



## **BUSINESS PARTNER PROGRAM 2018**

### **Welcome!**

The Oregon Chapter of the Association of Legal Administrators is pleased to invite you and your company to collaborate with us in educating and supporting our local legal community. Your support is invaluable in allowing us to offer high-quality educational programming and networking opportunities that make our Chapter such an important resource for its members, and we trust that you will find it a rewarding partnership!

Our Chapter consists of approximately 125 members in over 80 firms, and is comprised of administrative managers in areas such as human resources, finances, IT/systems, and facilities. Positive relationships with local vendors bring to the administrator enhanced credibility and improved quality of management within the legal service organizations. When evaluating their need for goods and services, we encourage our members to consider our business partners who provide important benefits to our chapter through sponsorships each year.

The following information will provide you with details about the sponsorship opportunities available to you in 2018. Information is also available on our Chapter's website: [www.oregonala.org](http://www.oregonala.org)

Business Partner Director  
Jenni Elliott, Office Administrator  
Bittner & Hahs, P.C.  
Telephone: (503) 445-4310  
Email: [jelliott@bittner-hahs.com](mailto:jelliott@bittner-hahs.com)





## Why Sponsor the ALA - Oregon Chapter?

ALA Oregon Business Partners benefit from access to chapter members through:

- **Exposure**-Opportunities to meet with members face to face at socials, educational luncheons and community connection events
- **Advertising**-Listing on our website as a Business Partner as well as opportunities for articles to be placed in our online blog “Illuminate”
- **Business Partner Directory**-Complimentary listing in the annually e-published Membership & Business Partner Directory sent to all chapter members

We encourage members to consider those who provide benefits to our chapter through sponsorships each year when evaluating their need for goods and services. We value our business partner relationships for a number of reasons:

- Our primary mission is to educate our members, made possible in large part by sponsorship dollars
- Chapter members depend upon contacts within the business community to keep them current on legal product and service information
- Experience and trust grow from consistent contact with our sponsors, which allows administrators to rely on resources outside their firm
- Trusting vendor relationships bring to the administrator enhanced credibility and improved quality of management within the legal service organizations

**History:** **ALA – Oregon Chapter** was established in 1977 to provide and promote education, resources, networking, and other opportunities to legal administrators in Oregon and southwest Washington. **ALA – Oregon Chapter** members are legal administrators and functional area management in both public and private-sector businesses.

**Mission:** The Association of Legal Administrators provides support to professionals in the management of law firms, corporate legal departments, and government legal agencies. Its mission is to improve the quality of management in legal services organizations; promote and enhance the competence and professionalism of legal administrators and all members of the management team; and represent professional legal management and managers to the legal community and to the community at large.

**ALA – Oregon Chapter** wishes to invite you and your company to partner with us in educating, supporting, and supplying services to the local legal community!



## **Oregon Chapter Business Partner 2018 Sponsorship Opportunities**

### **PLATINUM**

**\$6,500**  
*One Available*

- ◆ **Law Firm Management Event**
  - Prime sponsor for the Law Firm Management Event
  - Opportunity to introduce keynote speaker
  - Three (3) complimentary lunch/dinner and reception invitations
  - Recognition on invitation and program for the event
  
- ◆ **Monthly Educational Session**
  - Recognition as sole sponsor for one monthly meeting
  - Opportunity to introduce yourself and your company at the meeting from the podium
  - Two complimentary invitations
  - Your promotional materials available for distribution to members at sponsored meeting
  
- ◆ **Chapter Membership & Business Partner Directory**
  - Full-page color advertisement
  - Half-page company listing
  - Receive complimentary copy of directory
  
- ◆ ***Illuminate (chapter blog) Digital Publication***
  - Opportunities to pitch blog editor to articles on industry expertise
  
- ◆ **Chapter Website**
  - Prominent advertisement on the website
  - Recognition and hyperlink to your company's website
  - Listing in the general directory of business partners
  
- ◆ **Products and Services Survey**
  - Receive complimentary electronic copy
  
- ◆ **Spring and Fall Events**
  - Three (3) complimentary invitations
  - Meet with the Board of Directors
  
