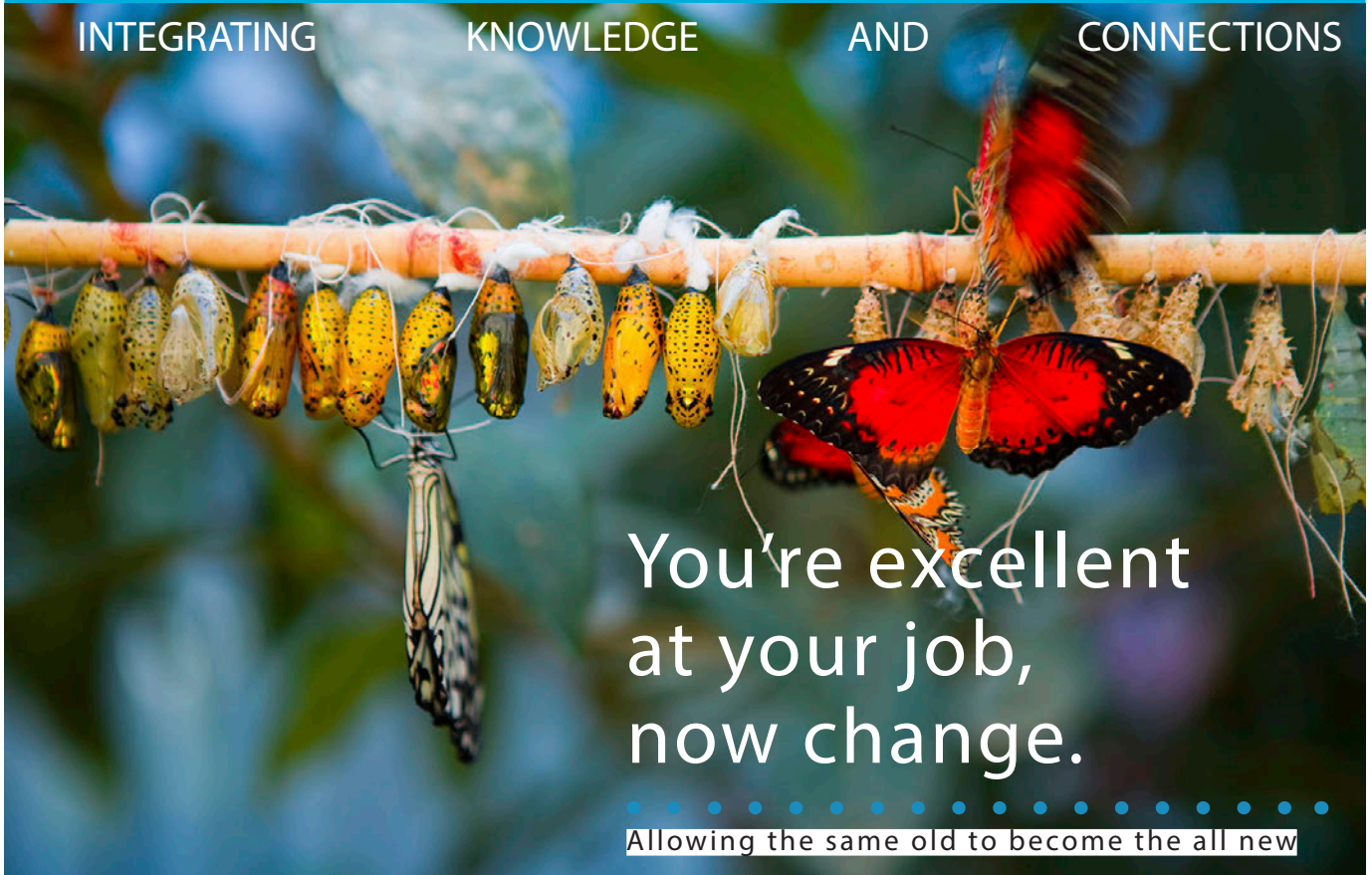


The NETWORK

INTEGRATING KNOWLEDGE AND CONNECTIONS



You're excellent
at your job,
now change.

