

## 2009 GOLD LEVEL CHAPTER

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### IN THIS ISSUE

Chester County Technical College Visit  
page 2

President's Message  
page 3

IC's Business Partner Relations Update  
page 4

ALA Bar Liaison Event  
page 5

Mark Your Calendars & Webinars Schedule  
page 6

ALA's 38th Annual Education Conference  
& Kudos  
page 7

Environment: Going...Going...Gone Green  
page 9

Board Members & Management Team  
pages 10 & 11

Member Profile – Kathy J. Miller  
Welcome New Members  
page 12

Chapter Leadership Institute  
IC 2009 Community Challenge  
page 14

ALA Regions 1&2 Educational  
Conference & Exposition  
page 15

Facilities: It's Not Just the Price  
page 18

Back to School Supply Drive  
page 19

#### INDEX TO BUSINESS PARTNER SPONSORS

Adaptive Solutions.....	13
ALA Management Solutions.....	17
Legal Images.....	16
mindSHIFT Technologies.....	8
Morgan Wentworth, LLC.....	4
Paul Hertel & Company.....	2
RainMaker Software, Inc.....	5
Shred One Security Corp.....	2
USI Affinity.....	20

# A New Look – A New Website!

*After much anticipation, the new website was unveiled at the Quarterly Dinner on September 30th.*

With the help of Allen & Goel Marketing Company of King of Prussia, the Website Committee consisting of Adelaine Williams, Cristin Buccaglia and Lynn Denitz spent over one year designing the new site. "It was a long and arduous process" said Lynn Denitz "but it was also educational and a lot of fun. We are very proud of the final product."

A new and exciting feature of the website is a **photo carousel** on the home page. The most recent Chapter Membership photo, as well as photos from recent events will be displayed.

The **About Us** page gives prospective members visiting the website a brief description of our Chapter as well as an introduction to our Board Members and Committees. The Membership page provides details of how to become a member with a quick link to a membership application.

A Calendar of Events can be found on the **News and Events** page and is a great way to track not only Independence Chapter events but also events sponsored

by the International Association of Legal Administrators and the Philadelphia and First State Chapters. This page also provides links to the most recent editions of the Patriot News.

The **Resources** page has an Article Library and a Helpful Links section with quick links to ALA International and local Bar Associations. Two new features are the Business Partners section which describes the five new levels of business partner sponsorship as well as other sponsorship opportunities and a Job Bank is now available for Chapter members to post employment opportunities in their offices.

We encourage you to submit information such as photos, articles and job postings for inclusion in the website. This can be done by contacting any member of the Website Committee. ★



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## Chester County Technical College Visit

On October 16, some members of the Independence Chapter visited the Chester County Technical College High School in Jenersville, PA. We spoke about our job responsibilities and explained some job opportunities available within any size law firm. The students were encouraged to ask questions.

This was a very fulfilling and rewarding day. We were able to bring the legal industry to the attention of these students on a level they may not have considered as a career path. *And – we were invited to return next year!*

The Independence Chapter participants were Amy Coral, Cristin Bucciaglia, Beth Boyer, Mark Wallace, and Jim Dougherty. We fervently hope more of you volunteer for the next visit – you won't regret it.

We also have the opportunity to participate in the *CCTCHS Job Shadowing Program* in the spring. This program permits a student to "shadow" you for a day. Look for more about this in our next newsletter. ★

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# PRESIDENT'S MESSAGE

Although I know the general deadlines for the newsletter, I am usually caught in one of those “oh gosh” moments whenever Linda reminds me that she needs a column from me. It’s not that I don’t have ideas. In fact, over the course of the last two months, there have been several occasions when I have said to myself “that would be a good topic for the newsletter.” Of course I did not write the ideas down and they flew out of my head!



Amy Y. Coral

The Independence chapter has had a very busy fall. As you know, we’ve adopted a new logo, rolled out a new website and introduced a new business partner plan. Our fall initiatives also include our annual Back to School Supply Drive, our September quarterly dinner, the annual Bar Liaison Series, Professional Legal Management Week initiative and our Community Challenge event, Legal Expo, an education session featuring Marsha Petrie Sue and a holiday dinner. In addition, eight of our members were able to attend the Region 1 conference in Savannah, GA. Articles describing most of these events are featured throughout this newsletter. Those not described in this newsletter will be featured in the next newsletter.

We welcome our members from the Lehigh Valley to our Brown Bag Lunch schedule. They will host a brown bag meeting the fourth Thursday of each month. Feel free to join them at one of their meetings!

We’ve also welcomed several new members to our chapter over the last several months (*see page 12*). Given the current economic climate that is encouraging. It means that firms and managing partners recognize the value of ALA and our chapter. Please take some time to welcome these new members and thank them for joining us. Perhaps take them to lunch or for an after-work glass of wine and then share with them the reasons you joined of ALA and how you have benefited from your membership. Net-

working is crucial to our success and what better way is there for us to help them on the path to building their ALA network. We all joined ALA for a variety of reasons and it is important to take advantage of the opportunities afforded to you by your membership.

