



GOLDEN GATE CHAPTER

# KNOWLEDGE to LEADERSHIP

Educational Conference and Exposition™

*A Chapter of the Association of Legal Administrators*



March 17, 2016

Hyatt Regency San Francisco  
5 Embarcadero Center  
San Francisco, California

## SCHEDULE AT A GLANCE

<b>8:00-9:15 a.m.</b>	<b>Breakfast – Welcome and Morning Keynote</b>	
	MOVE Forward: Leading Transformation (CM)	PATTY AZZARELLO
<b>9:15-10:00 a.m.</b>	<b>Exhibit Hall</b>	PLEASE PARTICIPATE MEANINGFULLY
<b>10:00–11:15 a.m.</b>	<b>Morning Sessions</b>	
<b>Breakout 1</b>	Go Lean: Doing Less and Delivering More to Your Firm and Your Clients (Part 1 of 3) (LI) <i>Sponsored by Thomson Reuters</i>	DAVID & KAREN SKINNER
<b>Breakout 2</b>	Spy vs. Spy: Law Firm Competitive Intelligence vs. Legal Department Metrics & Intelligence (LI)	RAMONA WHITLEY PATRICK FULLER CHRIS FRITSCH
<b>Breakout 3</b>	Critical Business Conversations (CM) <i>Sponsored by LexisNexis</i>	PATTY AZZARELLO
<b>Breakout 4</b>	Are You as Financially Ethical as You Think You Are? (FM)	DANIEL MORRIS
<b>11:30 a.m.– 12:30 p.m.</b>	<b>Morning Sessions</b>	
<b>Breakout 1</b>	See the Forest for the Trees: Visualizing Legal and Business/Administrative Processes (Part 2 of 3) (LI) <i>Sponsored by Thomson Reuters</i>	DAVID & KAREN SKINNER
<b>Breakout 2</b>	Managing Millennials: Strategies for Successful Integration (HR) <i>Sponsored by HGA Architects and Engineers</i>	MICHAEL E. PARKER
<b>Breakout 3</b>	Everybody Stay Calm – How to Thrive in Stressful Times (CM) <i>Sponsored by LexisNexis</i>	PAUL HUSCHILT
<b>Breakout 4</b>	How to Plan for a Successful Retirement (FM)	JACKIE WILLIAMSON
<b>12:30–1:45 p.m.</b>	<b>Lunch Keynote</b>	
	Legal Industry Trends (LI)	OLIVER YANDLE
<b>1:45–2:30 p.m.</b>	<b>Exhibit Hall</b>	PLEASE PARTICIPATE MEANINGFULLY
<b>2:30–3:45 p.m.</b>	<b>Afternoon Sessions</b>	
<b>Breakout 1</b>	Map Your Way to Process Improvement: Integrating Mapping into Your Process Improvement Program (Part 3 of 3) (LI) <i>Sponsored by Thomson Reuters</i>	DAVID & KAREN SKINNER
<b>Breakout 2</b>	Security: 2016's Biggest Threat to Client Confidentiality (OM)	JAMES MCKENNA JOSEPH ABRENIO HENRIQUE DE ASSIS
<b>Breakout 3</b>	Managing Finances is More Than Managing Budgets (FM) <i>Sponsored by LexisNexis</i>	DIANE L. CAMACHO
<b>Breakout 4</b>	Ergonomics for Today's Workforce (OM)	STEVE MEAGHER
<b>4:00–5:00 p.m.</b>	<b>Closing Keynote</b>	
	Humor, Resilience, and Change (CM)	PAUL HUSCHILT
<b>5:00–6:30 p.m.</b>	<b>Wine Reception &amp; Raffle</b>	

## SCHEDULE

8:00 to 9:15 a.m.

### Breakfast

8:30 to 9:15 a.m.

### Keynote

#### **CM – *MOVE Forward: Leading Transformation* / PATTY AZZARELLO**



Getting your whole organization to do something different than they are already doing, and then sticking to it for the long term, is one of the most difficult things in business — and it's one of the hardest challenges a leader faces.

As leaders, we need to figure out how to keep strategic change alive and moving forward without constant management intervention. How do we make the whole organization not only own the change, but have the ability and the motivation to keep it going? Patty will share 4 key leadership behaviors necessary to ensure your team is ready, willing, and motivated to execute your strategy and move your business forward.

