

RIVER CITY REVIEW

Association of Legal Administrators

Sacramento Valley Chapter Newsletter

Fall 2007

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ala-sacramentovalley.org

PRESIDENT'S MESSAGE

By Camilla Arnds
President, SVALA



Camilla Arnds

It is hard to believe that the current Board is halfway through its one year term. The Board has accomplished much in just six months. Our chapter's Certified Legal Management (CLM) course is well underway, meeting one evening a week. The participants are presenting the various course topics based on their area of expertise. I applaud them all for their dedication to this program and wish them the best when it comes time for the CLM exam.

This year's Community Challenge Weekend is dedicated to working with a program known as Warm Hearts. This program was started by a local 7th grade boy. He began asking friends for donations so he could make fleece blankets for seniors in hospitals and nursing homes. Our chapter's goal is to collect \$5,000 in donations from members and their firms. We are also asking for member volunteers to assist in making 500 blankets. Please be sure to contact Kim DeVincenzi and pledge your time and money.

Another goal of this year's Board was to create a Vendor Management Chairperson position. We were successful and I am pleased to announce that Michele Tracy is our new Vendor Management Chairperson. Vendors are a valuable resource to our chapter and its members. They provide product and service information, changes and trends in business that allows our members to make knowledgeable decisions for their law firms. Vendors sponsor various chapter programs and events, and provide speakers and educational information. I encourage all members to partner with our many wonderful vendors. For more on vendors who are active with our Chapter, see their advertisements in this newsletter and on our Chapter website.

The next six months will be busy for all of us preparing for the upcoming holidays on the home front, crunching numbers for next year's firm budget and surviving "year-end." The Board will continue to work on your behalf and we look forward to seeing you at the holiday party, December 7, 2007. This is a well-attended, fun social event to kick off the holiday season and a great chance to visit with fellow members.

I would like to take this opportunity to thank the Board for their hard work thus far. It has been a personally challenging year for several Board members and the others have willingly and warmly jumped in to help out. It is most appreciated and I thank you all for your dedication and commitment to not only your Board position but all that you have taken on in addition to your duties. You have exemplified the true spirit of ALA.

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**Letter from Your Editor
Shauna Manner**

This year continues on as a great year for the Sacramento Valley Association of Legal Administrators (SVALA). This issue highlights the Tucson Conference as well as offers details for the ALA's annual Community Challenge Weekend. As many of you know, this weekend is ALA's global effort to perform community service. This year's community challenge is scheduled for October 13, and SVALA will be assisting an organization called "Warm Hearts." For more details, see pages 15-16. SVALA encourages all members to mark their calendars for the upcoming luncheons, teleseminars and other events.

Upcoming events are numerous and exciting, and thank you for all those who contributed to this edition of the River City Review. Trish Hughes Kreis submitted a humorous article entitled "My Chair Smells Funny," and Ken Sockolov contributed his response to a blog question entitled "Is Our Model Broken?" Cindy Harris reminds us to always be looking out for potential new members, and to recruit at business luncheons and other events. Use your connections to recruit new members! Also included in this issue is the announcement of a new Board Member position, Vendor Management Chair, and further information about the position's duties. Thank you, Michele Tracy, for agreeing to fill this position.

Inside this issue you will also find the guidelines we all adhere to as members of ALA. This Antitrust section relays critical information for all of us. Further, we have included in this issue some performance objectives for SVALA. By performing at a certain level, we will add points as a chapter. The Certified Legal Manager (CLM) study group continues to move along toward passing the CLM exam. Contact Ken Sockolov to find out more about the CLM study group. For more information on the benefits of CLM certification, please visit: <http://www.alanet.org/education/clmbrochure.pdf>.

Thanks again for contributing! I wish you all a safe and happy Fall season.

**Association of Legal Administrators
Mission Statement**

The Association of Legal Administrators' mission is to:

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

River City Review Article Submission Deadlines

Don't be afraid to submit articles, quotes, calendar items or advertisements! Any articles, advertising or other requests to be included in our quarterly Newsletter must be provided to the newsletter chair no later than:

Winter 2007

December 15, 2007

All submissions must be provided via e-mail in the following formats: for text, any version of Microsoft Word or pdf format; for photos or other graphical artwork, jpeg format or camera-ready quality originals in black and white. Any questions? Please feel free to contact the newsletter chair:

Shauna Manner
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The Editor thanks you for your involvement!!



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My Chair Smells Funny . . . And Other Real Challenges Facing the Legal Administrator

By: Trish Hughes Kreis

The life of an administrator is full of challenges, creative solutions, juggling competing - and all just as urgent as the next - projects. Our simple goal is to keep the office running smoothly so our attorneys can provide quality, efficient service to our clients. It sounds so easy!