Finally, as we enter into the holiday season, I’d like to wish everyone wonderful and peaceful holidays! I hope that you get time to relax and spend time with family and friends. I look forward to seeing and working with you in 2010!



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## LEGAL MANAGEMENT RESOURCES

### LEGAL MANAGEMENT RESOURCE CENTER



Thousands of publications compiled from

Web sites, associations, businesses and libraries to help you get the legal management answers you need, now. It’s research made easy. <http://thesource.alanet.org>

## LEGAL MANAGEMENT RESOURCES

### ALA MANAGEMENT ENCYCLOPEDIA<sup>SM</sup>

The single-best starting point for research on management topics, such as enhancing profitability, substance abuse, trust accounts, hiring laterals and records management.



<http://www.alaencyclopedia.org>

## RELOCATING YOUR OFFICE?

It’s not fun, but it’s going to happen and there is a lot of help available. To get checklists, “best practice” articles, and much more, request the ALA Research Study, “An Administrator’s Guide to Office Moves and Design.” **ALA Management Solutions<sup>SM</sup>** provides members with over 50 Research Studies – and they’re all free. Management Solutions is a full-time information resource and reference service for ALA members. Under **Reference Desk Research Studies**, select the “Facilities Management” heading, then use the “Request Study” order form to have the study sent right to your inbox. **ALA Management Solutions Research Studies** are prepared to answer your human resources, general management, financial management, facilities, and marketing questions. If you have questions, please e-mail [InfoCentral](mailto:InfoCentral) for a prompt, personalized response.

# UPDATE

## Independence Chapter's Business Partner Relations Update

by Dena Lyons, Chapter Vice President

Have you ever been told... "I couldn't have done it without you?"

It feels pretty good doesn't it? Well, it is time to say....the Independence Chapter cannot do it without you. You meaning our Business Partners.

In mid-November the Business Partner Committee will be mailing out thank you letters along with Independence Chapter's 2010 opportunities for our Business Partners. This correspondence will describe ways in which vendors can participate in supporting our Chapter during the next fiscal year. Since we do not charge chapter dues to members, this financial support funds all of our chapter resources. Some areas of support include Legal Expo, Bar Liaison Series, Quarterly Meetings,

guest speakers at educational events, bi-annual MP appreciation night, scholarships, etc.

Please be considerate to any business partner who may call you out of the blue. Even if you are locked into a contract for a service that parallels their offering, tell them just that and offer to keep them and their company information in mind for any upcoming renewal. Better yet, offer to pass their name to another administrator who is looking for their services. It may also be a great time to mention the ALA-Independence Chapter and find out if they would be interested in knowing how to get exposure to members through sponsorship. In a way you would be a salesperson too! Remember that success in our profession is based on relationships. Consider the Business Partner relationship at the top of your list! ★



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## ALA Bar Liaison Event

The Independence Chapter and the Bar Associations of Bucks, Chester, Delaware and Montgomery Counties sponsored their 15th Annual Seminars during October. The seminar series, *Promote Your Firm/Promote Yourself—Valuable Tips to Become a Person of Influence* was a huge success! Over 85 participants attended in the various counties.

Stacy Clark, President of Stacy Clark Marketing, LLC, presented the hour long luncheon seminar on how to project a positive image, confidence and authority and how to foster a team environment. These skills help to market yourself and your firm and the importance of being the first line of communication with clients.

*Shred One* and *mindShift* were vendor sponsors for these events. We thank both companies for their continued support of our Chapter. ★



Attendees: Montgomery County



Attendees: Bucks County



(L) Stacy Clark, and (R) Deanne Mindler, Exec. Dir. Bucks County Bar Association

## What is your firm searching for?



award winning time & billing software|

Search

Results 1 – 5 of about 126,000 for award winning time & billing software. (0.21 seconds)

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**November 17, 2009**  
**ANNUAL DELAWARE VALLEY LEGAL EXPO**

*Presidential Caterers, 3-7 p.m.*

**December 1, 2009**  
**EDUCATIONAL SEMINAR**

**Marsha Petrie Sue:**  
**"The Reactor Factor – How to Respond to Negative Situations at Work"**

*Philadelphia Marriott West, West Conshohocken*

*5:30-7:30 p.m.*

**December 10, 2009**  
**HOLIDAY PARTY**

**March 24, 2010**  
**QUARTERLY DINNER MEETING**

**Installation of Officers and Chapter Group Photograph**

*Watch your e-mail for messages regarding the local Monthly Brown Bag luncheons.*

