



2018 Elevate Award Submission – Northern Virginia Chapter

The Northern Virginia Chapter is proud to present its submission for the 2018 ALA Elevate Award.

Section 1: Professional Development

Education was a focal point for the Northern Virginia Chapter (NOVA Chapter) in 2017, and we spent \$9164.00 of our annual revenues on it. We began this endeavor by preparing a well-crafted line-up of speakers for our educational luncheons (attached as Supporting Document 1) and also through redesigning our website, which cost us \$7,581.00. Our new website offers a variety of new educational tools such as white papers, blog posts, and new ALA resources, in addition to a LinkedIn page.

While our speakers were at no-cost to the Chapter, we threw our weight into offering scholarships to members to attend the Virginia Statewide Retreat and the 2018 ALA National Conference. We gave away a total of 3 scholarships to the National Conference and 15 to the Virginia Statewide Retreat, which amounted to \$7784.00. The Chapter wanted to promote professional development and attendance at meetings, therefore, scholarships were given away at Chapter events. We found that offering scholarships impacted our members in a meaningful way. First, members who won were now able to attend conferences without financial constraint. Second, it furthered the bonds of cohesion and offered members an opportunity to meet administrators not only across Virginia, but from around the country. The NOVA Chapter currently has the most members on the committee for the Virginia Statewide Retreat, and is proud to be participating in an event that brings together the four Virginia Chapters for professional development and their love of ALA.

While we currently have no CLM holders, the Chapter strives to promote professional certification in newsletters and online and would assist members should they wish to apply.

In July, the Chapter created the *Friday Fast Five* newsletter, which is member-customized to help meet their educational needs. Members can submit topic ideas to the content committee, and each newsletter is crafted to give them articles targeted to assisting them with their day-to-day firm challenges. The Chapter paid \$735.00 for a platform on the website so that members could find the archived articles. The newsletter was something we truly believe elevated our Chapter, and interest and readership expanded to include Hampton Roads, Western Virginia, Region 2 Directors, and our Business Partners.

As we move into 2018, we are taking the *Friday Fast Five* approach to our speakers, targeting topics of interest for next year's engagement.

Section 2: Networking

Our Chapter President emphasizes relationships and expanding our membership. In the spring, the Chapter created "Membership Ambassadors," who not only welcome new members, but invite ALA independent members and non-ALA administrators to join us.



The Chapter President also led personal outreach endeavors, encouraging members to become active within the Chapter through volunteering and attendance at chapter events. Attendance levels rose throughout the year.

The Chapter built community cohesion by fostering member relationships. Our LinkedIn, blog, and newsletter provided opportunities to post photos, encouraging messages, and story swapping. Our newsletter featured articles not only written by members, but about members.

The Chapter hosted roundtables and networking events, providing members an opportunity to network and collaborate. These events are also attended by our Business Partners and gives everyone the opportunity to strengthen their strategic relationships.

The Chapter wished to provide Business Partners additional opportunities to support their member relationships, and created a social media exposure for them. Business Partners are welcomed to submit white papers and blog posts. Business Partners could also submit potential educational topics for presentations. This year, we had presentations from four Business Partners. Finally, Business Partners can submit articles to the *Friday Fast Five*. This provides our members with educational opportunities that may also spur business relationships.

As a result, we have seen a positive impact on our Chapter, including six new Business Partner sponsorships this year. We have received inspiring feedback from members and Business Partners alike about the changes we have made. Testimonials are attached as Supporting Document 2. We are encouraged by member interest in volunteering in 2018, proving that our members believe in and love our Chapter as much as the leadership does.

Section 3: Visibility

The NOVA Chapter strives to promote ALA in the legal community, and has done so in multiple ways. In August, we teamed up with the Fairfax Bar Foundation and conducted a school supply drive, donating several boxes to needy children.

In the fall, the Chapter leaders met with Virginia Lawyers Weekly, and are partnering to create a bi-monthly insert which will reach law firms across Virginia. This insert will highlight Chapter activities and promote ALA in a meaningful way.

Our Chapter leaders have attended non-legal networking events, such as “Women and Wine Networking Night” to promote the Chapter and ALA. We believe through these efforts membership and understanding the role of administrators will grow.

Our leadership makes sure every member feels heard. The “Chapter Shout Out” was added to the Chapter News, highlighting member accomplishments, firm moves, and welcoming new members and



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Business Partners. We conduct surveys for member opinions to make sure the Chapter is meeting their needs. Additionally, at our holiday luncheon, we recognize Past Presidents and Board Members for their hard work and dedication. For the first time, we honored a Business Partner with a Certificate of Appreciation, due to his exceptional service promoting the Chapter.

