



FROM THE PRESIDENT

The real value and the real power at eBay is the community. It's the buyers and sellers coming together and forming a marketplace.

-Pierre Omidyar: eBay founder and Internet Entrepreneur

On August 18, 2011 SCALA is offering a very important opportunity to connect with our "community" of Business Partners at the 11th Annual Vendor Fair.

Clark Reifsnider has said, "These men and women are true partners of firm administrators and functional area specialists." The buyers and sellers in this market community share mutual interests of mission, achievement, and success. Business partners provide resources for advice and operational support in areas of document management, office supplies, computer networks, insurance, payroll services, human resources, coffee services, furniture, and much more to enable administrators and specialists to achieve goals and to make improvements to be more successful in the Legal Administration field.

I encourage you to be open to new ideas and new partnerships in the marketplace. Many of the Business Partners are on the leading edge of their legal industry services. I also encourage you to say "Thank You" and to let the Business Partners know how much you appreciate their work to help you "look good".

Business Partners, in particular Gold, Silver, and Bronze Sponsors, make possible SCALA's ability to offer scholarships to our members to attend Educational Conferences, both on the national and regional levels. For example, ten of our members will attend the Region 2 Charlotte Conference this year as a result of this educational partnership.

Several years ago, SCALA began offering an Educational Session preceding the Vendor Fair. This year, ALA's Executive Director, Larry Smith, will be our guest speaker at the Educational Session. Larry will address positive changes in the legal industry and will provide a summary of actions of ALA's Business Partner Advisory Panel to the Business Partner Relations Committee.

Larry has more than 25 years of experience in finance, management consulting, law and association management. From 2002 to 2009, he served as Director of the American Bar Association Law Practice Management Section. As Director, he oversaw Sec-

tion programs, services, publications and periodicals related to law practice management and other core firm administration issues (finance, technology and marketing). The Section also presented the annual ABA TECHSHOW®. Prior to joining ABA, Larry practiced law in Colorado and was active for many years in national, state and local bar associations. He has been a frequent author and CLE presenter on law practice management and law office technology topics, and has worked closely with vendors that provide services and products for the legal community. Larry holds a B.S. in Business Administration from the University of Tennessee and a J.D. from the University of Colorado School of Law.

Business Partners, Vendor Fair attendees, and SCALA members are encouraged to attend this free Educational Session. Go to www.scalanet.org to register.

See you at the “Community Marketplace” and Educational Session!

Clara Godshall

President, 2011 - 2012



<p>REGION 2 CONFERENCE & EXPO</p> 	<p>Connect at the Region 2 Conference & Expo!</p> <p>Gain the knowledge, resources and networking vital to face any challenge at your law firm at the Region 2 Conference & Expo, November 3–5, 2011, at the Charlotte Westin in Charlotte, NC.</p> <p>Don't miss this cost-effective, two-day conference close to your home with professional legal industry speakers and more than 20 educational sessions — it's the best investment you'll make this year!</p> <p><i>Banking on Your Future</i></p>
<p>Register before October 6 for early bird savings!</p> <p>Learn more at www.alanet.org/region2</p>	
<p><i>Your connection</i> to knowledge, resources and networking</p>	<p>Celebrating 40 YEARS 1971 - 2011</p> 

SC Chapter News

Chapter Networking Events

ALA and SCALA members and friends are cordially invited to enjoy a Dutch Treat Happy Hour gatherings with our ALA/SCALA colleagues in Charleston, SC or Greenville, SC during the month of August!

The Charleston event will be held on Wednesday, August 10, 5:00-6:00 p.m., at The Bar at Husk, 76 Queen Street, Charleston, SC. (See: www.huskrestaurant.com) Nelson Mullins will validate parking in the nearby BB&T (151 Meeting) parking deck (heading south on Meeting turn right onto Horlbeck Alley – garage entrance is on the left). We are delighted that Rhonda Amick, SCALA Director-at-Large, will be joining us in Charleston!

The Greenville event will be held on Tuesday, August 23, 6:00 p.m.-7:30 p.m at The Lazy Goat, 170 Riverplace, Greenville, SC. (See: <http://thelazygoat.typepad.com/>) SCALA President Clara Godshall will be attending and is coordinating a carpool for those travelling from Charleston and points along the way.

These are great, fun opportunities to informally network and connect in a social setting with other ALA/SCALA members and SCALA officers.

You're also invited to bring any questions or suggestions that you would like to pass along to the SCALA Board.

Please RSVP to SCALA President [Clara Godshall](#)



Super Early Bird Conference Discount Ends August 31

There is still one month left to capitalize on the Super Early Bird registration fee for the [2012 ALA Annual Conference & Exposition](#), April 22-26 in Honolulu. Don't miss out on this prime opportunity to save **\$400** off the regular Conference registration fee!