*Your connection*  
*to knowledge, resources and networking*



**Mark Your Calendar for 2010 Webinars**

**Law Firm Innovation: Will You Lead or Follow?**  
 March 17, 2010

**The Administrator's Role as Coach in a Multi-Generational Workplace**  
 April 21, 2010

**The Social Networking Revolution**  
 May 19, 2010

**Strategic Planning: Keys to Successful Implementation**  
 June 16, 2010

**Legal Risks to Assessing Candidates by Social Network Sites**  
 July 21, 2010

**Profitability Enhancement**  
 August 18, 2010

**Electronic Records Management: How to Manage your ESI in the 21<sup>st</sup> Century**  
 September 15, 2010

Register or view archived ALA Webinars at  
[www.alanet.org/webinars](http://www.alanet.org/webinars)

# ALA's 38<sup>th</sup> Annual Educational Conference

## New Orleans, LA

### May 18 – 21, 2009

by Janet Molloy, Bar Liaison Co-Chair



Attendees: B.Foley, L. Denitz, J.Weane, J.Molloy



Lynn Denitz receiving the Quest Award

This year's theme was "Get Jazzed". How can you help but not in a city known for jazz? We started with the Welcome Reception with the sounds of Dr. Jazz & the New Orleans Sounds. It was very nice beginning of the conference. The Keynote address was presented by retired Lt. General Russel L. Honore. He is a native of Lakeland, LA and was sent to New Orleans after hurricane Katrina to restore order and pave the way for rebuilding. His presentation about leadership was inspiring.

Besides all of the great educational sessions, there were two additional speakers. One was Billy Mills, a native American Indian who was the only American ever to win the Olympic Gold medal in the 10,000 meter run. Many consider his achievement at the 1964 Tokyo Olympics the greatest upset in Olympic history. His story was also uplifting and inspiring. He spent some time at the ALA book store to do a book signing.

The speaker for the closing session was a young woman, Liz Murray whose story has been made into a lifetime movie. Need I say more? Liz Murray went from Homeless to Harvard. She told

her story in such a positive way. What I remember most is her saying: "You don't know what you don't know" which related to an interview she had at the NY Times. She was not aware of the

prestige of this newspaper, since she had never read it. She spoke of how grateful she was to one person who gave her a chance at an education and believed in her. She worked very hard to overcome hardships and graduate from college.

Besides the educational and inspiring, we had fun! The encore reception held in the vendor hall included more music, food and door prizes. And, the grand finale reception was a visit to Mardi Gras World that included a parade (and beads), food, and music. We had our share of jazz! For extra curricular activities we went on a swamp tour, a paddle boat tour, visited the Garden Section, rode on a horse drawn carriage through the French Quarter, walked Bourbon street, and attended many vendor sponsored events.

ALA's 39th Annual Educational conference is scheduled for Boston from May 3rd to the 6th. I encourage you to attend for all of the reasons above, education, networking and renewal of spirit.



At the ALA Annual Convention in New Orleans in May 2009, the Independence Chapter was presented with the following Awards:

- President's Award of Excellence \_\_\_\_\_ Gold Level
- Newsletter Excellence \_\_\_\_\_ 2nd Place
- Visibility – Bar Relations \_\_\_\_\_ First Place
- Visibility – Community Challenge \_\_\_\_\_ Honorable Mention
- Quest Award – Lynn Smith-Denitz \_\_\_\_\_ Honorable Mention

The Independence Chapter thanks all members who helped the Chapter to achieve these outstanding recognitions.

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## Going ... Going ... Gone Green

Constance J. Fiore | *Freshfields Bruckhaus Deringer LLP*  
*constance.fiore@freshfields.com*

Did you know that law firms' average paper output is around 100,000 sheets per year? This number, I am told, is second only to the publishing industry. Let's look at some easy efforts to start conserving that we started at our firm with much success.

- ☐ Print on both sides.
- ☐ Print on paper made from Koala food (Eucalyptus trees).
- ☐ Deliver client copies on CD.
- ☐ Post key documents on the firm intranet.
- ☐ Participate in the EPA's Green Power Partnership Program by purchasing energy from renewable sources to cover at least a portion of electricity usage. Another program is the EPA's Energy Star program which encourages law offices to reduce energy by at least 10%.
- ☐ Turn off equipment when it's not being used. This can reduce the energy used by 25 %; turning off the computers at the end of the day can save an additional 50%. Look into implementing power management software which will hibernate your PC's after being idle for one hour (after 5 pm) and throughout the weekend.
- ☐ Encourage communications by email, and read email messages onscreen

to determine whether it is necessary to print them. If it's not, don't! Put a green message on your email signature line which asks that the recipient not print if not necessary.