Hiring and firing any number of staff and attorney personnel; reassigning personnel to create more successful pairings; giving pep talks to personnel so they won't run screaming from the building five minutes before a court deadline expires then reassigning personnel; forecasting a useful, yet lean, budget; completing salary surveys; rearranging furniture; ordering new furniture (and staying within budget); fixing old furniture; rearranging offices; orchestrating office moves; coordinating overflow staffing; coordinating workflow; maintaining positive vendor relations; organizing firm events; maintaining high morale; conducting reviews; playing time entry cop; playing dress code cop; maintaining positive staff relations; updating procedures and policies again; conducting staff meetings; conducting associate meetings; conducting any number of committee meetings; ordering food for committee, staff and associate meetings - but not too much food and certainly not too little food, just enough food. . . Yes, just another day at the office.

Then there is the day (or two hundred) when the most challenging of the challenges present themselves. Let's take a look at some of these very real situations;

"Um, Trish, there is a lake in our parking lot." No, lovely as it might sound, our office does not border Lake Tahoe. Due to an apparently very creative drainage system in our parking lot, a heavy rain will produce a lake large enough to accommodate a good sized remote control boat or small jet ski.

I have actually gone out to measure the depth of this lake! Many of us have trudged out of our cars only to have to splash right through it (sacrificing our shoes along the way), take then long way around to avoid it or made like Spiderman to climb up walls and cars to get over it. Okay, I made that last part up but picture for a moment your managing partner in red tights doing just that.

"There is a side of beef in the freezer." Okay, it may not have been a side of beef but it was a lot of meat and I am not just saying that because I am a vegetarian! I am not sure if people planned to cook that thing in our toaster oven over the next decade or what but it quite possibly could have fed a small country.

Of course, this is probably one of the least offensive finds in the freezer or refrigerator. We routinely clean out our refrigerators and freezers which has created the unintended consequence of people relying on that regularity. So, when we miss a few weeks we have the usual science experiments going on. At that point, the "food" doesn't just get tossed - we toss the whole container. Be forewarned: don't bring grandma's antique serving bowl to work if you're not going to clean out the food left in it . . .

The biggest mess, though, was probably the result of someone innocently wanting a very cold soda (ice being an apparently unheard of concept to the person in question). In case you don't know, a can or two of soda in the freezer tends to explode after a while. Messy, messy, messy.

"Hi, Trish. The chair in my office has an unpleasant scent." Oh my gosh! How embarrassing. I found a different chair for this fairly new associate and apologized profusely. I didn't notice any smell on the chair as I wheeled it away from his office but maybe my nose was not at the top of its game that day.

Hi, Trish. My new chair smells bad. Can you help?" Oh. Wow. Two chairs in just a couple of days. Up to this point, I had no complaints of smelly chairs. Come to think of it, in my entire career I had no complaints of smelly chairs. Come to think of it, in my entire career I had no complaints of smelly chairs. I was very surprised and, again, didn't smell a thing. The guy has a very sensitive nose. I took him another chair. I smelled the chair myself before taking it to him just to be on the safe side. I . . . smelled . . . nothing. . .

"Hi, Trish. My chair smells really bad. And, it looks dusty." Okay, Alright. Okay. We will clean all the chairs. Every single one of them. They are due for their regular cleaning anyway so all the chairs will be fresh and clean. And they will all smell good. No more smelly chairs.

"Hi, Trish. Are you sure all the chairs were cleaned? My chair still smells. And so do the ones in the spare office with all the extra chairs. They all smell. I don't think they were cleaned." Yes, yes they were all cleaned. Yes, they were. They were all thoroughly cleaned - even the extra chairs. However, let me just set aside my work on the staff reviews so I can find a chair for you that does not smell. I wonder if metal folding chairs smell. Did I say that out loud?

On second thought, it will be easier to just buy you a new chair. Go to the furniture store - by yourself - and sit in all the chairs you want. Smell them. A lot. Order one within the budgeted amount and have the furniture rep call me with the price.

So far, there have been no complaints of smelly chairs since he got this new one. But I don't think he has sat in his guest chairs yet. . .

I would continue but there is some sort of bathroom problem going on that I have to investigate. I sure hope the drainage system in the parking lot is not connected in any way to our bathrooms. . .

"Have patience with all things, but chiefly have patience with yourself. Do not lose courage in considering your own imperfections but instantly set about remedying them - every day begin the task anew."

— Saint Francis de Sales (1567-1622)

"In the depths of winter I finally learned there was in me an invincible summer."

— Albert Camus



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Regional Conference in Tucson, Arizona, November 2-3

Educational Conference Highlights and Learning Goals

Participants should be able to:

- Chart a course toward achieving CLMSM status
- Use state-of-the-art financial management practices
- Meet the requirements of the ABA-EPA Law Office Climate Challenge
- Avoid e-discovery, professional ethics, and employer land mines
- Creatively employ problem-solving skills
- Enhance your professional writing competency
- Avoid unintentional intolerance
- Use emotional intelligence to effectively lead others

Is Our Model Broken?

