



FROM THE PRESIDENT

Thanks for the memories...

My year as SCALA President is almost at an end and I want to thank the Board and the membership for your support and patience. This has been a valuable learning experience for me, filled with opportunities to venture outside my comfort zone (public speaking!), learn more about chapter issues, and share chapter experiences with other officers throughout the region.

At our February meeting, I presented a slate of officers for your consideration for the 2010-2011 fiscal years. Going through this process with the Nominations Committee, it occurred to me that we have a vast wealth of untapped talent in our membership. As I conclude my presidency, I wish to encourage you to consider volunteering in support of your chapter. There are just so many good reasons to do it, no matter how busy you are, and many benefits to you. Consider the following:

A Great Bunch of People

Being a member of the Board or a committee provides increased exposure to some of the most experienced, most gracious individuals in law firm management. You experience more one-on-one feedback on issues that are important to you and your law firm. They are a supportive and fun group of **friends** with whom you will feel comfortable calling or e-mailing for management advice. Many of you wish for more one-on-one networking within the chapter—it just does not get any better than the networking you can experience as a member of the Board or chapter committee.

Widening Your Network

Participating in the Chapter Leadership Institute (CLI) provides you with the opportunity to meet administrators from other states and learn more about chapter leadership. Our chapter tries to send at least one person each year to CLI. The ALA Region 2 Team is especially supportive and a valuable resource. It is wonderful to meet people from other states and exchange ideas and experiences.

Because Board and committee members attend a much higher percentage of chapter activities, they tend to have a higher probability of receiving scholarships. This could improve your chances of attending national or regional meetings where you will experience yet another level of networking.

Learning More About ALA

As a chapter leader, you will become more aware of the value of your ALA membership. I have learned how to navigate the website better, have a better understanding of the hierarchy at the national level and what ALA can do to support me. I have received more value from my ALA membership in the past two years than I did in the six years preceding it, and this is a direct result of my increased exposure to ALA resources as a member of the Board.

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I could go on and on but Shawn only gives me so much space. There are lots of pros and no cons! The increased networking alone should be enough to convince your Managing Partner to support your decision to participate (it did mine!)

Being a member of the Board or chapter committee is not nearly as time consuming as you think. This is mostly due to the incredible team approach our chapter takes regarding chapter leadership. Everyone is supportive, everyone shares the responsibility and workload. While most Board members make it a point to attend all meetings and special events, it is not a prerequisite. We all know situations arise that keep us from attending meetings. Being a chapter leader adds an extra element of fun and anticipation to chapter functions, in part because it is an opportunity to catch up with friends in addition to “taking care of business”.

The following are the elected positions for our chapter. All are one-year terms except where indicated:

President	Treasurer (2-yr term)
President-Elect	Secretary
Immediate Past-President	

Additionally, the following positions are at least, but not limited to, a one-year term:

Program Chair	Webmaster
Bar Relations Chair	Newsletter Editor
Vendor Relations Chair	Director-At-Large

The chapter would like to develop committees for Programs, Bar Relations and Vendor Relations. If you are not comfortable taking a Chair position, at least consider serving as a committee member for any area of interest to you.

I hope you will give this some thought. Please feel free to email or call either myself or any member of the Board to obtain more information about your area of interest. The more of us who participate will increase the benefits exponentially.

In closing, I want to extend a special “thank you” to Brenda Stewart and Shawn Payment who were instrumental in convincing me I could do this. I very much appreciate this opportunity and look forward to continuing to participate in different capacities.

In the meanwhile, we have Jane Todd slated to take the reins as our rising President. I’m very excited about Jane’s presidency—she is going to do an outstanding job. Jane brings a sense of calm, thoughtful analysis, and good humor to the position of President—and she’ll follow Robert’s Rules!

Think about it folks. These days we all need an infusion of “fun” in our professional lives and being an active participate in chapter leadership is just the ticket!

Kim Maddux

President, 2009 - 2010

SC Chapter News

At the SCALA meeting on February 18, 2010 , the Nominations Committee proposed the following slate of officers for 2010-2011:

President, Jane Todd
President-Elect, Clara Godshall
Treasurer, Heather Niemi
Secretary, Julie Tuzzolino



There being no further nominations from the floor, it was moved that the membership accept the slate of officers as proposed. There was a second to the motion, and the motion carried with none opposed.