The Annual Conference Committee is hard at work confirming session topics -- the same level of [quality and relevant education](#) that you've experienced in the past. As soon as the educational program is finalized we will be contacting you with the full details.

In addition to cost savings you'll receive with the Super Early Bird discount, ALA has negotiated a special room rate of **\$199 per night** at the Hilton Hawaiian Village. [Make your reservations now](#) and take advantage of this incredible offer.

Looking for help justifying your attendance in 2012? Be sure to review the [Justification Tool Kit](#), including a budget spreadsheet, useful tips and a cost comparison of ALA Annual Conferences from 2007 to 2012.

Join us in Honolulu and "Ignite Your Future ... Renew Your Spirit."

LET'S HEAR IT FOR OUR VENDOR PARTNERS

By Vicky Berry

Have you ever considered a vendor to be a partner in your Firm? I don't mean an actual "owner," but an integral member of the team that enables your Firm to perform an outstanding job for your clients. For example, do you recall the last time you drove to a courthouse to file a document? Or when you last transcribed a deposition, shopped for office supplies, retrieved copies of medical records or served a subpoena? And, I bet that drafting a space plan, watering and caring for plants or preparing lunch for a partner meeting have probably (and gratefully) not been on your "to do" list lately. The myriad of services provided by our vendor partners to our Firms is astounding. Their services and support are instrumental in assisting law firms around the world succeed.

In 2001, I was asked to accomplish the near impossible task of opening a branch office in less than two weeks' time in a territory that was unfamiliar to me: Dallas, Texas. The potential for success was minimal; the potential for disas-



ter was monumental. Upon my arrival in Dallas, I was offered a conference room as my temporary office at our Commercial Real Estate Broker's office. The first two telephone calls were placed to local ALA members who provided me with extensive vendor lists. The long lists were whittled down and over the course of the next few days I successfully hired numerous qualified vendors.

In this particular example, it was the Dallas local area vendors, with their expertise and knowledge that allowed our Firm's Dallas office to open on schedule: April 2, 2001. This is despite the fact that one local vendor and his crew worked through the night to replace furniture which fell off a truck in route to the new office in an incredible rainstorm! Most of the original Dallas vendor partners are still providing services to the office after four years. The legal community requires its vendors to have a proven expertise. Our engagement of vendors is tantamount to hiring a highly-skilled, trained, knowledgeable member of our team. References are checked and potential vendors are asked to prove that they can "talk the talk AND walk the walk." We are extremely grateful for their innovative ideas and entrepreneurial vision. Thus, we do not have to reinvent the wheel, but rather can rely on vendors to help us as we strive to run our offices seamlessly, efficiently, cost effectively and successfully.

As a member of the ALA National Vendor Relations Committee I have been afforded the opportunity to meet with national, regional and local vendors who provide services to law firms around the world. The Committee's primary focus is to facilitate communication among vendors, ALA international, ALA regions and ALA chapters as well as provide a resource for member and vendor feedback. Prior to



LET'S HEAR IT FOR OUR VENDOR PARTNERS

(Continued...)



my work with this Committee, I served as the Regional Projects Officer in Region 6 and as President of the Orange County Chapter where I had numerous opportunities to speak to our partners — ALA's sponsoring vendors. Unfortunately, many of our vendors voiced a concern about the difficulties they encounter when attempting to have an audience with an Administrator.

ALA's vendor partners play an intricate role in assisting our Firms (and us) to provide the excellent service our clients, attorneys and staff expect. They are kind and generous sponsors of ALA at national, regional and local levels. Vendors contribute incredible support (time and funds) to assist our organization provide educational opportunities to its membership at all levels.

But we all know there is "NEVER" a good time to receive a call from a vendor because as Administrators, we are always in the middle of putting out a fire. So with fire extinguisher in hand, the phone rings and guess who — it is an unknown vendor on the line. I put my extinguisher down, take a deep breath and try to gracefully switch my hat from firewoman to administrator again all in one split second to speak to the caller. At the same time another unsolicited e-mail message appears on my screen from yet another vendor. In lightning speed, I try to respond but do not always succeed. Interestingly enough, so many times over the years when I have taken the time to converse with a new vendor, saving money and providing excellent state of the art service has been the result for both my Firm and its clients.

The next time you receive a call or e-mail message from a vendor sponsor, I strongly encourage you to respond. By taking a moment and creating a partnership with them you may discover a product or service that will assist your Firm to remain on the cutting edge in this ever-changing legal industry.

