

Region 3 Connection

June 2009



Illinois - Indiana - Kentucky - Michigan - Ohio - West Virginia

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Director's Message



The regular registration deadline for the NALS Region 3 Retreat is fast approaching. After June 30, 2009, you will have to pay a \$30 late fee so please get your registration in now. Also, I am still looking for advertisers for the program and donations for Spin to Win fundraiser.

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Membership Highlights

We welcome the following new members to NALS and Region 3. We look forward to meeting you at a meeting, seminar, or conference.

April

Nancy Lackney (OH)
 Ron Swedlow (OH)
 Maria Weirich (OH)
 Michael Heck (OH)
 Jessica Blazick (OH)
 Elizabeth Cheyney (OH)
 Michele J. Kool (MI)
 Darci Woonacott (MI)
 Chet Ames (MI)
 Emily Burke (MI)

May

Susan M. Siferd (MI)
 Nicole Zamiara (MI)

legal environment. **Current Number Certified: 2,746**



How do your skills compare with the hallmark of a professional? PLS® is the designation for lawyer's assistants who want to be identified as exceptional. Certification is received after passing a one-day, four-part examination which demonstrates not only dedication to professionalism but acceptance of the challenge to be exceptional. Personal motivation is necessary to attain such a goal. **Current Number Certified: 5,544**



Are you looking for a way to establish your credentials nationwide as a Professional Paralegal? Established in 2004 at our members' request, the Certified PP designation is an attainable goal for paralegals who wish to be identified as exceptional in all areas of law. The certificate is received after passing a one-day, four-part examination. **Current Number Certified: 436**

Membership Report

The breakdown of membership within the Region as of June 1, 2009, is:

State	No. of Members
Illinois	21
Indiana	10
Kentucky	7
Michigan	321
Ohio	72
West Virginia	2
Total Members	433



Certification



One way to demonstrate your preparedness for the demanding field of law is by becoming an ALS. This designation is awarded after passing a four-hour, three-part examination. Attaining this goal demonstrates your commitment and aptitude for succeeding in the ever-changing

Region 3 Pin



Region 3 Pins are still available. Your cost is only \$5, unless order is mailed (add \$1 shipping and handling fee).

NALS Education Conference & National Forum



One way to demonstrate CALIFORNIA DREAMING ON SUCH A WINTER'S DAY . . . Become a Star and Attend the NALS Education Conference & National Forum in Irvine, California, October 8-11, 2009. NALS will be celebrating its 80th year by going back to the state it was formed in.

The NALS Foundation has scheduled another wonderful event for the Irvine, California conference—the Purple Gala event. Chapters, state associations and even regions will have the opportunity to “dress” a Foundation Trustee, a NALS Board Member, and even a NALS Past President. Region 3 has already made arrangements to “dress” Cathy Hankins, PP, PLS, as Big Bird (to coincide with our Think Big color). I have searched the Internet and cannot find a Big Bird custom. If anyone has one or knows where we might find one, please let me know.

The educational sessions at the conference are:

Thursday, October 8

Do The Right Thing, Professor Ronald Rotunda. When faced with an ethical decision, have you ever had to “Do the Right Thing”? This session will focus on helping legal professionals work through ethical challenges by providing a helpful decision-making process.

Elder Law - Terms of Endearment, Judge Kim Hubbard. What “Terms of Endearment” behold us in our retirement years? This session provides life-changing information on planning for the retirement years.

Criminal Law - CSI: Irvine, Jennifer Contini, Senior Deputy District Attorney. “CSI: Irvine” conjures up images of DNA testing and forensics. With everything you touch, you leave a DNA footprint. This session will primarily focus on tracing DNA and figuring out how to find the prime suspect.

Friday, October 9

Keynote Speaker - Gavin W. Manes, Ph.D. Dr. Manes will discuss the overall issues with handling of privileged information in the context of digital forensics investigations and the electronic discovery process. Through a Powerpoint presentation and demonstrations, Dr. Manes will discuss digital redaction and clawback procedures as methods to protect privileged information. The current uses and challenges to the redaction of electronic information will be outlined, as well as the best practices as determined by current case law. A typical example of a clawback procedure will be presented, including a standard clawback agreement.

2:00 p.m. - 3:30 p.m. Special Needs - Ordinary People, Donna Bashaw, Esq. At first glance, everyone appears to be “Ordinary People,” but you may be wrong. The future demographics of Special Needs people is on the rise. There is a new legal specialty called Special Needs Law. Although Special Needs Law and Elder Law overlap in some areas, Special Needs Law is more specialized. This session will cover trusts, benefits, transition planning, promotion of independent living, housing, medical/health care, education, advocacy/litigation, and capacity/guardianships/conservatorships.

