



GOLDEN GATE CHAPTER

KNOWLEDGE to LEADERSHIP

Educational Conference and Exposition

A Chapter of the Association of Legal Administrators

Registration

Please complete the following:

Name _____

Nickname for badge _____

Title _____

Firm/Company _____

Address _____

City, State, Zip _____

Phone number _____

Email _____

Please indicate which session(s) you plan to attend:

_____ **Continental Breakfast (7:30 – 8:30 a.m.)**

_____ **Welcome and Keynote (8:30 – 9:45 a.m.)** — *Making Change Work for You*

MORNING SESSIONS (10:30 – 11:45 a.m.) — Select One:

_____ *Creating Successful Professional Presentations*

_____ *Leaves of Absence: The Legal and the Practical*

_____ *Using Alternative Fee Arrangements in Your Law Firm*

_____ **Lunch And Keynote (Noon – 1:30 p.m.)** — *All You Need Is Love*

AFTERNOON SESSIONS (2:15 – 3:30 p.m.) — Select One:

_____ *Care and Feeding of Your Stress Monkey*

_____ *Diversity & Inclusion: 60 Tips*

_____ *Preventing Employer Liability in the Expanding Blogosphere*

_____ **Closing Keynote (3:45 – 5:00 p.m.)** — *Radical Resiliency*

_____ **Cocktail Reception and Raffles (5:00 – 6:30 p.m.)**

February 2, 2012

Palace Hotel

2 New Montgomery Street

San Francisco, California

Golden Gate Chapter Members

_____ \$125 (by January 13)

_____ \$150 (after January 13)

ALA Members

_____ \$150 (by January 13)

_____ \$175 (after January 13)

Non-ALA Members

_____ \$175 (by January 13)

_____ \$200 (after January 13)

**Exhibit Hall
Open from
7:30 a. m. to 6:30 p. m.**

***Raffle prize winners
must be present to win.***

Register online at:

www.alasf.org/2012conf

or mail registration and

check payable to ALA to:

**Knowledge to Leadership
Registration**

P.O. Box 19-2265

San Francisco, CA 94119

KNOWLEDGE TO LEADERSHIP 2012 — EDUCATIONAL CONFERENCE AND EXPOSITION

Session Descriptions

OPENING KEYNOTE

Making Change Work for You: Cultivating Optimism and Enthusiasm in Challenging Times

MARY O'NEILL, EXECUTIVE COACH

Change is the one constant we can count on in today's world. Learning how to gracefully—even joyfully—move through changes in our lives helps us achieve greater levels of personal and professional performance. You will leave this session with a simple, systematic method for managing change that will enable you to turn everyday challenges into opportunities for growth. Here is a chance to relax, renew and re-energize—and put some balance back into your life and career!

MORNING BREAKOUT SESSIONS

Creating Successful Professional Presentations

DIANNE FAIETA, MASTER TRAINER

SPONSORED BY NELSON LEGAL

Want to deliver focused messages? Need to adapt your approach for various listeners? In this fast-paced session you will use two very helpful tools to clarify a goal for your next presentation and to quickly prepare for it. Please come with two upcoming presentations in mind: one for attorneys and one for your staff. During the workshop, you will craft drafts for both presentations.

Leaves of Absence: The Legal and The Practical

WALTER STELLA, PARTNER AT BINGHAM;

ANNE BURCELL, OFFICE ADMINISTRATOR AT DANNIS WOLIVER KELLEY

Caring for our people and complying with the law at the same time...this can be stressful. This session will cover what you need to do under the law alongside what you want to do to care for your staff. The laws, documentation and steps to take to keep on track will be discussed. Your take away will include a checklist to help you navigate these murky waters and not overlook something important.

Using Alternative Fee Arrangements in Your Law Firm

MATTHEW LAWS, PARTNER AT REED SMITH

Talk about Alternative Fee Arrangements is everywhere including most RFPs, existing clients' requests for value pricing, and as part of client convergence initiatives to fewer firms. How can we offer AFAs and still make a profit? During this session, we will discover various types of fee arrangements and trends, how we can measure their profitability, and how we can convince partners and associates to work with these arrangements to advance client relationships.

LUNCH KEYNOTE

All You Need Is Love: The Only Management Tool You'll Ever Need

SEAN CARTER, HUMORIST AT LAW

The challenges of managing a law firm have never been greater. In recent years, legal staffs have been required to increase levels of client support despite decreased budgets. And with no immediate end to the recession in sight, how do legal administrators maintain employee morale and a sense of cooperation without the usual incentives of financial rewards and promotions? According to legal humorist Sean Carter, the answer is to use the greatest management tool of all — LOVE. Employing witty one-liners and poignant stories, Mr. Carter will demonstrate that, despite the current economic climate, it really is true: all you need is love.

AFTERNOON BREAKOUT SESSIONS

The Care and Feeding of Your Stress Monkey: Keeping Your Cool in a Stressful Occupation

RUTH HALPERN, TRAINING AND MANAGEMENT CONSULTANT

Corporate life is inevitably fraught with deadlines, conflicting priorities, and the clash of personalities under pressure. In the face of these challenges, we can learn practical strategies for delivering top-quality work and feeling good about ourselves and our colleagues at the end of the day. This session mixes humor and behavioral science to present a variety of time-tested stress management techniques that can be implemented immediately.

Diversity & Inclusion: 60 Tips in 75 Minutes

VIC MAURER, STAFF LIAISON,

ALA COMMITTEE ON DIVERSITY & INCLUSION

This session will discuss the Administrator's role in diversity and inclusion. The 60 tips will include checklists, toolkits, anti-discrimination policies, benchmarking, dress code, firm celebrations, technology plus 53 more tips.

Preventing Employer Liability in the Expanding Blogosphere

MARIE KENNY, PARTNER AT LUCE FORWARD

Social media use has exploded in the past several years. Employees want to be connected 24 hours a day. With this increased technological interconnectivity, significant risks have arisen for employers. Marie Kenny will discuss the legal and practical issues facing employers as a result of social media use. Topics will include: employer use of information acquired from the blogosphere; unauthorized disclosure or use of private, confidential or proprietary information; rights and limitations employers have when addressing work-related and non-work-related social media postings; and employer's duties when employees are texting or posting inappropriate, harassing or threatening remarks about other employees. Ms. Kenny will also discuss the importance of implementation and use of a social media policy.

CLOSING KEYNOTE

Radical Resiliency

EILEEN MCDARGH, MASTER FACILITATOR

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Radically turbulent times demand professional and personal responses that transcend our regular work and life patterns. It's not about happy faces on mirrors and mantras on coffee mugs. It's not about hanging on while holding back. It's about times when you feel someone ate your cheese, drained the swamp, and went from great to less-than-good. Radical resilience requires the courage to challenge, commit, and contribute in ways that positively impact both today as well as many tomorrows.

- Discover how to grow the skills of adaptability, agility, laugh-ability, and alignment for producing amazing results.
- Learn a four-part model for methodically tackling the tough issues you currently face and how to take action.
- Explore what great leaders do to inspire teams to stay in the game and thrive.
- Develop a personal legacy leadership goal that defies downturns and disappointment.