"Reprinted with permission from Vicky Berry, Director of Attorney Recruiting and Office Administrator for Sedgwick Detert Moran & Arnold, LLP, published in *Just the Facts* by the Association of Legal Administrators, September 2005."





You're Invited to Join the
SOUTH CAROLINA ASSOCIATION OF LEGAL ADMINISTRATORS

DATE:

Thursday, August 18

PLACE:

Columbia Metropolitan
Convention Center
1101 Lincoln Street
Columbia, SC

**EVENT
SCHEDULE:**

Registration:
2:00-2:30 pm
Educational Session:
2:30-3:30 pm
Vendor Fair:
4:00-6:30 pm

**HORS D'OEUVRES,
BEER AND WINE
WILL BE SERVED**

DOOR PRIZES, GIVE AWAYS!

FREE for SCALA
members & Guests
Please register on the
attached Registration
Form and register any
guests that will be
attending with you!!

ANNUAL VENDOR FAIR

and Educational Session

Special Guest Speaker: Larry Smith

Larry C. Smith was named ALA's new Executive Director in January 2010. He has more than 25 years of experience in finance, management consulting, law and association management. Larry practiced law in Colorado and was active for many years in national, state and local bar associations.



TOPIC

**POSITIVE CHANGE IN THE LEGAL INDUSTRY
And**

**SUMMARY OF ACTIONS OF ALA'S BUSINESS
PARTNER ADVISORY PANEL TO THE BUSINESS
PARTNER RELATIONS COMMITTEE**

**Drawings for 5 Scholarships to the November 3-5 Regional
Conference in Charlotte and 2 Scholarships to the April 22-26
National Conference in Honolulu at the end of the Educational
Session. Must be present to win .**

**Community Challenge: Please bring food items to be donated to
Harvest Hope and Lowcountry Food Bank**

2011 Business Partners

GOLD

Connecting Elements
Document Technologies, Inc. LLC
Huseby Inc.
Sharp Business Systems
Thaxton Barclay Group

SILVER

F3 Concepts, LLC
IKON Office Solutions
Royal Cup Coffee
SC Bar - CLE Division
Square Box
William Ives Consulting



We look forward to seeing you!!



Your connection
to knowledge, resources and networking

2011 SOUTH CAROLINA ASSOCIATION OF LEGAL ADMINISTRATORS PRESENTS

Guest Speaker: Larry C. Smith
Positive Change in the Legal Industry
and

Summary of Actions of ALA's Business Partner Advisory Panel to the Business Partner Relations Committee
August 18, 2011 Educational Program Registration Form

Date: _____

Attendee Name: _____ Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-mail Address: _____

Will be attending: **Educational Program** **Vendor Fair**
(Free for SCALA members, guests & vendor exhibitors) (FREE for SCALA members & guests. Vendors: Exhibitor registration req'd)

Date: **Thursday, August 18, 2011**
Location: **Columbia Metropolitan Convention Center, Ballrooms B/C**
Times: **2:00 – 2:30 pm** **Registration for Educational Session**
 2:30 - 3:30 pm **Educational Session**
 4:00 - 6:30 p.m. **Vendor Hall Open & Fair Begins**

Special thanks to our 2011 Business Partners:

GOLD
Connecting Elements
Document Technologies (DTI)
Huseby, Inc.
SHARP Business Systems of SC
Thaxton Barclay Group

SILVER
F3 Concepts
IKON Office Solutions
Royal Cup Coffee
SC Bar – CLE Division
Square Boxx
William Ives Consulting

Please submit a separate form for each attendee and mail or fax to:

Angela Black
SCALA Program Chair
c/o Bowman and Brooke LLP
1441 Main Street, Suite 1200
Columbia, SC 29201
Phone (803) 726-7481 Fax (803) 726-7421

If you have any questions, please contact Angela Black at 803-726-7481 or angela.black@bowmanandbrooke.com

Leadership vs. Management

By Carole Sheets

For many years scholars have questioned the difference between leadership and management. Some link leadership closely with the idea of management, some regard the two as synonymous, and others consider management a subset of leadership. It is an important question since leadership affects an organization's productivity, and because both leaders and managers have to choose leadership styles. While most people may be both a leader and a manager, the biggest difference is the way leaders motivate the people who follow them.

Some say leaders are born with traits that make them different. Others say leadership comes with the position in an organization, not with the person. Still others say leadership depends on the situation and some theories state that people's behaviors, not traits, make them leaders.