Technology - You've Got Mail, Professor Jack Lerner. Admit it, you get excited when you hear that little ding on your computer which indicates that “You've Got Mail.” This session will cover the effects of e-mails in our work and private lives, the redistribution of what you think is a private e-mail; what cybersquatting means, what clickfarming is; and an update on the most recent court decisions regarding Internet law.

Saturday, October 10

Ethics - Sense and Sensibility, Justice Edward Wallin. Alternative Dispute Resolutions sometimes boil down to "Sense and Sensibility." This session focuses on how to successfully resolve complex multi-party matters without tying up the court system.

Industry Trends - 9 to 5, Judith Finnegan, CLM. In the future, what will happen from "9 to 5"? This session provides insight into the future of legal support professionals and will follow up on the ALA's predictions regarding the future of the legal secretary as presented in their 2000 White Paper.

Diversity - And Justice for All, Morgan Chu, Esq. Does the term "And Justice for All" ring true for everyone? This session brings to light how ethnicity and cultural differences play a role in professional development in the legal field.

Bankruptcy - Gone with the Wind, William Lobel, Esq. With the state of our economy and the failing markets, our finances/monies could be "Gone with the Wind." This session will cover the state of the general economy with specific emphasis on the real estate market and the likely changes to the Bankruptcy Code under the Obama administration.

Computer Forensics - The Net, Matthew Sant, Esq. In this age of technology, do we really know who's on "The Net" with us and what data tracks we leave behind? This session brings sobering insight into reality and who or what may be on the other end.

Criminal Law - Traffic Judge David Thompson and Judge Erick Larsh. Drug Offenders Getting Clean: Illegal drug use is now estimated to kill someone about every 30 minutes in the United States. Many of the more than 2 million people incarcerated in the United States today have serious drug problems. The criminal justice system has responded by developing treatment programs as alternatives to incarceration for non-violent drug offenders. This session will provide an overview of both pre-trial and post-trial treatment alternatives, with particular emphasis on collaborative Drug Treatment Court programs.

Sunday, October 11

Closing Keynote Address - Jon Gordon. Jon Gordon is a speaker, consultant and author of the international best seller *The Energy Bus: 10 Rules to Fuel Your Life, Work and Team with Positive Energy* and *The No Complaining Rule: Positive Ways to Deal with Negativity at Work*. Jon's next book, *Training Camp: What the Best do Better than Everyone Else*, will release in May of 2009. Jon is a graduate of Cornell University and holds a masters in teaching from Emory University. When he's not speaking to businesses or schools, you can find him playing lacrosse or basketball with his wife and two "high energy" children.

Region 3 Retreat

The 2009 Region 3 Retreat will be held July 24-25, 2009, in LaPorte, Indiana. The plans are to have the NALS of Michigan Board meeting on Friday afternoon with a welcome party and "fun" education Friday night. On Saturday after educational speakers we will tour the Barker Mansion in Michigan City, Indiana. The registration form is attached along with a flyer about the FUNd raising event.

NALS Online Community

NALS' Online Community is now on the Ning network. If you are registered with the original community, you will have to re-register for the new one. You can personalize your page and have all kinds of interesting discussions! Go to www.NALSnet.ning.com. Try it, you'll like it! P.S.: NALS is also on Facebook and LinkedIn too!

NALS Environmental Scan

As you may know, the NALS Think Big! campaign was announced during the NALS Professional Development Conference in March 2009. While part of the campaign is a year-long membership drive, members are encouraged to Think Big! in all ways, not only in connection with NALS, but personally and professionally as well.

NALS wants your help in thinking big and strategically guiding NALS' future. The environmental scan questions should take less than 10 minutes to complete. The questions are designed to be broad in nature, and your answers should cover all of your experiences, whether connected to NALS' programs and/or services or to some other experience you have had. Your candid answers are requested. <http://www.nals.org/scan/index.html>.



to you.

If you are not an existing user:

- Click on the "sign up here" link.
- Enter all required information.
- You will get added to our database as a new user, then you will be prompted to create a new login name and password.

Update Your Membership Information

Did you know you could update your contact information right on the NALS website. On the top left side of the web page it says "Members Log in Here." When you click on that you go to the log in page. Here's how you sign in:

- Login Name and Password are always case sensitive
- Login Name is your member or constituent number.
- Password is the first three letters of your last name plus your membership or constituent number, where the first letter of your last name is capitalized.

Member or constituent numbers are found on membership cards, renewal notices and magazine address labels. Example: John Jones (#01234) gained access the first time using the following:

Login Name = 01234 Password = Jon01234

If you do not know or if you are an existing user and have forgotten your username and/or password:

- Click on the forgotten password link above.
- Enter your email address.
- Your login name and password will be reset to the default explained above, then emailed

Just a reminder about the new membership campaign. Each region has a team and they are in competition to increase membership. The region with the highest net gain membership for the next year will receive a free reception at their 2010 conference.