While we are a smaller Chapter, we've proven size does not determine greatness. We are proud to have increased visibility to our Chapter and ALA within our community, state, and region.



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SUPPORTING DOCUMENTS



Supporting Document 1 – 2017 Education Listing

Date: 1/26/17

Title: Managing Stress Levels

Speaker: Ruvi Makuni, Fit Active Toned

Length: 1 hour

Resources Used:

- Cost: None
- Planning: Two hours, including contacting and setting up speaker and preparing program flyer.
- Promotion Specifics: Promoted for one month prior to program via Chapter News e-mail list serv, on website, and announced at previous meeting.

Date: 2/28/17

Title: Data Breach

Speaker: Dennis Duff, Jamison Insurance Group

Length: 1 hour

Resources Used:

- Cost: None; business partner presentation
- Planning: One hour, including contacting and setting up speaker and preparing program flyer.
- Promotion Specifics: Promoted for one month prior to program via Chapter News e-mail list serv, on website, and announced at previous meeting.

Date: 3/30/17

Title: March Roundtable

Speaker: None; president was moderator

Length: 1 hour

Resources Used:

- Cost: None
- Planning: Less than one hour discussing with Board of Directors and preparing program flyer.
- Promotion Specifics: Promoted for one month prior to program via Chapter News e-mail list serv, on website, and announced at previous meeting.

Date: 4/20/17

Title: Mastering Your Time

Speaker: Brett Dengate, Legal E

Length: 1 hour

Resources Used:

- Cost: None; business partner presentation
- Planning: Two hours, including contacting and setting up speaker and preparing program flyer.
- Promotion Specifics: Promoted for one month prior to program via Chapter News e-mail list serv, on website, and announced at previous meeting.



Supporting Document 1 – 2017 Education Listing, Cont.

Date: 5/23/17

Title: Ten Important Things to Know About Managing People

Speaker: Barbara Mitchell, the Big Book of HR

Length: 1 hour

Resources Used:

- Cost: \$100, we purchased 5 copies of her book
- Planning: Three hours, including contacting and setting up speaker, discussing the topic, preparing the flyer, and preparing specifics for the meeting as it was also a retirement luncheon for a past Chapter President.
- Promotion Specifics: Promoted for one month prior to program via Chapter News e-mail list serv, on website, and announced at previous meeting.

Date: 6/29/17

Title: Best Practices on Retention

Speaker: Brent Gatewood, Total Document Solutions

Length: 1 hour

Resources Used:

- Cost: None; business partner presentation
- Planning: One hours, including contacting and setting up speaker, discussing the topic and preparing the flyer.
- Promotion Specifics: Promoted for one month prior to program via Chapter News e-mail list serv, on website, and announced at previous meeting.

Date: 7/27/17

Title: Develop Your Executive Presence Workshop

Speaker: Christine Clapp, Spoken with Authority

Length: 1 hour

Resources Used:

- Cost: None; she requested a LinkedIn recommendation.
- Planning: One hour, including contacting and setting up speaker and preparing the flyer.
- Promotion Specifics: Promoted for one month prior to program via Chapter News e-mail list serv, on website, and announced at previous meeting.



Supporting Document 1 – 2017 Education Listing, Cont.

Date: 8/23/17

Title: 10 Social Media Best Practices for Law Firms

Speaker: Paul Fletcher, Virginia Lawyers Weekly

Length: 1 hour

Resources Used:

- Cost: None
- Planning: One hour, including contacting and setting up speaker and preparing the flyer.
- Promotion Specifics: Promoted for one month prior to program via Chapter News e-mail list serv, on website, and announced at previous meeting.

Date: 9/27/17

Title: Outplacement and Transition Services: Finding the Right Fit for Your Firm

Speaker: Jason Levin, ReadySetLaunch

Length: 1 hour

Resources Used:

- Cost: None; he requested a LinkedIn recommendation.
- Planning: One hour, including contacting and setting up speaker and preparing the flyer.
- Promotion Specifics: Promoted for one month prior to program via Chapter News e-mail list serv, on website, and announced at previous meeting.

Date: 10/26/17

Title: Mindfulness for Peak Performance Workshop

Speaker: Linda Lazarus, Linda Lazarus Mediation, LLC

Length: 2 hours

Resources Used:

- Cost: None.
- Planning: One hour, including contacting and setting up speaker and preparing the flyer.
- Promotion Specifics: Promoted for one month prior to program via Chapter News e-mail list serv, on website, and announced at previous meeting.



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Supporting Document 1 – 2017 Education Listing, Cont.

