



Kathy Cline, Certified PP, PLS, CLA
NALS 2007-08 Region 5 Director

January/February 2008

REGION 5 NEWSLETTER

Iowa, Kansas, Minnesota, Nebraska, North Dakota, South Dakota, Wisconsin

Happy Valentine's Day! I hope everyone is having a healthy and happy new year, and that you are ready to celebrate Valentine's Day. What a great excuse to have chocolate!

Here are a few quick notes/reminders to jump start you into the new NALS year.

**Welcome to Region 5's
New Members from December
and January:**

Twin Cities, NALS, MN
Darlene R Cronin
Sue Kirtz

Black Hills LPA, SD
Sheila Solano

Congratulations to our new members. We hope you take advantage of all the networking and educational opportunities NALS has to offer. Both you and your career will be enhanced!

**MARK YOUR CALENDAR FOR
2008 REGION 5 CONFERENCE**

The 2008 NALS 5 Region Conference will be held **JUNE 13-14, 2008**, at the Inn on Lake Superior in Duluth, Minnesota. Plan to be there!

Kathy Lattner and September Holmblad and their committee members have been working hard at making our **2008 Region 5 Conference** a huge success.

Start planning your summer fun and CLE now! Put together some car pools and head to Duluth! A dinner cruise on Lake Superior will be held on Friday evening.

The tentative schedule includes topics such as Technology, Forensics; Real Estate; Water Rights, and a Disaster Panel. An exciting keynote speaker is planned for Saturday morning. More details, together with a registration form, will be available in March.



March 6-8, 2008

**NALS Professional Development &
Education Conference**
Tulsa, Oklahoma - Doubletree Warren Place

Have you seen the **Countdown** to the Professional Development & Education Conference in Tulsa on the NALS web site? as I write this, it's at 23 Days, 02 Hours, 06 Minutes, 35 Seconds.

It's looking like Region 5 will have a smaller than usual turnout in Tulsa this March. Feel free to still sign up! If you have any business you would like brought forth at the Region 5 meeting, please let me know. A tentative agenda for the meeting is attached.

Donations Wanted!

As a reminder, even if you cannot attend in person, the NALS Foundation is seeking donated items for its annual sweepstakes to be held during the conference. Items may be donated by individuals, groups, local chapters, state associations, or regions. Donated items may be forwarded to the NALS Resource Center, Attn: Jennifer Reed. Please be sure to include the correct donor information. **Items should be received at the Resource Center no later than March 3, 2008.** Donors who prefer to hand-carry their donated items to the conference should submit a brief description of the item and the correct donor information to Jennifer Reed at reed@nals.org.

NALS President's Gift Fund

Each year we honor our outgoing president with a monetary gift from NALS regions, states, chapters, and members. This gift will be presented to Kathy Siroky, PP, PLS, at the Tulsa conference in March. Members of the NALS Board themselves fund most aspects of the work they do for NALS, including travel to NALS Board meetings. If you or your region, state, or chapter would like to include a gift, please send your check payable to NALS President's Gift Fund and mail to:

NALS Resource Center
President's Gift Fund
8159 East 41st Street
Tulsa, OK 74145

President's Reception

if you or anyone you know would like to be part of the President's Reception for incoming President, Dee Beardsley, contact Caryn Wolchuck at cwolchuck@twtlaw.com.

WANT TO GET INVOLVED?

A super way of getting involved in NALS is to sign up for a national committee. Don't be frightened—you can do it! Dee Beardsley, incoming NALS President, has filled the leadership positions for her committees, but there's always room on the committees for people who are willing to work hard and be involved. Fill out the attached Personal Data Form and send it to Dee. It's a great way to network with other members from across the country. Here's a recent ad: **WANTED: DEDICATED AND ALIVE!** NALS Marketing Committee is looking for enthusiastic, creative, forward thinking, colorful, box-friendly individuals to shake, rattle, and roll in 2008-09. Join the Hankins/Peden Posse. Rewards are numerous. Recognition inevitable.

Online Learning Center: Earn CLE credits by joining a chat. The chats begin 8 p.m. central time. See schedule of sessions by going on NALS website (www.nals.org) and click on online learning session.

NALS Award of Excellence

Nominate someone for the NALS Award of Excellence! You know someone that deserves it, so act now so that we can honor them! **Deadline for submission is May 2008.** Nomination form can be found at NALS.org.

MARKETING

Did you know that Jay Moore, NALS Communications & Marketing Manager, has been posting items on marketing on a blog available on the NALS website? (nalsmarketing.blogspot.com) Here's his submission from January:

I am going to make a series of posts dedicated to the design of promotional materials...I will start with the Audience.

I know you have all probably worked on some type of flyer or newsletter design sometime in your life. Odds are if you kept it simple it turned out fine and was an alright piece, but if you tried too hard to make it look fancy it may have not turned out as well as you thought it would. I am going to outline some design basics which when combined with the moniker "Less is More" you will be able to create some nice promotional designs that can be used for anything.