.....
Allowing the same old to become the all new



p. 9

FREE BEER!



p. 12

2013-2014 Scholarship Drive



p. 2

New logo for SFC!

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THE NETWORK

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South Florida Chapter unveils new logo

Flamingo design top vote-getter of 3 possible logos

The South Florida Chapter recently voted on three proposed designs for a new Chapter logo. Our choices were a Flamingo, a Marlin or a Conch Shell. The beautiful S design of the Flamingo incorporates one of the iconic birds of South Florida and the S in our Chapter. While the other 2 are attractive, many of our members commented that the Flamingo brings about a huge grin, a warm smile and makes us feel "happy." We are happy to announce that the Flamingo has been voted in as the Chapter's new logo!

After emailing the list serve asking them to vote, we received the following story from Bianca Moreiras, one of our members, thought it was lovely and one that should be shared.

A little history on the logo (sticker) of the Flamingo. In 1986

a group of us from the South Florida Chapter including Carole Hrebik traveled to Anaheim California to the National ALA Conference to promote the 1987 National ALA Conference in Orlando. Carole was the Conference Chair--that was her last year on the International Board of Directors.

We gave out t-shirts to everyone at our welcome booth and to ensure that all ALA members received only "1" t-shirt we placed a flamingo sticker on their badge. This started the trend of pins. Yes, the South Florida Chapter started the collections of first stickers and then pins. The Flamingo was forever a symbol of our chapter and the start of a craze. The following year San Francisco gave out bags and a cable car sticker while in Orlando... etc etc.

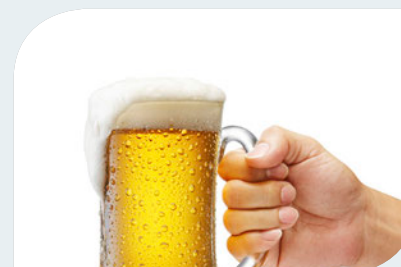
4



You're Excellent at Your Job. Now Change.

Ask yourself this question: At what point in your career have you been able to "sit back and just cruise" in your job? I'm betting that for successful administrators and managers the answer is NEVER!

9



FREE BEER!

Would you like to go on an all-expense paid trip around the world? Would you like to win the Powerball Lottery?

12



Scholarship Drive

Another successful year for the South Florida Chapter's annual scholarship drive for 2013-2014.

14



President's Message

18



New Member Profile

19



Upcoming Events

16



Out and About with the SFC

19



Chapter Board and Committees



Claudia Hoffman, CLM, SPHR
Business Manager,
South Florida
Holland & Knight LLP

You're Excellent At Your Job. Now Change.

Ask yourself this question: At what point in your career have you been able to "sit back and just cruise" in your job? I'm betting that for successful administrators and managers the answer is NEVER! Recently, I was watching an interview with Dolly Parton on a morning talk show, and the interviewer asked Dolly at what point she realized she had "made it." Dolly responded, "I still don't feel that I have!"

My experience has been that, just as I begin thinking, "I've got this!" a change in my duties and responsibilities (or both) takes place, requiring me to change the way I do my job. Change is a good thing, but actually changing can be difficult.

There has been a great deal written about "change management," as it is an important ingredient of a company's long life and success. In the early 1990's, the role of a "change leader" started to emerge where the entire focus of this position was to help organizations understand how humans adapt to change. According to an article published in the Graziadio Business Review (Graziadio School of Business and Management, Pepperdine University) by Christopher G. Worley, Ph.D. and Yvonne H. Vick, MSOD, "More and More, staying competitive in the face of demographic trends, technological innovations and globalization requires organizations to change at much higher rates and ever before."

The largest change affecting the way we do business, of course, is technology. Technology allows businesses to work more efficiently with fewer employees than in the past. As administrators and managers, it is our responsibility to implement these changes. There are a great many publications, articles, CLE presentations, seminars and blogs to assist us in managing these changes. However, there isn't nearly as much written about how to personally change to ensure you can keep up with the company.