[The following is borrowed from a blog regarding growth and aspirations within law firms. The first section is a questions posed on the blog; the second is a response from one of our members, Ken Sockolov. Here is web address for your reference: <http://www.thehayseblog.com/?p=481>.]

The question has been poised for a number of years . . . but rarely spoken. A few spectators wondered when Brobeck seemed to vanish as quickly as it had risen to prominence. There were whispers when Arter Hadden and Althierner and Gray vanished from the legal landscape. Some of the whispers turned into murmurs when the 150+ year old Coudert Brothers filed for bankruptcy. But by the end of 2006 — after witnessing the demise of four industry giants, multiple high profile false starts, combination failures, and an increasing number of AmLaw 200 firms struggling to keep pace - the question was actually being addressed in industry venues: *"Has our traditional law firm business model outlived its effectiveness?"*

A recent article on Law.com, reviewed comments from a February Law Firm Leaders Forum. The forum presented two perspectives on where we are. One warning of an economic correction and the other projecting that the good times will continue to roll. As we have consistently discussed in this forum, there can be little argument that our industry is in the midst of significant change. The landscape shifts routinely and without warning. I believe this year we will witness the beginnings of a correction that will see more law firm failures than we have seen since the 13 failures of 2003.

But pronouncing a model either broken or healthy and thriving, first presumes a model exists. And I'm prepared to argue that point. You pick the operational discussion - compensation, growth, governance, rate structure, client acquisition and business development, staffing. Our industry has changed so much in the past two decades that there has scarcely been time for a workable model to emerge. But I'm convinced that it is possible to define (and successfully execute) a plan that lays a strong foundation for every facet of your law firm - one that will enable you to build the kind of profitable, enduring partnership you envision in your most optimistic and ambitious moments.

In other words, I firmly believe we can identify a model for the successful law firm - even in the midst of today's changing market. To be relevant, such a model should provide cornerstones for effective growth, compensation, decision making and governance, and all components central to success in our marketplace. To those of you who are regular participants in our dialogue, it will come as no surprise that I believe the first cornerstone of the model is what we've termed "shared aspirations." (<http://www.thehayseblog.com/?m=200606>) But we do work in the real world, and reality give rise to two questions:

- How do you bake this concept of "shared aspirations" into your growth strategy?"
- And, what can you do to correct aspiration misalignment?

But what do you think about this idea of a broken model? Do you feel your firm is operating based on a workable model? And what about the idea of shared aspirations? Let me hear from you.

This question of a broken model is great topic for exercising our minds. It forces us to once again think about each of the aspects you mentioned regarding compensation, staffing et at. Therein lays the answer to the question. If you and your firm are frequently assessing the needs of the marketplace and the firm and its members, you will continually design a model that, by definition, is not broken and helps ensure shared aspirations by its constant presence in the firm's conscience. Does this ensure that all members will completely buy into all aspects of a firm's goals or strategies? Not by any means; that can never be expected. What we should expect is that when a partner has a strong difference of opinion, that voice is given a forum for discussion. Again, this is done when we continually re-evaluate our strategies and outcomes. Your construct, then, is turned on its head - your growth strategy is your shared aspirations - not the other way around.

Unfortunately, my reversal of your concept does not eliminate the possibility of aspiration misalignment. Misunderstandings and strategy or implementation alterations can affect the outcomes. Even more causal, to my mind, is the disconnect between the speed at which different individuals' business opinions and values change. I liken it to something I heard just this morning, about how the Russians aren't necessarily on a different page than the US as regards Iran; they are just a couple of years behind our thinking. So too, can partners needs and desires be evolving at the same time, but at a different pace (or different tangent) from those of the cohorts they agreed with just months before. The easy solutions might say something like, air your differences, discuss the matter one-on-one or in group. Or ignore it: after all, they agreed to it last time we talked. But I believe there are two more difficult but constructive solutions to the problem.

When there is significant aspiration misalignment, the other members of the firm have to be able to let go. No, not let go of their own aspirations, but let go of the out-of-step member, regardless of his/her place in the organization. Yes, that's what I meant. . .

The second solution is easier to swallow. Remember that there is room at this table for all types of professionals: rainmakers who spend money and bring in clients while billing only 1,200 hours; worker bees who can bill 2,000 hours, but don't know how to use a napkin in public; new attorneys whose marketing prowess consists of being able to hand out a business card and shake hands at the same time; partners who can manage a company; and individuals who will sit on committees to help hammer out details. These people all belong at your firm's table. Let them sit together, then let management balance the pieces. You will get significantly improved alignment; that's known as buy-in when it's seen to be managed properly.

- Ken Sockolov

"In order that people may be happy in their work, these three things are needed: They must be fit for it. They must not do too much of it. And they must have a sense of success in it."

