

October / November 2013
Vol. 2013, No. 8



DONT MISS:

ALAMMN Fall Social

Wednesday, October 9, 2013

4:00 pm - 7:00 pm

Location:

The Shout House

Block E

650 Hennepin Avenue

Minneapolis, MN

Pg. 12

Take a Letter Please

Pg. 22

Valuing our Business
Partner Program

TABLE OF CONTENTS

EVENTS

- 4 Calendar of Events
- 15 ALAMN Events
- 16 The ALAMN October 8th 1/2 Day Seminar
- 18 ALA Webinar for October 2013
- 19 ALA Webinar for November 2013
- 20 November Leadership Breakfast
- 32 Ronald McDonald House Notice

NEWS

- 13 Know your Legal Jargon
- 21 ALA Question of the Month

MEMBERS

- 3 2012-2013 ALAMN Officers & Directors
- 24 Thank You ALAMN Members and Business Partners!
- 30 Volunteer Spotlight: Pam Gerads
- 34 Get to Know Your Board

COLUMNS

- 12 Take a Letter Please
- 22 Valuing our Business Partner Program
- 25 Why Should I Care About Tweeting?
- 28 Changing Times: Law Firm Technology and the New Generation Gap

REPORTS

- 10 Small / Medium Firm Group
- 10 Large Firm Administrators Group
- 10 20+ Year Anniversaries

MORE INSIDE

- 3 ALAMN Mission Statement
- 7 2013 Business Partner Sponsors
- 17 HCBA Connection
- 33 Advertisers in this Issue

THE VERDICT STAFF

Editor

Carlene Holter
Lindquist & Vennum
612.371.6228
cholter@lindquist.com

Advertising

Cheryl R. Thompson
Moss & Barnett
612.877.5441
thompsonc@moss-barnett.com

Letters to the Editor

Letters to the Editor of *The Verdict* are welcome and can be e-mailed to cholter@lindquist.com. In your letter, please include your name, firm name, mailing address, daytime phone number, and e-mail address. Letters that do not contain full contact information cannot be published. Letters typically run 150 words or less and may be edited. Your letter can be on any topic. You will be contacted before your letter is published. Thank you.

2013 - 2014 ALAMN OFFICERS & DIRECTORS



PRESIDENT

David Oxley, CLM
Leonard, Street and Deinard, P.A.
612.335.1472
david.oxley@leonard.com



FINANCE

Annette Kojetin, CPA
O'Meara, Leer, Wagner & Kohl, P.A.
952.806.0433
adkojetin@olwklaw.com



PAST PRESIDENT

Michele Sauder
612.492.7589
Fredrikson & Byron, P.A.
msauder@fredlaw.com



EDUCATION

Katherine Hubbard
Olup & Associates
952.835.4070
kmh@oluplaw.com



PRESIDENT-ELECT

Deborah O'Connor, CLM
O'Meara, Leer, Wagner & Kohl, P.A.
952.806.0428
dpoconnor@olwklaw.com



MEMBERSHIP

Wendy Bartlett
Metropolitan Airports Commission
612.726.8192
Wendy.bartlett@mspmac.org

DIRECTORS



ADMINISTRATION

Sarah Didrikson
Nilan Johnson Lewis
612.305.7614
sdidrikson@nilanjohnson.com



COMMUNICATIONS

Tracey Skjeveland, CLM
Merchant & Gould, P.C.
612.371.5211
tskjeveland@merchantgould.com

ALAMN has adopted ALA's Mission Statement

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



*Your connection
to knowledge, resources and networking*

CALENDAR OF EVENTS

11 12 13

OCTOBER

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

- 8 – **ALAMN 1/2 Day Seminar**
8:00 am – 1:00 pm
Crowne Plaza Northstar Hotel
- 9 – **ALAMN Fall Social**
4:00 pm – 7:00 pm
The Shout!House
- 13 – **Cook for Kids**
9:00 am – 2:00 pm
3 locations:
Ronald McDonald House
818 Fulton St SE, Minneapolis,
Children’s Hospital
2525 Chicago Ave S
Minneapolis
Gillette Children’s Hospital
200 University Avenue, St. Paul
- 15 – **Facilities Special Interest Group**
Noon
Merchant & Gould
- 16 – **Financial Management Special Interest Group**
Noon
Leonard Street and Deinard
- 16 – **ALA Webinar: Saying the Hard Things with Aloha (CM)**
1:00 pm Merchant & Gould
- 17 – **Small/Medium Group**
11:30 am
Town and Country Club, St. Paul

NOVEMBER

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

- 5 – **HR Committee**
11:30 am
Briggs and Morgan
- 6 – **Large Firm Administrators**
Noon
Lindquist & Vennum
- 7 – **Intellectual Property Group**
11:45 am
Location TBD
- 7 – **Systems and Technology Special Interest Group**
Noon
Anthony Ostlund Baer & Louwagie
- 12 – **Leadership Breakfast,**
7:45 am – 9:45 am
Radisson Plaza Hotel
- 13 – **ALA Webinar: The Ethics of Email and Social Media (LI)**
1:00 pm at Merchant & Gould
- 14 – **Business Partner and Conference Committee**
3:00 pm; Silver Sponsor
Reception follows from 4:40 - 6:00 pm, McCormick & Schmick’s
- 19 – **Facilities Special Interest Group**
Noon at Maslon
- 20 – **Community Service Committee**
11:30 am
Briggs and Morgan
- 21 – **Small/Medium Group**
11:30 am
Town and Country Club, St. Paul

DECEMBER

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

- 4 – **Large Firm Administrators**
Noon
Robins, Kaplan, Miller & Ciresi
- 5 - **Intellectual Property Group**
11:45 am
Location TBD
- 5 – **Systems and Technology Special Interest Group**
Noon
Location TBD
- 10 – **ALAMN Winter Social**
4:00 pm – 7:00 pm
Glueks Restaurant & Bar
- 17 – **Facilities Special Interest Group**
Noon
Location TBD

FROM THE PRESIDENT OF ALAMN

By: David Oxley, CLM



I'm guessing this is the column many of you have feared, but assumed would appear at some point during my term – the dreaded technology column! One of the risks of having an IT person as President is the possibility of a column about technology, and this month is the month.

When you consider the exposure of the average person to technology today compared to 75 or 100 years ago, it is quickly obvious how pervasive technology is in our daily lives. Not only is there more technology but today's technology is exponentially more complex than my great-grandfather's technology. Yet even with this immersion in technology, and despite the claims of many that they "just don't get this new technology stuff," people utilize technology on a routine basis. DVRs record programs, music is played readily on iPod's, Candy Crush is compulsively played on iPads, and our dependency on the ability to "Google" would have boggled many of us just 20 years ago. Smart phones are everywhere. We roam the skyways with wireless headsets holding conversations through thin air. The onrushing tide of the technology revolution has "raised all boats" in our familiarity and comfort using all kinds of technology.

While all this technology is used on a daily basis, it would be incorrect to assume that we've become a culture of technicians. The truly hardcore technical individual is still viewed by many as the inscrutable enigma, that person that understands the mystery, but oftentimes can't communicate the secrets in a way the "average person" can understand. We live as a society that consumes its technology rather than mastering

it on the individual level. When we had less technology it was easier to have technicians who might be a mystery but kept all the trains on the tracks. If the widget broke, you took it to the technician. Much of our technology did one or two tasks well. It didn't take a rocket scientist to determine how to leverage the technology's capabilities to maximize its value.

Because of the growth in pervasiveness, adoption, and complexity, it has become important for a "bridge" to emerge, those people who understand the highly technical, yet are able to communicate with the non-technical. This skillset helps us maximize the benefits of our technology from a consumer perspective. This group modifies technical systems to avoid the overly complex from forcing consumers to bypass the systems completely (understanding that organizational development lessons about complex organizations and people creating their own systems to bypass overly circuitous institutional systems are as applicable to information systems as they are to organizational systems). This skillset is only increasing in value.

However true, you're probably thinking "I'm on my fifth paragraph, but I'm still not sure what this has to do with me or how we support the business of law." Fair enough. Let me state several assumptions that I believe are general truths.

1. Technology is not going away; it will only become more ubiquitous.
2. Technology will only become more ingrained in how we practice law and support that practice.
3. Because technology is here to stay, the firms looking for a competitive advantage in the mar-

[continued on page 6]

FROM THE PRESIDENT OF ALAMN - CONT.

continued from page 5

ketplace are those who look for ways to leverage their use of technology and promote that fact.

4. It is the VALUE brought to the table that matters.

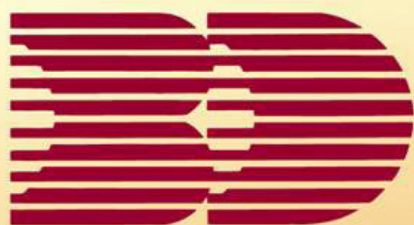
I believe these truths become more self-evident daily. They also bring new and unique challenges when thinking about technology in law firms. And this change in mind frame is not limited to medium or large firms. The creative, innovative, and accessible use of technology to drive business value and differentiate from competition is not limited to firms with large IT staffs. It's an issue of perspective. If you expect

your IT to simply keep the train on the tracks, not break down, and view it as a cost center, you may have a stable environment that doesn't cost you from failure. But the lost opportunity cost can be immeasurable.

So how do you maximize your technology?

