

Pittsburgh Legal Administrators Association (PLAA)

 A Chapter of the Association of Legal Administrators

2012 BUSINESS PARTNERSHIP PROGRAM

***The PLAA is a 2011 Platinum Award
Winner for Chapter Excellence***



January 5, 2012

Dear Friends of the PLAA:

The Pittsburgh Legal Administrators Association (PLAA) invites you to participate in our 2012 Business Partnership Program. The program runs from April 1, 2012 through March 31, 2012. PLAA and its parent organization, the International Association of Legal Administrators (ALA), recognize the benefits of partnering with vendors to increase membership awareness of products and services. Our business partners will have the ability to network with our members at Chapter meetings and other social and educational events throughout the year.

PLAA greatly appreciates the support of our legal vendor community. This support allows us to accomplish our mission of providing exceptional educational programs and other significant benefits for our Chapter members. The partnership of our vendors and the legal community is crucial to our mutual success.

This program offers five partnership levels. Different partner benefits are associated with each level of contribution and offer our business partners the opportunity to select the contribution level that best correlates with their goals for marketing to the legal community. The benefits of your contribution will be realized immediately and will continue for one year.

You will benefit from advertising, marketing and relationship building opportunities when you select one of the five partnership alternatives. Included in this packet you will find a detailed listing of your options, along with a registration form. **If you are interested in participating in our Business Partnership Program, please return the completed registration form by March 1, 2012. Sponsorships are limited, so do not delay.**

We hope you develop many rewarding relationships with our members this year. If you have any questions about the 2012 PLAA Business Partnership Program, please feel free to contact any Committee member listed below.

Sincerely,
Business Partner Relations Committee:

Michael Somerhalder, Chair
The Webb Law Firm
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412-227-3095

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412-395-1280

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salletteri@uss.com
412-433-5435

WHY SHOULD YOU BE A SPONSOR?

- Chapter members depend on contacts within the business community who will share information about their products and services to help them stay educated in those areas.
- Experience and trust grow from consistent and repeated contact with our Business Partners, which allow administrators to rely on resources outside their firms.
- Trusting partner relationships bring to the administrator enhanced credibility and improved quality of management within legal services organizations.
- Those who provide our external business services are our first choice in seeking sponsorships.
- By supporting PLAA's strong network of legal buyers, you will reinforce your company's image with the top decision-makers from firms and law offices of every size.

Supporting PLAA's program is one of the best decisions that you will make this year. We hope you find the 2012 Business Partnership Program opportunities and the services of our Vendor Relations Committee useful when planning your future involvement with the PLAA.

Thank you for all you have done and continue to do in helping us achieve our mission. We value your knowledge, participation and commitment. We appreciate your support in helping us succeed!

GENERAL INFORMATION

ABOUT ALA

The Association of Legal Administrators (ALA) was formed in 1971 to support professionals involved in the management of law firms, corporate legal departments and government legal agencies. The Association's mission is to "promote and enhance the competence and professionalism of legal administrators and all of the management team." ALA provides education opportunities and services to more than 10,000 members representing more than 6,700 employers in over 27 countries. For more information on the Association, visit ALA's website at www.alanet.org.

ABOUT PLAA

The Pittsburgh Legal Administrators Association (PLAA) is a non-profit educational organization serving administrative professionals from private law firms, corporate legal departments, and government agencies in the southwestern Pennsylvania legal community. The mission of the PLAA is to provide a local forum of professional and educational enrichment.

On March 19, 1975, the PLAA became a twelve member chapter of the international Association of Legal Administrators. Since then, the PLAA has grown to a membership of more than 100 professionals.

Each member of PLAA has made a personal commitment to professionalism in law office administration. Our local association provides continuing support, educational opportunities and information designed to assist our members in their chosen profession. The strength of PLAA lies in its members and their willingness to participate in the Association and further its goals. For more information on PLAA, visit our website at www.plaa.com.

Membership in the ALA is a prerequisite of membership in the PLAA. PLAA members take advantage of the ever increasing array of membership services and programs offered by the ALA.

ALA members are eligible for an associate membership in the American Bar Association, a further recognition of the vital role played by administrators in modern law office management.

