



A Chapter of the Association of Legal Administrators

INDEPENDENCE CHAPTER **Association of Legal Administrators** **Educational Event**

DATE: Wednesday, September 21, 2011
LOCATION: Marriott Springhill Suites
430 Plymouth Road
Plymouth Meeting, PA 19422-0765
(610) 940-0400

**REGISTRATION AND
CONTINENTAL BREAKFAST:** 8:00 a.m.
PROGRAM: 8:30 a.m.
COST: \$20 member; \$25 non-member

PROGRAM: WHAT EVERY ADMINISTRATOR SHOULD KNOW

Websites, advertising, and “super” lists: Oh, My! In addition to the myriad of duties that every administrator oversees on a day-to-day basis (financial, HR, etc.) comes the plethora of possibilities for marketing.

Barbara Foley, Chief Operating Officer of RatnerPrestia, John Kirk, Director of Administration for Manko, Gold, Katcher & Fox and Kerry Scott Boll, Principal & Co-Founder of Just Engage, Inc., will lead this thoroughly interactive audience discussion where the audience will be comprised of both ALA and Legal Marketing Association, Metropolitan Philadelphia Chapter members.

PLEASE JOIN US !

~ GUESTS ARE WELCOME ~

Please RSVP by **Friday, September 16th** at our website http://www.ala-independence.org/calendar_of_events.asp. If you have questions, call Anne Paisley at 610-940-4194 or Lynn Denitz at 610-993-4232. A 48-hour cancellation notice is required, or you will be invoiced for your meal. Checks should be made payable to “ALA-Independence Chapter” and may be presented at the door. *In support of “green” initiatives, this invitation will not be sent by U.S. mail.*

Our Sponsor for this event is:



USI Affinity is a Sapphire level sponsor of the ALA-Independence Chapter.