Date: 11/15/17

Title: Cybersecurity Training for Employees

Speaker: Sharon Nelson, Sensei Enterprises

Length: 1 hour

Resources Used:

- Cost: None; business partner presentation.
- Planning: One hour, including contacting and setting up speaker and preparing the flyer.
- Promotion Specifics: Promoted for one month prior to program via Chapter News e-mail list serv, on website, and announced at previous meeting.



Supporting Document 2 – Testimonials

Member Testimonials

I've been a member of ALA since 2004 and the organization was recommended by my predecessor. I have found my local Chapter colleagues to be invaluable in helping me resolve management issues. As a Legal Administrator in a small law firm, I experience different problems than many bigger firms, and I have more responsibilities than my larger firm counterparts. Without the terrific resources on our local website, the monthly meetings with great speakers, the ability to network and e-mail colleagues with management questions, I know that my job would be much more difficult. It's been wonderful to meet and forge new friendships with colleagues throughout the Commonwealth of Virginia at our Annual Retreat as well. I'm very thankful for the terrific Presidents we've had at our Chapter who've done an amazing job in securing new business partners and members, and provide great leadership and encouragement to us, in our sometimes thankless jobs.

Deborah Wilkes
Legal Administrator
Needham Mitnick & Pollack PLC

I am a new member of the ALA Northern Virginia Chapter. I joined this past year. I attended several meetings and found the topics to be very interesting and relevant. The networking opportunities were abundant and [I] was able to make new friends and contacts along the way. The various vendors that showed up for demonstrations throughout the year were prepared and insightful. Megan [Chapter President] did a great job keeping us punctual and well informed. She often went the extra mile with follow up emails and posts to help answer questions we did not get to during a specific session. The member diversity from various firms and practices helped mold our discussions and offered shared frustrations and issues that were common between our offices. I really enjoyed being part of this Chapter this past year.

Alan Medrano
Docketing Manager
Birch Stewart Kolasch & Birch LLP



Supporting Document 2 – Testimonials, Cont.

Business Partner Testimonials

We have been proud sponsors of the ALA Northern Virginia Chapter for many years. I consider it more of a business relationship than a sponsorship. The NOVA chapter has done a great job of involving their sponsors in the activities and functions of the organization. I regularly receive invitations and/or communications about upcoming events throughout the year. Highlights for me personally are the Crab Feast and the Holiday Luncheon! They have also been very supportive of their Business Partners. We currently work with several of the members and have been able to meet many others throughout the years. The exposure we get via the events and from the website has had a positive impact on our business.

Jerry Judah
KrolDiscovery
Friendship Level Business Partner

Legal E Employment Partners is a proud and active sponsor of the ALA Northern Virginia Chapter. As Business Partners, we applaud the organization for its dedication to the education, progression, and overall success of their Chapter Members as well as to the advancement of their Business Partners. On behalf of everyone at Legal E, we always feel welcomed to attend their monthly meetings, encouraged to draw on our expertise for newsletter publication, and urged to actively contribute to their social media presence. We particularly enjoy their hospitable approach to yearly Chapter events and value the chance to participate in their various charitable commitments, such as the Salvation Army Toy Drive, for the past several years. With recent enhancements to the Chapter's online presence, the Northern Virginia Chapter has many advantages to offer Business Partners including industry supporting articles, white papers, and announcements all in the best interests of boosting their supporters and business relationships. For Legal E, the Northern Virginia Chapter has been a valuable resource and continues to be a welcoming experience.

Jeanette Derby
Legal E
Bronze Level Business Partner



Supporting Document 2 – Testimonials, Cont.

Business Partner Testimonials, Cont.

I have been a Business Partner with NOVA ALA Chapter for four years. My first year was such a wonderful experience, when I changed companies two years ago, I convinced my new company to become involved as a Business Partner.

I find NOVA ALA to be a very engaging Chapter with their members and Business Partners. Each chapter meeting is professionally done and contributes to the education and furthering the advancement of each member's industry knowledge, providing the most up to date information and the tools needed to run their respective offices as efficiently as possible.

We at Rover Records have enjoyed our partnership with NOVA ALA. The networking opportunities to grow Rover's customer base are many at NOVA ALA and allow touches at various levels of the membership. The inclusion of Business Partners at monthly meetings and social opportunities like the annual crab feast and holiday luncheon provide face to face networking opportunities. Virtual opportunities to provide articles of industry information and special pricing to NOVA ALA members has also been a plus that includes additional exposure to the membership through "Chapter News" and "Whitepapers."

Rover is proud to be a "Business Partner" with NOVA ALA!

Mark Moore
Rover Records
Bronze Level Sponsor