What you'll learn:

- Patty's MOVE model: the 4 keys to effective transformation.
- Your role as a leader in motivating your whole organization to get aligned and executing.
- The most effective ways to communicate to drive action.
- How to recognize and overcome unnecessary organizational obstacles to change.
- How to create the kinds of measures that drive true accountability and create real progress.
- Tools for increasing your personal power and confidence as you lead change.

*(CLM Recertification and Application Credit in Organizational Development)*

9:15 to 10:00 a.m.

### EXHIBIT HALL

Without the generous support of our exhibitors, this event would have been impossible. Please thank each exhibitor individually and engage in a meaningful conversation to better understand their products and services.

10:00 to 11:15 a.m.

### MORNING BREAKOUT SESSIONS

#### **LI – *Go Lean: Doing Less and Delivering More to Your Firm and Your Clients (Part 1 of 3)* | DAVID AND KAREN SKINNER**

Each session in this three-part series is designed to stand on its own. In this first part, we will introduce you to the essential Lean concepts of value and waste, and the Define, Measure, Analyze, Improve, Control (DMAIC) approach to process improvement. This session will also include an interactive exercise that will have you thinking differently about value and waste. You'll be able to use this exercise to kick start improvement initiatives within your own teams.

- Learn how implementing Lean can improve productivity, profitability, and client service in your organization.
- Identify value and waste in the business of law.
- Understand the DMAIC approach to successfully implementing improvements.

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## ***LI – Spy vs. Spy: Law Firm Competitive Intelligence vs. Legal Department Metrics & Intelligence***

**BY PANEL: RAMONA WHITLEY, PATRICK FULLER AND CHRIS FRITSCH**

While law firms have been focusing on Competitive Intelligence (CI) over the past decade to gain a competitive advantage, their counterparts inside Corporate Legal Departments have been aggressively investing in CI in an effort to run their legal departments as businesses. Strategic or savvy law firms have been adding CI tools, technology and talent and have been getting smarter about key clients, competitors, and industries. Meanwhile legal departments have embraced Legal Analytics and Intelligence for strategic initiatives including outside counsel selection, negotiation and evaluation, in addition to the metrics they are utilizing to better manage the legal department as a business.

- Highlight key metrics and initiatives for law firms and legal department counsel to manage.
- Demonstrate strategies they are using to achieve them.
- Learn real life perspectives from the vantage point of an in-house counsel and a law firm CI professional.

## ***CM - Critical Business Conversations | PATTY AZZARELLO***

Avoiding difficult or uncomfortable conversations may be easier to do in the moment, but hoping that the right actions will sort themselves leaves you and the business at risk. At best, avoiding genuine conversations with people will cause you to miss opportunities to go faster, create improvements, solve problems, and generally make everyone feel proud about what they are doing. Don't be afraid of messy, emotional, creative conversations. As a leader it's important to uncover what people really think and how they feel about the work. Remember, what you think and believe and communicate outwardly is only personally meaningful to you when you bring others into a genuine conversation about it.

What you'll learn:

- Conversations to engage and motivate people.
- Conversations to say NO to work you can't do.
- Conversations to test your strategy.
- Conversations about missed expectations & deadlines.
- Conversations about pay and performance.

*(CLM Recertification and Application Credit in Communication Skills)*

**Sponsored by LexisNexis**

## ***FM - Are You as Financially Ethical as You Think You Are*** **DANIEL D. MORRIS**

Each person and every organization has an obligation to be financially ethical. Yet, what does that mean? Why is it important? How do leaders influence and implement policies to ensure others understand the responsibilities? What are the liabilities when the procedures needed are not implemented? This session, led by a leading ethics instructor, Daniel D. Morris, approaches the above questions through a combination of understanding the complexities of human behaviors, financial ethics as a whole, and how incentives and leadership influence the daily actions. Participants will gain an understanding of:

- Why people cheat and how cheating behaviors can be influenced.
- Traps and pitfalls associated with toxic clients.
- Leading indicators of a need for a "gut" check before acting upon requests.
- Procedural directions to take regarding bank accounts and firm and client funds.