- Explore more: Look at how to encourage your firm to adopt technology in a way that is friendly to them. View business processes as a technology consumer. WWAD – What Would Apple Do? KISS – Keep It Simple. Ask technology users what they

[continued on page 7]



Business Data Record Services

Established in 1979 we offer:

Document Storage
Document Imaging
Secure Destruction
Climate Controlled Vault
Technology Solutions
Carton Sales



Contact us:
651-631-8663 or
sales@bdrs.com

The Right People...
The Right Choice...
The Right Solutions

FROM THE PRESIDENT OF ALAMN - CONT.

continued from page 6

want and ask what they'd compromise on to get it. While you don't want to have to develop all your own systems, sometimes looking at problems from fresh perspectives can prompt new solutions

- Consider more: Look at your technology as a client might. What might they consider valuable, view as using technology to provide them more, or make them feel better about using your firm? This last point has been driven home over the past year or two as clients come to firms with security concerns. Those with strong security programs have benefited, even if firm members may have been inconvenienced at times. Discuss how business automation allows you to deliver services at a lower price point. Take the time to build the business cases that align with your technology strategy, so they're ready to leverage at a moment's notice. Make it a differentiator.
- Expect more: Encourage your IT staff or consultant to provide more outside the box solutions. Discuss how the firm's systems can drive true business value through cost reduction, service expansion, or strategic positioning. IT sits at the nexus of many firms, holding the connections to many of other functional areas critical systems. Expect them to cooperate with other areas, breaking down silos and building cross department knowledge. The only way to fully utilize many of these systems is to cooperate to leverage technical and functional understanding. When looking to hire technical management resist the urge to focus only on the technical. This might result in a different blend of IT personnel and might even necessitate the outsourcing of some more specialized tasks, but it's easier to outsource a specialty than

cooperative consensus building. For those existing IT people, it may constitute a stretch assignment and potentially be an opportunity for skills coaching. If all you expect is a cost center that's likely all you will get.

- Include more: IT cannot be expected to deliver more value if it is not provided a true seat at the administrative table. When it is brought in after the conceptual conversations as a simple implementing agent, the opportunity to enhance its value are lost. Marginalizing IT experience and expertise (if I had a dime every time I've heard how people want project managers, but not IT PMs, I could drown in change) simply because it is cultivated as part of IT is counterproductive and doesn't account for the strengths of the individual. Many in IT have broad backgrounds that can be used to the firm's advantage when given the opportunity.
- Invest more: Like anything else in business, underinvestment creates a flawed product. This is not to suggest that firms spend without restraint. Fiscal responsibility should be expected of IT as well as any other department. But providing sufficient resources for IT isn't some exotic thing, it's the cost of doing business just like it's the cost of doing business for our clients. Evaluate investment from the standpoint of "how might underinvestment in x potentially expose us in an adverse light in the client's perspective." Perform risk assessments independent of project budgets, determine what risks you are willing to invest in to mitigate and at what level. There are enough consultants to choose from to find someone who will help you make a

[continued on page 8]

FROM THE PRESIDENT OF ALAMN - CONT.

continued from page 7

frank assessment of your risks and determine what your firm is not comfortable continuing to risk for the want of a minimal investment, and what purple gorilla's you're willing to allow to reside in the room's corner because the cost to remove him is prohibitive.

- Dare more: If you are willing to morph how technology is viewed at your firm, and you are willing to recruit IT to maximize your utilization, AND you don't hide your gained value under a bushel, you can provide more value to your clients, reduce costs, and align your technology more closely with your attorneys' and staff's needs. In an ever increasingly competitive marketplace, those benefits can create hard, measurable results.

Have you been to a monthly general meeting lately? If not, you might want to consider attending. Our attendance is up and our speakers well received. Kudos to Education Committee co-chairs Mariel Piilola and Shari Tivy, the Education Committee, and Education Director Kathy Hubbard on a great job this year! It's not too early to make your case to your firm's leadership to attend the Leadership Breakfast on November 12.

It's not too late! There's still time to register for the Region 1&3 conference, held Oct. 24-26 in Cleveland. If you're looking for some great education with a minimum time investment, this conference is for you. If you want to attend, you'll want to make arrangements soon – they're already out of rooms at the conference hotel, but there are still rooms available only a block away. Reserve yours before they fill up!

Are you interested in getting involved, but just haven't found your niche? We might have just the opportunity for you: ALAMN is looking for people interested in helping implement a podcasting initiative. We want to provide our educational content online, and are looking for people who'd be willing to help us make this happen. Contact me at david.oxley@leonard.com if you're interested.

It's always good to stop and appreciate what we have every once in a while. Take a breath, consider your glass half full, and take a look around from the perspective that someone always has it better or worse than you. Take the time to be okay with your current situation. Even if you don't have all the time you might like, make the time with your friends and family count by being present in the moment. Recently I was reminded what a tenuous, transient experience our lives can be. It's worth looking around with that perspective in our ViewMasters occasionally to "keep it real"

**ALAMN IS NOW
ON TWITTER**



If you are a tweeter, don't forget to follow us! Our handle is [@minnesotaala](https://twitter.com/minnesotaala). You will also find links to ALAMN's Twitter and LinkedIn pages at the top and bottom of this news blast.

The Communications Committee will draw a name to win a gift card each Friday, for the next 10 weeks, from those members that are currently following us on Twitter! Once you win a gift card, you are not eligible to win again.

Get following & tweeting!

2013 BUSINESS PARTNER SPONSORS



BMO Harris Bank



Associated Bank N.A.

Business Data Record Services

Alerus Financial

Nexus, A Stratos Company



CBIZ, Inc.

Ricoh USA

Jones Lang LaSalle

Sovran, Inc.

LexisNexis

Thomson Reuters

Loffler Companies

U.S. Bank

Pitney Bowes Legal Solutions



ARAMARK Refreshment Services

Greiner Construction

Parameters

AREA Corporate Real Estate Advisors

Hays Companies

RJ AHmann Company

Assurity River Group, Inc.

IST Management Services

Robert Half Legal

Atomic Data

IVDesk

S&T Office Products, Inc.

Beacon Hill Staffing

Kelly Law Registry

Shred Right

Berry Coffee Company

Laser Printing Technologies, Inc.

Solbrekk Business

Bertelson Total Office Solutions

Legal Data Management & Technology, Inc.

Technology Solutions

Bremer Bank

Lifeworks Services, Inc.

Special Counsel, Inc.

CAPTRUST Financial Advisors

Marco, Inc.

Stonebridge Bank

Coffee Mill

Merrill Corporation

TeamAbsolute

Control Systems Copittrak

Metro Legal Services, Inc.

UPS

dictationproducts.com

milliCare by Facility Services, Inc.

Uptime Systems

Eventis

mindSHIFT Technologies, Inc.

Verizon Wireless

FedEx Services

NightOwl Business Solutions

Verus Corporation

Fluid Interiors

Northland Business Systems

Wells Fargo Insurance

FRSecure

Office Depot - Business Solutions

Wells Fargo Bank, N.A.

Willis of Minnesota, Inc.



ABA Retirement Funds

Education Partners

MSpace

BigHand

Emergent Networks LLC

ProfessionalTravelService.com

cicayda

Henricksen

RJM Construction

Client Connection

Imaging Path

Softchoice

Cunningham Group Architecture

Intereum

Studio Hive Inc.

Cushman & Wakefield/NorthMarq

Marsh & McLennan Agency

Target Commercial Interiors

Depo International

Marsh US Consumer

Tower Legal Solutions

Doherty Staffing

Master Technology Group

SMALL / MEDIUM FIRM ADMINISTRATORS

By: Pam Habeger & Tammy Berlin

Small/Medium Group will be meeting on Thursday, October 17, 11:30 – 1:00 p.m. at Town & Country. Mike

McCain from Eckberg Lammers will be speaking on personnel/employment issues.

LARGE FIRM ADMINISTRATORS GROUP

Bob Olek of Winthrop & Weinstine hosted the September meeting of the Large Firm Group. The members discussed a wide range of topics, including the following:

- Nonprofit organizations who employ individuals with development disabilities and place them with organizations such as law firms, doing a variety of tasks such as filing, scanning, and messenger services
- The advantages and disadvantages of corporate and partnership forms of organization, and the year-end challenges of each

- Compensation structures of corporations compared with partnerships
- Litigation support software for smaller matters to support managing documents and document production
- Web development vendors
- Recovery of online legal research costs

The next meeting will be hosted by Jill LaMere of Lindquist & Vennum on **Wednesday, November 6 at noon.**

20+ YEAR ANNIVERSARIES

Congratulations to the following individuals who have been members of ALAMN for 20 years or more:

Nancy VanderVort – Felhaber, Larson, Fenlon & Vogt

Richard Knutson – Larkin Hoffman Daly & Lindgren

Sue Pearson – Murnane Brandt

Diane Frick, SPHR – Robins, Kaplan, Miller & Ciresi

Ed Heimel – Retired

Joyce McPherson – Cummins & Cummins

Richard Nigon, CLM – Robins, Kaplan, Miller & Ciresi

Peggy Ellis – Caplan & Tamburino Law Firm

Shirley Fetzich – Leonard, Street & Deinard

Debra Thompson – Henson & Efron

Karen Davis – Anthony Ostlund Baer & Louwagie

Patrick Mandile – Robins, Kaplan, Miller & Ciresi

Barbara Martenson – Madigan, Dahl & Harlan

Ellen Drasin – Briggs & Morgan

Mark Brauch – Larkin Hoffman Daly & Lindgren

Colette Canniff – Robins, Kaplan, Miller & Ciresi

Teresa Giel – Fredrikson & Byron

Karla Billehus – Fulbright & Jaworski

Jacqueline Preusse – Henson & Efron

Bradley Wicklund – Lommen, Abdo, Cole, King & Stageberg

Cheryl Thompson – Moss & Barnett

AUGUST FINANCIAL SIG MEETING

The ALAMN Finance SIG met on Thursday, August 29th at Oppenheimer, Wolff & Donnelley. Items discussed were the open workspaces for the Business Offices in the new and potential remodels or moves and the conflict with the ALA webinar, which is also hosted on the third Wednesday of the month. Two prior discussions on profitability and task codes were recapped for those not in attendance at the previous meeting. Participation in surveys was also discussed. It has been noted that not all of the larger firms in the Twin Cities are participating in the PWC and Denarius surveys, resulting in incomplete data. Peer Monitor was brought up as a replacement for the surveys.