— John Ruskin (1819-1900)

☞ UPCOMING EVENTS ☞

Thursday, November 15, 2007

TOPIC: Labor Law Update
SPEAKER: TBD - Cook Brown.
LOCATION: Casa Garden Restaurant
2760 Sutterville Road

Come join us for our annual labor law update!

Friday, December 7, 2007

TOPIC: Holiday Luncheon
LOCATION: Esquire Grill
1213 K Street, Sacramento

You don't want to miss this - join us for our annual Holiday Luncheon! Good food, good company, good times!

Thursday, January 17, 2008

TOPIC: Retirement/Pension Plans
SPEAKER: John Matzoll - Merrill Lynch
LOCATION: Casa Garden Restaurant at 11:30 a.m. (see location above)

Come join us as John Matzoll helps us navigate the confusing world of pension plans. You'll recall him from a couple of years ago when he spoke to us and was a big hit, answering all of our questions. Come find out what's new in the world of retirement options. And no, planning on winning the lottery is not realistic!

"Sometimes your joy is the source of your smile, but sometimes
your smile can be the source of your joy."

— Thich Nhat Hanh

Upcoming ALA Teleseminars

Here are the programs through the end of 2007 and into 2008. The 2007 programs can accept registration now at <http://www.alanet.org/education/regconf/telesem.html>. The 2008 programs will be listed as soon as registration is available. Sometimes there are changes, so please check the ALA website periodically for the most current information.

October 17, 2007

[Lead Your Office to Become an Extraordinary Place to Work](#)

November 14, 2007

[The Blog... is not a 50's Movie](#)

December 12, 2007

[Managing the "Crowd" - Four Generations in the Law Firm](#)

For 2008, the list is:

January 16, 2008: Technology Update: Where are We Going? Speaker: Phil Shuey, Esq. Phil J. Shuey PC

February 20, 2008: Employment Law Update : Speakers Thomas Hazard, Esq. Partner, Holland & Hart LLP and Christopher Thomas , Esq. Partner, Holland & Hart LLP

March 19, 2008: Reduce, Reuse, Recycle: Early Succession Planning : Speaker: Paul Burton , President, Vision Mechanix, LLC

April 23, 2008: Green Law firms: Building a Sustainable Future Speakers: John Kirk , CLM, Director of Administration, Manko Gold Katcher & Fox, LLP and Regina Maciula , CLM, SPHR, Chief Operating Officer, Wendel Rosen Black & Dean

May 21, 2008: Mastering Time (Time Management) : Margaret Spencer Dixon, Esq. , Spencer Consulting

June 18, 2008: Part I: Business Interruption/Disaster Recovery: Protect the Technology Speakers: John G. Madden , III, Administrator, Rhodes Hieronymus Jones and Jeff Olejnik , President, Assurity River Group

July 23, 2008: Part II: Business Interruption/Disaster Recovery: Protect the Records : Beth E. Chiaiese , MLS, CRM, National Director, Loss Prevention, Foley & Lardner, LLP and Pamela Hill , Project Leadership

September 10, 2008: Basic Budgeting : Speaker: Richard J. Nigon , CLM, Chief Financial Officer, Robins Kaplan Miller & Ciresi, LLP

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Sacramento Valley Chapter

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One weekend. One global effort

ALA's 9th Annual Community Challenge Weekend

Saturday, October 13, 2007

Sacramento Valley Chapter - ALA
Partnering With



Our Challenge

500 Blankets for Seniors
Cost Per Blanket \$10

Total Minimum Goal: \$5,000

Make Checks Payable to SVALA, addressed to Kim DeVincenzi, Pacific Legal Foundation, c/o SVALA, 3900 Lennane Drive, Suite 200, Sacramento, CA 95834. Phone (916) 515-4027 or e-mail kad@pacificlegal.org.

Volunteers for blanket making in September (dates to follow) and delivery on October 13 is welcomed.



Dear ALA Members,

As you are aware our local chapter participates each year in ALA's Community Challenge which is scheduled for Saturday, October 13, 2007. Over the years we have been privileged to help such fine organizations such as the Sacramento's Children's Home, Loaves and Fishes and some of our local schools, to name a few. I am pleased to announce that this year we will be assisting an organization called Warm Hearts.

Let me tell you about Warm Hearts (feel free to visit their website at www.warmhearts-hfs.com). Jesse VanNorman, a 7th grader at Holy Family Catholic School, came up with a plan to make fleece blankets for seniors in nursing homes and hospitals after visiting with his grandmother at a local nursing home. So Jesse decided to gather up some of his classmates to help him raise money, buy the materials to make fleece blankets (the type that you tie together) and deliver them to different nursing homes and hospitals in Sacramento. Jesse has been able to get discounts on materials through local fabric stores. Warm Hearts makes and delivers between 15 and 20 blankets per month (approximately 240 per year) with an average cost of \$10 per blanket.

I saw Jesse's story earlier this year on Channel 10. His community outreach was one of their featured stories (one of the positive news stories we hear about). Channel 10 was more than delighted to get me in contact with Jesse and the rest is history.

