



FROM THE PRESIDENT

You Asked For It, SCALA Delivers!

As we come to the end of another calendar year, I wanted to take this opportunity to share with you some changes that have been instituted for the upcoming year. I hope you find they are responsive to your needs.

As some of you may recall, we conducted a membership survey over the summer to determine what SCALA could do to better serve your needs. Several members provided constructive comments and suggestions which were discussed at the Board Retreat in September 2009. As a result of your feedback, I am pleased to share with you some upcoming additions and changes that, I hope, will help you take full advantage of your membership.

Members indicated a desire to have more networking time to get to know other members and to have in-depth conversations regarding specific law firm issues. In response, a SCALA representative from Greenville, Columbia, and Charleston will take the initiative to organize a SCALA Social Hour in each of those locations during months when we do not have a scheduled educational meeting. This is a voluntary, Dutch treat outing that we hope will provide members with the opportunity to do exactly what was proposed!

We hope this will also help satisfy the need for members in the Upstate and Low-country to feel they have more opportunity to participate in SCALA activities. We recognize it is often difficult to travel to Columbia for regular educational meetings. The expense of providing educational meetings in these regions has become difficult because of attendance. By attending the SCALA Social Hour, we hope our members in Greenville, Charleston, and their surrounding areas will have increased accessibility to colleagues.

We have also altered our educational meetings to better accommodate the schedules of our members and increase attendance. Starting with the 2010-2011 fiscal year, we will alternate between the customary 2nd Thursday, 10:00 – 1:30 meeting schedule with every 2nd Wednesday, from 2:30 – 6:00.



FROM THE PRESIDENT

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On Thursdays, we will maintain the traditional schedule of registration from 10:00 – 10:30, the program from 10:30 – 12:30, followed by lunch from 12:30 – 1:30. On Wednesdays, registration will run from 2:30 – 3:00, the program from 3:00 – 5:00, followed by a reception from 5:00 – 6:00. We hope the alternating days of the week and hours allow more of you to attend meetings and enjoy some social time with your colleagues.

As always, we continue to listen to your suggestions regarding potential speakers and topics for our educational meetings. At the conclusion of every educational meeting, your completion of the Chapter Evaluation is your best tool to provide feedback to the chapter regarding that day's topic and speaker as well as potential speakers and topics for future meetings. Please use this tool to its full advantage! One of the biggest challenges for all ALA chapters is providing high quality educational programs at a reasonable cost. Do not hold your feedback for the conclusion of our scheduled meetings, either! Please feel free to e-mail me or any member of the Board whenever you attend a meeting or seminar and feel that the speaker and/or topic would be of interest to the rest of your SCALA colleagues.

Thank you for your feedback, your support, and your continued fellowship throughout 2009. I am very much looking forward to seeing more of everyone in the new year. In the meantime, have a wonderful holiday season and safe travels.

*"The habit of giving only enhances the desire to give."
Walt Whitman (1819 – 1892)*

*"People need me...they depend on me. We're doing something important here. And knowing that gives me the energy to carry the sack, lead the pack, and keep coming back."
From The Leadership Secrets of Santa Claus*

Kim Maddux
President, 2009 - 2010



South Carolina Region 2 Updates

The South Carolina Chapter (SCALA) boasts its first Certified Legal Manager, NANCY PROBST of Robinson McFadden in Columbia, SC, who successfully passed the CLM exam given in Baltimore, Maryland in October 2009. Nancy was recognized at a recent combined meeting of SCALA and the SC Bar for this outstanding achievement. We hope that Nancy's success will inspire more members in South Carolina to begin the process for certified status.

The South Carolina Chapter is also proud to announce that long-standing member, LARRY MACK, was the honored recipient of the South Carolina Association of CPA's (SCACPA) 2009 Outstanding Member in Business & Industry Award at their recent annual banquet.



Larry Mack

As noted on the SCACPA web site, the purpose of the award is to recognize members in business and industry who have made significant contributions, professional and civic, that reflect the values and ideals to which CPAs should aspire.

The South Carolina Chapter also recognizes members CLARA GODSHALL and HEATHER NIEMI, both of Parker Poe Adams & Berstein, LLP, for attaining the designation PHR (Professional in Human Resources) by successfully passing a rigorous certification process through the Society of Human Resource Management.

South Carolina Administrator brings home the Gold at International Sailing Regatta!

By Darryl Lanier, Document Technologies, Inc (DTI)

Many months ago, probably over cocktails, Shawn Payment told me that he was going to build a boat and compete in the international PDR sailing regatta. A PDR (Puddle Duck Racer) is a small sailboat built from simple construction materials. Although it looks a little like a rectangular box with a sail, they are a seaworthy and efficient craft that has been raced for many years.