To ensure that I have been able to change as necessary, I have found it helpful to ask myself the following questions repeatedly throughout my career:

How can you remain valuable to your organization? Being valuable is a two-way street. Not only do you need to be recognized as valuable to the organization, but to be successful at your job, you need to feel valuable. Can you articulate to the organization's leaders why you are valuable to the organization? What value do you bring to the organization that is unique from that of another employee? Can what you do be performed by another person in the organization? If so, why should YOU have the job instead? You need to articulate what it is you bring to the organization. For example, do you possess a special skill in working with people? Perhaps you have earned the respect of the employees for being honest and fair. Maybe you have enjoyed a good rapport with the staff and are viewed as a good communicator. These are valuable traits that are difficult to teach. According to the on-line management training tool, MindTools--Essential Skills for an Excellent Career, "people skills--also known as 'soft skills'--have as much of an impact on your success as your technical skills."

REMAIN VALUABLE

Value is a two way street. Do you feel valuable? Can you articulate why you are valuable to the organization?

WHAT SETS YOU APART?

Give some thought to what sets you apart from someone else who would do this job. What makes you stand out?

LOVE WHAT YOU DO

How often do you say, "I cannot believe they PAY me to do this job!" How often do you say, "They cannot pay me ENOUGH to do this job!"

And they further say that it's "especially true when you're in a management or leadership role." You should be able to cite to the organization's management specific instances where you have demonstrated these skills.

WHAT DO YOU CONTRIBUTE TO THE SUCCESS OF THE ORGANIZATION?

What is your contribution to the organization? Most administrators and managers do not generate income; rather, they are a direct cost to the organization. You need to ensure that you contribute to the worth of the company to offset any costs your position may require.

Different from your value to the organization (which addresses what you bring to the organization), this addresses what you do for the company.

Using the same example as described under the "valued section," let's say that because of your good rapport with the employees, the organization has avoided costly law suits from departing employees. This definitely would be a positive contribution to the organization, and one that would have a positive financial impact.

If you are not sure what value you are or contribution you make to the organization, you can conduct a simple survey of the employees asking them to list (anonymously) three (3) traits they value in you as an administrator and manager and three (3) traits on which you could

work to improve. Be sure that if you use a survey, there is some sort of follow up. Perhaps you could have a staff meeting to talk about the results, how the comments have assisted you, and what you are going to do as a result of the exercise.

WHAT MAKES YOU UNIQUELY QUALIFIED?

What sets you apart from someone else who could perform your job? If your value and contribution to the organization are simply part of your makeup and personality, it may be difficult to articulate them. Try to answer the question: "what sets you apart from someone else who could perform your job"?

Remember when you applied for your current position or maybe a prior position? Somehow you had to "stand out" from all the other applicants. The same thing applies here; you, again, need to "stand out."

Perhaps you have a very positive outlook at all times. Positive attitudes can spread widely and quickly—just as negative attitudes can spread widely and quickly. Maybe you truly have an "open door policy," and employees feel they can come to you about any issue at any time.

If these traits are valued by the employees, they may be mentioned on the survey.

DO YOU LOVE WHAT YOU DO? REALLY. DO YOU? Obviously, even for those who genuinely love their jobs, there would be

some days in which you question whether you love your job or not. I like to describe two typical kinds of days using the following statements:

- "I cannot believe they PAY me to do this job!"

Or

- "They cannot pay me ENOUGH to do this job!"

If regularly you find yourself describing your job with the second saying, you probably should consider a job or career change. Since the majority of people need to work for a living, you really should love what you do, where you do it, and how you do it.

I've been very fortunate that I really DO love my job, and the majority of my days on the job have always been described by the first statement above. I always promised myself that if it ever changed so that the majority of my days were described by the second statement, it would be time to make a change.

DO YOU CARE ABOUT WHAT YOU DO?

Do you care about what you do? As administrators and managers, the majority of our responsibilities have to do with people. Do you really care about them? Does it matter to you how the policies and procedures of the organization affect them?