What could be a better community challenge project for ALA, helping Jesse and his friends achieve the goals they set out by "bringing a smile to some Senior's faces." Not only will we be helping those in need but we also will be participating in the development of some of our young adults in recognizing that community outreach is an important part of our lives.

So with that, please join me in this year's challenge. I would like to see us raise, at a minimum, enough money to allow Jesse to deliver blankets to 500 Seniors which means we need to raise at least \$5,000 over the next 6 weeks. Can we do it? Sure we can, and probably then some. Remember, it's only \$10 per blanket.

So, please get the word out to your employees by posting this letter and flyer in your break rooms, and start collecting funds. Please have checks made payable to SVALA and mail them to me at Pacific Legal Foundation, c/o SVALA, 3900 Lennane Drive, Suite 200, Sacramento, CA 95834. Feel free to contact me at (916) 515-4027 or e-mail kad@pacificlegal.org, with any questions. We also are looking for volunteers to make blankets during September (dates to be announced on September 10) and deliver on October 13.

Sincerely,

Kim A. DeVincenzi
CCW Chair



Antitrust Guide

For Members of the Association of Legal Administrators

Professional associations such as the Association of Legal Administrators (ALA), although well recognized as valuable tools of American business, are subject to severe scrutiny by both federal and state governments.

The single most significant law affecting professional associations is the Sherman Antitrust Act, which makes unlawful "every contract, combination in the form of trust or otherwise, or conspiracy, in restraint of trade or commerce..."

A professional association by the very nature of the fact that it is made up of competitors is a combination, thus satisfying one of the elements in proving an antitrust violation. Section 5 of the Federal Trade Commission Act is also applicable to professional associations; it makes unlawful the same types of conduct that are prohibited by the Sherman Act. Furthermore, almost all states have enacted antitrust laws similar to the Sherman Act.

There is no organization too small or too localized to escape the possibility of a civil or criminal antitrust suit. The federal government has brought civil or criminal actions against such small organizations as Maine Lobstermen, a Virginia audio-visual association, Bakersfield Plumbing Contractors, the Utah Pharmaceuticals Association, and local barbers associations.

The government has brought approximately five civil and ten criminal cases a year against professional associations. It is thus imperative that every professional association member, regardless of the size of the association or the size of those comprising the membership, refrain from indulging in any activity which may be the basis of a federal or state antitrust action.

There are four main areas of antitrust concern for professional associations: price fixing, membership, standardization and certification, and industry self-regulation. The area of greatest concern, for it is the area where individual members are most likely to violate the law and the area where the government appears most concerned, is price fixing. The government may infer a violation of the Sherman Act by the mere fact that all or most of the members of the professional association are doing the same thing with respect to prices. It is not required that there be an actual agreement, written or unwritten, to increase prices. Rather, price fixing is a very broad term which includes any concerted effort or action which has an effect on prices or on competition.

Accordingly, professional association members should refrain from any discussion which may provide the basis for an inference that the members agreed to take action relating to prices, production, allocation of markets, or any other matter having a market effect. The following topics, while not the only ones, are some of the main ones which should not be discussed at regular meetings or member gatherings:

1. Do not discuss current or future billing rates, fees, disbursement charges or other items that could be construed as "price." Further, be very careful of discussions of past billing rates, fees or prices.
2. Do not discuss what is a fair profit, billing rate or wage level.
3. Do not discuss an increase or decrease in price, fees or wages, or disbursement charges. In this regard, remember that interest charges are considered an item of price.
4. Do not discuss standardizing or stabilizing prices, fees or wages, or disbursement charges.
5. Do not discuss current billing or fee procedures.

6. Do not discuss the imposition of credit terms or the amount thereof.
7. Do not complain to a competitor that his billing rates, fees or wages constitute unfair trade practices. In this context, another law firm (or even a corporate legal department) may be considered a competitor.
8. Do not discuss refusing to deal with anyone because of his pricing or fees.

Do not conduct surveys (under the auspices of ALA or informally) relating to fees, wages or other economic matters without prior review by antitrust legal counsel. Any survey should have the following characteristics: a) participation is voluntary and open to non-members, b) data should be of past transactions, c) data should be collected by an independent third party, such as an accounting firm, d) confidentiality of each participant's data should be preserved, and e) data should be presented only in a composite form to conceal data of any single participant. If these criteria are met, an association can collect and disseminate data on a wide range of matters, including such things as past salaries, vacation policies, types of office equipment used, etc.

However, care must be taken to ensure that the purpose of any survey is to permit each firm to assess its own performance. If a survey is used for the purpose of or has the effect of raising or stabilizing fees, wages, disbursements, credit policies and the like, it will create serious antitrust problems.