- ◆ **Scholarship provided for the National ALA Conference in your company's name**
  
- ◆ **Opportunity to team up with chapter members in support of Community Connection Events**



## **GOLD**

**\$4,500**  
*Five Available*

- ◆ **Law Firm Management Event**
  - Cocktail hour/table favors/sponsor for the Law Firm Management Event
  - Two (2) complimentary lunch/dinner and reception invitations
  - Recognition on invitation and program
- ◆ **Monthly Educational Session**
  - Recognition as sole sponsor for one monthly meeting
  - Opportunity to introduce yourself and your company at the meeting from the podium
  - Two complimentary invitations
  - Your promotional materials available for distribution to members at sponsored meeting
- ◆ **Chapter Membership & Business Partner Directory**
  - Full-page color advertisement
  - Half-page company listing
  - Receive complimentary copy of directory
- ◆ ***Illuminate (chapter blog) Digital Publication***
  - Opportunities to pitch blog editor to articles on industry expertise
- ◆ **Chapter Website**
  - Prominent advertisement on the website
  - Recognition and hyperlink to your company's website
  - Listing in the general directory of business partners
- ◆ **Products and Services Survey**
  - Receive complimentary electronic copy
- ◆ **Spring and Fall Events**
  - Two complimentary invitations
  - Meet with the Board of Directors
  - Opportunity to provide a door prize
- ◆ **Scholarship provided for a fall Business of Law Conference in name of Business Partner**
- ◆ **Opportunity to team up with chapter members in support of Community Connection Events**



## **SILVER**

**\$2,500**  
*Eight Available*

- ◆ **Monthly Educational Session**
  - Recognition as sole sponsor for one monthly meeting
  - Opportunity to introduce yourself and your company at the meeting from the podium
  - Two complimentary invitations
  - Your promotional materials available for distribution to members at sponsored meeting
- ◆ **Chapter Membership & Business Partner Directory**
  - Half-page color advertisement
  - Half-page company listing
  - Receive complimentary copy of directory
- ◆ ***Illuminate (chapter blog) Digital Publication***
  - Opportunities to pitch blog editor to articles on industry expertise
- ◆ **Chapter Website**
  - Listing in the general directory of business partners
- ◆ **Products and Services Survey**
  - Receive complimentary electronic copy
- ◆ **Spring and Fall Events**
  - Two complimentary invitations
  - Meet with the Board of Directors
- ◆ **Scholarship for the ALA Chapter Leadership Institute in name of Business Partner**
- ◆ **Opportunity to team up with chapter members in support of Community Connection Events**



## **BRONZE**

**\$1,500**

*Unlimited Available*

- ◆ **Monthly Section Meeting**
  - Recognition as sole sponsor for one monthly meeting
  - Opportunity to introduce yourself and your company at the meeting
  - Two invitations
  - Your promotional materials available for distribution to members at sponsored meeting
- ◆ **Chapter Membership & Business Partner Directory**
  - Half-page company listing
  - Receive electronic directory spreadsheet
- ◆ ***Illuminate (chapter blog) Digital Publication***
  - Opportunities to pitch blog editor to articles on industry expertise
- ◆ **Chapter Website**
  - Listing in the general directory of business partners
- ◆ **Products and Services Survey**
  - Receive complimentary electronic copy
- ◆ **Spring and Fall Events**
  - Two complimentary invitations
  - Meet with the Board of Directors
- ◆ **Opportunity to team up with chapter members in support of Community Connection Events**



## ***PARTNER***

**\$750**

*Unlimited Available*

- ◆ **Chapter Membership/Business Partner Directory**
  - Half-page company listing
  - Receive electronic directory spreadsheet
- ◆ ***Illuminate (chapter blog) Digital Publication***
  - Opportunities to pitch blog editor to articles on industry expertise
- ◆ **Chapter Website**
  - Listing in the general directory of sponsors
- ◆ **Products and Services Survey**
  - Receive complimentary electronic copy
- ◆ **Spring and Fall Events**
  - One complimentary invitation
  - Meet with the Board of Directors
- ◆ **Opportunity to team up with chapter members in support of Community Connection Events**



