

# Your Chance to “Get Connected”

*Information for Members and Guests*



***Hampton Roads***  
*Chapter*



***Northern Virginia***  
*Chapter*



***Richmond***

*A Chapter of the Association of Legal Administrators*



***Western Virginia***  
*Chapter*

## 3rd Statewide Educational Conference & Retreat

March 18-19, 2011  
The Boar's Head Inn  
Charlottesville, Virginia

*This is a tremendous opportunity to network with other Virginia law firm professionals from the Hampton Roads, Northern Virginia, Richmond, and Western Virginia areas as well as business partners throughout the state. It's an evening of entertainment followed by a day of education in beautiful Charlottesville, Virginia. We look forward to seeing you there!*

# Virginia Chapters of ALA 3rd Statewide Educational Conference & Retreat March 18-19, 2011

## OUR COMMITMENT TO ALA'S MISSION

The Virginia Chapters of ALA encourage the mission of the international Association of Legal Administrators — “to promote the exchange of information regarding the administration and management problems peculiar to legal organizations including private law offices; corporate legal departments; government, legal, and judicial organizations; and public service legal groups... ”

**Our statewide educational conference and retreat is our commitment to that mission.**

*Hampton Roads Northern Virginia Richmond Western Virginia*

### Friday, March 18, 2011

12-5 p.m. Check-in & Exhibitor Set-up  
6:00 p.m. Cocktail Reception  
7:30 p.m. Dinner & Open Bar  
9-12 p.m. DJ, Dancing & March  
Madness Entertainment

## SCHEDULE OF EVENTS

### Saturday, March 19, 2011

8:00 a.m.	Networking Breakfast	1:00 p.m.	Networking Lunch
9:00 a.m.	Exhibit Hall	2:00 p.m.	Door Prize Drawings
10:00 a.m.	Education Session I	2:30 p.m.	Education Session III
11:00 a.m.	Break in Exhibit Hall	3:45 p.m.	Conference Wrap-up
12:00 p.m.	Education Session II	4:00 p.m.	Wine n' Cheese Event

## RETREAT COMMITTEE



**Ann Roberts Caudle**  
**Richmond**

Director of Client Relations  
Spotts Fain PC  
804.343.6172  
acaudle@spottsfain.com



**Benjamin S. Sotelo**  
**Northern Virginia**

Firm Administrator  
Vaughan Fincher & Sotelo, PC  
703.506.1810  
bsotelo@vfspc.com



**Michael E. Keatts**  
**Richmond**

Firm Administrator  
Butler Williams & Skilling, PC  
804.648.4848  
mkeatts@butlerwilliams.com



**Diana White**  
**Hampton Roads**

Director of Administration  
Taylor & Walker, PC  
757.625.7300  
dwhite@taylorwalkerlaw.com

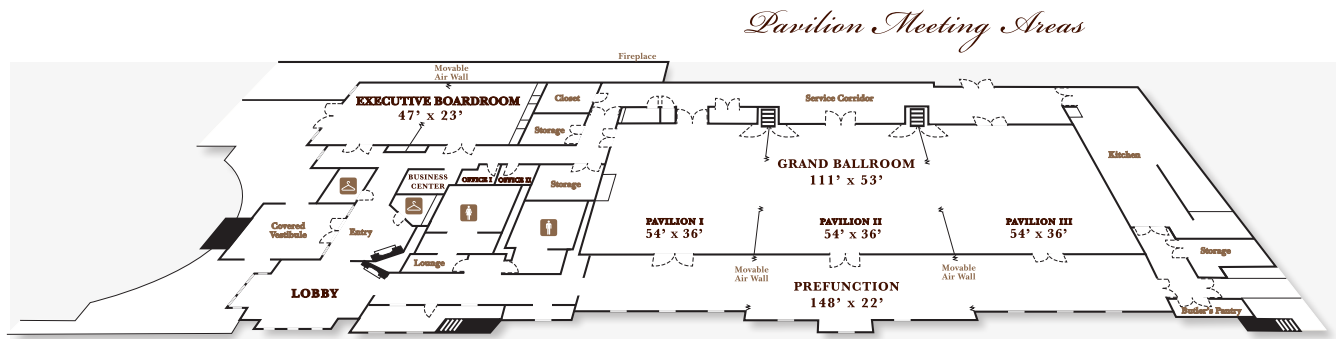
## LOCATION AND ACCOMMODATIONS

# The BOAR'S HEAD

The conference will be held at the Boar's Head Inn in Charlottesville, VA. Please contact the Inn directly to reserve your room for Friday evening, March 18th, and Saturday, March 19th, if you wish to stay an extra night. Hotel rooms are available at the Inn for \$175 double occupancy per night, and the resort fee has been waived. Space is limited, so call **800.476.1988** to reserve your room, and please mention that you are with the ALA Retreat to receive the special discount. **The deadline to reserve your room is Friday, February 18, 2011.**

## NEW EXHIBIT HALL AREA

The 2011 Exhibit Hall will be housed in the recently built Grand Ballroom of the Pavilion Meeting Area. Those who have not visited the Boar's Head Inn since 2008 are in for a pleasant surprise!



## DIRECTIONS

### *From Hampton Roads and Richmond*

Travel I-64 West to Exit 118-B (Charlottesville, Culpeper). Continue for 1.5 miles and take the exit for Route 250 West. Turn left onto Route 250 West and drive for one mile. At the fourth stoplight, turn left onto Ednam Drive. The entrance to the resort will be on your left.