- ☐ Reduce fax-related paper waste by using a fax-modem and by using a fax cover sheet only when necessary. Fax-modems allow documents to be sent directly from a computer, without requiring a printed hard copy.
- ☐ Do not leave taps dripping; always close them tightly after use. (One drop wasted per second wastes 10,000 litres per year.)
- ☐ Install displacement toilet dams in toilet reservoirs. Placing one or two plastic containers filled with stones (not bricks) in the toilet's reservoir will displace about four litres of water per flush- a huge reduction of water use over the course of a year.
- ☐ Find a supply of paper with maximum available recycled content.
- ☐ Choose suppliers who take back packaging for reuse.
- ☐ Post signs around the office which say, "Reduce-Reuse-Recycle," "Help Us Tackle Climate Change" or "Join a Green Team Today."

☐ Instigate an ongoing search for "greener" products and services in the community. The further your supplies or services providers have to travel, the more energy will be used to get them to you.

☐ Before deciding whether you need to purchase new office furniture, see if your existing office furniture can be refurbished. It's less expensive than buying new and better for the environment.

☐ More tips are available on these Web sites:

Consumer Guide: [www.thedailygreen.com](http://www.thedailygreen.com)  
 Green Your Computer: <http://epeat.net/>  
 Green Your Housekeeping: [www.zenhomecleaning.com](http://www.zenhomecleaning.com)  
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 On-line Magazine: [www.lighterfootstep.com](http://www.lighterfootstep.com)  
 Discovery Communications (sustainable lifestyle info): [www.treehugger.com](http://www.treehugger.com)

Connie Fiore is a member of the New York City Chapter and the Newsletter Committee.



## Board Members

*A Chapter of the Association of Legal Administrators*

**AMY CORAL** President  
*Pepper Hamilton LLP*



Amy is the Office Administrator for Pepper Hamilton's Berwyn and New York City offices. She has been a member of ALA since 1990. She has served as Bar Liaison Chair, Publicity Chair, Vice President and Newsletter Co-Chair. She has also served on ALA's Annual and Region 1 Nominating Committees. Amy resides in West Chester, PA with her husband Glen and their three children, Jason, Jon and Stacey.

**CRISTIN BUCCIAGLIA** Vice President  
*Saul Ewing LLP*



Cristin is the Office Manager at Saul Ewing LLP's Chesterbrook Office. She has been a member of ALA since March of 2003 and has served on the Community Challenge Committee. Cristin resides in Boyertown, PA.

**ANNE L. PAISLEY** Secretary  
*Unruh, Turner, Burke & Frees*



Anne is Firm Administrator at Unruh, Turner, Burke & Frees in West Chester, PA. She has been a member of ALA since 2005. She has been a Board member since 2008 and has served on the Publicity and Bar Liaison Committees. Anne resides in West Chester with her husband, Willie, and three children, Katie, Alastair and Andrew.

**ADELAINE F. WILLIAMS** President-Elect  
*Kaplin Stewart*



Adelaine is the Director of Administration with Kaplin Stewart in Blue Bell, PA. She has been a member of ALA for 11 years and has been in law firm administration for 20 years. Adelaine has served as Community Challenge Chair for the Independence Chapter in 2005-2006. Adelaine lives in Glen Mills, PA with her husband, Stephen.

**DENA DIBONA LYONS** Vice President  
*Gadsden Schneider & Woodward LLP*



Dena is Administrator for Gadsden Schneider & Woodward LLP, a five attorney estates and trust firm located in Radnor, PA. Dena came to the position after many years as a manager with The Hay Group and several administrative support roles with Drinker Biddle in Philadelphia and Berwyn. She has been a member of ALA since 2002 and Board secretary since 2003. In 2005 she co-chaired the 2005 Community Challenge benefiting Laurel House. She leads small groups at her church and also enjoys catering for small private parties. Her hobbies include painting, gourmet cooking and travel. Dena is married with three adult children. She lives in Lansdowne with her husband Jim and daughter Margie.

**CONNIE SOTA** Treasurer  
*Heckscher, Teillon, Terrill & Sager*



Connie is the Office Administrator for Heckscher, Teillon, Terrill & Sager, which is located in West Conshohocken, PA. The firm of 12 attorneys specializes in trust and estate law. Connie has been a member of the Independence Chapter since 1997 and has been a board member for the last four years. She served on the Bar Liaison Committee for two years before becoming Committee Chair. She is currently the Treasurer of the Independence Chapter. Connie is a resident of Cherry Hill, NJ.



### ALA MISSION STATEMENT

The Association of Legal Administrators' mission is 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.

# Independence Chapter Management Team

*For the Term of April 2008 – March 2009*

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### Quarterly Meetings

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# MEMBER PROFILE



**Kathy J. Miller** is the Operations Manager with Zator Law Offices in Allentown, PA. She has overall responsibilities to keep the office functioning properly, including everything from staffing to supplies to equipment to the building itself.