Additional members who have volunteered to serve on the Board include:

Program Chair, Teresa Powers
Bar Relations Chair, Clark Reifsnider
Vendor Relations Chair, Carol Cummings
Webmaster/Newsletter Editor, Shawn Payment
Directors-At-Large: Brenda Stewart, Rhonda Amick, Larry Mack

Congratulations to our rising officers and many thanks to all for volunteering to lead our chapter in the upcoming fiscal year! Their term will begin with the swearing-in ceremony to be conducted at our next meeting, Wednesday, April 14, 2010. Presentations at that meeting will revolve around ethics in marketing and general marketing tips. More information will be forthcoming in the next couple of weeks.

For those of you who where unable to attend today's meeting, we certainly hope to see you in April!



Missed a Meeting???
Don't forget that you can review minutes from previous meetings at the SCALA website!

www.scalanet.org

SC Chapter News

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A Founding Father Retires!

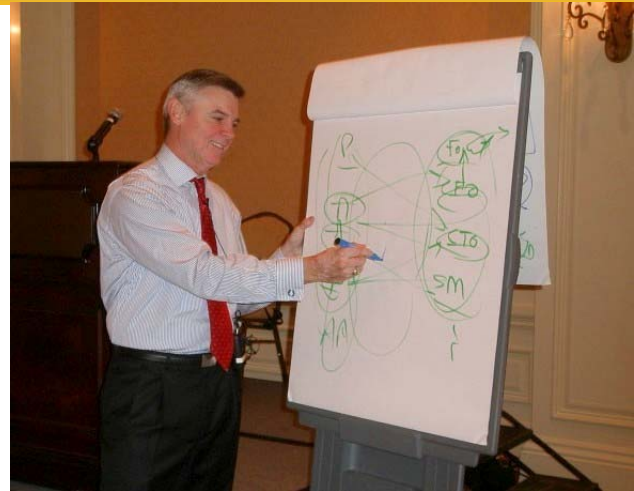
On February 5, 2010, the South Carolina Chapter hosted a retirement party for Bruce Beatty, co-founder of the chapter and active member since 1980.



Bruce has enthusiastically participated in chapter leadership, numerous ALA national and regional meetings, shared his knowledge and experience with the chapter membership, and has served as an unofficial but vital mentor.



The South Carolina chapter expresses its appreciation of his many efforts on our behalf and wish him the very best in his much deserved and well-earned retirement. His enthusiasm and positive outlook are always welcome at our chapter meetings and events!



Speaker Jim Durham Leads the Way at the SC Bar Convention!

On January 23, 2010, SCALA hosted the Law Firm Management session at the South Carolina Bar Convention, held this year at The Sanctuary, Kiawah Island, SC. The session was generously sponsored by Wachovia Wealth Management/Wells Fargo Private Banking.

Jim's presentation addressed ways to become an outstanding leader by connecting with, serving and leading various groups within our firms. Jim holds that successful leadership requires the highest levels of communication and finding, recognizing and implementing the best practices of law firm leaders in all aspects of their roles. To maximize the firm's performance and positively impact the firm's culture, leaders need to understand how to create an open and dynamic dialogue within our organizations and lead informed discussions to make better decisions and help others become leaders too.

Our own Larry Mack described the session as "outstanding". Larry said: "Jim Durham kept those lawyers spell-bound for almost 3 hours. I know. That is hard to believe, and on a Saturday morning!"

BEYOND DIVERSITY 2009: THE NEXT GENERATION

By Paulette Brown
Partner, Edwards Angell Palmer & Dodge, Chief Diversity Officer

Diversity professionals are no doubt facing the most challenging times in their careers. Every day there is a new news story concerning the negative impact that the current financial crisis is having on law firms. It is not only in traditional legal publications, but mainstream media has taken an interest in this phenomenon as well. Each day the issue becomes not which law firm will announce layoffs, but how many.



With the incredible 2009 downturn in the economy, will diversity take a back seat and become an option? Will the economy be an excuse to terminate diverse attorneys? Will it be the easiest area in which a law firm can trim its budget? The response must be 'no' in every instance where there is an effort to not make diversity a high priority. Now is the time to increase efforts to achieve greater diversity so that our law firms, corporations and government can be reflective of the changing demographic of this country. Now is the time to increase efforts in recruiting diverse attorneys, both during the summer process and laterally. Now is the time to ensure that diverse attorneys do not become invisible. Now is the time for law firms, in particular, to elevate their game. The Diversity Professional is a critical key to the law firm maintaining and increasing its diverse attorney population in these challenging times.