You must know your audience...I know this sounds simple but if you don't know what your audience wants and how they best receive a message then you can not effectively reach them. Since you know your audience so well you need to make your design suited to their tastes and needs. Remember you are not designing for you, rather you are designing for

your audience. There are some standard rules to follow based on your audience such as the font size. The font size should be larger for older audiences to make it easy for them to see. This can also decrease the amount of space you have for text so use your space wisely and edit your text to make it the most efficient. It is also advisable to avoid light or bright colors and look at high contrast designs to make the information jump off the page. For all audiences you want to avoid complicated backgrounds and make sure there is a clear distinction between the foreground and background. Most people want visual breaks when they read something so make sure that you use columns to give a visual break and avoid long line of text going completely across the page.

Learn as much about your audience as you can so you can effectively target them with your designs and your programs!

I will post next time on some basic rules of layout!

Thanks,

Jay

NALS 57TH ANNUAL EDUCATION CONFERENCE & NATIONAL FORUM IN NORFOLK, VIRGINIA

NALS members will pack their bags and head south to Norfolk, Virginia, for the 57th NALS Annual Conference, September 11-14, 2008. We'll be staying at the Marriott Waterside.

Deadline for hotel reservations is August 10, 2008. However, once the NALS block is full, the hotel does not have to add additional rooms to the block. Operators are standing by now for your call. Pick up that phone and call 1-757-627-4200 and make your reservation today!

You can register online now. The early bird deadline is **June 1, 2008**, and regular registration deadline is **July 15, 2008**.

Change of Address? New Phone Number or Email Address? If you have a change in your contact information, it is YOUR responsibility to make sure that information is updated with NALS, as well as your chapter and state. Simply complete the Change in Status Form (found under NALS members) online or print the form and mail it to the Resource Center.

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Well, that's all for now. Let me know if there is anything you would like shared with the members of our region—successes in local seminars, membership drives, or articles.
Start planning now to be in Duluth in June!

Kathy Cline, Certified PP, PLS, CLA
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**NALS REGION 5 MEETING
Friday, March 7, 2008
Tulsa, Oklahoma**

AGENDA

Welcome

Introductions

Financial Report: Current balance \$1,126.14

Other Business:

Thank you from NALS for donation to Building Fund

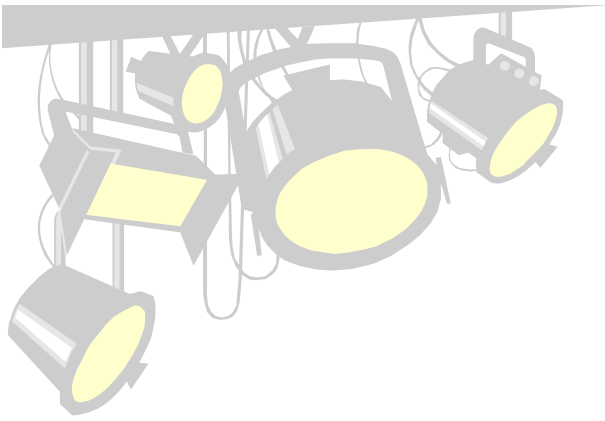
**2008 Region 5 Conference:
Thursday, June 12, 2008, to Saturday, June 14, 2008**

The Inn on Lake Superior
350 Canal Park Drive
Duluth, MN 55802
Rooms: \$124 (plus 13% tax)
Room block will be held until May 13, 2008
Complimentary deluxe continental breakfast
NALS Member Kathy Lattner of Duluth is our contact person.

Reservations may be made online by using:

Group ID 1501
Password 37000596

NALS 57th Annual Education Conference & National Forum
September 11-14, 2008
Norfolk, Virginia



Now Casting . . .



Open auditions for the 2008-2009 cast and crew of *NALS, the Leadership Team!* are now being held across the country. If you want to be part of this extraordinary company and share in the excitement of *NALS*, simply fill out the attached form and return it to Dee Beardsley, PP, PLS. Taking an active role in NALS enhances your member equity, makes it more rewarding for you personally, and is an outstanding way for you to maximize your potential as the star of your own career!

Performances will be held at the Professional Development Conference in Tulsa in March 2008 and the National Forum in Norfolk in September 2008. Frequent rehearsals are the key to the production's success and most of NALS cast and crew will hold monthly meetings in NALS Online Rehearsal (Learning) Center. Cast and crew members must be dependable and self-motivated team players, and should possess a desire to create quality programs, and educate and mentor others. Dedication and a flexible schedule is a must! Hours vary in accordance with workload, but you should expect to put in a minimum of one rehearsal hour each month and may be asked to work additional hours as necessary.

Available Production Crews

@Law: This Crew oversees the publication of NALS' quarterly magazine and the monthly publication, e-Learn@NALS. The crew's responsibilities include identifying and securing suitable authors for articles, proof-reading articles, proofreading full magazine text, and preparing monthly editions of e-Learn@NALS.