PLAA BOARD OF DIRECTORS AND COMMITTEE CHAIRS

The PLAA Board of Directors includes our President, President-Elect, Secretary, Secretary-Elect, Treasurer, Treasurer-Elect, and Past President. Elections occur in March and officers begin their terms on April 1 of each year. PLAA also has a number of standing committees. Please visit www.plaa.com for a list of current Board of Directors members and committee chairs, and their contact information.

BUSINESS PARTNER ADVISORY PANEL

In 2008, the PLAA formed a Business Partner Advisory Panel (BPAP) consisting of Business Partner representative sponsors from the Chapter's Business Partners Relations Program. Participants on this panel are selected through an application process and serve a two-year term. Their objectives include assisting the Business Partners Relations Committee (BPRC) by providing suggestions and feedback regarding the PLAA annual exhibit show; work with the BPRC to enhance the understanding and appreciation of mutually beneficial relationships between members, business partners, and ALA and the PLAA; and act as a sounding board for the BPRC's efforts to create a best practices environment at all levels of ALA and the PLAA.

EVENTS AND ACTIVITIES

REGULAR MEETINGS

PLAA membership meetings occur in February, June, September, November and December. These meetings provide members an environment conducive to information networking and the exchange of ideas concerning trends and developments affecting the legal and business community. The majority of these meetings also offer speakers on topical issues.

EDUCATIONAL CONFERENCE

Business Partners are invited to participate in the bi-annual education conference. Business Partners may attend educational sessions and social events throughout the conference. The next conference is scheduled for September 13-15, 2012 at the Oglebay Resort and Conference Center in Wheeling, WV. This is another opportunity to build personal relationships with our members and guests.

EDUCATIONAL EVENTS

Through the organization's Education Committee, a variety of educational experiences are sponsored to enhance the personal and professional growth of members. Events include, but are not limited to, seminars, roundtable discussions, and the presentation of ALA portable courses.

BOOK CLUB

The Education Committee is preparing to start a Business Book Club. Business partners may have the opportunity to participate.

EXHIBIT SHOW

Take advantage of this exceptional opportunity to participate in an event that will give you unfettered, one-on-one contact with legal administrators and decision-makers from law firms and legal

departments. You will find no better venue than this show to have the opportunity to build personal relationships with our members and guests. No amount of marketing through advertising mailers or telephone solicitations can compare to the opportunity to have face-to-face time with members in this type of relaxed setting.

ANNUAL ATTORNEY/ADMINISTRATOR EVENT

The PLAA sponsors this special event where PLAA members, and members of their organizations management, are invited to interact with their counterparts from other organizations. The event typically includes a social hour, a superb lunch or dinner, and a presentation from a prestigious speaker. The event reinforces the value of a PLAA membership and raises the awareness of the role played by the legal administrator in the modern legal environment.

E-NEWSLETTER

The Chapter's e-newsletter, *To The Point*, serves to maintain quarterly communications to all members, and also includes timely educational articles. The monthly electronic newsletter, *To The e-Point*, contains more timely reminders of PLAA events to keep members informed and involved.

CHAPTER WEBSITE

The PLAA website is a great way for members and business partners to get up-to-date information on Chapter activities. Check out the site at www.plaa.com.

MEMBERSHIP DIRECTORY

The Chapter's membership directory is provided in electronic form to all PLAA members on the Members Only section of the Chapter's website. The membership directory will be available to our business partners in selected sponsorship packages.

PLAA COMMUNITY CHALLENGE EVENT

ALA encourages its members to participate in a worldwide community service project during the month of October. Each year, PLAA members plan and promote our local Community Challenge event. Business partners may have the opportunity to participate in the community service project.

PROFESSIONAL LEGAL MANAGEMENT WEEKSM (PLMW)

PLMW provides a forum for recognizing those in legal management for what they do and the role they play in the success of the organization and in its service to its clients and those who work in the organization.

The objectives of PLMW are to provide awareness, understanding and education about the legal management profession, and to increase knowledge of the diverse roles within the profession.

The goal of PLMW is to communicate to stakeholders, and others, the importance and need for a professional management team in all facets of enterprise leadership.

BUSINESS PARTNER APPRECIATION EVENT

Our Business Partner Appreciation Event honors our annual sponsors at a private social event with PLAA members.