Some of the qualities that people often associate with good leaders include:

- Leading by example (role models) in accordance with their values
- Creating a vision to others (followers) in such a way that the followers adopt the vision as their own
- Motivating people by satisfying basic human needs
- Inspiring achievement and energizing people



- Coaching followers, creating self-leaders and empowering them
- Continually seeking improvement in their methods and effectiveness
- Being accountable for their actions and holding others accountable for theirs
- Involving their workers by seeking their views
- Being clear on expectations and providing feedback on progress
- Showing tolerance of people's differences and dealing with the issues fairly
- Recognizing people for their contributions and performance
- Weighing alternatives and then being resolute in the decisions they make

Overall good leaders have inspiring visions, are concerned about substance, and realize that achievements come through the goodwill and support of their followers. On the other hand, some view managers as planners who have concerns with process and tasks and may not realize the goodwill of their workers.

One commentator, Warren Bennis, drew twelve interesting distinctions between managers and leaders:

- Managers administer, leaders innovate

Leadership vs. Management

(Continued...)

- Managers ask how and when, leaders ask what and why
- Managers focus on systems, leaders focus on people
- Managers do things right, leaders do right things
- Managers maintain, leaders develop
- Managers rely on control, leaders inspire



- trust
- Managers have a short-term perspective, leaders have a longer-term perspective
- Managers accept the status quo, leaders challenge the status-quo
- Managers have an eye on the bottom line, leaders have an eye on the horizon
- Managers imitate, leaders originate
- Managers emulate the classic good soldier, leaders are their own person
- Managers copy, leaders show originality

Regardless of whether a clear distinction between leadership and management is ever made, an effective leader should demonstrate management skills and an effective manager should possess leadership skills. Both leadership and management are imperative for an organization's overall success.

Are you a leader, manager or both? Do you have clearly defined convictions and the courage of your convictions to see them manifest into reality? In my humble opinion, leaders are not made or born; being a leader is a choice – a belief in and commitment to everything that is good and noble within you.

Reprinted with permission from The Network, the newsletter published by the South Florida Chapter of the Association of Legal Administrators, June 2008

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, vendors and other legal professionals throughout South Carolina.

Direct questions or submissions to:
Association of Legal Administrators
South Carolina Chapter
Shawn Payment, Editor
T: 843-534-4251

shawn.payment@nelsonmullins.com

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.

Business Partner Spotlight

Connecting Elements

What is Connecting Elements?

Connecting Elements is a local, specialized team of office furnishing experts who value Service to the Customer above anything else. Our team has been serving the Carolinas since 1996 and has over 285 collective years of experience **making your office work for you.** We have developed a reputation for offering premier office furnishing and cubicle products with our renowned **Service Guarantee.**

What is the **Service Guarantee**?

The **Connecting Elements On Time and Complete Service Guarantee** is our promise to you that:

- ◆ Your project will be **completed on time**, or you don't pay an installation charge.
- ◆ Your **quote will be accurate** – what we quote is what you pay (no surprise surcharges on the invoice).
- ◆ 2 Year Maintenance and Service **Warranty** on qualifying projects.

The business was started in 1996 by Matthew P. Brosius (current owner, President and well-loved boss!) and has expanded its market to include most of the southeastern US. Our logo, the puzzle piece, has a warm family history behind it and is used to help people visualize how our team of office furnishing specialists can put together the office furnishing puzzle, and help their office become more united in the process (see our new tagline as heard on our radio ads: "Puzzled about office furnishings? Let us put it together for you. Connecting Elements – We Make



Offices Work.”) We pride ourselves on being extremely professional, yet warm and family-oriented, and being able to create solutions where others only see problems.

For more information about how Connecting Elements can help you, please contact Dave Koen, one of the premiere Sales Consultants with Connecting Elements, who has more than 17 years of experience in the commercial furnishings industry, in the Columbia, SC market, and whom many of you in the Columbia SCALA group already know! He can be reached in the Columbia office at 803.779.3442, ext. 119 or by email at davekoen@connectingelements.com

SCALA thanks **Connecting Elements** as a 2011 GOLD level Business Partner!



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Sincere Thanks to our 2011 Business Partners!

Gold

**Connecting Elements
Document Technologies, Inc.
Huseby, Inc.**

**Sharp Business Systems
of South Carolina
Thaxton Barclay Group, Inc**

Silver

**F3 Concepts, LLC
Ikon Office Solutions, Inc.
Royal Cup Coffee
South Carolina Bar - CLE Division**

Silver (Cont.)

**Square Boxx
William Ives Consulting**

Bronze

**ALPS-Attorneys Liability Protection Society
Blumberg Excelsior, Inc.
Carolina Records & Information Management
Cash Management Solutions
Client Profiles
Equitrac
Lorick Office Products, Inc.
UPS - United Parcel Service**