### *From Northern Virginia*

Travel Route 29 South into Charlottesville. Exit onto the Route 250 West bypass (towards Lynchburg, Staunton, Richmond). Travel to the third exit, Route 250 West. At the traffic light, turn left onto Route 250 West and drive for one mile. At the third stoplight, turn left onto Ednam Drive. The entrance to the resort will be on your left.

### *From Roanoke*

Travel I-81 to I-64 East (Charlottesville, Richmond). Take Exit 118-B (Charlottesville, Culpeper). Continue for 1.5 miles and take the exit for Route 250 West. Turn left onto Route 250 West and drive for one mile. At the fourth stoplight, turn left onto Ednam Drive. The entrance to the resort will be on your left.

## SPEAKER & EDUCATIONAL SESSIONS

### SESSION I: KEEPING YOUR HEAD IN THE CLOUD

Presented by: **Peter von Elling**, SAGE Solutions Group



Cloud computing is the latest buzz to come from the IT world, but what is it? Peter von Elling, creative director of SAGE Solutions in Washington, D.C., will give a presentation that will help participants clearly understand the technology and see its practical application in many settings. Attendees will learn: 1) What cloud computing is and how it works; 2) How cloud computing is helping law firms with data, documents, and access; 3) How cloud computing is coming to your desk, so you can then take your desk anywhere; and 4) How cloud computing is a critical part of mobile devices such as smart phones and iPads—giving you unparalleled access, mobility, and information.

### SESSION II: THE ART OF EXECUTION— MANAGING EMPLOYEE CHANGE

Presented by: **Christopher Bray**, PhD, Shoreline Strategy Group

Do you have difficulty affecting change in your organization? After this session with Dr. Christopher Bray, CEO of Shoreline Strategy Group in Edmond, Oklahoma, you will be armed with the best practices to achieve success in processing business change. Attendees will 1) create a roadmap that will help to identify their organization's appetite for change; 2) define when and how to build a business case; 3) gain executive support; and 4) identify key stakeholders and get IT support. The results of this session will help you adapt and overcome setbacks, keep projects on target and achieve measurable results.



### SESSION III: BLOGGING, TWEETING, SOCIAL NETWORKING: THE OPPORTUNITIES & RISKS FOR PRACTICE DEVELOPMENT

Presented by: **Wendy Inge**, Minnesota Lawyer's Mutual Insurance Co.  
**Russell Lawson**, Sands Anderson



You've heard about blogs, Twitter, Facebook, and LinkedIn, but do you know how to develop your firm's practice by using them, and how to keep your firm out of trouble? Our presenters, Wendy Inge, Director of Programming for Risk Management for Minnesota Lawyer's Mutual Insurance Company, and Russell Lawson, Marketing Director for Sands Anderson in Richmond, Virginia, will discuss strategies for using social networking tools with malpractice and ethical concerns in mind.



# ALA MEMBER REGISTRATION FORM

Virginia Statewide Educational Conference & Retreat

March 18-19, 2011

The Boar's Head Inn, Charlottesville, Virginia

**DEADLINE FOR REGISTRATION IS FEBRUARY 18, 2011**

The Virginia Chapters of ALA are pleased to invite our members to this statewide educational conference and retreat in beautiful Charlottesville, Virginia. The conference includes\*:

- Friday cocktail reception, dinner buffet, entertainment/dancing (guests welcome—no fee required)
- Saturday breakfast (guest fee \$25);
- Saturday lunch (guest fee \$25);
- Saturday educational seminars and business partner exposition;
- Saturday afternoon wine and cheese party (guest fee \$25)

*\* no charge for any of the above-listed events for registered ALA members*

**Registration for the Conference is FREE**

The only member cost for the event is the discounted room rate at the Boar's Head Inn of \$175 plus tax per night. Reservations must be made directly with the hotel by calling 800.476.1988. Please mention that you are with the ALA Retreat to receive the discount. Discounted rooms are available for Friday and Saturday evenings. The deadline to reserve your room is February 18, 2011.

**TO REGISTER FOR THIS EVENT**

**PLEASE RETURN REGISTRATION FORM to**

**Michael Keatts by fax at 804.648.6814 or by e-mail:**

**[mkeatts@butlerwilliams.com](mailto:mkeatts@butlerwilliams.com)**

ALA Chapter:  Hampton Roads  Northern Virginia  Richmond  Western Virginia

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

Firm Name: \_\_\_\_\_

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

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

Business Phone: \_\_\_\_\_ e-mail: \_\_\_\_\_

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

Guests are welcome to join us for all meals and activities; however, only the Friday evening events are included with registration. You may **pre-order** separate breakfast, lunch, and wine & cheese tickets for your spouse or guest, or they may choose to eat at one of the Boar's Head's three dining options—The Old Mill Room (\$\$\$), Bistro 1834 (\$\$), or the Sports Club Café (\$).

Please list the number of additional tickets you would like to purchase for each meal below. Payment for meals is due by February 28, 2011 along with a copy of this form. Please make checks payable to **HRALA/Richmond Retreat** and send to Michael Keatts, Butler Williams & Skilling, 100 Shockoe Slip, Fourth Floor, Richmond, VA 23219.

\_\_\_\_ Breakfast (\$25)    \_\_\_\_ Lunch (\$25)    \_\_\_\_ Wine & Cheese (\$25)

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