If you care about employees, they will know it. It is a fine line to implement policies and procedures which may benefit the organization

but may be a burden to the employees. Your first responsibility, of course, is to have a positive and successful implementation of the policies; you must be seen as supporting them 100%. At the same time, however, you can have empathy for those employees for whom the policy may negatively impact.

For example, perhaps the organization needs everyone to begin arriving no later than 8:30 a.m. (when the arrival time used to be 9 a.m.) because of an increase in early client meetings. You are aware that several employees have a two-hour commute to the office. Let's say they have to drive to a bus station, take the bus to the train, and finally take the train to the office. Having to be at the office by 8:30 a.m. would not allow them to get their children to school, and they do not have any family or other support system in place to assist them.

Do you try to find a solution? Is there another position in the organization for which they qualify that doesn't require the 8:30 arrival? Would it be helpful to the organization to stagger the start times and have a few employees come in later and work later, thus providing coverage for a longer day?

Even if you ultimately cannot make a compromise, if you honestly go through the exercise and try, the employees will know that you care about them.

What if changes in policies affect you directly? Can

you still be positive about implementing those changes? Can you be objective with and "buy into" the policies so that you still are viewed as an advocate for their implementation? This can be difficult to do, and if you are unable to do this, the employees will know! If through your demeanor, verbal displays and actions you indicate that you are not really supporting the policy, how can you expect to enforce compliance by others?

For example, perhaps the organization decided to eliminate a benefit that you valued highly. Would you be able to make the announcement and implement the change even though you are affected directly? Typically, the details behind the reason for that kind of change are confidential, so it may be difficult to explain why the particular change was needed. However, you still would need to be able to get everyone to accept the change with as little negative impact as possible. You personally would have to buy into the change to do that.

WHAT DO YOU DO IF YOU CANNOT FIND THE PLACE WITHIN YOURSELF TO BE OBJECTIVE? What do you do if you cannot find the place within yourself to be objective? Only you know whether you can make the needed adjustment to that objective place. Relative to that, consider the following:

- Never make a decision from an emotional viewpoint;
- Give the situation a few days or longer before

you decide whether the change is something with which you can live;

- Be honest with yourself. Can you really live with this change?
- If you decide to accept it, will it "eat at you" a little at a time until it festers?
- Think it through thoroughly. Are you taking it personally, and if so, why?
- Allow yourself to lament about the situation to a confidant outside the firm--once--MAYBE twice!

Once you go through the above exercise, you have a decision to make: (1) buy-into it 100%, and never lament about it again, or (2) leave your position with the organization.

I know that sounds harsh, but the position of administrator and manager is one of leadership. To lead successfully, you truly have to have the organization's interest at heart 100% and be comfortable about it. That is the only way to be happy in your work, which will allow you to continue being a valuable, contributing, and caring employee of your organization.

IN SUMMARY, change is an important part of successful organizations. Change should be viewed as a positive thing, assuming the changes are a conscious and positive effort on the part of the organization's leaders.

Change is exciting, and especially for those who have longevity in a position with the organization, it can be invigorating by allowing the "same old" to become the "all new."



Woodrow Wilson:

"If you want to make enemies, try to change something."

George Carlin:

"I put a dollar in one of those change machines. Nothing changed."

Japanese Proverb:

"The bamboo that bends is stronger than the oak that resists."

Saint Augustine:

"If you would attain to what you are not yet, you must always be displeased by what you are. For where you are pleased with yourself there you have remained. Keep adding, keep walking, keep advancing."

THANK YOU TO OUR 2013 BUSINESS PARTNERS FOR THEIR CONTINUED SUPPORT

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Chief Operating Officer
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FREE BEER!!!

OUR BUSINESS PARTNERS' SUPPORT IS WHAT ENABLES
OUR CHAPTER TO EXIST. THEY ARE THE WHEELS THAT
ENABLE THE CHAPTER TO MOVE.