Our team consists of Mary Baldecchi, PP, PLS, CLA, Mary Lenhart, PP, PLS, Joanne Davis, PP, PLS, and me. We have come up with a couple ideas and I want to share them with you.

The chapter with the most new members between now and July 1 will receive a free registration to the region meeting. Also, we want to encourage members to bring potential members to the region meeting. A member can bring a potential member for the combined price of \$140 and you can divide it up any way you want. We will also have a drawing at the region meeting for a free membership for a non-member.

Here are some THINK BIG ideas from Mary Baldecchi, PP, PLS.

CAN I THINK BIG--BY MYSELF?

Someone recently asked me this question: I can't seem to get anyone else in my area to be



enthusiastic about the Think Big campaign. What can I do all by myself?

Here's my answer:

First, start small! After all, you're only one person--then build up!

IF YOU DO HAVE A CHAPTER,

1. Take a stack of membership applications to the next chapter meeting--or send them by email. Give one to each person and tell the members to pass them on to a potential member. If nonmembers are in attendance, encourage them to submit the application. Do the same thing at the next meeting--and the next--until March 2010. If you can, contact each person after the meeting to follow up on what happened to the application.

2. Start your own telephone campaign. Call several potential members a couple days before the meeting to remind them and invite them to the meeting. Email is OK too but the personal invitation is better. Don't give up unless the person asks you to stop. Remember, you're something of a salesman, and a salesman gets a lot of "no" answers before he sells his product. Probably he sells to one person out of 10 or 20 that he talks to. So don't give up too easily.

3. Volunteer to be the NALS public relations person for your chapter. Make a commitment to put notices in the paper or in the bar magazine of upcoming NALS meetings or events. Be sure to include a contact number.

4. Make up some bookmarks to hand out to potential members. Print it on colored card stock--a little heavier than copy paper. You could put the NALS Code of Ethics, NALS Mission, and dates of upcoming meetings.

5. At your chapter meetings, make sure you greet every nonmember personally; introduce yourself; and make them feel welcome. Maybe you could find a seat for them, and introduce them to a current member. Make it your personal mission to get to know each of them--and be sure to invite them back.

6. Do anything and everything you can to make each meeting special. If a potential member comes to one meeting, and doesn't like it, there might not be a next time! Consider this:

If you go to a new restaurant and the food is bad or the service is bad or both, you probably won't go back!

EVEN IF YOU DON'T HAVE A CHAPTER, TRY THESE IDEAS:

7. Get your 30-second speech ready, so that when someone asks you, "What is NALS?" you'll be ready! If you need material for your speech, go the NALS website. There are plenty of ideas there, including the history of NALS and benefits such as education, networking, conferences, and certification opportunities.

8. You'll have to believe in NALS to sell it. You probably have some personal experiences to share. Maybe it was the time you contacted a NALS member in a different state, or maybe someone contacted you! Maybe you can tell how much you've grown personally and professionally since joining NALS. Maybe you've learned to get over a fear of public speaking.

9. If someone says to you, "My employer doesn't want me to join," send the employer brochure. (Print it from the NALS website.) You could send it to the potential member to give to the boss--or, send it directly to the boss with a letter and an application form. Sometimes selling the employer is the first step.

10. Wear your NALS pins proudly. Be an ambassador. Have your 30-second speech ready when someone asks!

11. Do you love Starbucks? Why not invite a potential member to join you for coffee one morning? Take along the NALS membership application brochure and any other information that might be convincing. Wear your NALS pins. Ask questions about the other person--and be a good listener. If you can, bring up NALS and why you are a member. If it doesn't come up, just hand her the information when you part ways and ask her to consider joining.

12. This is an important point: ASK POTENTIAL MEMBERS TO JOIN! Be direct. If you don't invite them, they might think you don't want new members!

NALS Marketing Committee – THINKS BIG

The Marketing Committee has outdone itself once again. Provided in the Leaders section of the website are new PowerPoint presentations: one geared toward Membership recruitment and one geared toward Students. There is no need to "re-invent the wheel." These are available to you courtesy of the super-duper Marketing Committee.

Also from the Awesome Marketing Committee is a document compiling all of the known schools providing legal training *throughout the country*. This incredible document can be used by states and chapters for recruitment purposes.

The Marketing Committee is currently working on a document containing contact information of all local bar associations. The Marketing Committee is asking for members to help them with this project. If you have worked with a local bar association, please provide their contact information to me and I will forward it to the Marketing Committee.

NALS Foundation News



DID YOU KNOW THAT NALS HAS JETTS?

