



FROM THE PRESIDENT

Welcome to September and our 50th SCALA newsletter!

SCALA's Vendor Fair and Educational Session held on Thursday, August 29, was a tremendous success. I have received many positive comments from vendors and SCALA members on Dick Nigon's presentation and the quality of the Vendor Fair.

Fall will be arriving soon, and we have some exciting programs scheduled. We have changed the format of our Business Partner Appreciation Event and hope many of you will plan to attend on Thursday, October 7.

This year's event will be held on "The Spirit of Lake Murray," and will consist of a two-hour boat cruise (6:00 to 8:00 p.m.) with live DJ, food and spirits, and some surprises. Invitations have gone out; please remember to RSVP by September 30.



The Spirit of Lake Murray

The Business Partner Appreciation event coincides with ALA's Professional Legal Management Week (October 4-8). Part of the week is the annual Community Challenge Weekend where ALA chapters conduct various projects, fundraising efforts, and other volunteerism to help those in need. We will collect canned goods for a local food bank as part of SCALA's community challenge project. When attending the Business Partner Appreciation event on October 7, please bring your canned goods.



The Eden Roc Beach Resort, Miami, FL

Also, the Region 2 meeting is being held on October in Miami Beach. Current representatives from our chapter consist of Clara Godshall (President-Elect), along with scholarship winners -- Valorie Songer, Rhonda Amick, Leah Funderburk, and Teresa Powers.

Our annual joint CLE with the South Carolina Bar will be held on November 10 at the new South Carolina Bar building. Speaker Jane Pigott from R3 Group in Chicago will make a presentation on diversity. She works with many law firms around the country on their diversity programs.

Mark your calendars NOW and please plan to attend these exciting events!

Jane Todd

President, 2010 - 2011

Top 5 Reasons Your Managing Partner Needs You to Attend an ALA Regional Conference

1. You are a key source of knowledge for the law firm

More than 20 different education sessions will be available at each regional conference that focus on financial management, human resources, communication, operations management and legal industry/business management.

2. There will be limited time out of the office

ALA understands how valuable your time is to your law firm and the two-day format of a regional conference is intended to maximize what you can learn in a shortened conference time frame. And are you really away from the office when you have an iPhone or Blackberry?

3. The conference is held close to your office

Locations for the regional conferences are chosen for their accessibility to ALA members in the region. Tip: plan early so you can get the best airline fares and discounted hotel rooms.

4. Connections

The connections you make at a regional conference provide valuable resources that enable you to solve problems and gain insight from people who understand the exact issues you face each day.

5. Sales calls at a minimum

The conference features business partners with cutting-edge products and services -- all in the same location -- so you avoid separate sales calls to your law firm and research that doesn't utilize your time in the best way.

 **Design Your Pathway
to Success**



ALA Region 2 Conference & Expo

Save the Dates! **October 22-23, 2010**
Miami Beach, Florida

Design your pathway to success in Miami Beach this fall — It's your best investment this year! A cost-effective, two-day Conference close to your home with professional legal industry speakers, more than 20 educational sessions and a legal industry business Expo.

www.alanet.org/region2

*Your connection
to knowledge, resources and networking*

ALA Chapter Leadership Institute

June 25-27, 2010, Caesars Palace, Las Vegas

Attending the 15th Annual CLI was a first for me, not only as a first-time attendee to the Institute, but as a first-time visitor to Las Vegas. Needless-to-say, the ALA weekend was chocked full of valuable information and Las Vegas was chocked full of sensory overload.

CLI sessions included Keynoter, Eileen McDargh, speaking on "The Power of Engagement – Leading from the Inside Out"; Regional meetings; a Town Hall exchange with ALA Leadership, President Rita Alli, Executive Director Larry Smith, and President-Elect Karen Griggs; ALA Initiatives; electives, such as ALA Chapter Awards Program: Tips and Strategies, Creating Opportunities, Recruitment, Legal Issues, and Programs and Events; and breakouts by chapter size.

There were many networking opportunities to connect with the 200+ fellow President-Elects, Presidents, other chapter officers, Regional Directors, National officers, ALA Board members and ALA professional staff members.

Many thanks to ALA and to SCALA for supporting my attendance as its representative at CLI. I came away from CLI as a winner of challenges and opportunities and from Vegas as a loser of only \$1.

Clara Godshall
President-Elect



CLI attendees gather as "Opportunity Calls." (though not in the Casinos!)



Executive Director Larry C. Smith and President Rita Alli facilitate a Town Hall Meeting.

The SCALA Scoop

The "SCALA Scoop" is the newsletter of the Association of Legal Administrators, South Carolina Chapter, and is published 4-6 times per year and distributed to over 50 legal administrators, Business Partners and other legal professionals throughout South Carolina.