## 2018 CHAPTER ACTIVITIES “AT A GLANCE”

### First Quarter

- Law Firm Management Event
- *Illuminate* Blog publication activity
- Educational Sessions
- Section Meetings

### Second Quarter

- Spring Event
- Educational Sessions
- Section Meetings
- *Illuminate* Blog publication activity
- Community Connection Event
- Annual Conference, Denver
- Membership/Business Partner Directory

### Third Quarter

- Educational Sessions
- Section Meetings
- *Illuminate* Blog publication activity
- Products and Services Survey
- Community Connection Event
- Fall Event

### Fourth Quarter

- General/Section Meetings
- *Illuminate* Blog publication activity
- BP Appreciation Event
- Chapter Retreat

### BUSINESS PARTNER PANEL

Chapter maintains a panel called the Business Partner Advisory Council (BPAC), to provide feedback to our Board regarding member/sponsor relationships and events.

The BPAC meets quarterly and is composed of six members and six business partners from various levels, with periodic rotation.





### EDUCATIONAL SESSION LUNCHEONS

Chapter members meet regularly (approximately 8 times per year) for general educational sessions. Each luncheon includes an industry-specific program, presented by a highly-qualified speaker or a focused panel discussion.

### WEBSITE ADVERTISING

The Chapter's website, [www.oregonala.org](http://www.oregonala.org), includes the Chapter's job bank and member forum, event registrations, where Chapter members turn when they have a question to ask of other members.

All business partners receive a listing in the online directory.

### *Illuminate Oregon ALA*

*Illuminate*, our Chapter's online blog, was first published in 2017, and has become a popular Chapter service. It is distributed electronically, featuring management-specific articles focusing on the latest trends and topics of interest in law office management, marketing, information systems and technology, finance, human resources, facilities management and corporate/government industries to help administrators in their job responsibilities. Our members turn to this publication for practical career and management information, as well as for local Chapter news.

The blog is free to all Chapter members.

Please contact the *Illuminate* Editor via the chapter's website if you have any content that you think might be relevant to the ALA Oregon Chapter. We're always looking for content such as white papers or trend analysis on the industry.

### SECTION MEETINGS

In addition to general education meetings, the Chapter holds section meetings focusing on areas such as Finance, Human Resources, Systems/Technology, and Sustainability. These more informal meetings are held in the offices of one of our local law firms. Each luncheon includes either a speaker or a round-table discussion topic.

### MEMBERSHIP/BUSINESS PARTNER DIRECTORY

Our annual Membership & Business Partner Directory, published in mid-late June, is our members' main source for member and business partner information. The directory lists contact information for all current Chapter members and their firms. Every Chapter member receives a copy of this indispensable networking resource. In addition to an index, the Business Partner section of the directory provides information about each of our business partners, including contact information, logo, photo(s) and key services.

All business partners receive an electronic spreadsheet version of the directory (less direct dial numbers.)



### LAW FIRM MANAGEMENT EVENT

The Law Firm Management Event is one of the Chapter's premier events. A reception precedes the event, providing an informal opportunity to network with legal administrators and their managing partners and key attorneys. A keynote speaker presents a message on a pertinent issue for the legal industry. Sponsorship dollars help pay for the speaker's fee, as well as defray some of the event's overhead costs. Sponsoring Business Partners' brochures, marketing materials, and table centerpieces are encouraged.

### PRODUCTS AND SERVICES SURVEY

This is the where firm administrators turn when looking for products and services for their organizations. The Products and Services Survey, **produced every year**, provides a listing of products and services currently used by firms in the Chapter. The listings are compiled from the results of a comprehensive questionnaire and survey that is sent to all Chapter members.

### CONFERENCE SCHOLARSHIPS

Each year, the ALA conducts national and fall conferences and expositions created specifically for legal administrators, functional specialists, managing partners, and others who work in legal management. A portion of your sponsorship dollars are allocated toward sponsoring educational scholarships. These scholarships provide Chapter members with the opportunity to attend these conferences. Scholarships are given for the national conference, fall regional conferences, and the Chapter Leadership Institute.

### CONFERENCE EXPOSITIONS

You are invited to participate in the vendor exhibit hall at either the national (3-day) or regional conference series (2-day). Contact the Business Partner Director for additional information.

