- 15 Finance SIG***
12:00 p.m. – 1:00 p.m.
Location: Gray Plant Mooty
- 15 ALAMN Members Only Social**
4:00 p.m. – 6:00 p.m.
Location: Gray Plant Mooty
- 16 St. Cloud SIG***
12:00 p.m.
Location: TBD
- 16 ALA Webinar: Competitive Advantage: Effective Pricing Strategies**
2:00 p.m. – 3:00 p.m.
Location: Merchant & Gould

JANUARY

SU	MO	TU	WE	TH	FR	SA
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	1	2	3	4	5	6

- 8 ALAMN CLM Study Group (Session 12)**
11:30 a.m. – 1:00 p.m.
Location: Merchant & Gould
- 28 Diversity & Inclusion Committee Meeting**
8:30 a.m. – 9:30 a.m.
Location: Fredrikson & Byron
- 29 ALAMN CLM Study Group (Session 13)**
11:30 a.m. – 1:00 p.m.
Location: Merchant & Gould

***PLEASE NOTE:**

Special Interest Group (SIG) attendees need not be ALAMN members

FEBRUARY

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	1	2	3	4	5

- 19 ALAMN CLM Study Group (Session 14)**
11:30 a.m. – 1:00 p.m.
Location: Merchant & Gould
- 25 26th Annual ALAMN Educational Conference and Business Expo**
8:00 a.m. – 5:00 p.m.
Location: Hyatt Regency Minneapolis
- 25 Diversity & Inclusion Committee Meeting**
8:30 a.m. – 9:30 a.m.
Location: Fredrikson & Byron

26th Annual ALAMN Educational Conference & Business Partner Exposition
Thursday, February 25, 2016
New Location: Hyatt Regency Minneapolis
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FROM THE PRESIDENT OF ALAMN

By: Katherine M. Hubbard; Madigan, Dahl & Harlan, P.A.

A ROSE BY ANY OTHER NAME IS STILL A ROSE!

Often when I think of marketing, I think of the glitzy, hipster employees tasked with picking out the new color of the organization's logo, or whether we should give away mugs or pens at the next conference. They are people who prepare the shiny, flashy presentation folders for us to distribute to potential clients. They help management create mission statements such as: "Our firm's mission is to provide excellent service that is client-focused and exceeds client expectations." Oh really?! I thought our mission was to do a half-wit job that meets our firm's needs and has no bearing the client's wishes. But really, is that what marketing's function is?

Marketing, branding, relationship management, pick a name, they all have the same goal: help the organization improve and increase their client base. Did you see the underlined word? It is help. It is not solely the marketing department's job to improve and increase the client base; they are here to help the entire organization accomplish that goal. The Association of Legal Administrators (ALA), and the ALAMN also have marketing initiatives.

You might have heard that the ALA has put great effort into a rebranding project. After much hard work and dedication by the ALA Board of Directors, ALA leadership, and many other hardworking ALA members and business partners, a potential new name for the ALA was presented. The presented potential name has gotten a smidge of response from the ALA membership. After receiving and carefully considering the input from the ALA membership, the ALA Board and leadership have determined that they will not be moving forward with the presented, potential name.

Marketing and branding an organization or firm is not a perfect science. One can do research, tap the experiences of past performance, employ the best and brightest talent, and not be guaranteed a home run. Marketing and branding is not for the weak of heart. If you do not want everyone's opinion, good, bad and ugly, do not go into marketing. However, if you can constructively analyze and learn from opinions offered and then make the necessary changes, you end up with a better result. So, with the help of the feedback received, the dedicated people on the ALA Board will be once again putting forth their best efforts to research and present their recommendations for an ALA rebrand.

A name is important. It is how we are identified by others, and the words used to describe us give a first impression to people before we get a chance to even meet them. However, getting someone to your table based only on a name is a shallow victory. We must also remain focused on the importance of the value of our organizations. To that end, both members and leadership of ALA and ALAMN must strive to continue to provide the best educational offerings, the most up-to-date research, articles and resources on topics relevant to our membership and to provide quality networking opportunities that promote success for all parties involved.

We as members of the ALA, the ALAMN, and other ALA chapters are part of the marketing of the ALA and our chapters. Our job is to continue to be great ambassadors for our organization no matter what our name. People, marketing is a team sport. As the great businessman Henry Ford said: "Coming together is a beginning. Keeping together is progress. Working together is success."