Within this same legal framework applicable to surveys, an association can make presentations or circulate articles regarding such educational matters as establishing sound office procedures, etc., provided it is clear that the matters are educational, and not a basis for law firm uniformity or agreement.

Inasmuch as association antitrust violations can subject all association members to criminal and civil liability, members should be aware of the legal risks in regard to membership policy and industry self-regulation. Fair and objective membership requirement policies should be established. Membership policies should avoid:

1. Restrictions on dealing with non-members.
2. Exclusions from membership, especially if there is a business advantage in being a member.
3. Limitations on access to association information, unless the limitation is based upon protection of trade secrets.

The Association of Legal Administrators has a code of ethics, which sets forth parameters of ethical conduct. However, to ensure that the Code of Ethics does not create any antitrust problems, ALA must continue to ensure that its Code does not have arbitrary enforcement procedures or penalties.

The penalties for violating federal or state antitrust laws are severe. The maximum criminal penalty for violating the Sherman Act was increased in 2004 from \$350,000 to \$1,000,000 for an individual and from \$10,000,000 to \$100,000,000 for a corporation. Pursuant to the Sentencing Reform Act, alternative maximum fines could be increased to twice the pecuniary gain of an offender or twice the loss to another person.

Individuals and corporate officers who are found guilty of bid rigging, price fixing or market allocation will virtually always be sentenced to jail pursuant to the Sentencing Guidelines; community service cannot be used to avoid imprisonment. The minimum recommended sentence is four months; the maximum is three years.

Additionally, there are civil penalties such as injunctions or cease and desist orders which could result in government supervision of association members, restricting the association's activities or disbanding the association.

Civil suits may be brought by consumers or competitors. Civil antitrust actions result in treble damage awards and attorneys' fees. Thus, if association members are held liable to a competitor for antitrust violations which resulted in \$500,000 worth of lost business, the verdict may exceed \$1,500,000.

The government's attitude toward professional associations requires professional association members, as well as professional associations themselves, to at all times conduct their business openly and avoid any semblance of activity which might lead to the belief that the association members had agreed, even informally, to something that could have an effect on prices, fees or competition. Thus, it is important that members contact the association headquarters or legal counsel for guidance if they have even the slightest qualms about the propriety of a proposed activity or discussion.

Association of Legal Administrators

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**In Memory of SVALA Member's Husband –
Kirk Budowich (1959-2007)**

Jeaninne Budowich, our Chapter's Secretary and the Administrator of Abbott & Kindermann, LLP, recently lost her husband of 23 years. Kirk and Jeaninne have two high school age children, son Taylor and daughter Paige. As fellow members of ALA, I would like to see us support Jeaninne and her children, and help fulfill their dream of sending the children to college. I remind you that a college fund has been set up for Taylor and Paige, and all contributions are welcome. To make a donation, please contact Scott Rhoades,

Avisen Securities,
at 916-480-2747 for details.

Thank you in advance for your thoughtfulness and generosity.

Camilla Arnds
President, Sacramento Chapter of ALA



Member Performance Objectives:

1. A member will abide by the Association of Legal Administrators' ("Association") Code of Professional Ethics.
 2. A member will take an active part in ALA through participation in chapter, regional, and/or international activities.
 3. Through continuing education and other activities, a member should enhance his/her skills as a professional manager and as a responsible leader within the employer organization. Members are encouraged to communicate to the appropriate leaders topics or issues that will benefit them and enhance their ability to perform job responsibilities.
 4. A member should share his/her knowledge and expertise with other ALA members through volunteer efforts and activities.
 5. A member should support the governance policies, which outline the roles between and among ALA, its regions, chapters and members.
 6. When acting for or on behalf of a chapter, region or the Association, a member should do so in a responsible manner by utilizing appropriate due diligence and/or following appropriate and necessary bylaws, rules, standards and guidelines of the Association.
 7. A member should make every effort to advance the profession of legal management and to help the Association of Legal Administrators increase its stature within the legal community.
-

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☞ BOARD MINUTES SUMMARY ☞

July 2007

Minutes: Lynn Cole moved to approve the June 14, 2007 minutes as submitted. Cindy Harris seconded and the motion carried. Jessica Miller moved that the Board approve minutes by email in the future. Ken Sockolov seconded. Motion carried.

Reports:

President's report and announcements: Camilla Arnds announced renewal of the Fidelity bond for the chapter. The chapter will receive an invoice for \$125 for the bond premium. Camilla has been working on the President's Award of Excellence criteria for Silver and Gold levels, and distributed a list of assigned tasks to various Board members.

Treasurer: Maureen Henderson presented financial reports for June 2007. Ken Sockolov moved to approve the June financial reports as submitted. Kim DeVincenzi seconded. Motion carried. Appurtenant to the earlier discussion of submitting minutes to the Board via email, Maureen suggested that the same be done for the Treasurer's report. Moved by Kim DeVincenzi, seconded by Jessica Miller, and carried. Maureen suggested no longer having cancelled checks returned from the bank in order to avoid the monthly fee associated with this service. Prior to a decision being made by the Board, Maureen will further research whether the chapter will be able to get copies of checks if needed.