Kathy began working in the legal field twenty-five years ago in Pittsburgh, PA. She started as a Secretary/Office Manager for a firm of two attorneys while also performing work for a sole practitioner. From there, she moved to a firm that had thirty attorneys where she worked as a Secretary to the senior partner and processed paperwork for wills and trusts. Kathy temporarily left the legal field when she relocated to Central New Jersey. Ten years later, she had the opportunity to become a Billing Manager for a fifteen-attorney firm, and last year, she moved into her current position.

She lives in a small town in Western New Jersey with her “wonderful” husband of three years, Marvin, and their black lab mix, Drew. Kathy reports that her most active hobby at the moment is updating and maintaining their 100 year old house. She has even learned how to install windows, change faucets, replace light switches, and thaw frozen pipes among other things. What an education!

Kathy is also happily involved with Marvin’s children (three daughters and a son) along with four grandchildren. They do not get to see them as often as they would like because Marvin is from

Costa Rica and his family still lives there, although they do enjoy going to Costa Rica on vacations to visit the family.

As to her involvement in ALA, Kathy’s former supervisor was a member of the New Jersey chapter of ALA, and served as its President for one year. Kathy was able to see how valuable an asset ALA was, so when she took her present position, she knew that she wanted to be an ALA member. Kathy was counting on that membership to help her improve and succeed professionally. Although she has been a member for only a few months, she states that she has already benefited greatly from the contacts and connections.

As to the future, Kathy is most excited to see is where the law office will be in 5 or 10 years. With all of the wonderful advances in technology such as cloud computing, SaaS, telecommuting, digital dictation, etc., she is curious what the offices will look like. . .or will there be any offices at all? We already have the virtual offices. Is that going to be the next step? Will everyone be telecommuting with an online connection to a computer in some far off location? Will law firms ever be truly paperless? Kathy advises that she does not know the answers, but thinks the prospects for the future are exciting and looks forward to the coming change. ★

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# CHAPTER LEADERSHIP INSTITUTE 2009

by Cristin Buccigliagla, Chapter Vice President

The Chapter Leadership Institute (CLI) was held at the end of June in Carefree, Arizona. Conni Sota and Cristin Buccigliagla represented the Independence Chapter. This year's theme was *The Power of One – One World ♦ One Association ♦ One Connection*. As you may have guessed, June in Arizona is extremely hot and it actually reached 110+ degrees (although they say it is a "dry heat" with less humidity – it was HOT!!)

The conference started on Friday afternoon with Marsha Petrie Sue, our Keynote Speaker, discussing "Smart Moves in Tough Times: Leading Your Chapter in a Different Climate." We continued the conference on Saturday morning with a variety of workshops, with the biggest topic this year being ALA Rebranding. We were able to attend two sessions on Rebranding: "Getting on Board as a Chapter" and "On the Move! Chapter Branding Workshop." Saturday night was dedicated to "free time," where we explored Kierland Commons, a nearby dining, shopping and entertainment center. On Sunday morning we attended a breakfast Q & A roundtable with ALA President Susan French Koran and Executive Director John Michalik. We ended the conference with a general session on the future direction of ALA and taking the lessons of CLI home.

CLI was a great learning opportunity and a wonderful chance to interact with the Board of Directors, Regional Management Teams, headquarters staff and chapter leaders. ★



Cristin Buccigliagla, Conni Sota, Joann M. Winterle, First State Chapter President-Elect and Jacquelyn Trickey, First State Chapter President.

## Independence Chapter 2009 Community Challenge

by Cristin Buccigliagla, Chapter Vice President

To help those in need tackle every day challenges the Association of Legal Administrators (ALA) created its Community Challenge Weekend (CCW) program in 1999 where it encourages ALA chapters, its members, firms, vendors, relatives and friends to come together to contribute time, energy and resources toward improving their own communities.



M. O'Brien, D. Campoli, C. Buccigliagla, and J. Molloy

The Independence Chapter celebrates 10 years of participating in the Community Challenge Weekend program. This year, we organized a food drive which covered four counties in Pennsylvania. We supported Bucks County Housing Group, The West Chester Food Cupboard, Second Harvest Food Bank of Lehigh Valley and Manna on Main Street.



Chester County Food Bank

All members posted flyers for their respective County in their offices and set a goal to collect 1,000 lbs of food. The food drive ended on October 16, 2009 and each County weighed their collections. We were overwhelmed by the volume of food collected which totaled 1,925 lbs and by the \$1,825 in gift cards and checks.

All members who assisted with dropping food at the shelters relayed the same story .... shelters have been hit the hardest this year and were so thankful for our generous donation. What a great feeling!!!



Food collected by the IC for Food Banks.

The Independence Chapter supports various charities throughout the year. In addition to our Community Challenge Food Drive, we collected school supplies for the Chester County Crime Victims Unit. At our educational conference on December 1st, the Independence Chapter is showing our thanks and support for our troops by asking all those attending to donate an item needed by our troops. ★

# ALA Regions 1 & 2 EDUCATIONAL CONFERENCE & EXPOSITION

## Savannah, Georgia – October, 2009

by Diane Scholl – Law Offices of William L. Goldman, P.C.