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ALAMN MEMBERS NAMED 2015 UNSUNG LEGAL HEROES

Congratulations to the following ALAMN members for being named 2015 Unsung Legal Heroes:

- Kerri Lorig from Gray Plant Mooty
- Dawn Parker from Patterson Thuent
- Mariel Piilola from Larkin Hoffman
- Brad Wicklund from Lommen Abdo

The Unsung Legal Heroes award honors the law firm employees who have consistently gone above and beyond the call of duty, often behind the scenes. This award is reserved for the state's most talented and dedicated legal support professionals.

Read more: <http://minnlawyer.com/2015/06/18/up-coming-attorneys-unsung-legal-heroes-named/#ixzz3f8mScpun>

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ALAMN 2015-2016 SCHOLARSHIP WINNERS

Through the incredible support of our business partners, ALAMN has the good fortune to offer a number of Scholarships to our Regular Members every year.

These Scholarships provide ALAMN Regular Members the opportunity to attend ALA-sponsored Conferences, experience an amazing selection of educational sessions, meet other ALA Association members from around the world, and access ALA business partners from around the country, all in one venue.

The ALAMN Board of Directors is pleased to announce the following winners/recipients:

Past President's Scholarship: \$1,690

Regular Members who are a Past President of ALAMN are included in a drawing for the Past President's Scholarship. The winner/recipient of this year's **Past President's Scholarship is: Cheryl Nelson, Robins Kaplan LLP.**

New Member Scholarship: \$1,690

New ALAMN Regular Members who have joined the Chapter since the last scholarship drawing are entered into a random drawing for the New Member Scholarship. The winner/recipient of this year's **New Member Scholarship is: Peggy Lahammer, Gray Plant Mooty.**

General Membership Scholarship: \$1,690

All ALAMN Regular Members are entered into a random drawing for the General Membership Scholarship. The winner/recipient of this year's **General Membership Scholarship is: Tracy Johnson, Eckland & Blando, LLP.**

Outstanding Member Scholarship: \$1,690

To be considered for the Outstanding Member Scholarship, an ALAMN Regular Member must be nominated by another ALAMN Regular Member. All nominations are reviewed by the Board.

The ALAMN Board is pleased to announce that the winner of the 2015/2016 **Outstanding Member Scholarship is Chong Lee, Fish & Richardson.** Chong was nominated for the outstanding member scholarship due to her high standards and performance in co-chairing the Communications Committee and membership on the Business Partner Conference Committee. Chong's unwavering support has been an important factor in raising the level and quality of communication to our Members and Business Partners. The ALAMN Board and entire Chapter thank Chong for her commitment to the Chapter.

First-Time Attendee Scholarship: \$1,690

To be considered for the First-Time Attendee Scholarship, an ALAMN Regular Member must apply to the Administrative Director of the ALAMN Board of Directors. We are pleased to announce the winner and recipient of the First-Time Attendee Scholarship is: **Teresa Reiner, Anderson Helgen.**

Opportunity Scholarship: \$1,690

To be considered for the Opportunity Scholarship, an ALAMN Regular Member must apply to the Administrative Director of the ALAMN Board of Directors. We are pleased to announce the winner and recipient of the **Opportunity Scholarship is: Karen Deneen, Greene Espel.**

On behalf of the ALAMN Board of Directors, please join us in congratulating all of these Members.

Please also join us in extending a heartfelt THANK YOU to our business partners for their continued support of ALAMN.



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COMMITTEES & SPECIAL INTEREST GROUPS

The **Large Firm Committee** held their monthly meeting on November 4th hosted by Bob Hamilton of Fredrikson & Byron. The group discussed several topics pertaining to the staffing of the firm, ranging from roles of office managers to salary structures and pay frequency. The participants also discussed legal research options and back-up storage providers. The next meeting will be on December 2nd. If you are an administrator/COO of a large firm (100+ attorneys) and would like to join this group, please contact Tracey Skjeveland at tskjeveland@merchantgould.com.

The **Finance SIG** met on November 12 at Gray Plant Mooty. Topics of discussion included: staff bonuses – whether they are given and how they are calculated; mail delays – the IDS building has been subject to a delay in mail delivery which could affect year-end cut-offs; survey participation – many firms are still using PwC, but Peer Monitor was the focus of the discussion; and time entry – tactics to encourage lawyers to finalize time entries on time. Please contact co-chairs Jill Caspers at jill.caspers@bowmanandbrooke.com or Bob Jackson at rjackson@oppenheimer.com for additional information or to join this group.