2012 PARTNERSHIP BENEFITS	Platinum \$6,500	Diamond \$5,000	Gold \$2,500	Silver \$1,000	Bronze \$750
ATTORNEY/ADMINISTRATOR EVENT					
<ul style="list-style-type: none"> Acknowledgement as top level partner from podium and in advance notices 	X				
<ul style="list-style-type: none"> Recognition as Partner at event 	X	X			
<ul style="list-style-type: none"> Recognition as Partner in event program 	X	X	X	X	X
<ul style="list-style-type: none"> Number of partner representatives at event noted. 	3	2	1		
EXHIBIT SHOW					
<ul style="list-style-type: none"> Acknowledgement as top level partner from podium and in advance notices 	X				
<ul style="list-style-type: none"> Recognition as Partner at event 	X	X	X		
<ul style="list-style-type: none"> Recognition as Partner in event program 	X	X	X	X	X
<ul style="list-style-type: none"> Number of partner representatives at event noted. 	4	3	2	2	1
Note: See Exhibitor Levels and Benefits, Page 8 for additional event details.					
GENERAL MEMBERSHIP LUNCHEONS					
<ul style="list-style-type: none"> The opportunity to present to the general membership an educational topic that supports emerging trends in your business area of expertise. 	X				
<ul style="list-style-type: none"> One complimentary lunch assigned by Chapter w/opportunity to be introduced at meeting and opportunity to display materials/signage at event. Number of representatives attending event noted. 	3	2	1		
<ul style="list-style-type: none"> Listed in calendar on Chapter's website for meeting attended by partner representatives 	X	X	X		
BUSINESS PARTNERS APPRECIATION EVENT					
<ul style="list-style-type: none"> Acknowledgement as top level partner from podium and in advance notices 	X				
<ul style="list-style-type: none"> Recognition as Partner at event 	X	X			
<ul style="list-style-type: none"> Recognition as Partner in event program 	X	X	X	X	X
<ul style="list-style-type: none"> Number of partner representatives at event noted. 	4	3	2	2	1
BI-ANNUAL EDUCATION CONFERENCE	X	X	X	X	X

2012 PARTNERSHIP BENEFITS (Cont.)	Platinum \$6,500	Diamond \$5,000	Gold \$2,500	Silver \$1,000	Bronze \$750
CHAPTER WEBSITE BENEFITS					
<ul style="list-style-type: none"> • PLAA website home page logo with hyperlink to Partner's website 	X	X	X		
<ul style="list-style-type: none"> • Vendor page presence with hyperlinked company name and logo 	X	X	X		
<ul style="list-style-type: none"> • Vendor page presence with hyperlinked company name 				X	
<ul style="list-style-type: none"> • Vendor page presence with text company name 					X
PLAA E-NEWSLETTER BENEFITS					
<ul style="list-style-type: none"> • Online ad, prime placement in 4 quarterly issues 	X				
<ul style="list-style-type: none"> • Online ad, prime placement in 2 quarterly issues 		X			
<ul style="list-style-type: none"> • Online ad in 2 quarterly issues 			X	X	X
MEMBERSHIP LISTS					
<ul style="list-style-type: none"> • Member list with updates as they occur 	X				
<ul style="list-style-type: none"> • Member list with semi-annual updates 		X	X		
<ul style="list-style-type: none"> • Member list / one mailing 				X	X
OTHER BENEFITS					
<ul style="list-style-type: none"> • One representative to attend a complimentary lunch with two members of the PLAA Board or BPR Committee 	X				
<ul style="list-style-type: none"> • Any business partner that increases their sponsorship to the next level may have a targeted case study or success story of business partner and member business dealings. 					

2012 Pittsburgh Legal Administrators Exposition Exhibitor Levels and Benefits

This one-day event will be held on **Friday, June 15, 2012 at PNC Park**. The following chart shows the various exhibiting levels and the tangible benefits you will receive for each sponsorship level. As an exhibitor, you are encouraged to participate at the cocktail reception and dinner offered at this event. These activities increase your opportunity to build relationships. For further information regarding this event, please refer to the registration form included in this packet.

