



The Northern Virginia ALA Newsletter

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The Northern Virginia ALA Newsletter is published bimonthly by the Northern Virginia Chapter of the Association of Legal Administrators. Send comments and content ideas to:

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PRESIDENT'S COLUMN

by Aurora Quasebarth

Our April chapter meeting at Hunton & Williams is now a fleeting memory, the change of gavel is now a blur. Since April, the sparkling energy from the new EC group has been exhilarating and motivating. Each month, I am so proud to be at a table with such a group of committed, creative, ingenious visionaries who enjoy being a part of and are willing to serve our chapter. The two past presidents sitting in our group have

steered us in the right direction. These five months have been, in my view, inexhaustibly productive.

Please visit our enhanced website, notice our new logo, observe the smiles on the pictures, and navigate our links. Our expanded newsletter is now in color and features a chapter member in every issue. Our monthly meeting sites have stretched geographically to cover the areas of Reston, Arlington, Alexandria, Fairfax and most of Northern Virginia. We have rolled out many firsts: the first Vendor Partnering Program, the first Member Interest Survey and coming in early October, the first Salary Survey. Our chapter is also growing, as we welcome four new members this month.

We celebrated summer with a lovely evening at Morton's in Reston and a refreshing crab feast at Captain Pell's in Fairfax. This fall we are launching our Teddy Bear and Backpack project in conjunction with the Arlington County Police Department. We are bringing back our involvement with the Lions Club Eyeglass Recycling project in October as our Community Challenge. For winter, we ask that you donate old coats to warm the needy.

We are excited to be here for you. Please be a part of Nova ALA!

WIRELESS NETWORK SECURITY:

*What the Law Firm Administrator
Needs to Know*
by Alan D. Currin

Wireless networks are everywhere. Falling prices of equipment and accepted wireless networking standards have led to explosive growth in the sales and installation of wireless networks. The ubiquity of wireless means that law firms of almost every size will have to deal with the wireless issue in one way or another. Wireless networking presents an unprecedented security threat to data security.

The growth of wireless networks has mirrored the growth in the sales of notebook computers. This year, sales of notebook computers outpaced desktop computer sales for the first time. Industry estimates contend that upwards of 80% of notebook computers will come with an embedded wireless network card. The wave of wireless is coming and firms need to prepare to ride it safely.

Wireless security is a significant problem for two primary reasons. First, the connection medium is the air, and everyone has access to it. Second is the lack of standardized security methods and protocols.

At a base level, a wireless network consists of two components: a wireless access point, which connects the wireless network to a wired network, and a computer or other client device with a wireless radio. The wireless signals between the access point and the computer radio simply replace the functionality the wire plays in a wired network.

There are too many issues with wireless security to address in a short article, but the following list will give the firm administrator an idea of threats to be aware of.

- Wireless is cheap – wireless connectivity can be purchased for under \$150.

(Continued on page 2)

(Wireless Network Security, continued from page 1)

- Easy to configure – a fairly inexperienced user can connect one of these inexpensive wireless devices to your network in under an hour.
- Unsecure out of the box – most wireless access points have no security implemented by default, and most contain a standard network name that is generally known.
- Wireless network signals can travel 60-150 feet inside, and nearly 1,000 feet where there are no obstructions.
- An experienced and determined hacker can crack through the base level security available on most access points in about 30 minutes.
- Home wireless networks can expose office networks to hacking attempts.
- An unsecured wireless network is equivalent to installing a wired network jack outside your building for anyone to use.

It is not impossible to properly secure a wireless network, but security does require a solid understanding of the security risks and the ways to minimize them. As with any technology, the risks of wireless must be weighed against the potential benefits of using it. Be certain that an analysis of wireless security has been done. If your IT staff or vendor can not answer questions about signal reach, the configured security and possible risks, you may need a second opinion.

The wireless landscape is changing rapidly, and wireless security standards are being developed that will decrease the risks associated with wireless. The new standards will include constantly changing encryption keys and user-based authentication methods.