I was honored to be the recipient of the 2009 Independence Chapter Scholarship to attend the Regions 1 & 2 Educational Conference in Savannah, Georgia. Having never attended an ALA conference, I wasn't quite sure what to expect. To quote Daniel Boorstin, "Education is learning what you didn't even know you didn't know." I knew I would learn from the educational seminars, but I did not realize what I would learn from meeting and talking with so many other administrators from both large and small firms. I was able to walk away with some great ideas that I could implement at my office.

My journey began early Thursday morning at Philadelphia International Airport, where I met members from our chapter, as well as from the Philadelphia Chapter. Once we boarded, I realized that ALA members literally had taken over the airplane! I met ALA members from New York, Connecticut and Delaware. Meeting members from different states was a great way to ease into the conference. We continued our journey by sharing a cab with our newly found friends from our sister states.

Stepping off the airplane into 80-degree weather was an added bonus! We arrived at the beautiful Westin Hotel situated by the Savannah River. Since we arrived early, we were able to enjoy a relaxing lunch on the veranda, and I was able to get acquainted with some members from our chapter who made me feel very welcome and let me know what a treat I was in for.

We still had a few hours before our sessions began, so we took a ferry ride across the river and enjoyed a little shopping and taste-testing of Savannah's finest Pralines. On the ride over, the Ferry Captain spent some time with our group telling us about all the local haunts, and where to go for the best food. If you are ever in Savannah, he said you must go to Mrs. Wilkes for lunch to experience some real authentic Savannah food. Although I did not have an opportunity to check



The author and attendee, Diane Scholl

this out, there are several spouses that did and were raving about the delicious family-style lunch. After a little shopping and taste-testing, it was back on the ferry and time to start the evening. At the New Members Orientation, I met new members from up and down the East coast, as well as the Directors and Management Teams for

Regions 1 and 2. It was a nice way to start off the conference by bonding with other first-time attendees. Also, I was the winner of a mystery gift. The mystery should be solved soon as they promised to mail me my gift.

Then it was off to a Welcome Reception with a wonderful dinner sitting under the beautiful, clear Savannah sky, where we enjoyed all the local favorites such as shrimp, macaroni and cheese, pecan

pie and key-lime pie. Delicious! It was such a treat to be sitting under the stars with new friends, sharing a fabulous dinner with the beautiful Savannah River as the backdrop.

Friday morning's session began with a welcome and Keynote address from Eric Cupp, Ph.D., who spoke on Farsighted Leadership in a Nearsighted World. Dr. Cupp spoke of how administrators

*...I couldn't stop talking about all the things that I learned and new ideas that I wanted to implement.*

Continued on page 16

take dreams and visions and put them into effect. He also said, "Managers do things right, but leaders do the right thing." Dr. Cupp shared the Five Strategies needed for a great vision for your office: 1. Keep it Simple; 2. Be Convincing About Your Vision; 3. Repeat the Vision (banners, walls, pins, letterhead.); 4. Celebrate the Vision, and; 5. Enhance the Vision by personalizing it and making it your driving force.

Dr. Cupp went on to say that until your employees buy into your credibility, they will not buy into your plan. You must embrace the vision and "stay focused as leaders take people where they need to go, not where they want to go." He continued with talking about how vision assumes change, so we need to accept our mistakes and see them as opportunities to learn. He went on to say that we need to see ourselves as visionaries, or lights, and we need to light every candle in our office. Dr. Cupp believes the greatest mistake people make is assuming that



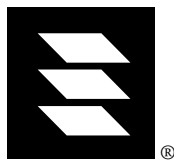
Attendees A. Coral, D. Lyons, D. Scholl, S. O'Donnell, and J. Wean

by empowering someone else, that it weakens us; however, this is not true. He certainly gave us something to think about.

Now it was time to head off to the conference sessions. It was so hard to choose which sessions to attend as they all looked so interesting. I ended up choosing the ones that I thought would benefit my firm the most. Since I am in the process of switching 401(k) companies and brokers, I attended the session on 401(k) Plan Designs and Options, and was able to walk away with a few good tips for implementing a new plan. Then, I deviated from the session I originally chose and went to the session titled, "Revenue-Focused Leadership – Tools for Success" by Dick Nigon, CPA, CLM. Dick is a fantastic speaker who discussed the importance of Key Performance Indicators, such as billable hours and capacity. Dick also elaborated on billing realization and collection realization as well as inventory analysis. He spoke of the R.U.L.E.S. of Law Firm Financial Management, which are R-Realization; U-Utilization; L – Leverage; E-Expenses, and S- Speed of Collection. We reviewed profitability and Trend Analysis, which motivated me to come back and apply all of the RULES.