When I learned that the PDR World Championships would be held in October at Lake Allatoona, North of Atlanta, I knew that this was something I had to see. I arrived to see license plates from all around the country. Shawn introduced me to folks from as far away as Australia. Unlike some sailors, this was a very unpretentious, eclectic group.

When the horn sounded for the first race, there was Yowza! first across the starting line and pulling away in clear air. Several more tightly contested races followed but in the end, Shawn was awarded the World Championship trophy.

A unique tradition of PDR racing is that participants each make a trophy with the winners selecting their favorite. Some were quite creative.



Although this wasn't the Americas Cup there was very real competition from all comers and Shawn easily walked away with first place on his first attempt. A link to a detailed account of the event can be found at: <http://tinyurl.com/pdrworlds>

Next time you see Shawn say "Congratulations Skipper!"

In Celebration of Certification

ALA Members Share Reasons for Attaining the CLMSM

By Sue Powers

In today's rapidly changing economy, it might help to know that certification is one commodity whose value is increasing. From personal satisfaction to savings on liability insurance, the Association of Legal Administrators' (ALA) Certified Legal Manager (CLM)SM* designation is today helping in ways not imagined when many CLMs first made the decision to seek certification.

Consider its advantage in the job market. The CLM designation has shown its power to raise a résumé out of the slush pile and into the job. When Fran Puntillo, Office Manager at Weiner Lesniak LLP, was looking for her present job, the managing partner was about to offer the position to someone else when her résumé hit his desk. He decided he had to meet the person who "after being in the profession for so many years (*ouch – that hurt*) went back to school to prepare for a certification exam." After reviewing ALA's material on their CLM program that she so wisely thought to bring with her, he offered her the job the next day.

Ray Lightell, Jr., Chief Operating Officer at Galloway Johnson Tompkins Burr & Smith was able to secure a prominent position with a major New Orleans law firm within six months of becoming certified. "It added credibility to my résumé and was one of the deciding factors in my selection."

And Executive Director of Traskbritt PC, Charly Doe, believes her CLM credential (and her sparkling personality) separated her from the other two finalists vying for her current position. "All three of us were experienced and well educated."

In fact, certified legal administrators give their CLM status credit for any number of opportunities and benefits they enjoy today. Particularly when so many administrators come from varying backgrounds, such as CPAs, IT managers, and even some from the medical field, the CLM designation has proven its ability to educate, empower, and validate.

As in the case of Louis Haley, Administrator at Walsh Colucci Lubeley Emrich & Walsh PC, who was a mini-computer and LAN systems analyst for the first 10 years of his career. He believes the process to attain his CLM certification gave him the education he needed to move into legal management. "I believed I would be a more credible man-



ager if I gained experience in the various competencies and attained the certified status." Haley credits his CLM credentials for helping him throughout his law firm career, which has taken him from a Washington, D.C., firm to a large international firm, and back again to a smaller local firm.

Former registered nurse Debra Holland turned legal administrator for Eckenrode Maupin, Attorneys at Law, believes her certification proved her "competence in the legal field" and offered "validation" to her career. CPA Barbara Schafer, Executive Director of Ogden Murphy Wallace, PLLC, says her CLM designation provided validation of her role as a principal administrator. And for Mike Brodfuehrer, who had a background in finance and manufacturing and is now the Firm Administrator at Woodward Hobson & Fulton, LLP, certification was a "barometer" that measured his competence in the legal industry.

The value so many place on the CLM designation comes in part from the fact that earning the CLM designation is a hard won victory. As anyone who has gone through the CLM certification process will tell you, ALA's program is a rigorous one. Administrators must meet strict educational and work experience requirements and pass a comprehensive examination that tests their mastery in *each* of the following areas:

- a. financial management, accounting and analysis
- b. human resources management
- c. office operations management and technology
- d. legal industry/business management

But certification has proven it offers benefits, opportunities, and added value to the work (and even personal life) of many CLMs. And in a recent CLM survey conducted by ALA, current CLMs, non-certified legal administrators, and managing partners provided some very compelling reasons for seeking certification and a better understanding of the value of the program to the entire legal industry.

In Celebration of Certification

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Managing Partners

The Association does not get a great many opportunities to discuss the CLM program with Managing Partners. So when the survey asked Managing Partners what the CLM credential best represented to them, the Association listened closely.

Topping their list were three areas of value concerning the CLM credential:

1. Mastery of the fundamental knowledge and skills related to legal management
2. Professional credibility
3. Commitment to the profession

Moreover, all agreed – Managing Partners, CLMs and non-certified legal administrators – that these top three areas best represented the significance of the Certified Legal Manager credential.