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## 11:30 to 12:30 p.m. MORNING BREAKOUT SESSIONS

### ***LI – See the Forest for the Trees: Visualizing Legal and Business/Administrative Processes (Part 2 of 3)***

**DAVID AND KAREN SKINNER**

Mapping is one of the most powerful tools in your process improvement toolkit. In this second session, we'll discuss the value of mapping and how to prepare for a mapping project. We'll introduce three types of maps: process grids (SIPOC); high level value stream maps; and detailed process maps.

- Using all three types of maps, you can work from the big picture down to the smallest details.
- Identify the stress points.
- See the waste (e.g. bottlenecks, rework, misallocation of resources).
- Design improvements in your business and administrative processes.

Sponsored by Thomson Reuters

### ***HR - Managing Millennials: Strategies for Successful Integration*** **MICHAEL E. PARKER**

75,000,000 millennials have entered or will soon enter the workforce. These highly sought after employees are seeking a fun work environment and rapid career growth with structure. Learn strategies to grow, develop and retain millennials in a legal environment and prepare your workforce to build a culture for their successful integration. By the end of this session, attendees will be able to:

- Study strategies large firms are successfully implementing to attract and retain the top millennial associates and other personnel.
- Understand the characteristics of millennials: their learning preferences, workstyles, and values.
- Learn 7 keys to foster cultural synergies and bridging generational divides with partners and associates.
- Avoid pitfalls that drive millennial associates and other professionals to your competitors.

Sponsored by HGA Architects and Engineers

### ***CM – Everybody Stay Calm—How to Thrive in Changing Times*** **PAUL HUSCHILT**

As leaders in the world of law, we face conflicting demands and responsibilities under increasing pressures. Everybody Stay Calm will make us laugh and re-think how we manage stress. Learn techniques on how to get the most out of life, deal with challenges, and laugh at just about anything. In this engaging and interactive session, learn how to take everything seriously except yourself. Study the anatomy of a joke while attending a crash course in being or finding what's funny:

- Determine the difference between good and bad stress.
- Brainstorm ways to manage stress in busy times.
- Understand how to use humor to thrive when resources are limited.
- Learn what is so funny and useful about humor.
- Use humor to build a cohesive team.

*(CLM Recertification and Application Credit in Self-Management)*

Sponsored by LexisNexis



## **FM - *How to Plan for a Successful Retirement***

**JACKIE WILLIAMSON**

Whether you have 20 years until retirement or just a few more years, if you have a desire to retire with financial independence, this session is for you. Attend this presentation and learn how you can create the right retirement strategy to help you create a successful, fulfilling retirement.

- Identify the type of retirement you want to plan.
- Determine the different types of tax-advantaged savings vehicles for retirement savings especially if you already maximize your 401(k) allowance each year including the catch-up contribution limits.
- Describe how annuities may fit into your retirement plan.
- Explain investing do's and don'ts to help you grow your retirement assets efficiently.
- Discuss key concerns many retirees face and how to avoid them.

**12:30 to 1:45 p.m.**

### **Keynote**

**LI - *Legal Industry Trends* | OLIVER YANDLE**

To make informed decisions for your company and career, you need to stay abreast of legal news and trends. Join this session to keep up with the relevant organizational challenges and the information you need to help your organization navigate through these challenging times. We will discuss the top trends that will affect legal practice management this year and what those trends mean for the future of the business of law.

- Identify key trends in the business of law.
- Examine the impacts these trends may have on legal management.
- Discuss tactics law firm and law department executives can take to respond to key trends.

**1:45 to 2:30 p.m.**

### **EXHIBIT HALL**

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**2:30 to 3:45 p.m.**

### **AFTERNOON BREAKOUT SESSIONS**

**LI – *Map Your Way to Process Improvement: Integrating Mapping into Your Process Improvement Program (Part 3 of 3)***

**DAVID AND KAREN SKINNER**

In this final session, we'll demonstrate when and how to use each type of map, how you prepare for a mapping project, who should participate, and what benefits you can expect. Time permitting, we will use a law firm business process as a mini case study to demonstrate how process mapping helps identify improvement opportunities. In this session, you will:

- Understand how to lead strategic initiatives aimed at improving the business and administrative services your teams deliver.
- Learn how this approach has broad applications across all aspects of the firm, including the work of your lawyers.
- See how you'll be recognized for adding value to projects designed to improve legal processes and help your lawyers meet increasing client demands for high quality legal services in less time at less cost.