Acceptance of new security standards for popular wireless networks may be achieved by the end of this year. If your firm is considering a major implementation of wireless, waiting a few months to determine which equipment and protocols become standard might be worthwhile.

Do your homework and prepare to be more connected than ever before. The wireless wave is coming. With thoughtful preparation, your firm can ride it to the beach rather than the rocks.

Alan D. Currin is a Senior Consultant with Compass Computer Services, Inc. in Northern Virginia.

Mark your Calendars...

REGION 2 CONFERENCE

Nov. 7–8, New York City

Marriott Marquis

Early Bird Discount ends 10/8!

For more info, check out www.alanova.org

Hurricane Isabel can't stop us! The September Membership Meeting has been rescheduled for October 2nd. Details below.

OCTOBER

1st Executive Committee Meeting

Squire, Sanders & Dempsey, Tysons

Time: 12:00 noon

2nd Chapter Meeting

Tower Club, Tysons Corner

Topic: Diversity: Competing in a Multicultural Society

Time: 12:00 noon

14th ALA Teleseminar

"5 Keys to Successful Office Project Management"

16th Chapter Meeting

Cooley Godward, Reston

Time: 6:00 p.m.

NOVEMBER

5th Executive Committee Meeting

Katz & Stone, Tysons

Time: 12:00 noon

19th ALA Teleseminar

"It's Not About the Money-Recognition Systems That Work"

20th Chapter Meeting

Hogan & Hartson, McLean

Topic: The Transformation of the Legal Industry and What the Future May Bring

Time: 12:00 noon

DECEMBER

11th ALA Teleseminar

"Relocating Your Law Firm"

11th Chapter Holiday Party

Ritz Carlton, Pentagon City

Time: 12:00 noon

Bring your peers, spouses, staff, significant others!

TEDDY BEARS & BACKPACKS



The Northern Virginia ALA Chapter is partnering with the Arlington County Police Department to provide teddy bears and backpacks to children whose parent or parents are incarcerated. We are told that oftentimes a backpack is all the children have to keep their belongings in as they are moved into foster care or other family arrangements. And, as you can imagine, a teddy bear could provide great comfort to a child facing such a stressful situation.

We will kick off this project this month. Please bring your new teddy bears and new backpacks to the rescheduled September Chapter Meeting on October 2. If you are unable to attend, don't worry! You may bring your donations to any future Chapter Meeting or contact anyone on the Executive Committee. Thanks for your support of this important community service project.



Also in October, we will be joining with the Lions Club to collect prescription eyeglasses and read prescriptions on donated glasses. Look for an e-mail flyer with details.



*Congratulations to **Lyne Lollichon** who won The One Minute Manager and Don't Sweat The Small Stuff at the July Happy Hour.*

*Congratulations to **Debbie Kowal** who won a lovely bottle of wine at the August Crab Feast.*

Maybe you'll be the lucky winner at the rescheduled September Chapter Meeting at the Tower Club in Tysons Corner!!



SPOTLIGHT ON:

Eric Larson

Cooley Godward LLP
Reston, Virginia

Eric Larson is the Director of Administration for Cooley Godward LLP in Reston. He joined the California-based firm four years ago to help establish the Northern Virginia office. Prior to Cooley, his law firm experience has been at Arent Fox, Pepper Hamilton and Groom Law Group — all in Washington. Eric joined ALA's Capital Chapter when he moved to the legal administration field, and has continued in the Capital Chapter along with the Northern Virginia Chapter since relocating to Reston.

Eric's career began in micro-enterprise development with assignments in such diverse locations as Kazakhstan, Kyrgyzstan, India, Bangladesh and Haiti. The primary focus of his work was to assist the "poorest of the poor" to develop viable income-generating small businesses for their families and communities. While his livelihood is now in the legal community, Eric continues to be involved in development work.