Current CLMs

Current CLMs were also posed the question “Why did you choose to obtain the CLM designation?” What emerged were these ten top reasons to pursue certification and commit to the ongoing process of continuing education:

1. Personal satisfaction
2. Enhancement of knowledge and skills
3. Validation of existing knowledge and skills
4. Distinction in the profession
5. Credibility as a professional
6. Advantage in the job market
7. Demonstration of commitment to the profession
8. Demonstration of commitment to a code of professional ethics
9. Enhancement of job security
10. Increased status within the legal community

Over the past eleven years of ALA’s certification program, many CLMs have talked quite enthusiastically about the positive effects of certification on their confidence, self-esteem and pride, so it wasn’t a great surprise that personal satisfaction was rated as the number one benefit of certification. But for one CLM, who hadn’t taken an exam in 25 years when she passed her 100 question certification exam, her reaction was both relief and joy. She now has a new role as an ALA chapter leader, which she owes to having obtained her CLM.

One of the goals of ALA’s CLM program is to provide the knowledge and skills that would allow a legal administrator to confidently walk into any mid-size firm and hit the ground running. Thus it has been gratifying to know that many of those who become certified do feel empowered to tackle any situation that might unfold, knowing they have the knowledge, skills and ability to handle it.

Those who achieved certification have also told us they now receive greater respect from the partners, are more involved in decision-making and are more often asked for their input. The respect one CLM received “increased three-fold” from the attorneys he works for; they now come to him as the authority in all areas of their profession. Another CLM, since becoming certified, is used as a “resource to meet the demands for information” in her law firm.

Awareness of the CLM designation is increasing, particularly in some parts of North America where ads for legal administrators say “CLM preferred.” And the news about CLM certification keeps getting better. Discounts on liability insurance are available in many states for firms who employ CLMs (www.alanet.org/clminsurace.html).

One CLM impressed her new employer when he received a notice from the firm’s insurance company that it would save money because it hired a CLM. Another reported that she saved her firm about \$14,000 on its professional liability insurance renewal this year, and she expects that savings will continue.

Added another CLM: “The benefits have been many. Recognition by my firm is just one. For me, it has resulted in more confidence in the decisions I make. For my firm, among other things, it has resulted in financial savings on our professional liability insurance. As one member of our management committee pointed out, I am now a profit center.”

For complete information on ALA’s certification program, visit www.alanet.org/clm.

About the author: Sue Powers is the Education Staff Writer and Program Administrator. She can be reached at spowers@alanet.org.

*CLMSM is a service mark of the Association of Legal Administrators

Going ... Going ... Gone Green

By Constance J. Fiore | Freshfields Bruckhaus Deringer LLP
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Did you know that law firms' average paper output is around 100,000 sheets per year? This number, I am told, is second only to the publishing industry. Let's look at some easy efforts to start conserving that we started at our firm with much success.

- Print on both sides.
- Print on paper made from Koala food (Eucalyptus trees).
- Deliver client copies on CD.
- Post key documents on the firm intranet.
- Participate in the EPA's Green Power Partnership Program by purchasing energy from renewable sources to cover at least a portion of electricity usage. Another program is the EPA's Energy Star program which encourages law offices to reduce energy by at least 10%.
- Turn off equipment when it's not being used. This can reduce the energy used by 25 %; turning off the computers at the end of the day can save an additional 50%. Look into implementing power management software which will hibernate your PCs after being idle for one hour (after 5 pm) and throughout the weekend.
- Encourage communications by email, and read email messages onscreen to determine whether it is necessary to print them. If it's not, don't! Put a green message on your email signature line which asks that the recipient not print if not necessary.
- Reduce fax-related paper waste by using a fax-modem and by using a fax cover sheet only when necessary. Faxmodems allow documents to be sent directly from a computer, without requiring a printed hard copy.



- Do not leave taps dripping; always close them tightly after use. (One drop wasted per second wastes 10,000 liters per year.) Install displacement toilet dams in toilet reservoirs. Placing one or two plastic containers filled with stones (not bricks) in the toilet's reservoir will displace about four liters of water per flush- a huge reduction of water use over the course of a year.
- Find a supply of paper with maximum available recycled content.
- Choose suppliers who take back packaging for reuse.
- Post signs around the office which say, "Reduce-Reuse-Recycle," "Help Us Tackle Climate Change" or "Join a Green Team Today."
- Instigate an ongoing search for "greener" products and services in the community. The further your supplies or services providers have to travel, the more energy will be used to get them to you.
- Before deciding whether you need to purchase new office furniture, see if your existing office furniture can be refurbished. It's less expensive than buying new and better for the environment.



More tips are available on these Web sites:

- Consumer Guide: www.thedailygreen.com/
- Green Your Computer: <http://epeat.net/>
- Green Your Housekeeping: www.zenhomecleaning.com
- National Geographic sponsor: www.thegreenguide.com
- News, Blogs & Tools for Greener Living: www.yahooogreen.com
- Helping You Make Green Choices: www.greenoptions.com
- On-line Magazine: www.lighterfootstep.com
- Discovery Communications (sustainable lifestyle info): www.treehugger.com

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