The Jetts of NALS may not go at light speed or fly coast to coast in 4+ hours or fly to break the sound barrier. But the Jetts of NALS do pack a hefty punch of recognition as being the "best of the best" in chapter and state programs that have been offered at the multi-level of NALS. The Jett Awards program is sponsored by the NALS Foundation and this coveted competition is held annually.



Established in 1994 and named after the NALS' founder, Eula Mae Jett, the purpose of the annual Jett Awards is in fact two-fold. First, they recognize the "best of the best" programs which are developed and presented at the grassroots multi-levels of NALS. Second, these Jett Awards provide a resource for the members of NALS to access proven successful programs for their chapters, states, and regions to either emulate or adapt to their own needs - without reinventing the wheel or "flight path."

Are you aware that NALS members, chapters, states, and regions can access the *library* of previous Jett Award winning programs from previous years 24 hours a day / 7 days a week? You ask how? Just log on the NALS website and access the library at <http://www.nals.org/foundation/downloads/JettOrderForm.pdf>. Take a look and see if a program fits with the vision for a future program of your chapter, state, or region. For a nominal fee, you can purchase the Jett award winning program of your choice to establish your own success story.

So you have developed a new program by your chapter or state and it is a successful one. Why not submit your program for a Jett Award? The deadline for each annual competition is November 1st. To ensure a level playing field, NALS' states and chapters compete against other states and like-sized chapters. There are four classifications for all programs:

State Classification:

Programs or campaigns conducted exclusively by state associations.

Large Chapter:

Programs or campaigns conducted by chapters with more than 51 members.

Medium Chapter:

Programs or campaigns conducted by chapters with 26 to 50 members.

Small Chapter:

Programs or campaigns conducted by chapters with 25 or fewer members.

Once the chapter size classification is determined, the programs or campaigns are then categorized in eight general areas and are evaluated against other like programs. These eight categories include:

- Membership Development
- Association/Chapter Development
- Association/Chapter Enterprises
- CLE One-Time Program
- CLE Series of Related Topics
- ALS Certification Program
- PLS Certification Program
- Certification Programs

Shortly after the submission date of November 1st, an independent panel of association executives evaluates each entry based on established criteria of the following elements:

- Needs Assessment
- Planning and Design
- Logistics and Production
- Budgeting and Finance
- Marketing, Promoting, and Advertising
- Evaluation

The Jett Awards are divided into three levels. Programs in each classification and category are eligible for either a second place (*Cornerstone Award*), or a first place (*Keystone Award*). One program, selected amongst all of the entries submitted, will be recognized as the best overall program and will be awarded the coveted *Founder's Award*. All award winners receive special recognition during the Professional Development Conference held each year and the award winning programs are displayed throughout the conference for all attendees to view. In addition, the award winners are also featured in both @LAW and on the NALS website.

For more information and application submission procedures on the Jett Award Program, please visit the NALS website, proceed to the NALS Foundation area and access the Jett Awards link or contact Jennifer Reed (reed@nals.org) at the NALS Resource Center.

The trustees of the NALS Foundation encourage our chapters and states to share their successful programs with the members of NALS through the Jett's of NALS. *Be a high flyer and soar to new heights with success and reach for the stars as your program can also be a contender for a Jett Award!!!*

Reminders/Announcements

August 1 - Deadline for NALS Officer Nominations

August 1 - Regular Registration Deadline for NALS Education Conference, Irvine, CA

October 8-11 - NALS Education Conference



REGION 3 RETREAT

July 24-25, 2009

LaPorte, Indiana

NALS Region 3 Chronicle

Regional Directors

1997 - 1998	Pamela K. Bryson PP, PLS	Michigan
1998 - 1999	Vickie L. Hays, PLS	Michigan
1999 - 2001	Catherine A. Hankins PP, PLS	Ohio
2001 - 2003	Kathleen R. Amirante PP, PLS	Michigan
2003 - 2005	Carole M. Schneider PP, PLS	Michigan
2005 - 2007	Sherri J. Bowden PLS	Michigan
2007 - 2008	Jane Cramer	Ohio
2008 - 2009	Marion R. Stone, PP, PLS	Michigan

Regional Meetings

October 2 - 4, 1997	-	Kalamazoo, MI
August 20 - 22, 1999	-	Dayton, OH
July 28 - 30, 2000	-	Lawrenceburg, IN
July 27 - 29, 2001	-	Bridgman, MI
August 2 - 4, 2002	-	Fort Wayne, IN
July 25 - 27, 2003	-	Bloomington, IL (Joint Regions 3 & 5)
July 30 - August 1, 2004	-	Fremont, OH
August 5 - 7, 2005	-	Bay City, MI
June 16 - 17, 2006	-	Novi, MI
August 10 - 12, 2007	-	Ashtabula, OH
July 18 - 19, 2008	-	Lexington, KY
July 24 - 25, 2009	-	LaPorte, IN