The next meeting will be at Gray, Plant, Mooty located in the IDS at 80 South Eighth Street, Minneapolis, MN 55402. Our host is Shelbie O'Brien and the meeting is scheduled for Wednesday, September 18, 2013 at Noon. Jeff Olejnik, CEO of Assurity River Group, Inc. will present information on cyber security and "The Seven Things Law Firms Should Know to Protect Themselves".

We are looking for someone to host our November meeting. If you can host please contact Jill Caspers at jcaspers@lindquist.com.

If you would like to be included in the mailing list, please contact Shelbie O'Brien at shelbie.obrien@gpmlaw.com or Jill Caspers at jcaspers@lindquist.com.

SEPTEMBER FINANCIAL SIG MEETING

The ALAMN Finance SIG met on Wednesday, September 18th at Gray, Plant, Mooty. Our speaker was Jeff Olejnik, CEO and co-founder of Assurity River Group, a leading information security consultancy based in Minneapolis. Jeff's presentation gave an overview on the information security threats facing law firms. He covered a number of ways security has been broken and the financial impact of the breaches. His presentation also covered things firms should do to protect them and keep their client's information safe.

After the presentation, the group discussed moving the monthly meeting date. The current meeting date, third Wednesday, is in conflict with the monthly ALA webinar presentations. An email followed to vote on a new meeting date. The second Thursday of the month will be our new meeting time and we start with the November 2013 meeting.

The October meeting will be at Leonard, Street and Deinaid located at 150 South Fifth Street, Minneapolis, MN 55402. Our host is Wayne Schertler and the meeting is scheduled for Wednesday, October 16, 2013 at Noon. Please watch your email for meeting information.

We will be circulating 2014 meeting sign-up sheets at our two remaining meetings. Please consider sponsoring a meeting at your firm. Shelbie O'Brien is nearing the end of her time as a co-chair. Please consider volunteering your name to be considered for the role.

If you would like to be included in the mailing list, please contact Shelbie O'Brien at shelbie.obrien@gpmlaw.com or Jill Caspers at jcaspers@lindquist.com.

TAKE A LETTER PLEASE

By: Ken Kloss

Technology used in the modern law firm of 1980 was much different than today. To put this era in perspective consider there were no cell phones, Internet, desktop office computers, voice mail, email, plain paper fax machines or IT Departments. When entering the office you were presented with “while you were out” message slips of phone calls missed that needed to be returned. Document creation was done with a dictating machine, pencil/paper or shorthand. Research was conducted via the firm’s investment in law library books. IBM Selectric typewriters were everywhere and the ubiquitous Mag card printers were so loud you needed a sound hood to muffle the noise.

The value proposition for an attorney to invest in a mini or microcassette dictating machine was simple; you could dictate much faster than you could write in “longhand”. Attorneys both young and old including summer associates would dictate. Scheduling dictation seminars for new equipment installations was a common occurrence. Since “software” was almost unheard of at this time, project planning for deployment of new equipment was a relatively easy task. Your biggest hurdle to overcome was locating an available AC outlet in the attorney’s office.

The introduction of word processors and electronic memory typewriters meant many attorneys and their support staff could take advantage of templates for the first time. Shorthand was becoming less frequent in a law office for anyone other than senior partners. I could see technology was changing when Kurzweil had invited me to view their new speech recognition platform which was designed for ER departments in hospitals. The cost was a mere \$35,000.00 per workstation. The year was 1982. This same year the Northwest-

ern National Bank fire in Minneapolis destroyed several law offices. An attorney called me from his car phone the following week inquiring how quickly the firm could receive new dictating machines in their temporary offices. Getting a call from a car phone user was a big deal; as was the critical need for this large law firm to quickly receive replacement dictating machines so they could continue working!

Over the past three decades a common theme in law offices has been improving communication. Today the speed of communication between an attorney and client are much different. With email, voicemail, cell-phones and website portals the flow of information and expected response times are much faster than in the past. Many consider the demands on lawyers and their staff has changed as technology has evolved. I’m reminded of a recent conversation with three young, busy associates. They were intrigued with the prospect of using their smart phones with speech recognition. This tool would allow them the ability to communicate effectively when a keyboard simply wasn’t available. The paradigm of “dictating” immediately changed for these three as they viewed their smart phone as a familiar device, which just had a new time saving app installed.

For the firm administrator, exposing potential users to new technologies can be a challenge.

This is especially true when there are generational gaps between users. I have personally found that customized web training tools are invaluable in crossing this gap.

Simply recording a software process (eg: recording a gotomeeting session) and making it available to any

[continued on page 13]

TAKE A LETTER PLEASE - CONT.

continued from page 12

new user to view from the Internet, at their leisure, answers questions and provides a comfortable venue to learning a new technology. Ideally Administration and IT are partners in the process of technology pilots, project preplanning and eventual product production roll-out.

I recently witnessed a younger lawyer chiding a more seasoned colleague when he received a new digital handheld recorder. "Why are you using that?" inquired the young associate. The partner replied that it was faster than keyboarding for him. It helped him save time drafting simple documents and he could securely send dictation to his assistant from anywhere when out of the office. The associate who relies on a keyboard for all document creation considered this a foreign concept. Regardless of how your attorneys choose to create documents, smart phone recording applications, speech recognition, digital recorders and software are another set of tools in evolving law office technology.

This past month I spent some time with a busy boutique firm litigator. She was going through our speech recognition training with me. As a proficient keyboard user she was amazed at how much faster she could speak her email replies, pleadings and letters and have the text appear as she spoke. For this busy attorney it was all about embracing a technology that would let her get more done in the space of her normal day. And for many, that is what technology is all about.



Author Bio

Ken Kloss is the President of Dictationproducts.com, resides in the Twin Cities and has 30 years of experience with voice recording applications and speech recognition software. Ken has been a featured speaker for the ABA Technology Association, MNHIMA, MTIA, and AAERT conferences.

KNOW YOUR LEGAL JARGON - SPONSORED BY HCBA



Fieri Facias (fee-air-ee fay-shee-es)

Latin for "that you cause to be done."

This is a court document that instructs a sheriff to seize and sell a defendant's property in order to satisfy a monetary judgment against the defendant.

CBIZ is Proud to Support **ALAMN**

CBIZ is a professional services company, providing a comprehensive range of business services, products and solutions that help our clients grow and succeed by better managing their finances and employees.

Employee Benefits Consulting • Payroll, COBRA, Flex & Enrollment Services • Wellness Solutions • Human Capital Services Retirement Plan Consulting • Financial & Tax Services Business Consulting • Mergers & Acquisitions Risk Management Services • Succession & Estate Planning Valuation & Litigation Support*



www.cbiz.com

Deb Busch • 612.436.4624 • dbusch@cbiz.com
Brian Bergmann • 612.376.1239 • bbergmann@cbiz.com

*Securities and Investment Advisory Services offered through CBIZ Financial Solutions, Inc., member FINRA, SIPC and Registered Investment Adviser
6050 Oak Tree Blvd., S., Suite 500 • Cleveland, OH 44131 • 800.445.7447




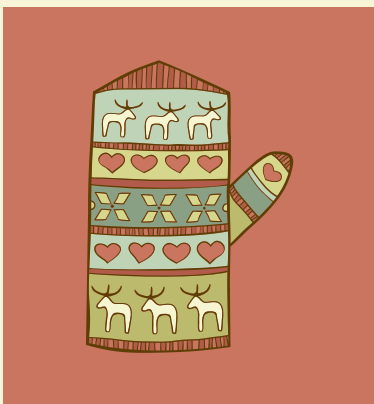
ALAMN
Hat & Mittens Drive for
St Joseph's Children's Home
October 1-30

ALAMN will be collecting new hats & mittens for the children of St. Joseph's Home.

St. Joseph's Home for Children is a treatment program for children in kindergarten through eighth grade with severe emotional and behavioral disturbances. Children receive a combined mental health and academic day program tailored to fit their individual needs.

Donations can be dropped off with Pam Gerads at Merchant & Gould or Laurie Greenberg at Briggs & Morgan.

Thank you.

ALAMN EVENTS

By: Greta Larson

The Annual ALAMN Summer Social was held on Thursday, August 1 at the Northstar Crowne Plaza. It was a wonderful event with over 160 attendees. Our Business Partners and members enjoyed great food, wine tasting and conversation. The ladder golf winning team was Laura Broomell from Greene Espel and Tad Jellison from Jones Lang & LaSalle (Silver Sponsor). Sharing & Caring Hands also appreciated all of the school supply donations. We have very generous members and business partners.

We want to thank our Platinum and Gold sponsors. Their support provides \$1,000 scholarships to members to attend the ALA Region 3 Conference. The scholarship recipients who will attend the Region 3 Conference in Cleveland are as follows: Tammy Berlin, from Morrison Sund, the scholarship was sponsored by our Platinum sponsor, BMO Harris Bank. Our Gold Sponsors, Alerus Financial, Associated Bank, Business Data Record Systems and Nexus Information Systems provided scholarships to Curt Okerson (Fredrikson & Byron) Steve Remington (Gray Plant Mooty), James Fowler (Yost & Baill) and Cheryl Thompson (Moss & Barnett). Congratulations to all of the scholarship winners.



FALL SOCIAL

Our Fall Social is going to be held at the Shout House on Wednesday, October 9. The event starts at 4:00 p.m. We will network until 6 p.m. when the piano entertainment starts. Please stop by and join the fun. The Community Service Committee is collecting hats and mittens for the St. Joseph Children's Home.

