



Frequently Asked Questions For Business Partners

We genuinely appreciate your sponsorship of the Silicon Valley Chapter of the Association of Legal Administrators to bring value to our local members and to your business. ALA SVC prides itself in its efforts to introduce our business partners to our members who are often their organizations' decision makers. The right products and service are key to our success in managing our firms. When you are successful, we are successful.

Name of the Chapter/Acronym: The Association of Legal Administrators in an international association with its headquarters in Lincolnshire, Illinois. Membership is divided into six regions with nearly 100 active chapters providing local membership benefits. In Northern California, there five chapters: the Silicon Valley Chapter in the South Bay Area and Peninsula, the Golden Gate Chapter in the San Francisco and Santa Rosa areas, the East Bay chapter based in Walnut Creek, the Sacramento Valley Chapter, and the Central Valley Chapter based in Fresno.

We are formally called the "Silicon Valley Chapter of the Association of Legal Administrators." We are under the Association umbrella but operate independently of other chapters with separate sponsorship programs. We identify ourselves as **ALA Silicon Valley Chapter** or **Association of Legal Administrators-Silicon Valley Chapter**. (Not to be confused with the Sacramento Valley Chapter, our acronym for the Silicon Valley Chapter is **ALA SVC** instead of ALA SV or SVALA.) For more about ALA chapters, visit alanet.org/chapters.

Board Term of Office-March 1 / Sponsorship Season-August 1: Led by the Chapter President, ALA SVC seats a Board of Directors and Committee Chairs annually to provide leadership and manage the activities of the chapter in accordance with the Mission and Bylaws of the parent organization. Our Board serves a term of office that begins March 1, while our annual business partner sponsorship season begins August 1. This staggered timing allows the Board to transfer into their positions and prepare materials and programs for the next sponsorship season. As a result, you will be getting to know two Boards within your sponsorship term.

ALA Membership/Business Partner Sponsorship: According to Association Bylaws, business partners who are responsible for sales or driving revenue/new business are not eligible for *membership* in the ALA. In this organization, business partners are welcome to *sponsor* our chapter, and participation of sponsors is based on the level you choose as outlined in the chapter's annual business partner sponsorship program. This may be different than other associations you are involved with and other events you attend regularly. When contacting members, be sure to mention that you are a business partner of the ALA Silicon Valley Chapter so that members know you are affiliated with the Chapter and support the ALA and our profession.

Non-ALA Events: We have certain activities and promotions throughout the year in fulfillment of our sponsorship program guidelines, but you may also host your own company-sponsored events and promotions, if you so choose.

Demographics/Participation: The Silicon Valley Chapter currently has approximately 65 members. Most of our members are located in branch offices of large firms and mid- and smaller-size firms with the highest concentration in the Palo Alto, Menlo Park and San José areas, as well as Santa Cruz, Monterey, and Redwood City. This presents a geographic challenge for the Board in finding convenient locations for members to participate in person. Approximately 30% actively participate in person at any given lunch seminar or networking event, which is also typical in most other ALA chapters. A much greater percentage of our members participate in other ways: on LinkedIn, in the members-only online discussion group, in community involvement activities, testimonials, business partner relations, mentoring and more.

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Relationship Building: Many of our long-time sponsors would probably agree that it takes a bit of patience in the beginning to get to know the Board and regular members, and to build relationships. We hear sales pitches every day. Our best advice for your success as a business partner is to attend networking activities and lunch seminars (as eligible) and participate in the LinkedIn forum, with the goal of getting to know chapter members and industry trends. We value your skills and knowledge, and we depend on you when needs arise. Let us know what you do, but we prefer to get to know you personally so that when a need does arise, we know who to contact.

And please don't forget to get to know one another! We see it in practice over and over. YOU are a great resource for one another on the front lines working with the same contacts, and you know more about the legal industry than many members. Get to know one another so that you can assist each other when a need arises as well.

