

# POWER UP

*We Have the Knowledge...*

*Information for Members & Guests*



**Virginia**  
Statewide Retreat

## 7<sup>th</sup> Virginia Statewide Retreat & Expo

March 13-14, 2015

Williamsburg Lodge & Conference Center  
Williamsburg, Virginia

*This is a tremendous opportunity to network with other Virginia legal professionals from the Hampton Roads, Northern Virginia, Richmond, and Western Virginia areas as well as business partners throughout the state. It's a day and a half of education, networking, and entertainment in beautiful Williamsburg, Virginia. We look forward to seeing you there.*

**#alavaretreat**

## SCHEDULE OF EVENTS

### Friday, March 13, 2015

- 11-4 p.m. Check-in at ALA Desk
- 12-4 p.m. Exhibit Hall Set-up
- 3:00 p.m. Education Session I (ends at 4:30)
- 4:00 p.m. Sponsor Orientation (ends at 4:30)
- 5:30 p.m. Cocktail Reception (in Exhibit Hall)
- 7:00 p.m. Welcome & Introductions
- 7:30 p.m. Dinner & Open Bar
- 9-12 p.m. DJ and Dancing

### Saturday, March 14, 2015

- 8:00 a.m. Networking Breakfast
- 9:00 a.m. Exhibit Hall
- 10:30 a.m. Education Session II
- 12:00 p.m. Exhibit Hall
- 1:00 p.m. Networking Lunch
- 2:30 p.m. Education Session III  
Exhibit Hall Breakdown
- 4:00 p.m. Conference Wrap-up



## LOCATION AND ACCOMMODATIONS



The conference will be held at **The Williamsburg Lodge & Conference Center** in the heart of Colonial Williamsburg, VA. Please contact the Lodge directly to reserve your room for Friday evening, March 13 and Saturday, March 14 (if you wish to stay an extra night). Hotel rooms are available at the discounted rate of **\$149** double occupancy per night, and the resort fee has been waived. Space is limited, so call **800.261.9530** to reserve your room, and please mention that you are with the Virginia Association of Legal Administrators' Retreat to receive the group rate. **The deadline to reserve your room is Wednesday, February 11, 2015.**

*Hampton Roads and Richmond Chapter Members should NOT call the hotel to reserve rooms. Hampton Roads members should register with Diana White and Richmond members should register with Michael Keatts.*



## THINGS TO DO IN COLONIAL WILLIAMSBURG

- 20 guided and self-guided tours (discount tickets available through the Lodge)
- The Spa of Colonial Williamsburg (discounts available through the Lodge)
- Golf (discount rates available through the Lodge)
- Explore Revolutionary government buildings, shops, homes, and taverns
- Tour world-class art museums
- Visit several colonial shops in Historic Williamsburg (discount coupons available)
- Walk to Merchants Square (with over 40 unique shops and restaurants)



## TESTIMONIALS FROM 2014 RETREAT ATTENDEES

*“As the lone chapter member from the Newport News area of Hampton Roads, being able to participate in a statewide event such as the Virginia ALA Retreat has afforded me the opportunity to network and share ideas with the legal administrators from all over the state. The educational seminars are always on point and relevant to the situations that many of the administrators are experiencing today, and I always feel I have gained some insight that I can take back to my firm and incorporate. I look forward to this event every year, and I would encourage ALL legal administrators and even lawyers to attend the retreat!”*

*—Susie Bacon, Hampton Roads Chapter*



*“Attending the Virginia ALA Statewide Retreat is a can’t-miss event on so many levels. The venue is conducive to the learning and fun that takes place. The presenters are fabulous and engage their audience; every session has takeaways and key objectives that can be applied immediately after returning to work. Additionally, there are opportunities to gain more insight into our business partners’ products and services. The networking opportunities with the business partners and our colleagues are fantastic. Plus, the attendees are just fun to hang out with!”*

*—Astrid Emond, Northern Virginia Chapter*

*“I attended my first Virginia Statewide Retreat in 2014. It was a great event providing excellent information from the speakers and business partners. It was fun to meet new ALA members from around the state and catch up with others. I’m looking forward to attending the retreat again in 2015.”*

*—Paula Hess, Western Virginia Chapter*

*“I am new to ALA and am glad I was invited to attend the 2014 VA Statewide Retreat in March. I found the presentations to be educational and the networking enjoyable but also informative. I think the retreat has something for all members whether you are new to ALA or an experienced ALA member. I hope to make this part of my annual continuing education.”*

*—Anita Mattox, Western Virginia Chapter*

*“I’ve worked in many different industries during my career, but I am fairly new to the legal industry. It is incredibly helpful to me to have so many excellent business partners to network with at the Virginia ALA Statewide Retreat. I know that I will continue to benefit from these relationships as the years go by and look forward to fostering new ones in 2015!”*

*—Mark Tucker, Richmond Chapter*



## SPEAKERS & EDUCATIONAL SESSIONS

### ***SESSION I: Concerned about Social Media? That's Just the Tip of the Iceberg***

Presented by: **Leslie A. T. Haley, Esquire**, Haley Law, PLC

E-mail has become the most popular communication tool in the professional environment; however, electronic communications can cause misunderstandings, confidentiality disputes and privacy issues, but what about misconduct? In this session, Leslie Haley, former Senior Assistant Ethics Counsel for the Virginia State Bar and current owner of Haley Law, PLC in Richmond, will discuss the many issues related to electronic communications, including those made on social media, as they apply to your legal organization, your lawyers, your staff, and your clients. Having spent fourteen years advising Virginia lawyers and judges on questions of ethics and lawyer advertising, Leslie brings a unique perspective to this hot topic.