Realizing that how people use their vacation time may be the best way to glimpse their lives, we thought we'd check in on Eric's latest vacation. Earlier this year he spent 17 days bicycling with 13 other guys around the South of France! He reports that this was the best vacation he had ever taken. His group had an outfitter who set the route, made lodging arrangements and hauled the bags from point to point. Eric & Company rode 40-85 kilometers per day (depending upon terrain). He reports that the highlights of the trip were: friends, exercise every day followed by fabulous French cuisine, Mediterranean beaches, and the views from the Grande Corniche (a mountaintop road along the Mediterranean).



Eric's the man in blue!

THE RESULTS ARE IN!



We asked, you responded, we're listening! The Executive Committee would like to thank those of you who completed the Member Survey. Your responses will help guide us in program development and meeting times and locations. For the complete survey results, check out our Chapter's website at www.alanova.org.

Chapter Holiday Party!
High Noon, December 11, 2003
Ritz Carlton, Pentagon City

ALA's Mission Statement

- *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.*

Executive Committee Meetings	
<u>Date</u>	<u>Place</u>
9/4	Millen White
10/1	Squire Sanders
11/5	Katz & Stone

Dual Chapter Membership

ALA members who belong to more than one chapter should make sure they designate the chapter of their choice as their primary chapter. It makes a HUGE difference in reporting to National because we can only include our primary members in our total count.

ALA EXECUTIVE COMMITTEE

Excerpts from the Minutes

June-August, 2003

Locations: Bean, Kinney & Korman (June), Katz & Stone (July), Russell & Russell (August).

Aurora Quasebarth, President, called each meeting to order and adjourned each meeting.

Treasurer's Report: The ending cash balance in August was \$4,308.05.

Secretary's Report: Approved prior months' minutes. Discussed and approved Teddy Bears and Backpacks Community Service Project.

Hospitality Report: Membership meeting at Morton's was a great success, but exceeded cost estimates. Discussed obtaining a Chapter credit card to be used at events. Agreed to apply for a card with a limit not to exceed the Chapter's operating balance

Membership Report: Kevin O'Hare sent a mailing to 39 members of ALA national urging them to join our Chapter. Discussed waiving cost of annual membership dues for active duty military.

Newsletter Report: Color copies of newsletters will be enclosed in packets sent to prospective members and will be available at all membership meetings. Cass Mullane will contact speakers and presenters about writing articles for the newsletter.

Education Report: Reviewed Diana Glazer's research on various speakers in conjunction with educational goals. Discussed establishing a CLM study group, perhaps with the D.C. and Baltimore chapters.

Webmaster Report: Angela Halsted reported that the e-mail group was well received and is well used. Angela developed a Chapter logo that is fully compliant with ALA standards. Executive Committee member photos have been posted to the website, www.alanova.org.

Regional Council Rep. Report: Tempie Tavenner reported the Region II Conference, Nov 7-8 in New York City and the CLM exam offerings. Discussed bus service to New York City from McPherson Square through WashingtonDeluxe.com.

Vendor Partnering: Pam Walker agreed to chair this newly created committee. Executive Committee members

furnished possible contacts to get started. The Executive Committee approved the marketing package Pam developed and it was sent to prospective vendor partners.

President's Report: Aurora Quasebarth reported that the member survey was approved, mailed to members and the results compiled. The October Community Challenges will be the Lions Recycle for Sight program and the Teddy Bears and Backpacks program.

Aurora presented a sample salary survey for discussion, including what to charge for the results. The Executive Committee is also looking into establishing a Job Bank.

Here are some terrific resources available from ALA. Contact the ALA for more information.

Save Time and Aggravation

Wish you had easy-to-use sample checklists, memos, policies and charts that can be tailored to meet your needs? These features along with in-depth management articles are at your fingertips with the [ALA Management EncyclopediaSM](#).

ALA Presentations

NEW! Microsoft® PowerPoint® presentations are now available for [downloading](#) in the Members Only section of ALA's Web site. Presentations available include ALA Happenings, Certification and Web site (with script).

Where the Intellectuals Gather

Attention Intellectual Property members ... your retreat will be held October 16-17, 2003 in Arlington, Virginia. Save the date!