Speaking engagements: The chapter holds a monthly lunch seminar. We try to alternate the site of our meetings between the Palo Alto and San José areas to accommodate the broad geographic territory of our chapter's membership. We primarily draw speakers from the business and legal community, but speakers are not necessarily sponsors of the chapter. *Occasionally*, there are speaking opportunities available to sponsor, but it largely depends upon our educational needs in these limited number of educational sessions. To the extent we can, we try to consider the popularity of topics and the needs of our members. We are also obligated to cover all of our standard industry competencies in the areas of communications and organizational management, human resources, operations, finance, and legal industry/business management.

If you have a timely topic that you think may generate interest, please submit your idea to our Director-Professional Development. Programs that are "commercial" for your product or service are generally not well-received and therefore not permitted. We schedule programs several months in advance and because of the parameters mentioned above, we are unable to guarantee an engagement to our sponsors.

Networking events: The chapter also holds about four networking events each year, plus the holiday luncheon. Invitations are based on level of sponsorship. Some of our previous events include receptions at restaurants, bowling, bocce ball tournaments, museum exhibits, attending minor league baseball games, cheering sport teams at restaurants, and more.

Community Service: The Association of Legal Administrators encourages its members to support their local communities. The ALA is built on the success of a strong volunteer network and understands how volunteerism is important in improving our local communities. With this goal in mind, the ALA developed a program in 1999 - now known as **Community Connection** - to allow members to contribute time and resources to their communities throughout the year. The Silicon Valley Chapter participates each year by supporting charitable organizations in the South Bay Area and invites business partners to join with us in our effort.

LinkedIn: The chapter has a LinkedIn group for members and business partners. Business partners are encouraged to post articles and discussion topics in the area of management and leadership and other topics of interest to legal managers. To keep members engaged in this forum, please refrain from providing marketing materials or other posts that overtly sell your products and services.

Newsletter / Articles: The chapter publishes a newsletter quarterly, generally in March, June, September, and December. Articles written by business partners are included, depending upon your level of sponsorship. We encourage all of our business partners to post articles of interest to members on LinkedIn.



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Parent Association Resources (alanet.org): The parent organization of the Association provides a number of resources for business partners. To help foster stronger working relationships between the ALA and the business partner community, the Association established a Business Partner Relations Committee (made of member representatives) and Business Partner Advisory Panel (made up of vendor representatives). Together the two groups prepared guidelines and objectives guidelines entitled, *"Mutually Beneficial Relationships: Performance Guidelines for ALA Members and Chapters and Legal Industry Consultants and Business Partners,"* to help members and business partners to develop productive working relationships. These guidelines can be found in the chapter's membership directory and online at alascv.org/sponsors.php.

In response to business partners' interest in learning more about ALA, its members, and opportunities to connect with ALA decision makers, the Business Partner Relations Committee and Business Partner Advisory Panel created an electronic newsletter, *ALA Means Business: News and Information for the Legal Vendor Community*. This newsletter contains general information about ALA conferences and publications, as well as specific information the legal vendor community needs for planning and budgeting purposes. For more information and to subscribe, visit alabp.org.

For additional visibility, **Legal Marketplace (at legalmarketplace.alanet.org)** is a resource for locating a business partner on the ALA parent organization's website which is accessible to members of the entire association. For more information and to advertise, visit alabp.org.

Logo usage: ALA SVC allows the use of a special business partner chapter logo in your marketing materials. If you are interested in using the logo, please contact the Chapter President for a logo use agreement. You **MUST** sign a logo agreement each year to use the ALA logo – it is a requirement of our parent organization.

Chapter remittance address: PO Box 61035, Palo Alto, California 94306

Chapter email address: president@alascv.org

HAVE FUN! We are a closely-knit group and enjoy each other's company. We will do our very best to make you feel welcome and enjoy your time with us.

Become a Sponsor

For pricing and to download registration materials to become a sponsor of the ALA Silicon Valley Chapter, visit www.alascv.org and select the tab **Business Partners**, then **Become a Sponsor**, or contact businesspartners@alascv.org.

Thank you for your partnership and sponsorship of the ALA Silicon Valley Chapter!

**ALA Silicon Valley Chapter
Board of Directors**
www.alascv.org/board.php