SPEED NETWORKING

ALAMN 2015 Speed Networking Event was held on November 5th at Nilan Johnson Lewis. There was a great informational exchange between nearly 40 members and Business Partners. Thank you to all who attended.



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FALL SOCIAL

The ALAMN 2015 Fall Social was held on October 22nd at Hell's Kitchen. 49 members and over 90 Business Partners signed up to attend. The event was a great success with good food, conversation, and drinks. Our



2015 Platinum Sponsor, **Emergent Networks LLC**, had a drawing for a \$2,000 scholarship to a 2016 ALA Conference, and Wendy Cornelius won the drawing.



2016 DIVERSITY SCHOLARSHIP - \$1,000

Objective and Award: This scholarship is intended for a Minnesota metro area student of a diverse background planning to study legal administration with an emphasis in legal studies, paralegal studies, business administration, marketing, human resources, finance, or accounting. This one-time scholarship is paid directly to the college or university in the account name of the student attending and may be used for tuition, books, or room and board.

Basic Qualifications: Applicant must be accepted at an accredited college and in good academic standing in high school.

Application Requirements:

- A short (250 – 500 word) essay by the student summarizing their area of intended study or degree; their interest in legal administration or a related field and describe what diversity means to them and why it is

important. Essay should include the author's name, telephone number, and email address.

- Two letters of reference.
- An official transcript from their high school.
- Applications must be submitted on or before

April 15th to:

ALAMN Diversity Scholarship Committee

c/o Curt Okerson, Committee Chair

Fredrikson & Byron, P.A.

200 South Sixth Street, Suite 4000

Minneapolis, MN 55402

cokerson@fredlaw.com

Award Date: April 29th, 2016

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2016 MEMBERSHIP RENEWAL: SHARE THE POWER

The first round of 2016 ALA membership renewal notices will be sent to members via email. As part of this renewal campaign, members will have the opportunity to “Share the Power of ALA Membership” with a nonmember through a special reward code, allowing the new member to join ALA for 2016 at the reduced regular dues rate of \$199. Following is the text of the email message each renewing member will receive after making a dues payment:

On behalf of ALA leadership and staff, thank you for your continued support and membership. Our Association lives and serves through the dedication of loyal members like you. We are grateful for your ongoing commitment to ALA.

The majority of new members join through referral by current members. To help you communicate the benefit of ALA membership with a colleague, here is a special offer that you can share: simply forward your unique dues savings code shown below to a prospective new member, who can join at \$199 USD for a full year. To utilize this special dues offer, the new member will enter this code in the final dues payment screen online or write it in the space provided on the 2016 mail-in application.

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COMMUNITY SERVICES COMMITTEE - COOKS FOR KIDS

On Tuesday, October 27, 2015, ALAMN members and business partners had the pleasure of preparing a meal at the Ronald McDonald House, located at 621 Oak Street in Minneapolis.

This was our sixth year preparing a meal at one or more of the Ronald McDonald Houses in the Twin Cities and the first year we had assistance from one of the residents - a lovely young girl who has been at Ronald McDonald House for several months joined us to help prepare and serve the meal! We all enjoyed meeting her, and it made for an even more rewarding volunteer event.

Ronald McDonald House (RMH) provides a home-away-from-home for families who travel far from their own homes to get treatment for their seriously ill children. Ronald McDonald Houses are near or right inside three Twin Cities hospitals, allowing family members to stay close by their hospitalized children at little or no cost.

This year we served dinner. The meal we prepared included meatloaf, mashed potatoes and gravy, hot mixed vegetables, cold veggies and dip, dinner rolls, punch, milk, and coffee. Dessert offerings were pumpkin pie with whipped topping and apple pie with ice cream.

Thank you to the following volunteers who helped prepare this year's meal:

- Linda Perlick from U.S. Bank
- Jennifer Ash from U.S. Bank
- Aimee Brantseg from U.S. Bank
- Lynn Rozell from Erstad & Riemer
- Darlene Downs from Henson & Efron and her daughter Abby
- Laurie Greenberg from Briggs and Morgan
- Tracy Smith from Smith, Gendler, Shiell, Sheff, Ford & Maher and her daughter Jessica

- Vicki Meyer from Gislason & Hunter
- Cheryl Nelson from Robins, Kaplan, Miller & Ciresi
- Pam Gerads from Merchant & Gould
- Pat Stender from Cousineau McGuire

If you are interested in additional volunteer opportunities through Ronald McDonald House Charities Upper Midwest, you can contact them at 612-767-2788.