Would you like to go on an all-expense paid trip around the world? Would you like to win the Powerball Lottery? If you haven't lost all your brain cells working in legal administration you answered yes to both of these questions. Well, so did I - but that's not what this article is about. I just thought I'd throw that out there, sort of like yelling "Free Beer". I wanted to get your attention. What I am writing about is important. I want to emphasize the value our Business Partners bring to our Chapter. Our Business Partners' support is what enables our Chapter to exist. They are the wheels that enable the Chapter to move. Last year we celebrated our 40th year, and nothing that the Chapter has achieved would have been possible were

it not for the generosity and support we get from our Business Partners. Over the years, our Chapter has enjoyed many educational sessions, luncheons, seminars, scholarships for conferences, and recently, fun events courtesy of the support we get from our Business Partner Program. I have been a member of the Chapter for 15 years, and we haven't raised the dues since I joined. We have approximately 180 members, and if you do the math you can see right away that the amount of money collected is not enough to support our Chapter. Also, I can't think of another business or association where the dues have stayed the same for that length of time. The reason we can do this is because of

the outstanding support of our Business Partners. Paula Lawson, our current President sums it up quite nicely: "Our BP program has proven to be successful to our Business Partners and to the Chapter. We look upon these firms that support the legal industry as partners. With our current BP program, these firms are able to participate in nearly all of the Chapter's events as colleagues. The Chapter could not put on the educational events it does without its Business Partners. Our Business Partners have become an integral part of our Chapter's infrastructure. Why am I repeating this? If I had a nickel for every time I see questions on the listserve requesting information about this or that service or provider I



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could have retired many moons ago! I would like to be able to tattoo on everyone's arm "Please check the website for the current list of our Business Partners and give them the opportunity to bid on your project". Well, that's rather long for a tattoo but you get what I mean. That's all they ask for, the opportunity to earn your business.

Our Business Partners also value the new Business Partner Program. Sandro Alvarez, CEO of Internos, formerly known as New Global Solutions was enthusiastic about the new Business Partner program. "I've enjoyed sponsoring numerous events – from fishing trips to happy hours. The networking opportunities are incredible! We definitely get a return on our investment and are looking forward to another

great year of partnership with the South Florida Chapter of ALA."

Ervin Hechavarria of Orange Legal wrote, "When comparing each of the conventions and conferences we participate in and the plethora of organizations, associations and groups we are members of, the ALA of South Florida does it right! As a Business Partner, we could not wish for more or better opportunities to develop true relationships with firm administrators than the opportunities that the South Florida Chapter continuously provides on a monthly basis. It is advantageous for any business or legal professional to join." Jorge Bohorquez of International Data Depository concurred, adding: "The ALA Partnership has provided us with the ability to further enhance our value offering while developing long lasting professional relation-

ships." Debbie Montero of Robert Half Legal took advantage of the Business Partner Program opportunity to present at a luncheon, sharing valuable knowledge with us and she wrote; "Our presentation during the June meetings provided a great networking opportunity and the ability to discuss our firm's services with members." These opportunities work both ways. We all benefit from this partnership. We now have a wonderful Social Committee, who are constantly planning great events. They couldn't do any of the good things they do without our Business Partners. Please take the time to give them a chance to earn your business. Oh – and we do have "Free Beer" as well as other cooling beverages at our various happy hours thanks to – guess who? Hope to see you there!



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2013-2014 SCHOLARSHIP DRIVE

SOUTH FLORIDA CHAPTER AGAIN MEETS ITS GOAL OF PROVIDING VALUABLE SCHOLARSHIPS

For the past 35 years, members of the South Florida Chapter Association of Legal Administrators, their firms and local business partners have supported the Chapter's scholarship program. This program targets graduating high school students and undergraduate college students in our area. The Applicant, at the time of making application, must be an on-going full or part-time employee or the dependent or spouse of an on-going full or part-time employee of a law firm or branch in Miami-Dade or Broward County that has a representative in good standing in the South Florida Chapter of Legal Administrators. In light of increasing college costs, our scholarship awards are eagerly sought after and gratefully accepted by deserving students. The Chapter was able to meet their goal for the 2013 – 2014 school year due to the generous support from its members, their law firms and our business partners. This year the Chapter was able to award scholarships to four students who attended our monthly lunch in Miami on June 12th.