**Sponsored by Thomson Reuters**



## **OM – Security: 2016's Biggest Threat to Client Confidentiality**

**BY PANEL: JAMES MCKENNA, JOSEPH ABRENIO, HENRIQUE DE ASSIS**

In this session, the panelists will describe the challenges of creating a very user friendly environment that is also secure. A variety of subjects will be discussed including prioritizing security improvement projects, what to expect in an audit, common pitfalls, and simple solutions to complex problems. The discussion will be interactive and based upon recent direct real-world experiences as well as current events:

- Balance ease of use, individual preference, and security.
- Learn Top Ten things to consider before a client audits your security and operations.
- Understand how to prioritize your security improvements.

*(CLM Recertification and Application Credit for Information Technology)*

## **FM – Managing Finances is More Than Managing the Budget**

**DIANE L. CAMACHO**

This session is designed for the small-firm administrator responsible for financial reporting. We are often told to manage the budget and watch expenses. However, there are a lot of financial factors that make up the success or failure of a law firm. We will go beyond the Budget and Profit & Loss Statement to understand what other reports and information are necessary to help manage a profitable law firm.

- Learn what numbers affect profitability.
- Understand what reports partners should see monthly.
- Gain insights on how to look at the past to project the future.

**Sponsored by LexisNexis**

## **OM – Ergonomics for Today's Workforce | STEVE MEAGHER**

Ergonomics is the science of fitting the job to the worker. Unfortunately many people have this backwards and contort themselves to use equipment that was not designed for the modern office. The result is literally a pain in the neck (and other parts). This presentation reviews the anatomy and bio mechanics of sitting and standing in the workstation, the pathology of work place injuries and simple solutions to minimize the risk of injury.

- Understand ergonomics and why it is important.
- Learn simple exercises to reduce stress and fatigue in the workstation.
- Understand biomechanics of injury – how a bad chair can cause wrist pain.
- Maximize productivity with an ideal workstation set up for sitting and standing.
- Understand home office/mobile ergonomics – using a laptop, tablet and Smartphone without pain.
- Determine the pathology of cumulative trauma disorders.

4:00 to 5:00 p.m.



## Keynote

### CM - *Humor, Resilience & Change* | PAUL HUSCHILT

Paul Huschilt, professional speaker and storyteller takes us on an insightful and fun quest to conquer workplace stress and change with humor. A fun approach to challenges law leaders face: doing more with less, staying resilient through change, and keeping things in perspective. Humor, Resilience & Change is fun, interactive and creative. You will laugh, learn and take away strategies for leading with humor, managing stress and staying resilient. Be inspired to be well, work together and face increasingly busy days.

- Learn how to use humor to manage stress.
- Identify your change style, strengths and challenges.
- Develop resilience for yourself and your team.
- Understand how to use humor to lead a more cohesive workforce.

*(CLM Recertification and Application Credit for Self-Management)*

5:00 to 6:30 p.m.

## Wine Reception & Raffles

End your conference experience by networking with fellow participants. Share your gained knowledge, enjoy wine and appetizers and win valuable prizes generously donated by our exhibitors. GGALA members will also be eligible for scholarship drawings to the 2016 Annual Conference and Business of Law Conference. Must be present to win.

## Continuing Education



All sessions qualify for CLM recertification. Five sessions with the CLM logo qualify for CLM application credits. No need to sign in for CLM credits. Retain your own records.



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The Association of Legal Administrators certifies that the Golden Gate Chapter's *Knowledge to Leadership Educational Conference and Exposition* has been approved for **4.5** hours of MCLE credit by the State Bar of California in law practice management. All breakout sessions and the lunch keynote session qualify for credit.



## SPEAKER BIOGRAPHIES



***Patty Azzarello***

***(Morning keynote and first breakout group)***

Patty Azzarello is an executive, best-selling author, speaker and CEO/Business Advisor. She became the youngest general manager at HP at the age of 33, ran a billion dollar software business at 35 and became a CEO for the first time at 38 (all without turning into a self-centered, miserable jerk).



***David Skinner***

***(Three part series – each breakout session stands alone)***

David is a senior attorney, Lean practice management advisor, and senior management executive with more than 20 years of experience in the legal, venture capital, and biotechnology industries. He is co-founder and principal at Gimbal Canada Inc., specialists in Lean practice management and continuous improvement in legal and business processes in law firms, in-house legal departments, and public sector institutions. A certified Lean Six Sigma expert, David is a speaker, university and CLE lecturer, and process improvement facilitator who applies Lean to the practice and the business of law.