Then I was off to a session of "Best Practices: Improving the Bottom Line." I walked away from this session knowing that when I returned to my office, Mission One would be revamping our engagement letters!

By now, we worked up an appetite, and we enjoyed a fabulous lunch in the Exhibit Hall where all the vendors gathered. We are so fortunate to have such wonderful and generous vendors support our conferences. It was like an early birthday present - walking up and down all the aisles, speaking with the various vendors and walking away with lots of goodies, likes pens, note cards, bags, water bottles, candy and all sorts of treats.



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Then it was back to a General Session titled, "Humor: A Strategy for Success for Legal Administrators." Our speaker was Jeanne Robertson, and I cannot remember when I laughed so hard and for so long. Jeanne had our group doubled-over in laughter for most of her session. You can get a glimpse of her if you search her name on YouTube. She spoke of trying to find the humor in everyday situations, and how we must always remember to laugh at ourselves.

After a full-day of sessions on Friday, it was time to relax, socialize and hit the Savannah night-life. We were off to a Welcome Reception at the Moon River Brewing Company, so we boarded the ferry and once again headed across the Savannah River. We enjoyed complimentary drinks and appetizers courtesy of our host chapter, and then we walked a few blocks to the Sapphire Grill for dinner. Anne Paisley had graciously researched the area and made dinner reservations for our group. The chef/owner is originally from Bucks County and of course a huge Phillies Fan. We had a wonderful night of laughter, story-telling, and culinary treats, all courtesy of the Independence Chapter. A big thank you to Anne for choosing such a fabulous restaurant. After the meal

was over, Chef Chris took a break from the kitchen and came to our table and greeted our group as we reminisced about all things Philadelphia and Bucks County.

Saturday morning began with a very early breakfast roundtable meeting where I was able to choose from six different topics. I joined the roundtable on Small Firm Issues where I met members from New York, Florida, and Puerto Rico. We each submitted our business cards, and we are beginning weekly emails continuing our discussion of small firm issues.

Then, it was off to some more sessions and finally time to head to the airport. The weekend went by so quickly, but what a wonderful experience. I was able to spend time with some of the nicest people from our chapter and meet members from all over the two regions, and I learned so much "that I didn't know I didn't know". The ALA offers so many resources; I came back with many ideas and a renewed energy. My boss called me on Saturday night to ask how my trip was and I couldn't stop talking about all the things that I learned and new ideas that I wanted to implement. I already have my calendar marked for the next regional conference in Long Branch, New Jersey, October 28th through October 30th. ★

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## It's Not Just the Price...

Joseph Grubb | Mattern & Associates, LLC | [www.matternassoc.com](http://www.matternassoc.com)

"Save money" – the mantra of the office administrator! But where can additional savings be found? A ripe area is in the procurement of office supplies.

Often firms will focus on the cost per item, driving the unit costs to the lowest possible amount their vendor will offer. Vendors will usually provide very low costs for the most common office supplies (paper clips, staples, etc), counting on the firm to procure other, and more costly items at higher rates to generate profits. While this should obviously reduce cost, it is only a part of solution. To maximize expense reduction, it is also important to manage the procurement of office supplies.

Here are some simple steps you could take to reduce your average monthly spend for office supplies:

Develop "par" levels – "Par" levels identify the amount of each supply that should be available in a given location. For example, a convenience supply area may include the following:

- ❑ 3 boxes of medium binder clips
- ❑ 1 box of staples
- ❑ 3 dozen black stick pens
- ❑ 3 dozen blue stick pens

These should be developed for each location, and reflect the specific items required in that area (supply needs may vary among practice groups). A week's worth of supplies should be fine. It is okay if you do not know how much is required in a week at first. By using "par" levels and tracking them over time, you can adjust the types and amount of items required at each location, ultimately providing end users with the key supplies they need.

Reduce stock of duplicative and "special" items – Most office supply vendors can deliver just about any supply the next day. Reduce expenses by primarily stocking the most common items ordered and only a few "options." Here are some examples of duplicative items that could reduce office supply expenses:

❑ Pens – Many firms offer a significant variety of pens, in different colors, with different point sizes and ink types. Here are just a few that could be in your supply rooms:

\*Blue, Black & Red "stick" pens in medium point, fine point and extra fine point – these are your basic pens.

\*Blue Black & Red "grip" pens in medium point, fine point and extra fine point – these are the pens that provide a "grip" of some type.

\* Blue, Black & Red "gel" pens in medium point, fine point and extra fine point – these pens have a "gel" – like ink.

The above represents a total of twenty-seven (27) possible options for end users who need to write. To reduce expenses, only stock medium point, stick pens, in blue, black & red. This results in a total of three (3) options, a reduction of 89% of the possible options. In the event that another type of pen is requested, inform the requestor that the pen can be ordered and will arrive the next day. Then, offer them one of the pens in stock until their order arrives. Finally, only order the smallest number of pens possible (often this is a dozen) and send them only one or two, keeping the rest in the supply center.