Pictured from left to right are:
Carole Sheets - Scholarship Committee Chairperson
Sahili Ferra – Murray Morin & Herman, PA
Lauren Ferra – University of Florida
Erika Mayan – Nova Southeastern University – Kozyak Tropin & Throckmorton
Tiara Hester – Florida Gulf Coast University (daughter of Tata Brown)
Tata Brown – Greenberg Traurig, P.A.

1. Lauren Ferra - Daughter of Sahili Ferra who is employed at Murray, Morin & Herman, P.A., attending University of Florida
2. Tiara Hester - Daughter of Tata Brown who is employed at Greenberg Traurig, P.A., attending Florida Gulf Coast University
3. Erika Mayan - an employee of Kozyak Tropin & Throckmorton, attending Nova Southeastern University; and
4. Omar Paz - was not able to attend the lunch. He will be attending Broward College



ACCORDING TO THE COLLEGE BOARD, TUITION HAS INCREASED 6% ANNUALLY FOR THE PAST DECADE

COMMUNITY

Cost of 2 years community college and 2 years private college in 2012 is \$73,700, expected to increase to \$210,400 in 2030.

PUBLIC IN-STATE

Cost of a public university in-state in 2012 is \$37,800, expected to be \$108,100 in 2030.

PRIVATE

Cost of projected 4 year tuition and fees in 2012 at a private college is \$127,100, expected to be \$362,800 in 2030.

THANK YOU TO CAROLE SHEETS FOR CHAIRING THE 2013-2014 SCHOLARSHIP COMMITTEE.

PRESIDENT'S MESSAGE

"CH-CH-CHANGES, TURN AND FACE THE STRAIN"

DAVID BOWIE, ORIGINALLY RELEASED ON THE ALBUM

HUNKY DORY IN DECEMBER 1971

IT'S ALL ABOUT CH-CH-CHANGES.

How many of you can identify with this David Bowie song, circa 1970? My message to you this quarter is about change.

There are numerous songs more current than Changes by Bowie that talk about facing change but this song came to mind because change does bring strain, doesn't it? Reflect on the past 9 – 10

months and the change in the Florida Circuit Court system. I doubt there is one firm within our membership that was not affected by the Circuit Court converting to electronic filing. And, judging by the numerous emails that made the listserv, this caused quite a strain on many of our firms.

In addition to e-filing, many firms involved in litigation are facing changes in discovery procedures. While electronic discovery has been around for several years, the volume and size of the discovery has skyrocketed in the past couple of years. Going paperless may be more of a necessity rather than wanting to be environmentally responsible. Production sets are often now measured in gigabytes rather than number of boxes. In some cases, production might be measured in terabytes. According to LexisNexis, 1 gigabyte of data is the equivalent of 65,000 PAGES of Word documents! Wow, talk about strain.

Some of you may not be too involved in technology at your firm but rather are more involved in Human Resources. Effective January 1, 2014, sweeping changes in the nation's health-care system will bring changes to many of our firms. One cannot read a social media posting,

watch a newscast or pick up a newspaper without seeing reports on the effects – the good, the bad or the ugly – that healthcare reform will have on our health-care system. "Turn and face the strain."

SOUTH FLORIDA CHAPTER CHANGES.

I have only highlighted a few changes many of us have or will face in our firms. Well, your ALA Chapter is not to be outdone. By now, you have all seen the metamorphosis the Chapter's website has gone through under the leadership of Jackie Fleites (Website Chairperson), Laura Crovo Lane (Webmaster), and Victoria Allen (Director). They have worked diligently to bring the website into the twenty-first century. We now register and are able to pay for all Chapter events online. Our Chapter membership roster is maintained on the website, as well as a host of reports the Board and others can draw

on for marketing, planning, communicating and other purposes. The website will continue to be tweaked and improved as we continue to use this new platform. Changes....