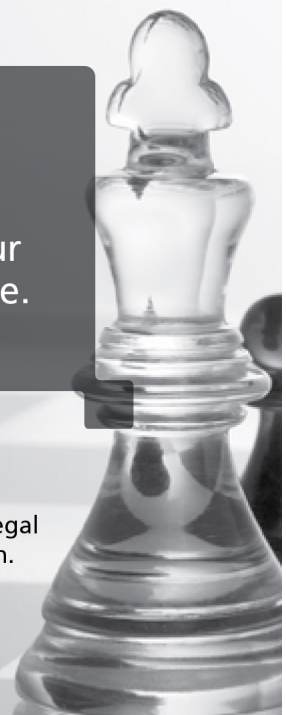
Upcoming Events

ALAMN has set a date for our Annual Speed Networking event. The event is scheduled for Tuesday, November 6 and will be hosted by Fredrikson & Byron, P.A. 200 South Sixth Street, Suite 4000, Minneapolis, MN 55402. ALAMN Members and our Business Partners are encouraged to attend. Please mark the date on your calendar. The event will run from 8:00 a.m. to 10:00 a.m. Formal invites will be sent

RICOH
imagine. change.

Powerful
document
services
provide your
best defense.

Visit ricoh-usa.com/legal
for more information.



THE ALAMN OCTOBER 8TH 1/2 DAY SEMINAR



Judy Hissong

Join us for the 1/2 day session or just for lunch!

Come and explore the strategic elements of coaching and accountability as components of your leadership skills. What is coaching? How do you raise accountability in your

culture? In yourself? How is leadership intertwined in all you do. The morning session on Coaching, Accountability and Leadership will be interactive and experiential where you'll stretch and play as you more deeply develop your leadership toolbox.

So you only have time for lunch? Then join us for Team Building: Creating Collaborative Environments. The legal industry is moving more and more toward creating client service teams, for both internal and external clients. Unfortunately, work teams often perform sub-optimally as they have little training in group processes, effective participation, and the principles of teambuilding. In this session, participants interactively explore the nature of teambuilding and the techniques associated with high level team performance. We will identify the critical elements of team building, prescribe methods for creating cohesiveness and enact components of optimal team decision making.

Our featured speaker for the presentation is Judy Hissong. Judy is the Principal of Nesso Strategies, a company built with the passion of exploring how success can be achieved outside the box. Judy partners with law firm professionals for strategic planning, leadership development, executive coaching, team building play shops and training in communication and conflict skills

See you at the Crowne Plaza on October 8th for this great opportunity!

Financial Expertise for Law Firms

Sara Ausman
Managing Director,
Professional Services &
Private Banking

Alerus Financial, a \$12 billion dollar organization, provides financial expertise coupled with unparalleled service to law firms, their owners and closely held businesses.

With over 100 years of experience, Alerus Financial is equipped to handle the needs of law firms and their owners. We understand today's challenges and can meet them with financial services including: customized credit, investment advisory services, retirement planning, trust services, and competitive residential mortgage products.

Please contact Sara Ausman to learn how we can serve you.

Sara Ausman
952.417.3714
sara.ausman@alerus.com

alerus.com

Alerus FINANCIAL

Always in your best interestsm

Investment products: 1)are not FDIC insured; 2)are not deposits or obligations of the bank; 3)involve investment risk, including possible loss of the principal amount invested. Trust services are offered through Alerus Financial, N.A., and investment advisory services are provided through Alerus Investment Advisors Corporation, a registered investment adviser. Registered Representatives may offer securities through Alerus Securities Corporation, member FINRA/SIPC. Alerus Securities and Alerus Investment Advisors are affiliate companies of Alerus Financial, N.A.

We're Bringing the Bench to the Bar: Don't miss this year's Judges Social on October 10



The Hennepin County Bar Association invites the bench and bar to come together on **Thursday, October 10**, for this year's Judges Social. The event takes place this year at the **Minneapolis Marriott City Center** (located at 30 South 7th Street, in downtown Minneapolis) and runs from 5:00 p.m to 8:00 p.m.

This always popular evening provides attorneys with a unique opportunity to meet, mix, and mingle with judges from the county, state, and federal bench, in a purely social setting.

The Judges Social is the bar association's biggest event of the fall. More than 300 attorneys and judges attended last year. **Call Joy Hamilton at 612-752-6614** today to register your firm's attorneys.

Golf Classic Raises \$18,000: Thank You Sponsors

Beverage Cart Sponsor (\$1,500)

Minnesota Lawyers Mutual

Bernie Zimpfer Memorial Cup

Challenge Sponsor (\$1,000)

Leonard, Street and Deinard

Golf Cart Sponsor (\$1,000)

Shepherd Data Services

Putting Contest Sponsor (\$1,250)

HCBF Board Members

Hole-in-One Sponsor (\$750)

DEPO International

Closest to the Pin Sponsors (\$500)

Benchmark Reporting Agency

Paradigm Reporting & Captioning

Longest Putt Sponsors (\$500)

Anthony Ostlund Baer & Louwagie

Norton Rose Fulbright

Longest Drive Sponsors (\$500)

Bassford Remele

Kroll Ontrack

Hole Sponsors (\$500)

Eide Bailly Forensic Accounting &

Investigative Services

Foley & Mansfield

LawGistic Partners

Lindquist and Vennum

Seager, Tufte & Wickhem

Hole Sponsors (\$300)

Caldecott & Forro

Paul Floyd, HCBF Board Member

Henson & Efron

Messerli & Kramer



Over 100 golfers participated in this year's Hennepin County Bar Foundation Charity Golf Classic. With sponsorship from law firms and other organizations, the foundation raised over \$18,000 this year (the highest amount that the event has ever raised). The HCBF and the local legal services organizations supported by the foundation stress their deep gratitude for the financial support received from these sponsors, many of which have established a long history of HCBF giving.

ALA WEBINAR FOR OCTOBER 2013

ALA Webinars can be viewed at no cost to ALAMN members at Merchant & Gould each month.

Saying the Hard Things with Aloha (CM)

Date: October 16, 2013 **Time:** 1:00 PM Central

Great leaders are great communicators, particularly when things get hard. Whether delivering a poor performance review or downsizing and letting people go, conveying difficult messages is one of the most challenging things a manager does. The word Aloha can mean many things, including compassion, grace and charity. Learn how to communicate with Aloha to say the hard things without detracting from the message.

Learning Objectives:

- Identify key words and phrases that help soften the blow of bad news without undermining the message
- Discuss ways to strengthen communication in many of the face-to-face settings within the law firm

Speaker: Jayson L. Dibble, Ph.D., Assistant Professor in the Department of Communication at Hope College specializes in relational communication, particularly within face-to-face settings. His research areas include interpersonal communication, persuasion, health, and youth and family communication. His current interests are in the dynamics and communication implications regarding the interpersonal delivery of bad news.

FOR LIVE PROGRAM ONLY:

CLMSM App Credit (Functional Specialists): 1 hour of credit in the subject area of Financial Management (FM) towards the additional hours required of some Functional Specialists to fulfill the CLM application.

CLM Recertification Credit: 1 hour of credit in the subject area of Financial Management (FM).

Location: Merchant and Gould
Contact: Tracey Skjeveland
 612-371-5211
tskjeveland@merchantgould.com



"The use of this seal is not an endorsement by the HR Certification Institute of the quality of the program. It means that this program has met the HR Certification Institute's criteria to be pre-approved for recertification credit."

Connect a name with a face, and talk with someone who brings competence, professionalism and customized solutions to the table. We have the expertise in the newest technologies, ready to work in your IT infrastructure. That's what you'll find at Nexus, A Stratos Company.

Nexus
A STRATOS COMPANY

<p>Nexus Services</p> <ul style="list-style-type: none"> • Assessments • Proof of Concept • Staff Augmentation • Consulting • Maintenance Programs • Hot Spares Program • Time & Materials • Managed Services 	<p>Nexus Solutions</p> <ul style="list-style-type: none"> • Virtualization/Virtual Desktops • Disaster Recovery • Data Protection • Storage/Archiving • Compliance • LAN/WAN Optimization • Backup • Networking 	<p>Nexus Procurement</p> <ul style="list-style-type: none"> • Blade Servers • Microsoft • Desktops • Laptops • Servers • Mobility • Digital Signage • Multi-function Printers
--	--	--

Nexus, A Stratos Company
 6103 Blue Circle Drive
 Minnetonka, MN 55343
 P. 952.374.5300
nexus-stratos.com
marketing@nexus-stratos.com

Virtual Desktops? Visit nexus-stratos.com to download our latest Success Story on virtual desktops! Or email the word "Tour" to marketing@nexus-stratos.com to schedule a tour of our Virtual Desktop Showcase, which showcases six different virtual desktop solutions.



ALA WEBINAR FOR NOVEMBER 2013

ALA Webinars can be viewed at no cost to ALAMN members at Merchant & Gould each month.

The Ethics of Email and Social Media (LI)

Date: November 13, 2013 **Time:** 1:00 PM Central

Email and social media have generated some unique and quickly evolving issues that involve the use of electronic communications, documents and social media. What is the effect of e-mail and social media communications on creating or ending attorney client relationships and protecting client confidentiality? What are some of the risks with using these communications with adversaries? Consider the impact of social media on discovery; on juries' and judges' use of these technologies; on lawyer marketing. Join this Webinar to discover some of the ethical pitfalls to avoid

Learning Objectives:

- Identify the most important ethical issues that arise from the overwhelming use of email and social media - while complying with the ethics duty of confidentiality and protecting clients' attorney client privilege protection
- Discuss ways to train staff and attorneys on ways to use email and social media and still maintain the ethical duties maintaining client relationships and confidentiality

Speaker: Thomas E. Spahn, J.D., a partner in McGuire-Woods, regularly advises his firm and a number of Fortune 500 companies on issues involving ethics, the attorney-client privilege and work product doctrine, corporate investigations and dealing with the government. Spahn has served on the ABA Standing Committee on Ethics and Professional Responsibility, and has spoken at more than 700 CLE programs.

FOR LIVE PROGRAM ONLY:

CLMSM App Credit (Functional Specialists): 1 hour of credit in the subject area of Financial Management (FM) towards the additional hours required of some Functional Specialists to fulfill the CLM application.

CLM Recertification Credit: 1 hour of credit in the subject area of Financial Management (FM).