### NATIONAL CONFERENCE & EXHIBITION

The 2018 Annual Conference & Exposition will be held in May 2018 in Grand Harbor, MD.

### COMMUNITY CONNECTION

Each year, the Association of Legal Administrators challenges its members to work together for the community. Our Chapter has decided to expand our activities to a minimum of two per year, partnering with a charity or charities, as selected by the Board.

We also like to encourage our business partners to assist in our ALA Community Challenge. Depending on the event, funds will go toward the costs associated with the event, material distribution, volunteer T-shirts (or other garments approved by the Board), and/or items purchased for the charity. Any funds not used will be donated directly to the charity.

Also, depending on the specifics of the event, our business partners may choose to volunteer personally for the event and/or donate items with their logos to the charity, and will be acknowledged in the materials circulated to Chapter members, in the *LMN*, and in any press releases issued.

### SPRING AND FALL EVENTS

The Chapter holds Spring and Fall Events that, typically, include an educational session followed by a social hour at a local venue. Business Partners are invited to meet with the Chapter's Board of Directors prior to the educational session for a networking opportunity.

**All business partners are invited to attend and interact with members.**



**2018 BUSINESS PARTNER PROGRAM REGISTRATION FORM**  
*FORM MUST BE COMPLETED IN ITS ENTIRETY*

**Company Name:** \_\_\_\_\_

**Contact Name(s)/Title(s):** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City, State, & Zip** \_\_\_\_\_

**Telephone:** \_\_\_\_\_ **Email:** \_\_\_\_\_

**Website Address:** \_\_\_\_\_

**Business Partner's Key Product/Service Categories:**

\_\_\_\_\_  
\_\_\_\_\_

**SPONSORSHIP OPPORTUNITIES:**

- **Platinum Level Sponsor - \$6,500 (Limit 1)**
- **Gold Level Sponsor - \$4,500 (Limit 5)**
- **Silver Level Sponsor - \$2,500 (Limit 9)**
- **Bronze Level Sponsor - \$1,500 (Unlimited)**
- **Partner Level Sponsor - \$750 (Unlimited)**
- **Plus Package – Chapter Retreat - \$2,500 (Limit 3)**

1<sup>st</sup> Choice BP Level:  
\_\_\_\_\_

2<sup>nd</sup> Choice BP Level:  
\_\_\_\_\_

If multiple requests are received for the same sponsorship opportunity at the same time, the Board will determine which organization will be assigned that specific opportunity. Previous Chapter business partners will be given first consideration in this determination and, in some instances, a drawing may be necessary in order to determine which organization will be selected. If your organization is not successful in securing your first choice, every effort will be made to reserve your alternate choice.

**PAYMENT INSTRUCTIONS:**

**Make check payable to ALA-Oregon Chapter, and mail with this completed form and each company's contact name's business card to:**

Jenni Elliott, ALA - Oregon Chapter  
c/o Bittner & Hahs, PC  
4949 SW Meadows Road, Suite 260  
Portland, OR 97035

**OR** pay online on the Chapter's website by credit card using PayPal at: [www.oregonala.org](http://www.oregonala.org)

For the Platinum, Gold, and Silver sponsorship levels, please provide email notification of your commitment to the Business Partner Director at [sponsorship@oregonala.org](mailto:sponsorship@oregonala.org) in advance of sending your form and payment.

Invoices and W-9s are available upon request.

**THE DEADLINE FOR 2018 SPONSORSHIPS IS TUESDAY, DECEMBER 15, 2017.**

## **The Law Firm Atmosphere**

The practice of law can be stressful! Generally, a law firm's clients do not plan for the exigencies of life and business that prompt legal intervention, but they expect immediate action when a situation does arise. For their part, attorneys seek to swiftly respond to the client's needs with timely, accurate and complete work. In short, both the client and the attorney want things done NOW. Frequently, as legal administrators, we are managing heightened tensions and meeting tight deadlines as we work to meet the needs of both attorney and client.