Director-at-Large: Cindy Broughton reported receipt of 29 surveys at Lockwood and Born. She has received 22 checks to date. Board members will call member firms that have not completed the survey based on the list from Lockwood and Born of surveys received.

Programs/Education Report: Jessica Miller reported trouble finalizing the September speaker but will plan for a back-up in if necessary.

Membership: Cindy Harris informed the Board that there are two new members this month: Carol Rooney and Judi Rice. The membership directory is at the printer for a third revision. The cost for the directories should be about the same as last year. The chapter has 82 primary members and 4 secondary members. Membership has been reconciled with National's records. Cindy presented a revised brochure for SVALA. Jessica Miller will make further revisions to produce a final product for the Board's review. After Board approval, it will be sent to National. Cindy will fill out the entry form for the membership brochure award.

Newsletter: Shauna Manner reported that the Summer 2007 newsletter is on its way to the printer and should be mailed within two weeks. The deadline for submissions for the next newsletter is September 15, 2007. Lynn Cole will provide an employment-related article for the Fall edition.

Website Development: Karen Martin sent a report via email, stating that the website is being updated to better reflect the requirements for the President's Award. Anni Farnsworth is now a member of the Website Development Committee and will update the website calendar.

Community Challenge: Kim DeVincenzi suggested the possibility of supporting Warm Hearts blankets for seniors as a CCW project. Shauna Manner made a motion to approve this project for CCW. Jessica seconded and the motion carried. Kim will prepare a flyer requesting donations and volunteers, as well as write an article for the newsletter.

Managing Partners' Event: Lynn Cole requested feedback from the Board regarding speaking suggestions. She will check with Walter Bond and Jerry Reynolds as potential speakers.

❧ BOARD MINUTES SUMMARY ❧

(July 2007 cont'd)

Old Business

- An information packet for the Certified Legal Manager study group has been developed. The study group will begin meeting on Wednesday, August 1, 2007.

New Business:

- Ken reported ideas he gathered at Chapter Leadership Institute (CLI) regarding ways to involve vendors, and made a motion to create a Board position focusing on partnering with vendors. Kim DeVincenzi seconded. Motion carried.
- Camilla suggested creating a position for Bar Liaison Chairperson, and will create a position description.
- Ken reported on the book *The Extraordinary Law Firm*, a resource obtained at CLI. Ken requested Board approval to determine member interest through email and showing the book at the next luncheon. Lynn Cole made a motion to reimburse Cindy the \$82 she paid to purchase the book for the chapter library. Jessica Miller seconded the motion. Motion carried.
- Ken shared the condensed version of the Chapter Cooperation Associate Training Program – 8 sessions of associate training to be presented over a 2-year period – to assess support for the chapter sponsoring this training. Ken will follow up with the Puget Sound Chapter to gather more information.

Items from the Floor: Cindy Harris requested the following:

- that all Board members update their position descriptions prior to the changing of the Board;
- that a new-member orientation web-cast be added to the SVALA website with a link for how to sign up;
- that past presidents mentor new members in terms of recruiting and involving new members; and
- that more members attend the CLI (up to five).

August 2007

Reports

Treasurer: The July financial reports were approved as submitted via email. Maureen Henderson was unable to attend and sent her report via email. The SVALA tax return was mailed August 13, 2007. The decision regarding online banking will be tabled until the September meeting.

Membership: Cindy Harris was not able to attend the meeting. She sent a report via email and informed the Board that there are no new members this month. There are three members not participating. Kelley Robinson, Johnson Schachter & Lewis, is on a leave of absence and still wishing to receive notices newsletters, etc. Her contact information has been updated. Ray Nunez, McDonough Holland & Allen, is moving on to be CFO at a local venture capital firm, American River Ventures. Alice Olson, McDonough Holland & Allen, is no longer with the firm; no forwarding information is available. There are two potential new members: Sandra Uribe of Riggio Law Firm in Stockton, referred by Camilla Arnds; and Bethany Smith, McDonough Holland & Allen, referred by Ray Nunez.

✧ BOARD MINUTES SUMMARY ✧

(August 2007 cont'd)

Newsletter: Shauna Manner reported the Summer 2007 newsletter has been printed and mailed, and Karen Martin has posted it to our chapter website. The deadline for submission of articles for the Fall 2007 newsletter is September 15 with a target mailing date of October 15. Reminders have been sent to contributors regarding these dates.

Community Challenge Weekend (CCW): Kim DeVincenzi was not in attendance. Kim reported via email that she will send a draft CCW flyer requesting donations and volunteers to the Board this week.

Website Development: Karen Martin confirmed John Woodall's ad for four issues. Karen will be working on getting the invoicing current for advertising.