***Karen Skinner***

***(Three part series – each breakout session stands alone)***

Karen is a senior attorney and Lean Six Sigma Black Belt with over 18 years of international experience in corporate-commercial, regulatory, and education law. She is co-founder and principal at Gimbal Canada Inc., specialists in Lean practice management and continuous improvement in legal and business processes in law firms, in-house legal departments, and public sector institutions. Karen offers clients a powerful combination of legal experience and process improvement skills. She teaches, speaks, and writes regularly on the application of Lean in the legal profession, and facilitates projects that improve the practice and the business of law.



***Ramona R. Whitley***

***(Panelist in first breakout session group)***

Ramona R. Whitley is the Director of Client Services at Allen Matkins, where she leads key client relationship and is instrumental in providing input for strategic pricing initiatives. She oversees the firm-wide client feedback program, client review and growth program and competitive intelligence. Prior to joining Allen Matkins, Ramona was Director of Marketing and Business Development at McKenna Long & Aldridge and Luce Forward. Her marketing experience includes business development, sales training, marketing research, strategic planning, product development, events, sponsorships and public relations. Before working in the legal industry, Ramona spent 17 years in marketing research, most recently at The San Diego Union-Tribune as the Group Research Manager, where she led the newspaper-wide and executive management team's strategic planning process.



***Patrick Fuller***

***(Panelist in first breakout session group)***

Patrick Fuller serves the Director of Legal Analytics for Wolters Kluwer ELM Solutions, and has more than 17 years of experience in the legal profession. Patrick is often referred to as one of the leading experts and pioneers in legal competitive intelligence, particularly in the art of translating big data into intelligence for business development and organizational strategy purposes. Previously, Patrick served as the Vice President of Product & Market Strategy for legal technology company Content Pilot. Additionally, Patrick was a Senior Consultant in the Client Growth Strategy practice with LawVision Group as well as an Adjunct Consultant with Hildebrandt Consulting, after serving as the Global Managing Director of the Monitor Suite competitive intelligence platform he helped launch for Thomson Reuters Hubbard One. Patrick began his career in the legal industry with Martindale-Hubbell. Patrick is a frequent speaker at law firm retreats and industry events, and has more than 100 speaking and authorship credits within the legal industry.



***Chris Fritsch***

***(Panelist in first breakout session group)***

As a Business Development Intelligence and CRM Success Consultant, Chris works together with top law firms across the country to help support their Business Development efforts and maximize their return on investment. In her former role as a Legal Technologist, she advised top law firms and professionals about competitive intelligence and innovative uses of Internet technology. Chris received her law degree from Emory University School of Law in Atlanta, where she served as Managing Editor of the Emory International Law Review, as well as student and faculty technology consultant.



***Daniel D. Morris, CPA***

***(First breakout session group)***

Daniel D. Morris is a sought after global expert in multi-national business structuring, tax optimization, and asset protection. Leveraging over thirty years of holistic accounting, tax, and business advisory services to successful entrepreneurial and family-based enterprises, he serves emerging and middle markets. Dan began his professional accounting career in 1984 Ernst & Young in Silicon Valley, California. Today, he coordinates his services by leading Morris + D'Angelo, a Silicon Valley and Los Angeles based accounting and tax specialization firm. Additionally, Dan leads the consulting services for Strategic Global Advisors, a Nassau based global tax and business structuring advisory service, and is a co-founder of the VeraSage Institute; a think tank dedicated to assisting the professions and knowledge workers.



***Paul Huschilt, CSP, HoF***

***(Afternoon keynote and second breakout session group)***

Paul is a Professional Speaker, an Actor and a Satirizer rolled into an unusual ball of corporate messaging and humor. Described by many as indescribable, he's one of the most unique voices in the speaking industry. Paul presents with energy, passion, and fun. Paul holds a Master's Degree in Arts Management, 10 years' experience in an insurance company, and training in Career Counselling and Adult Education. He's a trained actor and has sung with the Canadian Opera Company. In addition, he is a member of the Canadian Speaking Hall of Fame. Paul works across Canada, the United States, Europe, and right around the globe to Australia, New Zealand and Japan. He performs in English, French, and occasionally in Japanese.