Location: Merchant and Gould

Contact: Tracey Skjeveland

612-371-5211

tskjeveland@merchantgould.com



"The use of this seal is not an endorsement by the HR Certification Institute of the quality of the program. It means that this program has met the HR Certification Institute's criteria to be pre-approved for recertification credit."



The difference between a real estate strategy that works and a plan on paper is **execution**

With knowledge of law firm trends in the Twin Cities and beyond, our experienced Law Firm Group will maximize real estate opportunities for your firm and drive your bottom line. Case closed.

Corporate Solutions
Tenant Representation
Project and Development Services
Capital Markets



Real value in a changing world

45 South Seventh Street
Suite #3051
Minneapolis, MN 55402
+1 612 217 5150

www.us.joneslanglasalle.com

NOVEMBER LEADERSHIP BREAKFAST

Changes in the legal market – and in client expectations – are driving significant changes in law firm strategy. Plans made only a few years ago may no longer be relevant in today's dynamic and ultra-competitive environment. What are the market trends? How do we adjust our strategies? Is leadership in your firm grappling with this changing landscape?

Invite your law firm leaders to hear Ward Bower, a principal of Altman Weil, Inc., share his insight at the annual **ALAMN** Leadership Breakfast on Tuesday, November 12 at the Radisson Plaza. A dynamic speaker with deep knowledge of the legal industry, Bower's presentation "Trends and a Prognosis for the Legal Market" will explore developments that are shaping the future of our industry. If you have any of these concerns you won't want to miss this event:

- Demand for legal work is flat or shrinking in many practices.
- The pricing pressure from clients is real and is having an impact.
- The competitive forces of commoditization and the emergence of lower-priced, non-traditional service providers are gaining recognition.
- The traditional approach of aggressive growth in lawyer headcount may no longer make sense.
- The pace of change is increasing.

Join us and learn what the future holds! Registration and networking start at 7:45, breakfast service will begin at 8:00 and the program starting at 8:30. We will wrap up by 9:45.

Registration for members is \$25, guests \$35. Registration opens in October at www.ala-mn.org.

Here is a separate promotional piece for November's event which you can include on a separate page.

Five Reasons to Attend the ALAMN Leadership Breakfast and Bring Your Lawyer Leaders Along

- You will hear internationally known Ward Bower of Altman Weil give his perspective on "Trends and Prognosis for the Legal Market."
- You will show your lawyer leaders the value of your **ALAMN** membership.
- You will introduce your lawyer leaders to other professionals in the industry, both **ALAMN** members and other lawyer leaders from the community, extending their network and yours.
- You will come away armed with knowledge to assist in strategic planning for your firm.
- You will provide access to cutting edge information for your lawyer leaders, giving them and your firm the competitive edge to succeed.

And here is a teaser for the December gathering:

Take a break from the December hubbub and join us for an **ALAMN** Members Only Social Hour at Gluek's Restaurant & Bar on December 10. Prizes for attendees if you play your cards right! Appetizers and soda will be provided with a cash bar. There is no charge for this event, but registration is requested. Stop by between 4:00 and 7:00 pm. Stay for as long or short as your busy calendar allows. Gluek's is located at 16 North Sixth Street in Minneapolis. See you there!

ALA QUESTION OF THE MONTH

Excerpt from ALA

What resources are available to help law firms comply with the new HIPAA regulations on Business Agreements and personal health information privacy?

Answer:

We've identified a number of Web-based resources that should help you put compliance procedures in place by the approaching September 23, 2013 deadline. Relatively little of what is currently available is specific to law firms, sorry to say, but the material below provides both general and law firm guidance.

General information on compliance with HIPAA, business associate agreements, and other material is available from the U.S. Department of Health & Human Services' Web page on Health Information Privacy for Covered Entities and Business Associates. Scroll down for links to guidance materials, including FAQs and a sample Business Associate Contract (the sample is dated 2013, so it should conform to the latest rules).

IntApp (an information security software company) offers a law firm risk management blog, with a link to a very recent Webinar, "**The Impact of the 2013 HIPAA Omnibus Rule on Law Firms**". You can access the Webinar and any available handouts simply by providing your email address. The blog itself has a number of postings on HIPAA compliance (use 'HIPAA' as a search term to get them all in one string of results). A number of legal-industry sites link to this blog and the Webinar.

Paragon Brokers, an international insurance provider, posted a recent article, "**Omnibus Rule: HIPAA 2.0 for Law Firms**." The article discusses changes to the rule that affect law firms acting as HIPAA business associates, and offers recommendations to address related loss prevention issues. Your firm's own professional liability carrier

may be able to offer additional guidance; consider getting in touch with your agent to ask what is available.

This "**HIPAA Compliance Road Map**" PowerPoint presentation from Venable is not directed at law firms specifically, but does cover many points a business would have to consider in developing a compliance system. The PowerPoint includes several articles from client newsletters offering additional information on meeting the updated compliance requirements.

Other law firm client newsletters offer similar guidance on complying with the new rules. For example, Mintz Levin's "**The New HIPAA Omnibus Rule & Your Liability**" outlines the rule's effect on group health plans and their business associates, and suggests best practices for compliance. Holland & Hart's Health Law Blog posted a checklist for compliance to help covered entities and business associates ensure their policies and procedures are updated accordingly.

A brief posting on Inside Counsel suggests four main areas that all business associates should review to ensure compliance, and mentions cloud storage providers as being among those companies that may be covered by the new regulations.

This topic may well be addressed by state bar CLE courses or other sessions; contact the bar's practice management advisor to determine if any relevant courses are planned, or if materials from them are available.

Your colleagues can be an excellent source of practical information. Try contacting one or two of ALA's Peer Consultants - members who offer their expertise to other members. The online Peer Consulting database can help you identify members with the experience and background to guide you through management dilemmas such as this.

VALUING OUR BUSINESS PARTNER PROGRAM

By: Deb O'Connor, CLM

The everyday life of law firms sometimes seems to be a series of fires to put out, anything from you are completely out of copy paper and you have a huge project needing completion; your computer just became a spam producing bot that has landed you on a DNS blacklist; to your lease wasn't renewed and you will be moving in six months. What do all of these "emergencies" have in common? **ALAMN** has a resource available to help! I am also willing to wager you haven't had to personally serve a subpoena, deliver a package to another state, or broker your own insurance policies. **ALAMN** has valued partners who are experts in many different fields and product lines and are able to assist you in meeting the needs of your firm. Their innovation, ideas and entrepreneurial vision help us succeed on a daily basis.

Business Partner relationships are an integral component of **ALAMN** and have been since 1991. This is when the chapter's first exposition occurred, and the technology world was in its infancy. Many of the exhibitors in those early years were tech related – for 1991 that is, i.e., remember the old dictation products, and Wang's? The first exhibitors paid a fee to exhibit, without any expectations other than to sell their products.

In 2004, a dedicated group of **ALAMN** (MLAA) members developed the first vendor program, which would debut in 2005. At the time, only nine other chapter programs existed within ALA. The program wasn't nearly as robust as it is today and consisted of two gold sponsors and three silver sponsors, among others, in their inaugural year. However, we still have some of the original vendors today.

The first program was centered on the prior mission statement of ALA, in part. The mission statement addressed how the Association would strive to improve the quality of management; promote and enhance the competence and professionalism of legal teams. The goals the first Vendor Relations Committee established still exist and are valid goals of the program today:

- Continue to provide an exceptional one day educational conference.
- Establish a new MLAA Sponsorship Program and clearly communicate the benefits of our program to our vendors, to increase vendor visibility.
- Educate our members on the importance and value of working with legal vendors.
- Improve the financial position of the chapter.
- Utilize vendors as educators for monthly meetings and the CLM Study Group.

Over time, the Vendor Relations Committee merged with the Educational Conference Committee and the two morphed into our current Business Partner and Conference Committee (BPCC). We exchanged the label "vendor" for the more appropriate term "Business Partner". This term fully illustrates the value of partnership. Patti Michurski, Sales Manager of long-time partner, Business Data Record Services, also describes the partnership as "An opportunity to create and build relationships. It is my goal to be a resource for information, when needed, and to educate members on the value our services/products bring to the legal community. In turn, I try to earn the respect and trust of the members and hopefully their business". Patti perfectly sums up the benefits both sides of the Business Partner relationship gain.

[continued on page 23]

VALUING OUR BUSINESS PARTNER PROGRAM - CONT.

continued from page 22

The program has grown as well since its debut in 2005. We currently have 1 Platinum, 4 Gold, 9 Silver, 50 Copper and 21 Brass Business Partners. In 2013, Business Partners provided approximately \$185,000, at varying levels, to promote our Educational Conference, our regular monthly meetings, scholarships to regional and national events and community service. When you consider our total expected expenses for these events for the 2012/2013 year was projected at \$253,000, you can clearly see the value of our program. The annual dues and event registrations paid by our 250 (approx.) members, would be exorbitant if not for our Business Partners, and the scholarship program would be non-existent.

ALAMN's Business Partner Program is a diverse marketing tool. The program is designed to help the Business Partner promote their service or product to the legal community. From the Business Partner's perspective, however, they need to see the value. Relationships need to work in both directions. If it is not economically feasible to our partners who report to corporate offices and management, the support would, most likely, not exist. Unfortunately, a common theme and concern of our Business Partners are the difficulties they encounter when making new connections, or trying to reach the appropriate audience. This group deserves recognition for the support they contribute in both time and fees, to the legal community. Gregg Eastin, Loffler Companies, states "Loffler Companies could not be happier with the results our business partnership with ALAMN. The support they give their members, Business Partners and the community is second to none. Without ALAMN, our success in legal would be nowhere near what it is today. The opportunities given us through this chapter to meet people, learn about the needs in

the legal industry and share our products/services is simply amazing."