Managing Partner Event: Lynn Cole reported contact with the Sacramento Kings. March is not a convenient month for Jerry Reynolds. Lynn's goal is to improve attendance this year and will be planning the event as a lunch.

Old Business:

- Vendor Relations Chairperson: Ken Sockolov presented a proposed job description for a vendor management chair. Ken will consult International guidelines to determine latitude at the chapter level to create the position. The position will be presented as open to applicants at the next luncheon. Lynn Cole made a motion to offer free lunches for one year to a first-time volunteer for this position. Karen Martin seconded the motion. Motion carried.
- 2007/2008 Award Categories – Tami Aschenbrenner was not able to attend the meeting and requested this item be tabled for the September meeting.
- Cindy Harris sent the Board, via email, the guidelines regarding the chapter brochure for review and noted the submissions for points must follow the guidelines provided or risk losing points. Jessica Miller will be reviewing and editing the brochure, in accordance with the guidelines, over the next couple of weeks. The deadline for submission of the brochure to International is the end of the year but Cindy Harris would like to have this done by October 1, 2007.

New Business:

- Jeanne CaBell, Region Six Director, would like to visit Sacramento in September. The Board would love to have Jeanne visit and leaves the decision regarding the details to Camilla Arnds' discretion.
- SVALA was awarded a free registration to the Region 6 Conference. A drawing for this prize will be held amongst the attendees at the August Chapter Luncheon.
- When sending emails, members should be reminded not to take action on their own when Board input or agreement is required. Ken Sockolov made a motion that all reports be approved via email be submitted one week prior to the Board meeting and that all votes must be accounted for prior to approval with a deadline of the meeting date. Lynn Cole seconded the motion. Motion carried.
- October/November ALA News Region 6 submissions are due to Judith Hissong by August 30. Cindy Broughton agreed to make this submission.
- The agenda for the next meeting should include discussion regarding a change to the bylaws to allow new members to our chapter to serve if they have served in another chapter. The agenda should also include a discussion regarding guidelines for accepting gifts from vendors.



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**Don't forget, we need new members!
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The Sacramento Valley Chapter offers members the opportunity to participate in many exciting and interesting activities including monthly luncheon seminars, the annual Managing Partner dinner, and Community Challenge Weekend, as well as other social and educational events. The annual salary survey provides timely, accurate information on all legal positions in our local market and our newsletter, River City Review, will keep you informed on chapter events and educational topics. Our chapter meets each month and as a member you will receive the monthly notices to join us. The SVALA website is located at www.ala-sacramentovalley.org.

Please send all information regarding new members to:

Cindy Harris
Office Manager
Resources Law Group, LLP
555 Capitol Mall, Suite 650
Sacramento, CA 95814
Phone: 916.442.4880
Fax: 916.442.4193

**Vendor Management Chair:
Michele Tracy**

Many thanks to Michele for taking on this new position!

Job Description for the Vendor Management Chair:

- Develop and maintain vendor relationships on behalf of SVALA;
- Maintain and update vendor and advertiser database to include contact information, sponsored events, sponsorship levels and advertising data;
- Work with the Treasurer to collect and credit sponsorship funds and determine availability of funds for various events;
- Interface with all committees and coordinate requests for vendor sponsorship;
- Develop and maintain targeted mailing lists and disseminate literature regarding vendor sponsorship opportunities;
- Ensure that sponsorships are acknowledged in the chapter's newsletter and by correspondence with vendors;
- Obtain sponsorships for National, Regional, and Chapter scholarships;
- Develop, organize and coordinate an annual appreciation/introduction event dedicated to sponsors in consort with other committees;
- Publish Vendor Services Directory;
- Sign up for and participate in ALA's Vendor Relations listserve; and
- Review the Vendor Relations areas of ALA's website.

CALENDAR HIGHLIGHTS

<p style="text-align: center;"><u>October 2007</u></p> <p>Thursday, October 11 SVALA Board Meeting (All members welcome) 5:30 p.m. – Resources Law Group</p> <p>Wednesday, October 17 Membership Luncheon 11:45 a.m. – 1:00 p.m. – Casa Garden Restaurant Topic: Ten Keys to Improving the Bottom Line</p>	<p style="text-align: center;"><u>November 2007</u></p> <p>Thursday, November 8 SVALA Board Meeting (All members welcome) 5:30 p.m. – Resources Law Group, LLP</p> <p>Wednesday, November 21 Membership Luncheon 11:45 a.m. – 1:00 p.m. – Casa Garden Restaurant Topic: Labor Law Update</p>
	<p style="text-align: center;"><u>December 2007</u></p> <p>Friday, December 7 Holiday Party 11:30a.m. – 2:30p.m. – Esquire Grill</p> <p>Thursday, December 13 SVALA Board Meeting (All members welcome) 5:30p.m. – Schuering Zimmerman Scully, Tweedy & Doyle</p>



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Sacramento Valley Chapter
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