It has been proven repeatedly that diversity is good for business. Not just because clients in the law firm context are making it a priority, but because when there is diversity of thought, where one goes beyond homogenous thinking, the ultimate takeaway is a well-reasoned result or outcome. When the business of law has become so competitive, law firms should have as a goal bringing in more diverse candidates be-

cause they will naturally bring unique and different perspectives to the firm. This sometimes requires the law firm to look beyond those diverse candidates in the top twenty percent (20%) of their class and beyond first tier law schools. There must be a recognition that great talent involves more than mere numbers.

Many legal entities outside the law firm context are recognizing that the "A" student does not always become the best lawyer. They also recognize the changing demographic of this country and from where the talent must be sourced. Diversity is now being defined in an expansive way that allows diversity recruiting and retention strategies that are not race-based, but very much includes racial diversity. Diversity now includes racial and ethnic minorities, and also gays, lesbians and those with disabilities. Diversity has always included women. Law firms must be shown that being more diverse will increase their likelihood of success. In many instances, those law firms that are successful with their diversity efforts are also successful financially.

Changing the diversity dynamic can be a delicate undertaking. Law firms and other organizations must ensure that any efforts taken by them do not become the issue of the diverse attorney, but is made clear that it is the issue of the law firm or organization. A culture must be created that is inclusive, open and welcoming. A level playing field must be created to ensure that all attorneys have the same opportunities to succeed. As Diversity Professionals, in conjunction with firms' professional development directors, roll out success plans for diverse lawyers, it must be done in such a way that no claims of discrimination are made. The firm must be made to understand that the mission is to provide the same guidance, mentorship and opportunity to those who have previously been invisible, continuously taking the emphasis away from the diverse attorney. When law firms and other organizations give attention to the success of diverse attorneys, and not unwanted



BEYOND DIVERSITY 2009: THE NEXT GENERATION

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critical attention, it will not only inure to the benefit of diverse attorneys, but also to the law firm or the organization.

Diversity Professionals can keep the message of diversity in the forefront, even in a down economy. It will require creativity, but it can be done. There is no cost to the firm, for example, to monitor hours and assignments or even the physical location of a diverse associate. Out of sight means out of the assigning partner's mind when it comes to physical location. Having a monthly meeting with department or practice group heads concerning these issues keeps diversity alive and well, as does ensuring that a diversity report is on every agenda of the firm's executive committee meeting. When in-person meetings are not possible, particularly for international law firms, telephone or video conferences are good temporary substitutes.

It is the responsibility of the Diversity Professional to ensure that the law firm remains focused on what has become a core value for many — Diversity. Extraordinary discipline and steeled resolve are required. Results of such discipline will be evident when the up-swing in the economy occurs over the next few years. Professionals who have maintained a disciplined approach during these challenging times will not be faced with starting their diversity and inclusion efforts as if they had never been a priority. There will be a seamless transition when the financial outlook for firms has improved. Law firms that did not sacrifice diversity in the name of the economy are more likely to have success in recruiting diverse attorneys and attorneys who are interested in working in diverse environments.



Now is the time when law firms should increase their recruiting efforts by participating in and hiring summer associates

interviewed at the Southeast Minority Career Fair, MCCA/Vault Career Fair, Specialty Bar Associations and the Lavender Law Career Fair,



and at schools such as Howard University School of Law and North Carolina Central School of Law. Law firms recognize that such efforts are necessary to expand their pool of diverse candidates. With respect to lateral hires, law firms should look to Specialty Bar Associations and recruiters who specialize in placing diverse attorneys.

The good news is that several law firms and corporations have taken to heart many of the issues confronting diverse attorneys. The number of law firm Diversity Professionals has increased exponentially. Many law firms have instituted programs that focus on both recruitment and retention of lawyers of color, women and LGBT lawyers. Law firms are, in some instances, following the lead of their corporate clients who recognized some time ago that they should be reflective of those whom they serve. Corporations have stepped up their own efforts and are requiring their law firms to do the same.

Working as a team, firm leadership and the Diversity Professional will ensure that diversity remains a priority. As a result of this teamwork, the law firm will not be adversely affected by the current economic crisis.

RESOURCES

1. Corporate Counsel Roundtable, American Bar Association, Section of Litigation, Corporate Counsel Conference, February, 2008
2. *The Changing Definition of Workplace Diversity*, William G. Shakleford

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Why Outsourcing may make Sense in 2010

By Darryl Lanier

Obviously we don't need to tell anyone about the economic crisis that faced our country or the resulting economic challenges that in turn faced many law firms around the country. Regardless of the level of economic challenge, virtually all Office Managers, Facilities Managers, Administrators, Executive Directors, Chief Financial Officers and Chief Operating Officers were and are looking for creative ways to make their respective Firm's more efficient and profitable. For some this meant freezing salaries; for some it meant eliminating bonuses; for some it meant reductions in staff; and for some it meant reconsidering the outsourcing alternative.