Kathy Hubbard offered the following perspective as a member of ALAMN. "I receive great value from the ALAMN Business Partner Program. Let me illustrate. Imagine having to decide which dealership you should buy your next car from based simply on their radio and/or television commercials! You can't ask other trusted buyers, dealerships, or other businesses that work with dealerships. Scary proposition, isn't it? That is what it would be like for me as a law firm administrator with-

[continued on page 24]

You told us you'd
like to work more
efficiently. How's

32%

faster sound?

Introducing the next generation of Lexis[®] for Microsoft[®] Office. New innovations in Lexis[®] for Microsoft[®] Office help you work more efficiently than ever before. Save up to 32% of your time when validating citations using the exclusive Shepard's[®] Cited Docs feature, enabling you to focus on driving better outcomes for you and your clients.* To see all the innovations in Lexis for Microsoft Office and transform your legal workflow process, go to www.lexisnexis.com/office32

 LexisNexis[®]

*Study conducted in July 2011 by KSRB and CDJ Market Research, in cooperation with National Legal Research Group (NLRG), involved 600-time best observations with multiple legal scenarios and documents, LexisNexis, Shepard's, and Cited Knowledge Base logos are registered trademarks of Reed Elsevier Properties Inc., used under license. Microsoft is a registered trademark of Microsoft Corporation. © 2012 LexisNexis. All rights reserved. LMO00015 01 12

For more details contact

Julie Salvatori

(651) 373-6992

Julie.Salvatori@lexisnexis.com

VALUING OUR BUSINESS PARTNER PROGRAM - CONT.

continued from page 23

out the valuable relationships I have formed with Business Partners and their willingness to share their knowledge and expertise with or without a sale. Business Partners realize their reputation in the legal community and trust they have earned is precious. Therefore, they ensue they offer the finest products and services and stand behind what they sell."

Speaking for myself, I have been that "person" – the one who doesn't answer the phone because you know there is a sales pitch waiting to happen on the other end of the line. Luckily, my perspective on Business Partners evolved over the last several years. I recognize the value and education I have gained from our partners, which has resulted in positive outcomes for my firm. By taking the time to create a meaningful relationship, you may discover new products and services available in this constantly changing world. Next time pick up the phone, or respond to an email received

from an ALAMN Business Partner. You have nothing to lose, and potentially something to gain.

THANK YOU PAST, CURRENT AND FUTURE BUSINESS PARTNERS!

- Business Data Record Services
- IKON Office Solutions (Ricoh)
- Loffler Companies
- M & I Bank (BMO Harris)
- Merrill Corporation
- Metro Legal Services
- Northland Business Systems
- Pitney Bowes
- Robert Half Legal
- Sovran
- Thomson West and Thomson Elite (Thomson Reuters)
- U.S. Bank
- Wells Fargo Bank

The following Business Partners have partnered with ALAMN since the inception of our Business Partner Program in 2005*:

*I hope this list is accurate. If I have omitted anyone, please accept my apologies.

THANK YOU ALAMN MEMBERS AND BUSINESS PARTNERS!

The 2013 Pack the Back Pack school supply collection was a huge success thanks to our generous members and business partners! A special thank you to Greta Larson from Fredrikson & Byron for coordinating this event and delivering the donations. We collected two large carts full of school supplies including 10 back packs, enough supplies to fill 20 more, plus \$75 in cash donations. The school supplies were donated to Sharing and Caring hands in Minneapolis whose mission is to serve the needs of the poor. Please visit their website to learn more <http://sharingandcaringhands.org>.



WHY SHOULD I CARE ABOUT TWEETING?

By: Sarah Didrikson

Did you know that Justin Bieber recently conquered his fear and swam with sharks in the Bahamas? You may not have known that but Bieber's 43,759,388 Twitter follows did. Bieber currently holds the record for the most Twitter followers.

Bieber may not be important to us but the method he uses to connect with his fans is. Bieber makes a point to tweet multiple times a day. When a fan follows Bieber to keep up with Bieber's daily life, they feel connected with him. Now I believe almost everyone who reads this article has no desire to follow Bieber but we can still learn something from the way he markets his brand using Twitter.

You may not turn into an avid tweeter after reading this article but you hopefully will have a better understanding of why you should care about tweeting.

5 REASONS YOU SHOULD CARE ABOUT TWEETING

1. BUILD CONNECTIONS WITH CLIENTS

We have a great opportunity to use Twitter in our Firms to build our connections with our clients and our potential clients. Determine what information your Firm can share on twitter that others would find beneficial when developing your twitter strategy. If a client or potential client benefits from information you have posted using your Firm's twitter account they will see more value in the relationship they have with your Firm.

Market Probe International, Inc. completed this survey in May 2013 regarding how Twitter drives growth for small and medium businesses. View Full Study

- 72% of followers are more likely to purchase from the business

- 85% say they feel more connected to a business after they follow them
- 30% of followers are likely to recommend the business they follow
- 86% of respondents said they are more likely to visit a business if a friend recommends them

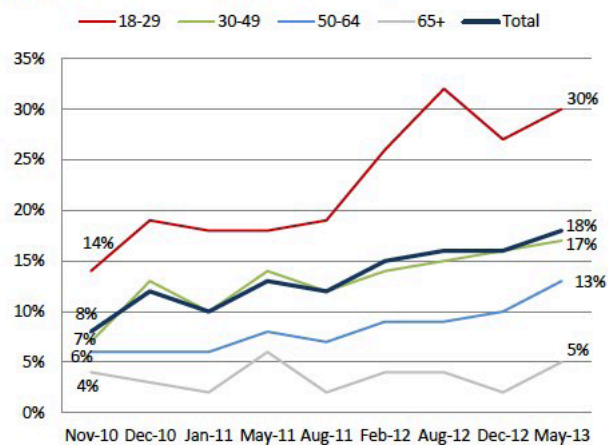
Building connections through Twitter provides another avenue to generate new clients and to create loyalty with existing clients. Kevin O'Keefe has a great blog that I recommend reading regarding law firm usage of Twitter. <http://kevin.lexblog.com/2012/12/20/nielsen-twitter-partnership-a-lesson-for-lawyers-and-law-firms/>

2. TWITTER USAGE HAS DOUBLED

A poll conducted in 2013 shows the percentage of internet users on Twitter has more than doubled since November 2010. Internet users age 18-29 most likely use Twitter –30% of them now do so. All age group saw an increase of Twitter usage over the past few years. Even the 50-64 age-group increased their usage to 13%.

Twitter use by age group, over time

% of adult internet users in each age group who use Twitter



Source: Pew Research Center's Internet & American Life Project Tracking Surveys, 2010-2013. Spring Tracking Survey, April 17 – May 19, 2013. N=1,895 adult internet users ages 18+. Interviews were conducted in English and Spanish and on landline and cell phones. The margin of error for results based on all internet users is +/- 2.5 percentage points.

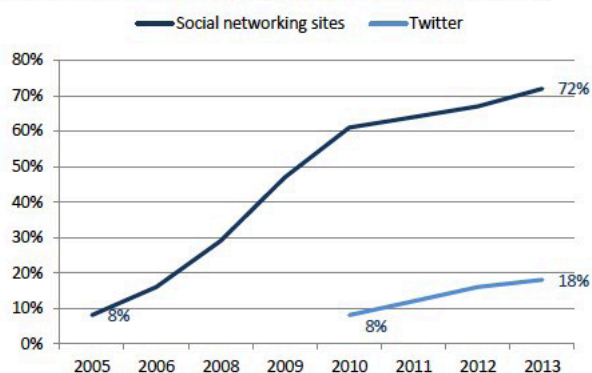
[continued on page 26]

WHY SHOULD I CARE ABOUT TWEETING? - CONT.

continued from page 25

Adult use of social networking sites and Twitter—change over time

% of adult internet users who use social networking sites or Twitter, over time



Source: Pew Research Center's Internet & American Life Project tracking surveys 2005-2013. Spring Tracking Survey, April 17 – May 19, 2013. N=1,895 adult internet users ages 18+. Interviews were conducted in English and Spanish and on landline and cell phones. The margin of error for results based on all internet users is +/- 2.5 percentage points.

If the Twitter trend continues by the time the 18 year old graduates from law school the percentage of usage will be at least 60% for 18-29 year-olds and 40% for 30-49 year olds.

3. YOUNG ASSOCIATES TWEET

As the survey indicated 18-29 year-old currently make up the primary users of Twitter. These current and future associates of our Firms fall into this age group and we need engage them in our Twitter strategies.

- Train your current associates how to use Twitter to form connections and build relationships with other associates
- Encourage tweeting at your events
- Form a social media task force that includes associates who use Twitter
- Have the associates train the other attorneys how to use Twitter.

4. INDUSTRY TRENDS AND BREAKING NEWS

Twitter has advanced into a great resource for trends and breaking news and journalists see Twitter as an

opportunity for posting breaking news. This article shows how journalists used Twitter to tell the story of the Boston bombing – <https://blog.twitter.com/2013/the-boston-bombing-how-journalists-used-twitter-to-tell-the-story>.

We may not have breaking news but we can use Twitter as an avenue to provide information related to expertise in our Firms. What hot topics does your firm have expertise regarding? Have an attorney at your Firm write an article or blog about the topic and then tweet with a link to the article.

Twitter offers an avenue to keep up with trends in the legal industry. Search for buzz words in your specialty area like alternative fee arrangements, ObamaCare, legal technology, ediscovery, legal project managers, etc. Use TweetDeck <http://tweetdeck.com/> to easily monitor legal trends.