EXHIBITOR LEVEL	PLATINUM	DIAMOND	GOLD	SILVER	BRONZE
Table location	Prime ¹	Prime ²	Excellent	Good	Standard
Maximum number of complimentary registrations (which include exhibit hall badges and cocktail reception)	4	3	2	2	1
Opportunity to purchase additional registrations which includes cocktail reception.	2 at \$100 each	2 at \$200 each	1 at \$300 each	1 at \$500 each	0
Include company logo on signage and final program	Included	Included	Included	Included	Included
Special acknowledgement in Exhibit Show brochure	Included	Included			
Receive membership list	Included	Included	Included	Included	Included

¹ Platinum level exhibitors may select their table location on a first-come, first-served basis. This will be determined by receipt of sponsorship funds.

² Diamond level exhibitors may select their table location on a first-come, first-served registration basis from the remaining prime table locations available. This will be determined by receipt of sponsorship funds.

**PITTSBURGH LEGAL ADMINISTRATORS ASSOCIATION
BUSINESS PARTNERSHIP PROGRAM
2012 PARTNERSHIP LEVELS**

PLATINUM: \$6,500

- Recognition as Platinum partner at Attorney/Administrator Event, in event program and advance notices. Opportunity for **three** partner representatives to attend and be introduced at event.
- Acknowledgment as Platinum partner from podium, in program and advance notices of the Exhibit Show. Opportunity for **four** partner representatives to attend the event. Additional attendees will be subject to additional costs.
- Join us for a complimentary lunch at one Chapter meeting. At the beginning of this meeting, **three** partner representatives will have 10 minutes total to introduce themselves, speak about your company and services. A small table will be available for signage and handout materials. The Platinum partner will be listed in the event calendar on the Chapter's website for the date the representative will attend this meeting.
- Partner logo will be displayed prominently on the PLAA website (www.plaa.com) home page and vendor page, hyperlinked to the partner's website during the program year.
- Prime placement of online ad in each quarterly issue of the *To The Point* e-newsletter during the program year.
- PLAA full member list, including member name, firm affiliation, address, phone number and email address, with updates as they occur.
- During the Business Partners Appreciation Event, you will be acknowledged as a top level partner from the podium and all advance notices. Opportunity for **four** partner representatives to attend and be introduced at this event.
- A representative from your company is invited to attend one lunch with minimum of two members of PLAA Board of Directors or Business Partner Relations Committee during the program year.

**PITTSBURGH LEGAL ADMINISTRATORS ASSOCIATION
BUSINESS PARTNERSHIP PROGRAM
2012 PARTNERSHIP LEVELS**

Diamond: \$5,000

- Recognition as Diamond partner at Attorney/Administrator Event and in event program. Opportunity for **two** partner representatives to attend and be introduced at event.
- Acknowledgment as Diamond partner at the Exhibit Show and in the event program. Opportunity for **three** partner representatives to attend the event. Additional attendees will be subject to additional costs.
- Join us for a complimentary lunch at one Chapter meeting. At the beginning of this meeting, **two** partner representatives will have a total of 10 minutes to introduce themselves, speak about your company and services. A small table will be available for signage and handout materials. The Diamond partner will be listed in the event calendar on the Chapter's website for the date the representative will attend this meeting.
- Partner logo will be displayed prominently on the PLAA website (www.plaa.com) home page and vendor page, hyperlinked to the partner's website during the program year.
- Prime placement of online ad in two quarterly issues of the *To The Point* e-newsletter during the program year.
- PLAA full member list, including member name, firm affiliation, address, phone number and email address, with semi-annual updates.
- During the Business Partners Appreciation Event, you will be recognized as a Diamond level partner at the event and in the event program. Opportunity for **three** partner representatives to attend and be introduced at this event.