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Advertising Opportunities

Advertising space is limited and advertisers are urged to submit ads as early as possible.

Advertising Rates: (Per issue)

Full Page: \$150
Half Page: \$100
Quarter Page: \$50

Checks should be made payable to: "SCALA". Payment must accompany ad copy.

SC Chapter News

Thanks to all of our Business Partners, Vendors and SCALA Members for another great year!



When, exactly, is ASAP?

By Paul H. Burton

Our 24x7 world has a rash ... a rash of ASAP. It's highly contagious and seems to strike from the top of the organizational chart and move down. Everyone has been afflicted by this rash and most have inflicted it on others.

By Any Other Name

Identifying the ASAP rash is not hard. Here is a list of symptoms:

1. It almost always originates in the workplace. However, it has made inroads into some unfortunate home environments as well.
2. The problem often appears in its native form – ASAP – but be on the lookout for its other forms, such as Now or Immediately. Other variations include Urgent and Top/Highest Priority.
3. No definable time of day seems to be more or less susceptible to an outbreak, resulting in a higher level of anticipatory anxiety throughout the day among all workers.
4. People suffering from this rash appear anxious and pinched. Their rate of speech tends to accelerate and many times they waive files or papers about when moving through the office trolling for available help.
5. Subject lines are littered with this rash when it strikes in electronic form.
6. Though episodic in nature, once afflicted, sufferers tend to relapse quickly and for longer periods of time.



What's All the Fuss About?

If the H1N1 virus was a pandemic, I don't think a word has been coined yet to describe the depth, breadth, and severity of this rash. Imagine if everyone starts telling everyone else that everything is due ASAP. Counter-productively, the workplace would grind to a halt!

For anyone working for anyone else, which basically means ... well, everyone, this is not an inconsequential problem. So innocent on its face, when multiplied by the innumerable number of delegations that occur each day, it is easy to see how a frantic, dysfunctional, and unhealthy working environment can quickly develop. All from an innocuous little self-inflicted rash.

Questions We'd Like to Ask

Whenever these edicts issue forth from those handing out assignments, here's a list of questions I can only hope we're courageous enough to ask:

1. Righty-O, just let me look at my calendar. Hmm, when exactly is ASAP as I'm not seeing it here?
2. ASAP, you said – as soon as possible? Terrific. I'm leaving on my long-overdue two-week vacation in an hour, so I'll get that back to you in about 15 days. That's as soon as possible in my world right now. How's that work for ya?
3. Really? ASAP? If this that important, why is it just now being brought to my attention? (Oh, silly me, the customer/client/boss just handed it to you too. Did you have the courage to ask them that question?)
4. Fabulous! I love having lots to do – job security, you know. Now, since everything you've given me is ASAP, which one should I do first?

Take Back the Day

There is no known cure for this malady. However, there are several things you can do both as a work giver and as a work receiver to minimize outbreaks and reduce the impact when the rash flares up. Precautions include:

1. Develop an early warning system by regularly surveying the work you have and the work you are expecting to receive. Prioritize each item and spread the priorities out as realistically as possible.

When, exactly, is ASAP?

(Continued...)

ble. Keep in mind that you only get so many hours each day to actually produce work. In this way, work that is susceptible to the ASAP rash can be identified early and steps can be taken to avoid or, at least, reduce the severity of the outbreak.

2. Communicate often with co-workers, as the rash tends to be fierce when visibility between co-workers is low, allowing the infection to spread to low priority items left to fester too long.
3. As a work giver, think in terms of clearly defined time lines – like a specific date or day of the week. Specific times help also. Converting an ASAP into a Wednesday by 2:00 pm results in complete avoidance of the problem.
4. As a work receiver, diplomatically seek this information if it's not forthcoming from the work giver. Press for specificity and enlist the other person's help in prioritizing any other work that is equally unclear.



Long-Term Prognosis

Workplaces that have suffered outbreaks of the ASAP rash, in all its forms, have reported significant improvement in quality of work product and worker morale when the simple steps above were followed. Creating an effective working environment that is efficient and highly responsive is a very favorable prognosis given the wide-spread problem identified and addressed here.

To your health!

Paul works with clients who believe individual performance drives organizational success. As the creator of the QuietSpacing® productivity method, he is a frequent speaker and recognized expert on getting things done. Paul works with individuals, groups and organizations to create more productive working environments via high-content keynote addresses, interactive training seminars, and one-on-one coaching sessions. You can learn more about Paul and his practice at www.quietspacing.com

Business Sponsor Spotlight



Grow your future wisely with ABA Retirement Funds.

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Sincere thanks to ABA Retirement Funds for their support of the Association of Legal Administrators and the South Carolina Chapter!

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