Certifying Board: This Crew consists of at least nine NALS members who serve for at least two years and who have attained both a PP and PLS certification. Both certifications must be in good standing. Two non-NALS members also serve on the Certifying Board. Although a PLS may fall under the category of "voluntary recertification," she or he must recertify in order to serve on the Certifying Board. In order to receive exam-related training (including statistics and exam preparation), it is imperative that, during the two-year term, Certifying Board members are available to attend each Professional Development conference held in Tulsa in March. The Certifying Board is responsible for all issues directly related to the certification examinations.

Education: This Crew provides educational programs for NALS members, including legal training courses and certification study materials. There are two (2) subcommittees that fall under the Education Crew umbrella: (1) The Education Seminars subcommittee develops, updates, and maintains materials that can be purchased by chapters/states/regions/law firms/schools; (2) The Education Products subcommittee is responsible for preparing Mock Exams and Resource Manuals for various NALS certifications. Some of the projects the Education Crew is responsible for include: arranging for both education and professional development track sessions and keynote speakers at the Professional Development Conference; arranging for education and keynote speakers at the National Forum; and coordinating the NALS CLE Award, Basic and Advanced Legal Training Courses, and the Online Study Group.



NALS, the Leadership Team!

Production Crews (Cont'd)

Marketing: The Marketing Crew is responsible for coordinating the NALS newsletter, *Leading the Way* and *E-News*, the bi-weekly e-newsletter sent to NALS members. Promotion of the various NALS programs is key, and Marketing assists with the promotion of the NALS Award of Excellence, sponsors the Jett Awards (which showcase state and chapter achievements), and other programs to promote public awareness of NALS.

Membership: The Membership Crew's responsibilities include assisting state and local membership chairs in recruitment and retention of NALS members. The Membership Crew promotes membership in our multi-level association, develops a bi-annual membership plan, prepares and reviews all membership brochures and materials, promotes student membership, and promotes diversity in the membership of NALS.

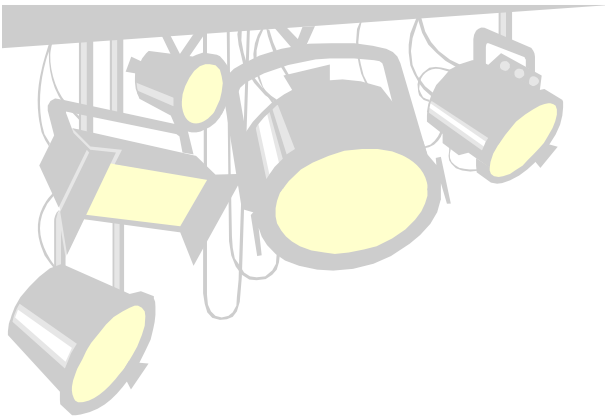
Regulation/Certification Committee: This Crew monitors regulatory activity across the country and keeps NALS members up to date on what various states are doing in the regulation arena. Regulatory activity means either state legislation or rules proposed or adopted by state bar associations or state courts that would regulate how legal support professionals do their jobs, and in some instances who may work in a position with a certain title, such as paralegal.

Text Development: This Crew is responsible for drafting, reviewing, and revising the Basic Manual for the Lawyer's Assistant, the Advanced Manual for the Lawyer's Assistant and accompanying study guides and instructors' materials.

All the world's a stage,
And all the men and women merely players.
They have their exits and their entrances,
And one man in his time plays many parts, . . .

—Jaques
As You Like It, act 2, sc. 7, l. 139-66 (1623)
William Shakespeare (1564-1616)





NALS ... The Leadership Team!

***CREW SELECTION
PERSONAL DATA FORM (2008-2009)***

Sign up today!

I want a role in the 2008-9 Production of *NALS, the Leadership Team!*

1	2	3	<u>COMMITTEE</u>
			@Law
			Certifying Board
			Education
			Marketing

1	2	3	<u>COMMITTEE</u>
			Membership
			Regulation/Certification
			Text Development

(Please indicate your first, second, and third choice.)

Name _____

Chapter/State _____

Preferred Mailing Address _____

Work Telephone _____ Home Telephone _____

Cell Telephone _____

Home Email Address _____

Work Email Address _____

Do you have access to the Internet and Email? (Yes or No) _____

List your certifications: _____

While not mandatory, attendance at the first rehearsal (aka Committee Orientation) at the Professional Development Conference in March 2008 is encouraged. You'll meet with your fellow cast and crew members and set the rehearsal and performance schedule for the year. Will you be able to attend? **(Yes or No)** _____

Please send your completed Personal Data Form to:

Dee Beardsley, PP, PLS
 c/o Latham & Watkins LLP
 600 West Broadway, Suite 1800
 San Diego, CA 92101
 Email: (w) dee.beardsley@lw.com
 Phone: (w) 619.238.2814
 (h) 858.484.7308
 (c) 619.339.0643

There's no business like NALS business!