### ***SESSION II: Pressing Employment Issues for Today's Administrator***

Presented by: **Matthew F. Nieman, Esquire**, Jackson Lewis, PC



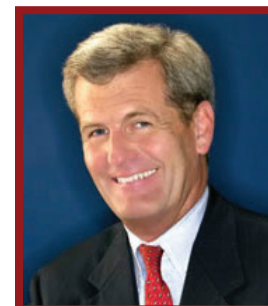
Telecommuting and flex time? Tattoos and piercings? Same-sex marriage? The Affordable Care Act? Social media usage? Is your organization struggling with questions related to any of the issues above? What new developments are on the horizon in 2015? Each year seems to bring unique new challenges to employers. Join Matthew Nieman, Shareholder and Litigation Manager for the Washington, D.C. Regional Office of Jackson Lewis PC as he discusses practical tips in addressing these employment issues that may necessitate updates to your company's policies and practices.



### ***SESSION III: Succession Planning: A Blinding Flash of the Obvious***

Presented by: **Michael Moore, J.D.**, Moore's Law, LLC

Recent studies have highlighted how current demographics in most law firms, regardless of size, now make succession planning a critical issue, because the potential negative revenue impact from the loss of key partners and clients can be very significant. Every legal organization needs specific strategies to transfer knowledge to the young lawyers who are the future of the company, but are most of us developing these strategies, and if so, are they effective? Michael Moore, founder of Milwaukee based Moore's Law, LLC, specializes in helping lawyers and legal organizations create professional success and will provide insight into succession planning and sustained adaptability by discussing current best practices among legal organizations of various sizes.



## RETREAT COMMITTEE



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## VIRGINIA ALA'S MISSION

*The Virginia Chapters of ALA encourage the mission of the international Association of Legal Administrators — “to be 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.” Our statewide retreat and exposition is our commitment to that mission.*



# ALA MEMBER REGISTRATION FORM

7<sup>th</sup> Virginia Statewide Retreat & Expo

March 13-14, 2015

Williamsburg Lodge & Convention Center

DEADLINE FOR REGISTRATION — **FEBRUARY 11, 2015**

The Virginia Chapters of ALA are pleased to invite our members and independent members from around the state to our statewide retreat and exposition in historic Williamsburg, Virginia. The conference includes:

- Friday cocktail reception, dinner, entertainment/dancing (one guest per member welcome-no fee required);
- Saturday breakfast (guest fee \$25);
- Saturday lunch (guest fee \$25);
- Friday & Saturday educational sessions;
- Saturday Business Partner Exposition.

Registration for the Conference is **FREE** for ALA Members

**The only member cost for the event is the discounted room rate of \$149 plus tax per night. Reservations must be made directly with the Williamsburg Lodge by calling 800.261.9530. Please mention that you are with the Association of Legal Administrators' Retreat to receive the discount. Hampton Roads members should contact Diana White to reserve their hotel room(s) and Richmond members should contact Michael Keatts. Discounted rooms are available for Friday and Saturday evenings. The deadline to reserve your room is February 11, 2015.**

**PLEASE RETURN REGISTRATION FORM to Shirley Beacham  
by fax at 757.623.5735 or by e-mail: [sbeacham@cwm-law.com](mailto:sbeacham@cwm-law.com)**

ALA Chapter: ☐ Hampton Roads ☐ Northern Virginia ☐ Richmond ☐ Western Virginia ☐ Independent

Print Member Name/Title: \_\_\_\_\_

Firm/Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Zip: \_\_\_\_\_

Business Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Guest's Name: \_\_\_\_\_

One guest per member is welcome to join us for all meals and activities; however, only the Friday evening events are included at no charge for the guest. You may pre-order separate breakfast and lunch tickets for your guest, or they may choose to eat at one of the Lodge's other dining options.

Please list the number of additional tickets you would like to purchase for each meal below. Payment for meals is due no later than February 28, 2015 along with a copy of this form. Please make checks payable to **Virginia ALA Statewide Retreat** and send to Shirley Beacham, Crenshaw, Ware & Martin, 150 W. Main Street, Suite 1500, Norfolk, Virginia 23510.

\_\_\_\_\_ Breakfast (\$25)      \_\_\_\_\_ Lunch (\$25)