Surpassing Ordinary

What does it take to chart a successful career in legal administration? Find out in [The Extraordinary Administrator: Career Progression for Law Firm Managers](#).

The Northern Virginia Chapter Rolls Out Its Vendor Partnering Program!

Positive vendor relations are vital to law firms and the ALA. Because selecting the right products and services is an essential element of law firm administration, vendor relationships are important for legal administrators as we conduct the daily aspects of our jobs and build our knowledge about products, trends and changes in the industry.

The Northern Virginia Chapter has formally established a Vendor Partnering program and Pam Walker has graciously accepted the responsibility of spearheading our efforts.

Our primary goal is to build positive relationships between vendors and law firm administrators. A secondary goal is to increase our treasury which will enable us not only to continue to offer our members a high caliber of speakers at our monthly meetings and special events (such as seminars and retreats), but also to provide opportunities to send more members to the annual National and Regional conferences.

If you have vendor contacts that should be invited to join our program, please e-mail Pam Walker, pam@alanova.org, the following information: contact name, company name, address, telephone number and fax number.

Thanks for your participation!

Upcoming Teleseminars

October 14, 2003

5 Keys to Successful Office Project Management

G. Lynn Snead
Franklin Covey

November 19, 2003

It's Not About the Money - Recognition Systems that Work

Shane Yount
Competitive Solutions, Inc.

December 11, 2003

Relocating Your Law Firm

Jeremy Lang, AIA
Butler Rogers Basket

Certified Legal Manager (CLM) Certification Program

Consider taking the **Certified Legal Manager (CLM)SM exam** on November 6, 2003. The exam will be offered in Chicago, New York City, Houston, San Francisco and Denver. Be sure to submit your application by the September 26, 2003 deadline.

If you're wondering how to study for the exam, please call Diana Glazer at (703) 241-1976 for a guide on forming study groups.

Membership Meetings & Events

<u>Date</u>	<u>Time</u>	<u>Place</u> **	<u>Topic</u> **
10/2	12:00n	The Tower Club, Tysons	Workplace Diversity
10/16	6:00pm	Cooley Godward, Reston	Fraud
11/20	12:00n	Hogan & Hartson, Tysons	The Transformation of the Legal Industry and What the Future May Bring
12/11	12:00n	Ritz Carlton, Pentagon City	Holiday Party

** *Feel free to invite other administrators!*

First African-American President of the American Bar Association Takes Office

New American Bar Association President Dennis W. Archer took office August 11, 2003, during the American Bar Association annual meeting. He is the association's first African-American president.

Archer outlined several important projects set to take place during his term. Among the highlights is a new ABA effort to study and suggest ways to better serve the legal needs of today's military men and women and their families. Archer also provided more information about a nationwide public education program centered on the 50th anniversary of *Brown v. Board of Education*, the landmark U.S. Supreme Court decision that ended legal segregation in American schools.

Job Description for Chief Marketing Officer

Marketing strategy is growing up. In today's low-growth, hypercompetitive economic environment, companies increasingly are trying to blend their business strategy and line marketing activities to generate incremental top-line growth out of existing businesses. High-level strategic marketing requires people who combine the broad business perspective, cross-industry experience, cross-functional expertise and deep analytical skills of management consulting with the subtle nuances of brand positioning and the action orientation of frontline marketing.

The new class of strategic marketer will own the talents that, in recent years, have resided variously among consultants, agency executives and senior strategists. In particular, these people — who merit the title of chief marketing officer (CMO) — will require five sets of skills. They must be able to spot business trends early; be experienced in developing both media plans and business plans that deliver on company financial goals; draw subtle insights from research on the underlying motivations for customer behavior; direct ad agencies and other partners to develop and execute a brand positioning consistent with target customer understanding; and be secure enough to stand up for the answer that is right for the business while also building consensus across departments on the future direction of that business. A tall order, certainly. But individuals who can fill the bill are in high demand by companies worldwide. (Strategy + Business, Summer 2003) <http://www.strategy-business.com/press/article/?art=50171193&pg=0>

Extraordinary Leaders Inspire Extraordinary Performance

"If businesses are to grow their way out of the current economic malaise, they will have to get more productivity out of their people — not by cutting and slashing, but by nurturing, engaging and recognizing," says author John Byrne, who cites Jon R. Katzenbach's book, "Why Pride Matters More Than Money" as a primer on emotionally engaged leadership.