5. YOUR COMPETITION TWEETS

Twitter is not going away. Many Firms have already started developing a Twitter presence. Develop a strategy on how your Firm could benefit from the use of Twitter. Get started by researching the various resources available online. I have put together a few helpful blogs and websites to get you started:

- How I would teach lawyers to use Twitter? By Kevin O'Keefe. <http://kevin.lexblog.com/2012/08/02/how-i-would-teach-lawyers-to-use-twitter/>
- Why Tweet? (And how to do it) by Anne Trubek <http://annetrubek.com/2011/11/why-tweet-and-how-to-do-it/>
- Kevin O'Keefe's Real Lawyers Have Blogs <http://kevin.lexblog.com/social-media-networking/twitter/>

[continued on page 27]

WHY SHOULD I CARE ABOUT TWEETING? - CONT.

continued from page 26

- 20 Ways to Use Twitter to Create Ravidly Loyal Customers by Anita Campbell
<http://www.yellowbook360buildingsuccess.com/article/31/>
Twitter 101 sites: <http://www.gcflearnfree.org/twitter101/5>
<http://www.dummies.com/how-to/content/understanding-twitter-basics0.html>
- Pew Internet survey references in statistical data
<http://www.pewinternet.org>

You may not start following Bieber after reading this article but hopefully you have a better understanding of why you should consider the benefits Twitter can bring to your Firm.



Author Bio:

Sarah Didrikson is currently the Administrative Director on the ALAMN Board of Directors. She has been with Nilan Johnson Lewis PA for eleven years as the Applications and Training Specialist.



The Advantage of Expertise

Specializing in serving law firms, U.S. Bank can partner with your practice to create tailored financial solutions. Offering:

- Loans
- Lines of credit
- Letters of credit
- IOLTA, LTAB and estate accounts
- Technology leasing
- Treasury management services
- Fraud protection tools

Contact us today to learn more:
The Private Client Reserve
Aimee Brantseg at 612-303-3106
Technology Finance Group
Len Sprel at 724-933-6277



Investment and Insurance products are:

NOT A DEPOSIT	NOT FDIC INSURED	MAY LOSE VALUE	NOT BANK GUARANTEED
NOT INSURED BY ANY FEDERAL GOVERNMENT AGENCY			

 Deposit products offered by U.S. Bank. Member FDIC

SOVRAN

Technology Solutions for Business

GUIDING AND SERVING BUSINESSES FOR OVER 25 YEARS

Virtualization

Collaboration
Voice - Video
Data

IT
Infrastructure

Cloud
Computing

Managed
Services

Computer
Training

Let Sovran help your business move beyond today's constraints and embrace tomorrow's potential. We are dedicated to helping you focus on innovation and finding a new approach to Information Technology.

Chris Andre, Senior Sales Consultant
candre@sovrان.com
651-905-5513

www.sovran.com 651-686-0515

CHANGING TIMES: LAW FIRM TECHNOLOGY AND THE NEW GENERATION GAP

By: Laurie Meyer

*Come gather 'round people
Wherever you roam
And admit that the waters
Around you have grown
And accept it that soon
You'll be drenched to the bone
If your time to you
Is worth savin'
Then you better start swimmin'
Or you'll sink like a stone
For the times they are a-changin'!*

- Bob Dylan, "The Times They Are A-Changin'"

And so it is with today's law firms. The takeover of technology has transformed the culture and even the landscape of modern day firms. Indeed, the changes have created a brand new "generation gap" between those from the "old school" and many of the Generation Y'ers (born 1981-2000), who grew up on computers. (The chasm might even include some of the Generation X'ers, born 1965-1980.) Yesterday's dictation has become all but obsolete in the face of tech-savvy, self-sufficient young associates who barely need a legal assistant except for formatting, expense reports, and making travel arrangements. The paralegal's traditional role of painstaking review and manual bates-stamping of documents has given way to a new world of electronically-stored information, ediscovery vendors, metadata and predictive coding. The fact is, anyone who works in a law firm in 2013 knows how technological advances have impacted not only how lawyers, paralegals and legal assistants do their jobs, but the very jobs themselves. And if you're a legal assistant or paralegal who's not up to speed, you might find yourself anywhere from the dreaded "I don't have enough work!" or worse yet, out of a job.

What Are Legal Admins And Paralegals Saying?

As I learned to say early in law school, that depends. Some in "traditional" law firm roles are frustrated. They

are resistant to all of these technological changes, and don't understand why things can't be done "the old-fashioned way." And it becomes a downward spiral. They find themselves unable to meet their productivity goals; they're not given work because others in the firm who are tech-savvy, can do it better/faster/more efficiently. What and how these folks have done it their entire careers is no longer good enough. And so they often feel less valued, and for the first time, longevity in their career no longer seems like the asset it once was. Job security has given way to uneasiness, which has led to dissension in the ranks and a sometimes less than harmonious work environment.

But, if you're a 20 or even 30-something legal assistant or paralegal, it could well be a different story. To reverse a well-known saying, "one man's poison is another man's meat." The Gen Y and the younger Gen X employees are, for the most part, energetic, raring to go, and most importantly, they get it. Technology is, as has been said, part of their DNA.

And let's not forget the lawyers. Law firm administrators also have to contend with attorneys of all generations who can have very different expectations when it comes to what they want from their legal assistants and paralegals. Ironically, the 20 year lawyer who is perhaps somewhat of a technological dinosaur herself (and therefore more dependent on her LAA or paralegal), might need a Gen Y'er in those roles in order to keep up. Thus, the "traditional" attorney might very well be the reason the "traditional" LAA or paralegal isn't working out anymore.

What Are Employers Saying?

I've talked to a number of law firm administrators, human resources directors and law office managers, and many have expressed a common concern: there is a disconnect between what their law firms need from their

[continued on page 29]

CHANGING TIMES: LAW FIRM TECHNOLOGY AND THE NEW GENERATION GAP- CONT.

continued from page 28

staff -- technology-wise -- and what some of their paralegals and legal assistants (many of whom have been in their respective roles for years, if not decades) are able, and/or in some cases, willing to do. Law firm managers have told me that this resistance to change can be frustrating. They are trying to run a law office, and fulfill the (very difficult) charge of doing so smoothly and with optimum efficiency. Not to mention keeping the peace. Training employees on the new systems can be expensive and time-consuming, and not necessarily cost-effective compared to bringing someone in who already has the skills and the technological know-how. Today's paralegals and/or LAAs are just plain expected to be proficient with e-discovery, predictive coding, database management, Excel spreadsheets and so on.

Impact Of Social Media

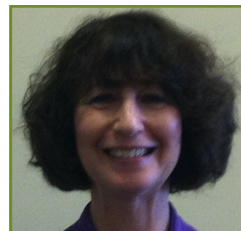
The use of social media and the internet in general has impacted those looking for work, and accordingly has affected staffing agencies. Confidential job-seekers openly post their resumes on sites like Monster, Careerbuilder and Craigslist. Many use Facebook, Twitter and Instagram to share their lives with the world. As a staffing company, we know that employers considering a prospective hire sometimes take a peek at what, if anything, the person has been saying or posting online. True story: on one occasion, a client made an offer to a candidate, the candidate accepted, and then someone at the law firm did a Google search and discovered something unseemly the candidate had posted online. The result? They retracted the offer. Just a word of caution to job-seekers.

What's Next?

Entering the job market next will be those born after 2000, sometimes referred to as Generation Z or Millennials. While they are just coming of age, it would seem fair to predict that they will, as a whole, enter the workforce even better-versed in technology than the Gen X and Y'ers. But we all know about the unstoppable nature of technology, so the reality is, by the time the Gen

Z'ers enter the job market, the Gen X and Y'ers who enjoy being on top of things now might find themselves trying to keep up. Because the tech-savvy of today are the traditionalists of tomorrow. And so the cycle goes.

Yes, the times, they are a changing. Attorneys, paralegals, and legal assistants would be best advised to update their skills, or at the least exhibit a willingness to be trained, if they want to remain valuable to their employer.



Author Bio:

Laurie Meyer is an Account Executive with Beacon Hill Staffing Group in Minneapolis. She is a former practicing attorney, and now assists law firms with their staffing needs.



Innovate. Deliver.

Multifunctional Copiers & Printers
Managed Print Services | Telephones
Dictation | Voice & Video Recorders
Document Workflow & uniFLOW
IT Solutions & Services
On-site Managed FM Services - LMS
Copy Center - Mail Room - Records & Document Mangement
Scanning Projects - Litigation Support - Electronic Discovery - Hospitality
Mobile Device Forensics

Gregg Eastin
Legal Solutions
Loffler Companies
 952-925-6879
 geastin@loffler.com
 www.loffler.com



SILVER
ALAMN
A Chapter of the Association of Legal Administrators
 2013 Business Partner

VOLUNTEER SPOTLIGHT: PAM GERADS

By: Katherine Hubbard



The ALAMN is fortunate to have a dedicated Community Service Committee and great involvement by our membership in serving various non-profit organizations. This article spotlights one of the many shining stars of our chapter – Pam Gerads.

Pam is the Director of Human Resources at Merchant & Gould P.C. When she is not busy finding the right person for an open assignment or mentoring employees to reach the next level of excellence, she loves to spend time volunteering.

I had the chance to sit with Pam and find out what volunteerism means to her. Pam said she loves volunteering because she likes being there for others and helping people improve their lives. She said volunteering is a responsibility she believes we all have and it helps her appreciate all the good things in her life.

Pam said when she is trying to determine where to spend her time and money; she has a soft-spot for organizations that serve the needs of women and children. Pam believes being a good listener and having passion for the people you are serving are a few important attributes for which every volunteer should strive.