Watch *The Verdict* and the ALAMN Website for our 2016 volunteer events and drives. Please contact Vicki Meyer at vmeyer@gislason.com 763-225-6048 or Cheryl Nelson cnelson@robinskaplan.com 612-349-0806 if you are interested in finding out more about the Community Services Committee. New members are always welcome!



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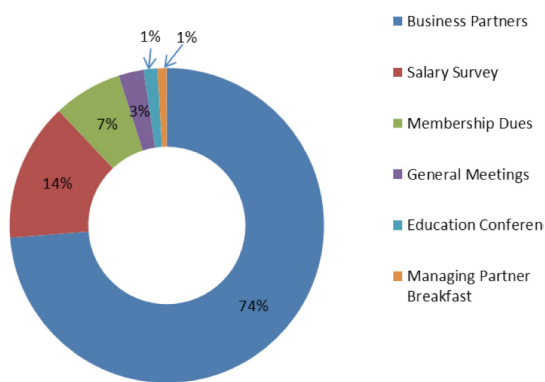


FINANCE

As the new Finance Director it is my job to communicate the financial condition of the Association to the membership on an annual basis. My one-sentence summary is, "ALAMN is a healthy, well-organized and well-managed organization with a solid financial base and strong plan for the future." Your Board of Directors has worked to make ALAMN the best organization for its members and one of your top sources for networking, education, and information regarding our local market. The following report references the fiscal year from April 1, 2014 through March 31, 2015.

Revenue Sources

2014/2015 Revenue Sources



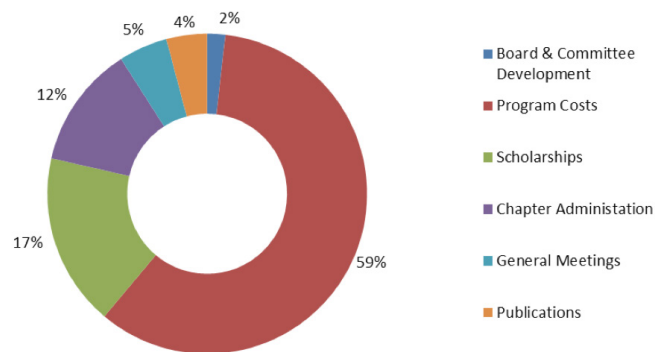
As reflected in this report, we continue to have a strong relationship with our business partners, not only financially but also with their participation in different community events, conferences and socials. In 2014/2015 we had 81 outstanding business partners whose support accounted for 74% of our association's revenue. While business partner support continues to be our largest source of revenue, we experienced a decrease in the number of business sponsors from the prior year. As a result, we realized a 17% decrease in revenue from this source compared to the prior fiscal year.

The remainder of our association's revenue comes from our Annual Salary Survey (14%); Membership Dues (7%); General Meetings (3%); Education Conference (1%); and Managing Partner Breakfast (1%). It is important to note that the Board voted to significantly discount the cost to attend the Annual Conference in an effort to increase

attendance and encourage those who do not have an education budget through their firms or did not receive a scholarship to attend. As a result, the Education Conference revenue went from accounting for 4% of our revenue down to 1%. The good news in this area, however, is that we saw an 18% increase in membership dues and a 24% increase in the Salary Survey revenue.

How we spent our money

2014/2015 Expenses



Program Costs (59%) – The Association, as in years past, used the majority of its budget to fund a variety of ALAMN sponsored events and resources throughout the year. Said funds were used for the following programs: Managing Partner Breakfast, ALA Webinars, Business Sponsor Relations Events, Compensation/Benefits Survey, Annual Education Conference, and a variety of Member-ship Committee events.

Scholarships (17%) – The ALAMN offers a variety of scholarships to attend educational conferences throughout the year. Ensuring our members have access to high-quality, relevant, and in-depth education, the Association dedicated an amount of money towards member scholarships based on a percentage of budgeted revenue for that year. Total scholarships paid out in 2013/2014 made up 17% of our expenses, however 22% of budgeted revenue was allocated from this year's budget towards the same. This resulted in approximately \$20,000 of our budget that was dedicated to scholarships to go unused. The Board each year works to improve the scholarship program by creating new scholarship types and changing the amount to help cover a greater percentage of the costs to attend the out-of-state conferences.

[continued on page 18]



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** Archived listserv and web form discussions appear in “Forums,” with the same names.