***Michael E. Parker, MBA***

***(Second breakout session group)***

Visionary leader and value-centered strategist, Michael E. Parker is the CEO of Value-Centered Solutions (VCS). Michael formalized VCS and developed the term "value-centered" while successfully implementing the principles of Lean Management in various business environments. Prior to starting VCS, Michael worked for Toyota Motor Manufacturing and was hand selected by CEO Akio Toyoda to receive direct training from 1st Generation Lean Experts in Japan. Michael has taken his vast business wisdom and skillfully implemented value-centered solutions throughout many multi-billion corporations. Michael's business success implementing VCS strategies led him to write his highly acclaimed book, *Who Said So?, The Questions Revolutionary Businesses Ask That Make Them Successful*. Michael holds a Masters of Business Administration degree in Management Science and a Bachelor's of Science degree in Purchasing and Operations from California State University East Bay (Hayward). Michael is also an instructor with the University's Continuing Education Program teaching classes in lean management systems and business operations.



***Jackie Williamson MPAS, CFP®***

***(Second breakout session group)***

Jackie began her career in the financial services industry in 1992 with Smith Barney and came to Charles Schwab in 1996. She has experience in many areas of finance including of portfolio consultation, financial planning, trading and delivery of education and advice on a group and individual level.

Currently, Jackie serves as an Education Specialist for Schwab Retirement Plan Services. She is responsible for the delivery of plan level education and advice for plan participants. She works closely with the Communication Consulting group to develop long-term education strategies and implement creative communication campaigns for plan participants. Jackie holds a BS in Psychology from San Diego State University, and a Master's Degree in Financial Planning.



***Oliver Yandle, JD, CAE***

***(Lunch keynote)***

Oliver Yandle took the helm at the Association of Legal Administrators (ALA) in July 2012. ALA is the largest international organization providing support to legal management professionals. With nearly 10,000 members in 30 countries, Yandle steers an organization of leaders in the legal business industry who are experts in management, finance, human resources, systems and technology, facilities, marketing and practice management. Prior to ALA, Yandle served as the executive vice president of the Commercial Law League in Chicago. His law association experience includes holding the executive director position at the International Association of Defense Counsel, in Chicago, Illinois and serving as an adjunct instructor of legal analysis and writing at the Washington College of Law at American University.



***James McKenna***

***(Panelist in third breakout session group)***

James McKenna is Morrison & Foerster LLP's Director of Infrastructure and Administrative Systems. He is responsible for Morrison & Foerster's information security, network, telephony, enterprise applications, desktop, workflow, datacenters, internal systems, and IT engineering. He has been with Morrison & Foerster for 16 years and the firm was recognized as the International Legal Technology Association's Most innovative Law Firm for 2012. He was an award winner of Law Technology News Most Innovative Use of Legal Technology for 2006. He has 25 years of experience in management, user support, marketing, training, and project management.





***Joseph Abrenio, Esq.***

***(Panelist in third breakout session group)***

Mr. Abrenio, an attorney, serves as Vice President of Cyber Advisory Services & General Counsel for Delta Risk, providing consultation on legal, regulatory, and policy issues related to cyber security. He also provides organizations and companies with intelligence and analysis on current and emerging cyber threats and defensive technologies. Prior to joining Delta Risk, Mr. Abrenio was a partner in LeClairRyan's Intellectual Property and Technology Group, heading the Firm's Data Privacy and Security practice. He represented healthcare organizations, retailers, and financial institutions with electronic data collection and protection. In addition, Mr. Abrenio provided firm clients with a full-spectrum of data privacy services including the formulation of privacy policies and procedures, regulatory and compliance counseling, policy/best practice program development, and related employee training and compliance programs. In addition to providing legal services, Mr. Abrenio was responsible for supervising cybersecurity technical teams in the performance of breach risk assessments and related IT security strategies.



***Henrique De Assis***

***(Panelist in third breakout session group)***

Henrique De Assis is the IT Manager at Lubin, Olson & Niewiadomski LLP. He has been involved in the Legal IT industry for over 15 years, assuming roles from Lead Consultant to Director of Technology. He brings his depth of experience, technical skills, and management capabilities to his current position. His proven track record includes planning implementation of new technology projects and developing technology strategies that align with business needs, while ensuring that products meet customer needs and corporate goals.