### **How Most Decisions Are Made**

In most law offices, purchasing decisions are made by a group or committee, not just one individual. Because of this, the decision-making process can be lengthy as the group comes to consensus. Our responsibilities as administrators require us to act as liaisons between firm management and the vendor. We are vested in expediting a well-considered decision to further the firm's goals. A word to our business partners: Be patient with this process - please do not call us every day.

Administrators do rely on information from you. Whether a quick e-mail message or a full-blown presentation, the information is appreciated. However, please do not oversell or make commitments that cannot be fulfilled. We can represent you best with complete and accurate information about your products or services. It is critical that we be able to rely on the information that we receive from you.

We appreciate it when you sell not only your product, but your service. It is important for us to know that once the agreement is signed and the product delivered that there is adequate follow-through and support. This is true for equipment, supplies, software and just about anything.

## Tips for Building Relationships

The ALA Vendor Relations Committee offers the following suggestions for the top ways sponsors should approach buyers in the legal industry:

- Learn all you can about the firm. Visit its website: Is it a large firm? Does it have multiple offices? Is it plaintiff work, general, corporate work, etc.? It is impressive when you already know a little about the firm and don't expect the administrator to spend time talking about the "general information." This information will allow you to use your valuable time to talk in detail about what you perceive the firm's needs to be and how your product or service can address those needs.
- Make an appointment, do not drop by with the hope or expectation that the administrator is available. If you decide to stop by without an appointment, it's best to drop off your business card and information for the receptionist to forward to the appropriate person.
- Rather than approach non-decision makers in a firm (staff and lawyers) about using your services and products, seek out the professional manager in the firm who is responsible for the decisions regarding your particular product or service. Decisions on vendor selection are centralized in law firms for efficiency and cost effectiveness.
- Make a good first impression. For example, a "10-minute" meeting is set up for you to come in and introduce yourself and your company. You show up with three people and take the "tag team" approach. The administrator may now need to find a conference room and it could be awkward. It was unexpected. It is quite clearly going to be longer than a 10-minute meeting. If you feel it is important to have others with you, whether it is the initial meeting or subsequent meetings, make those needs known to the administrator prior to arrival.
- Approach each contact, each meeting, each phone call, each negotiation, and each proposal as a partnership. Strive to develop long-term relationships – don't look for the quick sale.
- Ask administrators what they would like your next step to be - and respect that. Maybe the product or service you have is really a "hot item" right now, or perhaps there are a couple other things more pressing for the next two to three months. Ask how often the administrator would like you to follow up with additional courtesy calls to check on the status of a proposal or see if the firm is now ready to look more seriously at your product/service. Confirm the preferred method of communication (phone, e-mail, mail). There are so many efficient ways to keep in touch – find out which works best.
- Continue communications with the administrator until you have been asked to contact someone else within the firm. In other words, don't go over the initial contact's head, including calling the managing partner to inquire on the status.
- Talk about the trends you are seeing in the legal industry. Administrators look to you to educate them about industry trends from the vendor's perspective.
- Highlight service advantages and the accessibility to you or another person in your company who can resolve issues should they come up. Administrators like to know they will be taken care of once the deal is done and that they are not just left to a toll-free service number and the infamous voicemail nightmares.

- Concentrate on highlighting your company's virtues and strong points and offer examples of how other professional organizations have benefited from your product or service. Do not speak poorly of your competitors.
- Complete all items in the Request for Proposal (RFP). Incomplete responses create additional follow-up and waste time in the decision-making process. Instead, make sure you've addressed every question/item listed.
- Offer references from other law firms. There's no need to wait until you are asked for them. The legal administrative community is large and vast, and yet it is very close and tight-knit. Administrators are your very best references. Be assured that when you provide top-quality products or services or go the extra mile, they will all know about it. Everyone benefits!
- Even if you are not selected as a vendor for a firm this time, there are many reasons influencing the decision. Maintaining a positive relationship after an unsuccessful negotiation is vital to both parties' success. The administrator may change firms or may become disappointed with the original selection. If there was a positive post-negotiation relationship, the administrator could come to you in the future. And, if you maintain a positive relationship in spite of a lost bid, the administrator may still become a good referral for you when you call upon other administrators.
- Be prepared to negotiate!