Besides the website changes, our Chapter has added several committees. Among the new committees are Social, chaired by Helmut Gaensel, and Social Media, chaired by Jennifer Tornos. Along with these new committees, our Chapter has increased the number and types of events it supports. We now hold three happy hours each month, spanning from Broward to South Miami. We have also added a second location for our monthly membership and educational lunches. The results of this have been outstanding. We have essentially doubled number of attendees for our educational lunches as our Broward County members who attend these Tuesday lunches nearly match

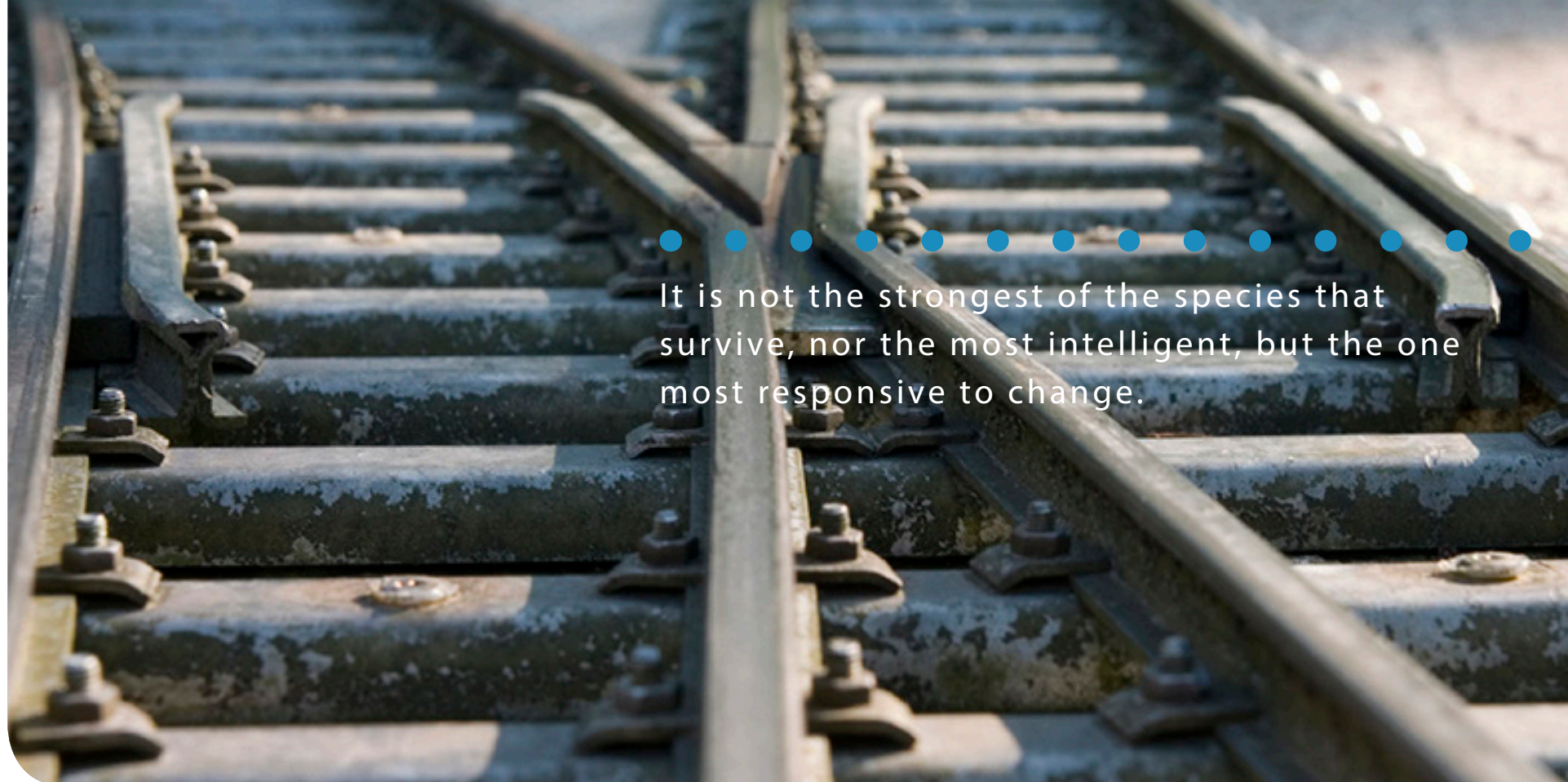
It is not the strongest of the species that survive, nor the most intelligent, but the one most responsive to change.

the numbers of the Miami-Dade lunches. The Chapter has also added a third location for the ALA webinars for the convenience of more of our members. All good changes. And, finally, one of the most visible changes our Chapter has made is to its logo. Our old logo served us well but with all the changes occurring around us, the Board decided we needed to update our look and, yes, make a change.