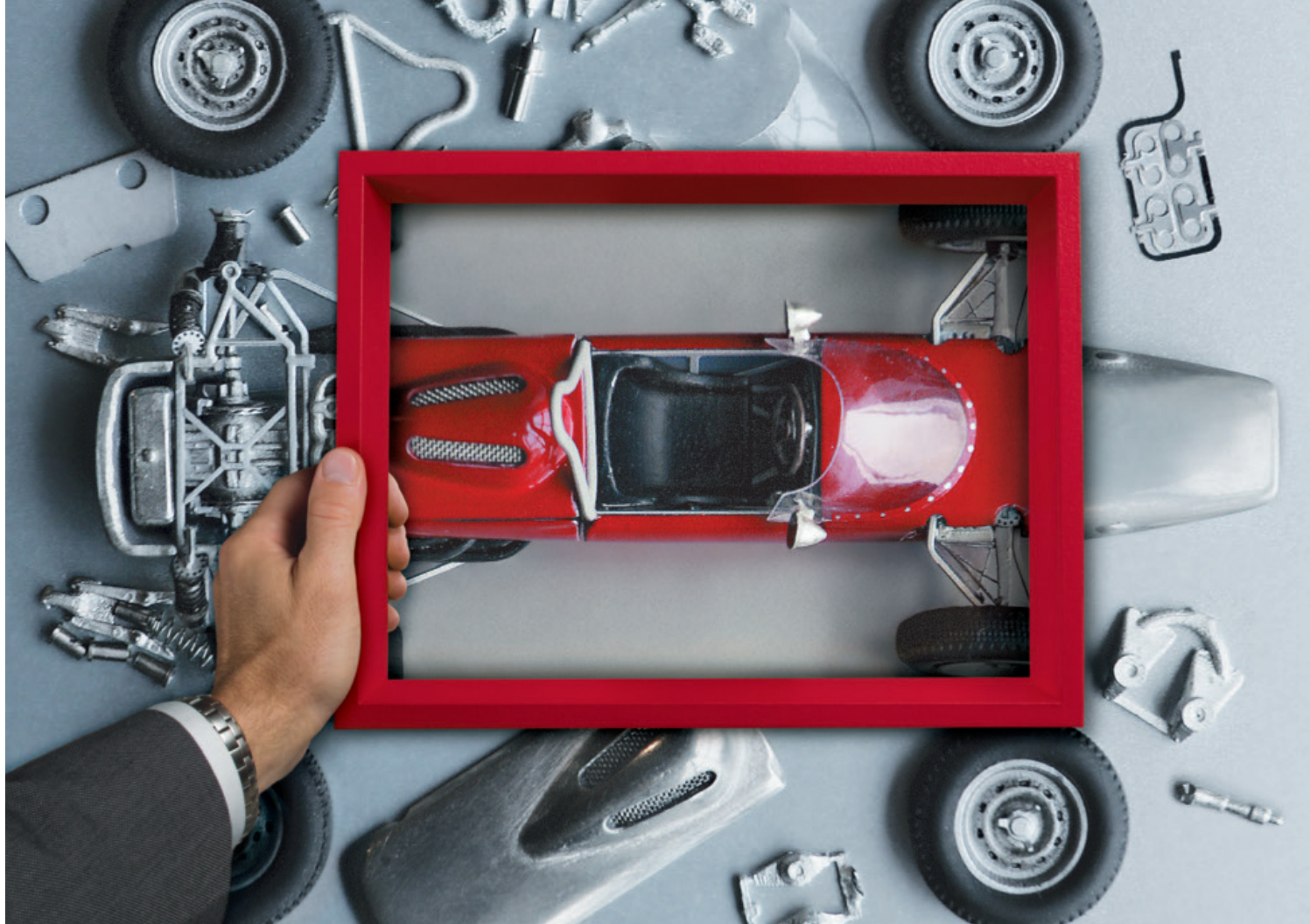
Her proudest volunteer accomplishment is the work she did with Good Shepherd, a women's homeless shelter. Pam helped the guests at the shelter write resumes and prepare for interviews. She also provided coaching and tutoring as the women prepared to re-enter the workforce. Pam said the experience was

humbling as she was able to see the growth in the women's confidence every week. She enjoyed being an example for them to see that one can overcome obstacles in life and be successful. She especially loved seeing the joy on their faces when she brought in donated business clothes for them to shop through.

I asked Pam to describe to me her sweetest volunteer moment. She smiled and told me she was part of a Salvation Army coat drive at her office and during the distribution process a little boy came up to her and gave her a big hug and thanked her for his coat. She said it brought tears to her eyes to see the huge impact of such a simple gesture.

Pam then told me about her funniest volunteer moment. It happened during a Simpson House dinner. The much maligned Simpson House ovens were performing at minimal levels and a baking disaster was in the works. People were frantically trying to determine what to serve for dessert as the cakes were less than solid in form. Fortunately, some quick thinking by the other ALAMN volunteers saved the day and ice cream with "flavorful topping" was served.

Finally, something you may not know about the always-styling, unassuming and demure Pam Gerads, she was part of an ATV jungle tour in Mexico. Yes, she had mud from head-to-toe, had been slapped in the face by branches and was in general, a mess. She also had the time of her life and said she loved the feeling of freedom and power. Volunteering can give you a feeling of freedom from your own problems and the feeling of power in making a small, positive change in another person's life. For volunteer opportunities with the ALAMN, please visit our website and click on upcoming events on the calendar.



Want a complete look at your financial picture? We can help make it happen.

Imagine having a single picture of your company's financial position. BMO Harris Bank does just that. Our experts can provide a full suite of treasury management products to help you manage your working capital and maximize your business' potential.

Sean Ball
612-904-8164

Nicole Padget
612-904-8185

bmoharris.com/treasurymanagement

BMO  **Harris Bank**

RONALD MCDONALD HOUSE NOTICE

The ALAMN Community Service Committee is pleased to offer members and business partners the opportunity to participate in the "Cook for Kids" program at Ronald McDonald House!

On Sunday, October 13, 2013 from 9:00 a.m. - 2:00 p.m. ALAMN will be preparing lunch at all three Ronald McDonald House Twin Cities locations:

- Ronald McDonald House located at 818 Fulton St. NE in Minneapolis.
- The House Inside Children's Hospital located at 2525 Chicago Ave So. in Minneapolis.
- The House Inside the Hospital at Gillette Children's Hospital located at 200 University Avenue in St. Paul.

We are looking for 25 ALAMN members or business partners to participate! (Friends and family are welcome to volunteer as space allows. Children must be at least 16 years old.)

If you are unable to attend the Cook for Kids event but would like to help, you can make a contribution to Ronald McDonald House!

Visit the ALAMN website to sign up!

If you have any questions, please contact:

Pat Stender at 952-525-6996

pstender@cousineaulaw.com

or

Tom Millin at 612-339-8682

tom.millin@bowmanandbrooke.com

or

Laurie Greenberg at 612-977-8608

lgreenberg@briggs.com

"BETTER SERVICE AT A LOWER COST, THAT'S WHAT OUR CLIENTS EXPECT."

DAN KELLY, PARTNER, REINHART BOERNER VAN DEUREN s.c., MILWAUKEE

Selected as the 2011 New Product of the Year by the American Association of Law Libraries.

WestlawNext®

Is your firm demonstrating an effort to control legal costs? Reinhart is. Clients are demanding that law firms run lean – without sacrificing quality. That's why modern firms like Reinhart Boerner Van Deuren use WestlawNext™ to deliver better legal services faster, and at a lower cost to clients.

Hear what Dan and others are saying at Customers.WestlawNext.com or call 1-800-328-0109 for a demonstration. Learn more about Reinhart at reinhartlaw.com.



© 2011 Thomson Reuters. L-367862/5-11 Thomson Reuters and the Kinetic logo are trademarks of Thomson Reuters.

Pitney Bowes Legal Solutions

Your single source for expert support services:

- Copy/print center management
- Printer fleet management
- Records and information management
- Litigation support services
- Electronic discovery

To find out how Pitney Bowes Legal Solutions can help you improve your performance contact us by email: pblsinfo@pb.com or talk to an expert from Pitney Bowes today by calling **800-858-4536 ext. 24**.

Pitney Bowes www.pblegalsolutions.com

ADVERTISERS IN THIS ISSUE

Page	Advertiser	Page	Advertiser
20	Alerus Financial	29	Loffler Companies
33	Associated Bank N.A.	18	Nexus, A Stratos Company
31	BMO Harris Bank	32	Pitney Bowes Legal Solutions
6	Business Data Record Services	15	Ricoh USA
13	CBIZ, Inc.	27	Sovran, Inc.
19	Jones Lang LaSalle	32	Thomson Reuters
23	LexisNexis	27	U.S. Bank

BUSINESS PARTNER INFO FOR OCT NOV

Complete information about the services of some of our sponsors was not available at the cut-off date for our printed directory.

For more information about the following business partner sponsors, please see our online directory:

<http://www.ala-mn.org/sponsor-directory>

- | | | | |
|----------------------|----------------|--------------|-------------------------------|
| • cicayda | • Gunlocke | • LexisNexis | • Target Commercial Interiors |
| • Depo International | • Henrickson | • MSpace | • Wells Fargo Insurance |
| • Gardner Builders | • Imaging Path | | |

SIMPLIFY THE MANAGEMENT OF CLIENT ESCROW ACCOUNTS

Your practice needs to focus on winning cases — let us help relieve your administrative burden of managing client escrow funds. Associated Escrow Services simplifies segregating and safeguarding client funds by letting you maintain a single control account with unlimited client subaccounts. Call today for more information.



Private Client Services
 Scott Ellingson
 Private Banking
 Professional Services Team - Law Firms
 952-591-2778



Deposit products are offered by Associated Bank, N.A. ("AB"), Member FDIC and Associated Banc-Corp ("AB-C"). Associated Private Client Services is a marketing name AB-C uses for products and services offered by AB, Associated Trust Company, N.A. and Kellogg Asset Management, LLC. (2/13) 2625

GET TO KNOW YOUR BOARD



What is your favorite restaurant?

Wendy Bartlett

Hands down my favorite restaurant is Axel's in Mendota.

Sarah Didrikson

Red Robin.

Kathy Hubbard

Sarna's. It is a locally owned restaurant (in Columbia Heights) that has the most incredible mashed potatoes in town.

Annette Kojetin

Bug-a-Boo Bay (Alexandria, MN).

Deb O'Connor

The St. Paul Grill.

Dave Oxley

The Other Place (Waverly and Clear Lake, Iowa).

Michele Sauder

Nonna Rosa's in Robbinsdale.

Tracey Skjeveland

Panino Brothers (Apple Valley, MN) - good food and kid friendly.