***Diane Camacho, CLM, SPHR***

***(Third breakout session group)***

Diane Camacho has over 30 years of experience working in the legal community of San Francisco. She has managed small firms and branch offices in large firms. Currently she consults with small firms in transition helping organize and implement administrative procedures and processes. She is also a Certified Partner with NetDocuments, a cloud based DM system, and an adjunct professor at San Francisco State University. Diane served on the board of the Golden Gate Chapter for over 15 years, serving as president twice. She is a Certified Legal Manager and a Senior Professional in Human Resources. She received her BS from the University of San Francisco in Organizational Behavior and Leadership.





**Steve Meagher**

***(Third breakout session group)***

Steve Meagher is a Physical Therapist and founder of Site Solutions Inc., a network of Physical and Occupational Therapists that provide ergonomic evaluations and training programs. He is a dynamic and engaging speaker who has spoken at the national ergonomics conference for the past four years. Steve has trained office managers and internal personnel at Kaiser Permanente, ADP and numerous other companies. Steve has been a reoccurring guest on the Ronn Owens radio program and has contributed to articles in PC World magazine and the Contra Costa Times.

Steve is changing the field of ergonomic training by teaching evaluators how to look at the employee doing the work rather than the just the equipment and design of the workstation.



## 2016 Committee Members

<b>CHAIR</b> <b>Steven Morris, CLM, SPHR</b> <b>Allen Matkins Leck Gamble Mallory &amp; Natsis LLP</b> <a href="mailto:smorris@allenmatkins.com">smorris@allenmatkins.com</a> 415-273-7452 Three Embarcadero Center, 12 <sup>th</sup> Floor San Francisco, CA, 94111	<b>Linda Belcher</b> <b>Musick, Peeler, &amp; Garrett LLP</b> <a href="mailto:l.belcher@mpglaw.com">l.belcher@mpglaw.com</a> 415-281-2000 601 California St. San Francisco, CA, 94108
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## PRODUCTS, SERVICES AND INFORMATION OVERVIEW

**Knowledge to Leadership.** The Golden Gate Chapter is proud to host its one-day educational conference and exposition in order to enhance the competence and improve the quality of legal management. As a member of the Chapter this is just one educational opportunity you can take advantage of at a reasonable cost thanks to the contributions by our exhibitors. We invite you to take a look at other benefits, activities and events available to you by joining the Golden Gate Chapter!

The **Golden Gate Chapter of the ALA** was formed in 1977 and has members representing private law firms, corporations, government and other legal organizations. The Chapter is a separate membership open to international ALA members. We're 170+ plus members strong. We're one of the largest and most active ALA local chapters in the worldwide network, providing superior educational programs, seminars and networking opportunities (outlined below).

**alasf.org.** (ALA Golden Gate Chapter Website). You'll find all of the information you need about our calendared events and meetings. By becoming a member you will have access to our member directory, job listings and archives of our newsletter.

**ListServ.** Outsourced by Netatlantic.com and managed by the Chapter, this e-mail discussion forum allows members to post topics/questions on common interest industry-related topics and receive replies/feedback from other members.

**The Bridge.** Our Chapter newsletter, *The Bridge*, filled with articles relevant to law firm administrators and has information regarding local, regional and international ALA events, as well as human interest stories regarding our Chapter members and information about our Business Partners.

**Educational Meetings.** A huge benefit of Chapter membership is our FREE educational section meetings. We have four educational sections: finance, human resources, leadership & management and operations and technology and each section schedules three meetings a year. Most meetings include lunch and there is no limit to the number of meetings you can attend. The Chapter also offers free brown-bag webinars from ALA International.

**Business Partner Appreciation Events.** Several times a year, the Chapter offers FREE events for you to get to know our Business Partners and the services they provide. These are valuable networking opportunities and everyone in the Chapter is encouraged to attend.

**Community Connection.** There is no better way for Chapter members to represent themselves and ALA to the community at large than by volunteering. The Chapter hosts various Community Connection events throughout the year and our past efforts have helped children, elders, cancer and leukemia victims and low income families in our community.

For more information about the Golden Gate Chapter or to discuss joining, contact one of our Membership Co-Chairs:

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