From an "FM" or On-Site Management Services perspective, most Firms had already made the decision to outsource. Statistics prove that more than 75% of the AmLaw 250 Firms do so. While statistics are not readily available for smaller Firms, information indicates that more than 50% of all Firms with more than 40 attorneys outsource today. Regardless of whom these Firms all choose to hire as their service provider, a vast majority have in fact decided that it is more efficient, more flexible, and more cost effective to hire a professional company to manage these services for them.

The reasons to outsource are many. The ALA has done surveys; consultants have done surveys; and the providers themselves have done surveys to determine the "top reasons law firms outsource these services." From all these studies, some common themes are clearly indicated:

Focus: Outsourcing allows law firms and their business professionals to focus on the practice of law and reduce/eliminate the administrative effort required for these services. At the same time, Firms benefit by partnering with companies that focus on these services as their core business.

Expertise: Outsourcing companies manage dozens if not hundreds of law firm office services areas. This allows them to leverage expertise and experience likely unavailable internally.

Resources: Outsourcing should not negatively reflect on your in-house team or management. The fact is that outsourcing companies have inherent advantages. The best offer Operations Managers, Directors, HR support, backup staffing, records consultants, best practices professionals, technology experts, and other resources that simply do not exist internally.

Services: Outsourcing companies typically can provide enhanced service opportunities including litigation scanning, blow back printing, CD creation/duplication, electronic document routing, impression management, and more they do not focus on just basic mail/copy/fax/hospitality.

Technology: Outsourcing companies should be able to help the Firm obtain technology for far less than you can internally, dramatically decrease the IT cost/time to support, and ensure the Firm does not waste dollars on "shelf ware" ... their expertise helps maximize the Firm's ROI



Productivity: Outsourcing almost always a positive effect firm bottom line by increasing secretarial productivity and improving support staff ratios. In addition, outsourcing companies typically provide more service with less total people.

Why Outsourcing may make Sense in 2010

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Financial impact: In addition to reducing hard dollar costs to provide these services and impacting secretarial and other productivity, the best of them also help Firms increase billable revenues in order to impact the top line billing as well. They do this by increasing the percentages of billable revenue; implementing programs to charge back for prints and scans, as well as by bringing off-site work (pass through cost) back on-site as a billable revenue stream.



Added value: The best of the outsourcing companies also bring off-site expertise and resources in terms of litigation services. This is particularly helpful with smaller firms trying to compete in the litigation arena. This value includes eDiscovery consulting/processing, access to hardware/software resources, litigation support training for paralegals, and much more.



People: Outsourcing companies can provide a well trained and highly motivated people that will eliminate HR efforts associated with these personnel. Further, the best can offer new and improved opportunities to the over achievers on your on-site team.

There is a common misconception about outsourcing that you have to get rid of all your current support services employees, many of which may have served you faithfully for years. This is simply not true. Most outsourcing providers will bring your current “quality” employees onto their staff

and give them greater opportunities for training and upward mobility.

There are other misconceptions about “loss of control” or “maintaining confidentiality.” We will not go into those areas as part of this article, but suffice to say that these professional companies have obviously addressed these perceptions and concerns if thousands of law firm offices have chosen to outsource. Finally, there is a misconception that outsourcing may only benefit larger firms. This is also simply not true. A vast majority of outsourced law firms are for offices having between 25 and 75 attorneys. While larger firms certainly outsource; the reality is that the impact on smaller firms is often much more significant.

We should close by saying that outsourcing isn’t right for every firm; you need to make your own educated decisions. However, most of these providers will offer a no-cost, low-profile analysis that will allow you to make an educated decision. Many, many firms have obviously chosen to

go this direction; and in 2009, more firms than in recent memory made this outsourcing decision for the first time. Based on the fact that there is no downside to considering the outsourcing option, 2010 may be a good year for you to take a look.

Author Darryl Lanier is Director of FM Sales with SCALA Gold Sponsor, Document Technologies Inc. (DTI). Darryl has over 18 years experience working with the legal community with the majority in the area of outsourcing. Comments about this article can be directed to Darryl at DLanier@dtiglobal.com

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