❑ Redwelds and/or file folders – Redwelds and/or file folders are offered in a variety of sizes and expansion potentials. Rather than stocking all of these, consider using a legal size with the largest expansion. Although many firms have indicated a desire to reduce the use of legal size paper, the use of a legal-size redweld will ensure that documents submitted by clients and other third parties will be able to easily fit into the folder.

❑ Post-its® – There is a huge selection of post-it notes: various sizes, colors, shapes, etc. Monitor your usage over a few weeks and select one or two to keep as stock items. For flags, only keep two to three different colors in stock.

❑ Specialty stamps – Very often a need for a specialized stamp may be required. Customizing stamps can be expensive. There are stamps that allow you to create the message on the stamp. Consider procuring one or two of these and keeping them with your office supplies coordinator. This should provide a resource to quickly and inexpensively address these needs, particularly for short-term projects.

Shop around – Just because your vendor has provided you with contract pricing and specific items does not mean you cannot shop around. Many of the vendors provide for on-line ordering, showing the price, based upon your pricing agreement. Often there are multiple items that fit what you are looking to procure. Look beyond the first few items that come up when you do your search. Sometimes, the same or similar items can be procured at prices lower than your contract rates.

When you find these items, order some and test them to confirm that the quality meets or exceeds your current product. If it does meet your requirements, continue to procure them, and have your vendor make those items your contract items at the reduced cost.

**Substitutions** – There are various manufacturers producing many of the same types of items. While you may be accustomed to procuring a certain item from a specific manufacturer and/or a specific brand name, explore your options. Purchase less expensive envelopes, printer labels, legal pads, file folders, redwelds, etc. and have key users test them. You may find that only some of the items are acceptable, but every acceptable item should result in savings. An example with a two-fold benefit is to utilize compact fluorescent light bulbs (CFL's). Energy Star rated CFL's use about 75% less energy and last up to ten times longer than incandescent bulbs.

**Eliminate catalogs** – Not only will this help reduce paper consumption, but it will assist in reducing off-contract, typically more expensive requests for supplies. Instead of providing a catalog of thousands of possible items to your end

users, work with them to identify the products they require and then provide an appropriate list of options with pricing. **Bulk purchases** – Ask your vendors about the possibility of purchasing items in bulk. Many vendors will allow you to purchase or commit to a certain volume of items at a reduced cost. A great example of this could be paper – purchasing paper by the truckload may result in reduced paper costs. You will also have to determine how the paper is to be stored and delivered when needed, which should also be factored into the cost. With many Firms looking to be environmentally responsible, bulk purchases may offset any increased prices for recycling. Also consider for draft or information-only documents, print double-sided or set your printer options to two pages per sheet.

While unit prices are important, effectively managing the purchases made can have a significant impact on the bottom line. This does not mean that you should develop a reputation as “difficult.”

Instead, tactfully challenge purchases that are “off contract.” Track all purchases to make sure you have the most commonly required items “on-contract” and appropriately stocked/accessible. Work

towards an environment where you procure what your customers need to effectively complete their work. Finally, and most importantly, document your success in “saving money!” ■

*Joseph Grubb, CMDISM, is the Director of Operations for Mattern & Associates, LLC and has nearly 18 years of experience in support services and records management. Joe is considered an industry expert in the areas of in-house support services improvements and the management of the RFP process for equipment and outsourcing services. Joe is a frequent speaker at Mail.com, is a former board member of ARMA (Association of Records Managers) and Certified Records Management (CRM) candidate. His articles appear in numerous professional magazines and newsletters.*

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This summer marked the eighth year that Independence Chapter law firms and employees came together to collect new school supplies for children in Chester County whose lives have been impacted

by violence. Our beneficiary once again was the Crime Victims' Center of Chester County, Inc. who in turn, works with other social service agencies in Chester County to assist families and children in need of supplies. Law firms and their employees donated backpacks, lunch bags, notebooks, crayons, pencils, pens, scissors, paper and all the other supplies needed by children as they headed back to the class room. In addition, firms and their employees donated gift cards, cash and checks to be used by social workers for items such as shoes, jackets, graphing calculators, special field trips . . . etc. The Independence Chapter was recognized for our efforts in 2005 with the John Crane Allied Professional Award.

Since the inception of this project our efforts have been joined by other businesses in the community such as a realtor who donated a truck to move the donated supplies from the Pepper Hamilton to the CVC's office, a barber who donated haircuts to boys who wanted to “freshen up” prior to the start of the school year and several retail stores who donated supplies. We are proud to be part of a project that helps give young people a good start on their school year. ★



*Members of the Crime Victims' Center of Chester County with President Amy Coral displaying some of the backpacks and school supplies they collected.*



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