

## What is ALA?

Formed in 1971, the Association of Legal Administrators (ALA) is an international association based in the United States with over 8,000 members worldwide, representing more than 30 countries.

Legal management professionals support and enhance the business of law thereby allowing attorneys to provide quality legal services. Management responsibilities include finance, human resources, facilities, systems and technology, marketing, project management, and practice development.

ALA is the undisputed leader for the business of law, focused on the delivery of cutting-edge management and leadership products and services to the global legal community.

We identify and provide solutions to the most strategic and operational challenges our members and customers face today, while we prepare them for the opportunities and challenges of tomorrow.

The ALA Silicon Valley Chapter advances the mission of ALA to be the undisputed leader in the business of law by leading and inspiring excellence through the pursuit and exchange of knowledge to elevate the legal management profession in organizations and to the community at large..

## How do I apply for membership?

Membership in the Association is first required for membership at the chapter level. Apply for membership in the Association online at [alavc.org](http://alavc.org)

The Silicon Valley Chapter is pleased to offer chapter membership at \$75.00 annually. For more information, please email us at [membership@alavc.org](mailto:membership@alavc.org)



Association of Legal Administrators  
Silicon Valley Chapter

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Palo Alto, CA 94306

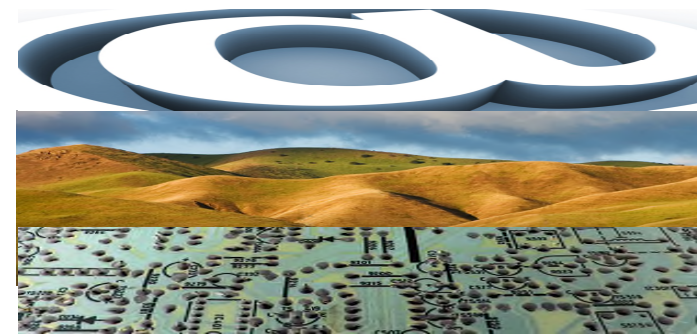
[alavc.org](http://alavc.org)

Chartered February 5, 1982



Discover the ALA Advantage

- personal development to enhance your career
- networking opportunities
- up-to-date information about changes affecting the legal industry
- problem solving and mentoring with other legal professionals



## Why should I join the Silicon Valley Chapter?

Your membership in the Silicon Valley Chapter will open the door to a variety of activities and other benefits such as educational seminars, legal management publications and resource materials, and will provide you with the opportunity to network with other members of your profession.

The Silicon Valley Chapter currently has about 70 members in the South Bay Area, from Salinas to San Mateo. The chapter has a strong presence within the community as well as active representation at ALA's Regional and Association levels. To join, **the local chapter dues are a very low \$75 annually** which enables you to join all chapter events.

**"There is so much that I appreciate about my ALA membership:** the lunchtime educational seminars, the opportunity to always increase my management knowledge, the informative newsletters, and being part of the authoritative resource on legal administration. However, I most especially appreciate the camaraderie of my fellow members; the ability to pick up the phone and ask a question or a favor, knowing that I will receive a thoughtful response. **This is priceless!"**

Kimberly U. Cooley-Reyes  
Patent Practice Support Manager  
Morrison & Foerster

**"My firm is very supportive of my involvement with ALA because it delivers significant value to our business. This network of talented professionals helps me to do my job better, which ultimately impacts our bottom line. When I have questions or problems I can reach out to peers who really understand what it's like to run a law firm in Silicon Valley, and I know I will always get great advice! My ALA Silicon Valley Chapter membership is one of the most important tools in my professional toolkit."**

Grace Carr Lee  
Firm Administrator  
Hoge Fenton Jones & Appel

## What does the Association and Silicon Valley Chapter offer its members?

**Educational Seminars.** The chapter sponsors a local monthly lunch meeting with guest speakers or roundtable discussions about various legal management topics.

**Chapter Discussion Group.** Members have the option to join a discussion group solely for chapter members for the purpose of sharing information, soliciting best practices, asking legal management-related questions, and exchanging ideas with fellow chapter members.

**Chapter Member & Business Partner Directory.** The Chapter provides a directory of local members and sponsors of the Silicon Valley Chapter.

**Websites.** The Chapter's website [alavc.org](http://alavc.org) provides information about local activities and seminars, business partners, chapter board members and committees, and more! The website of the parent organization [alanet.org](http://alanet.org) is a one-stop wealth of information about the ALA and its requirements and benefits.

**Career Center/Job Bank.** ALA's Job Bank has a nationwide scope for legal administrators and non-lawyer support staff seeking or recruiting for legal management positions.

**Certification.** Based on the Knowledge, Skills, and Abilities of Legal Administrators Study conducted by the ALA in 1995, 2000, and 2007, the Certified Legal Manager (CLM)<sup>SM</sup> program allows qualified legal administrators to demonstrate, through an examination process, a mastery of core areas of knowledge identified as essential to the effective performance of a principal administrator. The Chapter hosts a **study group** to assist members with the core competencies, whether for preparation for the certification exam or continuing education.

**The Diversity Resource Database.** ALA provides information to facilitate the recruitment of diverse candidates, market the legal field as a viable career path, collaborate on activities with other law-related organizations, and partner and encourage relationships with minority vendors.

**Community Service.** ALA members participate in an Association-wide community service effort, addressing challenges in the community through gift donations and volunteer programs.

**Publications and Bookstore.** The parent organization publishes *Legal Management* magazine on a wide range of topics related to the legal management profession. The ALA Bookstore has an assortment of books and manuals. Audio tapes from conferences are also available for purchase online in the ALA Bookstore.

**Conferences, ELearning, and Webinars.** Webinars are presented by subject-matter experts and allow participants to listen in a convenient location. The Association hosts an Annual Conference & Exposition featuring more than 100 educational sessions focusing on legal industry trends and developments, as well as Regional Conferences, which are shorter and dedicated to members within a smaller geographical area. There are also a number of retreats and specialty conferences such as Legal Management Essentials, the Law Firm Financial Management Conference, Human Resources Management Conference, the Large Firm Principal Administrators Retreat, the Intellectual Property Retreat, and Corporate Law Symposium. The eLearning Center offers specialized courses on demand to fit your busy schedule, with the option of earning a Specialist Certificate.

**Online Communities** ALA's exclusive member communities enable networking and connections with other members throughout the Association to communicate on topics of interest..

**Reference Solutions.** Within the online communities, ALA Management Solutions<sup>SM</sup> is a free reference service to help find targeted information related to legal management. Reference Desk is run by full-time ALA staff members — with extensive research skills and experience in law office management — who will conduct research and deliver information and resources to help you tackle most law office management issues. A Peer Consulting Directory links members to fellow legal administrators who can help answer your work-related questions.

**ALA Legal Marketplace.** This is a one-stop site to find products and services in the legal industry from valued business partners. Your ALA membership provides a number of discounts and special benefits from ALA's Value in Partnership (VIP)<sup>SM</sup> business partners.

**ALA Compensation and Benefits Survey.** The Compensation and Benefits survey offers key data on the unique management positions in law firms – essential to creating a competitive compensation and benefits package.

And much more!



**Get involved in chapter activities.** The Silicon Valley Chapter is very active. We encourage you to volunteer and attend chapter activities. The rewards gained from such involvement will add to your professional experience, benefit your firm, and also provide personal gratification. We welcome the opportunity to acquaint you with our Chapter.