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FINANCE - CONTINUED

continued from page 16

Chapter Administration (12%) – The Association is a non-profit organization but still incurs a variety of expenses to run the organization. The types of charges represented under this category include: accounting fees, bank and credit card charges, charitable activities, management fees, and insurance. While Chapter Administration represents 12% of our total expenditures, 66% of the costs under this category is for the services we receive from Intrinxec Management. Intrinxec helps our organization with event and education planning, communication services, collection and tracking of membership dues and event payments, marketing, distribution of *The Verdict*, website maintenance, membership directory, and other general day-to-day administrative functions.

General Meetings (5%) – The Association holds nine general monthly meetings each year over the lunch hour. The expenses under this category represent speaker fees, meals, and room rental. This past year the fees we collected to attend the meetings covered approximately 60% of the cost to hold the meetings.

Publications (4%) – The cost to maintain our website and produce *The Verdict* accounted for 4% of the total expenses incurred. This number continues to remain the same over the past three years with the help of Intrinxec.

Board & Committee Development (2%) – These expenses represent the cost to hold board and committee meetings, administrative events, and the cost of any recognition awards for people's service to the Association.

Budgeting Process

Each year the Association goes through a budgeting process to ensure the organization's financial stability and align where the Association spends money with its strategic plan. Due to our outstanding members and business partner support, this organization continues to thrive and has been able to create a small reserve to assure its future suc-

cess. While it is the Board's objective to provide programs and services for the benefit of its members while remaining financially stable, the Board also strongly believes the current membership should receive all benefits possible in the years in which they are members and is structuring the budget to meet all of its objectives.



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LAW FIRM MARKETING – AN HR PERSPECTIVE

Legal marketing has veered in a new direction over the last decade, especially from the perspective of a human resources team. From the first introduction to a firm to the day a new hire or client is onboarded, the way in which firms market themselves has changed drastically.

Rapid advances in technology in the past ten years have significantly impacted how businesses do business. In the past, law firms would place an ad in a prominent newspaper to advertise their services or accolades, and job seekers would search the classifieds for open positions. However, online channels have now claimed the top spot as the most efficient means for companies—law firms included—both to market themselves and to attract the best and brightest talent.

Since competition among law firms is fierce, legal marketing teams now focus on the following eight areas to position the firm in the marketplace:

- Business development and building relationships with potential clients
- Website and online content creation
- Metrics and analytics
- Collateral and biographies of attorneys
- Lead generation and market research
- Events
- Individual business development plans
- ROI tracking

The individuals law firms recruit have graduated to a much more sophisticated and efficient way of searching for that perfect position or career lead: Internet employment sites and social media. Websites such as LinkedIn, a business-oriented networking platform, and Indeed, a job aggregator, allow job hunters to search for and find positions with very specific criteria. A little more research into the current company and staff—sometimes through official company social media accounts and personal accounts of employees—not only reveals the background and the benefits of joining a law firm, but also gives candidates a peek into the company culture. All of this gives job seekers a much broader avenue to find a position that will closely match their career needs.

In addition, a number of firms receive applications from passive job seekers. These people may not be actively looking for a new position, but are receiving information from firms based on listings on an employment website. They might find the opportunity intriguing, so they decide to explore the position a bit further, which often leads to pursuing another career opportunity.

As we strive to recruit and retain the best employees, it is important that we remain proactive in looking at recruiting from a current perspective and focus on marketing our firms in the spaces where potential clients and new hires are looking.

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Morning keynote speaker will be Calvin Stovall. "Don't Talk About it, Be About It!"

Lunch keynote speaker will be Robin Getman. "Ready, Set, Laugh! Creating and Sustaining a Positive Environment for Action".

AM Breakout Sessions:

- "Using Legal Lean Sigma and Project Management to Drive Innovation and Create Competitive Advantages" – Catherine Alman MacDonagh, JD
- Diversity Today – More Inclusive Law Firms Tomorrow" – Mauricio Valasquez
- "On-Site Security" – Peter Johnson, Archway Defense

PM Breakout Sessions:

- "What Clients Want: How to Price Work and Get Hired" – Catherine Alman MacDonagh, JD
- "Engagement, Trust and Higher-Performance in Law Firms" - Mauricio Valasquez
- "Increasing Cyber Security at the Speed of Mobility" – Emergent Networks

Registration will open in January 2016. There will be an Early Bird discount price of \$100 if you sign up by 1/15/2016. The regular price for this all day event is \$125.

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