**PITTSBURGH LEGAL ADMINISTRATORS ASSOCIATION
BUSINESS PARTNERSHIP PROGRAM
2012 PARTNERSHIP LEVELS**

GOLD: \$2,500

- Recognition as Gold partner at Attorney/Administrator Event in event program. Opportunity for **one** partner representative to attend event.
- Recognition as Gold partner in event program of the Exhibit Show. Opportunity for **two** partner representatives to attend the event. Additional attendees will be subject to additional costs.
- Join us for a complimentary lunch at one Chapter meeting. At the beginning of this meeting, **one** partner representative will have a total of 10 minutes to introduce himself, speak about your company and services. A small table will be available for signage and handout materials. The Gold partner will be listed in the event calendar on the Chapter's website for the date the representative will attend this meeting.
- Partner logo will be displayed prominently on the PLAA website (www.plaa.com) home page and vendor page, rotating with other Gold partners, hyperlinked to the partner's website during the program year.
- Online ad in two quarterly issue of the *To The Point* e-newsletter during the program year.
- PLAA full member list, including member name, firm affiliation, address, phone number and email address, with semi-annual updates.
- During the Business Partners Appreciation Event, you will be acknowledged as a Gold partner in the event program. Opportunity for **two** representatives to attend and be introduced at this event.

**PITTSBURGH LEGAL ADMINISTRATORS ASSOCIATION
BUSINESS PARTNERSHIP PROGRAM
2012 PARTNERSHIP LEVELS**

SILVER: \$1,000

- Recognition as Silver partner in Attorney/Administrator Event program.
- Recognition as Silver partner in Exhibit Show program. Opportunity for **two** partner representatives to attend the event.
- Partner name will be displayed on the PLAA website (www.plaa.com) vendor page, hyperlinked to the partner's website during the program year.
- Online ad in two quarterly issues of the *To The Point* e-newsletter during the program year.
- PLAA full member list, including member name, firm affiliation, address, phone number and email address on labels for one mailing.
- Recognition as a Silver partner in the Business Partners Appreciation Event program. Opportunity for **two** partner representative to attend this event.

**PITTSBURGH LEGAL ADMINISTRATORS ASSOCIATION
BUSINESS PARTNERSHIP PROGRAM
2012 PARTNERSHIP LEVELS**

BRONZE: \$750

- Recognition as Bronze partner in the Attorney/Administrator Event program.
- Recognition as Bronze partner in the Exhibit Show program. Opportunity for **one** partner representative to attend the event.
- Company name listed on the PLAA website (www.plaa.com) vendor page.
- Online ad in two quarterly issues of the *To The Point* e-newsletter during the program year.
- Recognition as a Bronze partner in the Business Partners Appreciation Event program. Opportunity for **one** partner representative to attend this event.
- PLAA member mailing labels for one mailing.

PLAA 2012 Vendor Partnership Registration Form

DUE MARCH 1, 2012

Company Name: _____

Contact Name: _____

Address: _____

City, State, Zip: _____

Phone Number: _____ E-Mail: _____

Company Website (for link to www.plaa.com): _____

Pittsburgh Legal Administrators Association appreciates your support and pledges to provide the benefits listed in our partnership benefit package. Business development, strong relationships and quality service are the lifeblood of the legal industry. We trust that your partnership with **PLAA** will benefit both your company and the many ALA members who participate in our outstanding programs.

PLAA Partnership Levels: Please select one of the following partnership packages

- Platinum \$6,500** **Diamond \$5,000** **Gold \$2,500** **Silver \$1,000** **Bronze \$ 750**

2012 Exhibit Show Registration Attendees (included in your sponsorship package)

Platinum Level Attendees

(1) _____
(2) _____
(3) _____
(4) _____

Diamond Level Attendees

(1) _____
(2) _____
(3) _____

Gold Level Attendees

(1) _____
(2) _____

Silver Level Attendees

(1) _____
(2) _____

Bronze Level Attendees

(1) _____

Additional Attendees

Platinum and Diamond sponsors have the option to register up to (2) two additional attendees (See Page 8 for Details). Gold and Silver sponsors have the option to register (1) one additional attendee (See Page 8 for Details). Please list those additional attendees below.

Platinum (1) _____ (2) _____
Diamond (1) _____ (2) _____
Gold (1) _____
Silver (1) _____

Partnership Level Registration Amount

Additional Attendee(s) Amount

TOTAL Enclosed

\$ _____
\$ _____
\$ _____

PLEASE FORWARD REGISTRATION FORM AND PAYMENT TO: PLAA c/o Mike Somerhalder, Firm Administrator, The Webb Law Firm, One Gateway Center 420 Ft. Duquesne Blvd., Suite 1200, Pittsburgh, PA 15222 msomerhalder@webblaw.com