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### 2015 Conference Committee

*Chair:* Jodi Walton, CLM, Atkinson, Conway & Gagnon, Inc.  
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# Alaska Association Of Legal Administrators, Inc. Presents Its

## 8<sup>TH</sup> Annual Fall Educational Conference

The Lakefront Anchorage  
4800 Spenard Road  
Anchorage, Alaska

Tuesday, September 15, 2015  
8:00 a.m. – 6:00 p.m.

Including 4.5 hours of CLM Credits!



## Schedule

**REGISTRATION— Redington Ballroom 7:30 – 8:00**

*Visit with colleagues over a light breakfast during registration.*

**Welcome and Introductions 8:00 – 8:25**

Yvonne Robinson, CLM, SPHR, SHRM-SCP, Alaska ALA President  
**A Word from Our Business Partner Committee**  
Karen Schmidkofer, Committee Co-Chair

**Session 1—Emotional Intelligence, Optimism, Happiness and Performance at Work 8:30 – 10:00**

**Frank Jeffries, Ph.D.**—A positive work atmosphere is conducive to getting great results. This presentation looks at the relationship of Emotional Intelligence, Optimism, and Happiness at work as they relate to productivity. Attendees will leave with a new appreciation for the value of having fun at work and with some useful tools for developing and maintaining a positive outlook on life.

*CLM Application: 90 minutes in Organizational Development*

*CLM Recertification: 90 minutes in Communications & Organizational Management (CM)*

**Break and Exhibit Hall - Prefunction Area 10:00 – 10:45**

**Session 2—8 Things Killing Your Law Firm and How To Stop Them 10:45 – 12:15**

**Debbie Foster**—This session explains how the proven business management concepts of Lean Six Sigma can add value and eliminate waste to help make your firm more productive than ever - helping you answer the question of 'Is everything you do at your firm adding value?' It's a tough question, and one that many law firms cannot always answer for certain. It will provide an understanding of why "going the extra mile" can be a waste of time, how to reduce small mistakes that lead to big problems and how unrecognized potential is bad for business. You will also learn how achievable process improvements can translate to a healthier bottom line.

*CLM Application: 90 minutes in Self-Management Skills*

*CLM Recertification: 90 minutes in Communications & Organizational Management (CM)*

**Lunch with Business Partners—Fancy Moose Restaurant (downstairs, back of lobby) 12:15 – 1:45**

**Session 3—30 Law Firm Marketing Tips in 30 Minutes 1:45 – 2:15**

**Debbie Foster**—This fast paced session is jam packed with marketing and business development tips that can help you build a successful marketing plan for your firm. From social media, to some tried and true tactics, you will leave with some simple things you can do to help take marketing to the next level at your firm.

## Schedule

**Break and Exhibit Hall— Prefunction Area 2:15 - 3:00**

**Session 4—Law Firm Leadership—What Good Leaders Do and Don't Do 3:00 – 4:30**

**Debbie Foster**—Think that the only leaders in your firms are the Partners? Think again! Successful firms have leadership coming from key employees throughout the organization including YOU! This session will give specific examples of how to handle the types of issues you face every day and turn them into a positive through leadership tips and techniques.

*CLM Application: 90 minutes in Organizational Development*

*CLM Recertification: 90 minutes in Communications & Organizational Management (CM)*

**Closing Reception — Prefunction Area 4:30 – 6:00**

*Appetizers served with Beer and Wine*

**Acknowledgments, Prize Drawings, Adjournment ~ 5:00 p.m.**

Yvonne Robinson, Alaska ALA President

**Drawing for Scholarship\* to ANY ALA 2015 or 2016 Business of Law or Annual Conference**

(\*Must be present at Closing Reception to win!)

## Faculty

**Frank Jeffries, Ph.D.**, Professor, UAA College of Business and Public Policy.

Dr. Jeffries holds a BA in Marketing, an MBA and a Ph.D. in Business Administration with a major in Organizational Behavior. Dr. Jeffries is a Professor of Management at UAA and teaches courses at the senior and graduate level in negotiation and organizational behavior. He is very active in research and has recently published or presented papers on: emotional intelligence, the influence of trust on contracting between firms, the effect of trust on cooperation, the effect of trust on negotiation, the effect of generational differences on motivation, and participative goal setting and negotiation. He also conducts seminars on negotiation, organizational behavior/development, and motivation, and consults for local businesses in the areas of supervisory and management skill development and negotiation.

**Debbie Foster**, Managing Partner of Affinity Consulting Group's Tampa Bay Office. Debbie has been working with law firms since 1995, personally helping implement solutions ranging from practice management, time/billing/accounting, document management to general law office management issues. Debbie is a leader when it comes to assisting law firms with strategic management problems and their resolutions. Debbie is very active in Local and State Bar Associations, as well as the Association of Legal Administrators, and she regularly speaks on topics relating to technology, management, finance and marketing of a law firm.