Katzenbach recommends that rather than hunkering down in their plush corner offices, bosses should get involved with their workers, even to the point of helping them out with problems outside of the workplace, such as arranging for subsidized babysitting or English language classes. And remember that it's important for people to feel proud of what they're doing.

"Where motivation is concerned, the journey is more important than the destination," says Katzenbach. The best pride builders are experts at recognizing the small

achievements that happen day-to-day and make a point of celebrating the “steps” as much as the “landings.” Katzenbach says the most effective pride-building efforts are local in nature and unencumbered by complexity.

“People seldom tire of good stories that stir up feelings of pride,” says Katzenbach. “A good story for motivational purposes is one that is honest; it recognizes imperfections and mistakes... it is not a fanciful fabrication of someone’s imagination or wishful thinking.” And just in case you’re wondering if it’s worth the effort, a recent University of Pennsylvania study of 3,000 companies found that spending 10 percent of revenue on capital improvements boosts productivity by 3.9 percent, but a similar investment in developing human capital increases productivity by 8.5 percent — more than twice as much. (Fast Company, August 2003)

<http://www.fastcompany.com/magazine/73/leadnow.html>

Applying Project Management Skills to the Big Picture

Alan Patching, the guru of project management, says that “management by projects” is the key to delivering results rather than excuses in any organization. Patching, chairman of Management Concept Asia Pacific, makes it clear that project management and management by project are not the same thing. The latter refers to a management approach “focused on realizing an organization’s strategic objectives by defining those objectives in terms of groups of projects and then delivering those projects using project management procedures.”

Essentially, it means breaking a business down — at least attitudinally — into a series of little businesses, each run by small teams of people. The approach has the advantage of getting people to dig down to their creative reserves, but can work only if upper management is willing to give the project teams real authority in implementing and delivering the project plan.

Patching says the successful application of the management by projects method also depends on an organization establishing project management career paths; conducting regular skill assessments for project managers; providing project management-related education and training; and providing project management skills recognition and certification. (The Star Online, 20 July 2003) <http://biz.thestar.com.my/news/story.asp?file=/2003/7/20/business/5783995&sec=business>

The Accelerating Rate of Change

Futurist Ray Kurzweill says that “the whole 20th century, because we’ve been speeding up to this point, is equivalent to 20 years of progress at today’s rate of progress, and we’ll make another 20 years of progress at today’s rate of progress equal to the whole 20th century in the next 14

years, and then we’ll do it again in seven years. And because of the explosive power of exponential growth, the 21st century will be equivalent to 20,000 years of progress at today’s rate of progress.”

But is it all progress? What about recessions? “If you look at the economy as a whole, either per capita or just the total economy, it is growing exponentially. But the various recessions, even the Great Depression, are relatively minor features that you really see in this chart that is a big exponential. And what’s interesting is that when the recession is over, including the Great Depression, it starts back to where it would have been had that never occurred in the first place. It does not represent even a permanent slowing down or delay in the underlying exponential.”

Kurzweill says that the really pervasive phenomenon is the exponential growth. “We have exponential growth in productivity. Even that is understated because we’re measuring the value in dollars of what can be accomplished. But what can be accomplished for a dollar today is far greater than what could be accomplished for a dollar 10 years ago.” The acceleration of the rate of change will have numerous impacts, not least of which will be “the whole concept of what it means to be human” as humans merge with their technologies to become different beings. (Perspectives on Business Innovation, Issue 9, August 2003) <http://www.cbi.cgey.com/journal/issue9/understanding.htm>

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We Remember