I hope you like most of the changes the Chapter has made over the past several months. We aren't done, though. Watch your emails for more changes to come. Perhaps you will consider helping to bring about some of these changes. There will be many opportunities to join committees and give us your ideas. Change certainly can add strain, but it can also be very good. "Time may change me . . . But I can't trace time."

[Paula J. Lawson, CLM](#)

Genovese, Joblove
& Battista, P.A.



MAY LUNCHEON



MAY DOWNTOWN HAPPY HOUR



PAWS 4 YOU



JUNE BROWARD LUNCH



NEW GLOBAL HAPPY HOUR



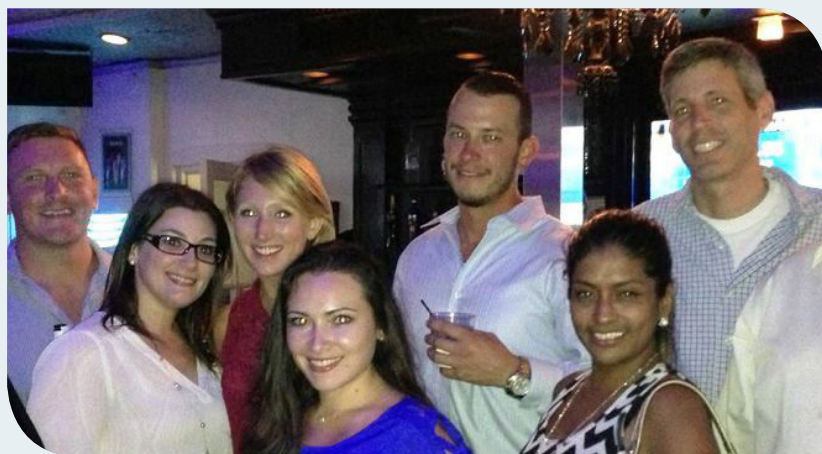
AUGUST LUNCHEON



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JULY HAPPY HOUR



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Name:
Ann Marie Buchanan

Title:
Firm Administrator

Firm:
Fann & Petruccelli, P.A.

Firm Size:
48 employees

Years in Field:
Eight

What do you enjoy most
about your job:
The diversified
duties. Every day
is not the same.

If I weren't in my current
position, I would like to
be:
Sailing

Favorite TV Program:
Amazing Race

Last Book Read:
Fifty Shades of Grey

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[Sarah Lyons](#)

Holland & Knight, LLP

WEBSITE

[Jackie Fleites](#)
Bilzin Sumberg Baena
Price & Axelrod, LLP

October 10-12,
2013

ALA Region 2 Conference
& Expo
Memphis, Tennessee

October 16, 2013

Webinar: Saying the Hard
Things with Aloha
2 pm - 3pm
Free to Chapter Members
In Miami at Bilzin Sumberg
In South Miami at Horr,
Novak & Skipp
In Broward at
Holland & Knight

October 19, 2013

Susan G. Komen Race for
the Cure
8 am - 12 pm
Bayfront Park

November 1, 2013

Happy Hour at Dave &
Busters
5:30 - 7:30 pm
3000 Oakwood Blvd.,
Hollywood, FL

November 12, 2013

Broward Monthly Lunch
Meeting
10 Tips to Gain Confidence
in Public Speaking
11:45 am - 1:30 pm
The Tower Club

November 13, 2013

Miami Monthly Lunch
Meeting
10 Tips to Gain Confidence
in Public Speaking
11:45 am - 1:30 pm
Location: TBA

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