

Kansas City Association of Legal Administrators

Making Connections in the Heartland



A Chapter of the
Association of Legal Administrators
Greater Kansas City
Chapter

2018-2019
Business Partner Program



Registration Deadline
February 28, 2018

Dear Business Partner,

Welcome to the Greater Kansas City Association of Legal Administrators' 2018-2019 Business Partner Program. Our membership is comprised of the people who run area law firms and corporate legal departments. Some of us work in large firms with several layers of management; some of us work in small, specialized firms with just a handful of attorneys and support staff. We are COOs, CAOs, and CFOs; some are Human Resources specialists and others are generalists. What we all have in common is our involvement in the decision-making process and spending for our firms. Our friends call us The KCALA.

The KCALA Business Partner Program is our non-profit association's primary tool to raise funds earmarked to provide education opportunities for our members. In return for your investment Business Partners enjoy unique networking and sales opportunities with our members. Through thirteen years of this program we are thrilled with its success and with the deep relationships we have developed. We review and change our program annually based upon evaluations received from members and Business Partners. There are important changes every year so take the time to review each level carefully to ensure you receive the benefits most important to you.

A 2017 survey of our members found that of the 47 member firms, 18 reported spending a cumulative \$17,827,428.35 with our Business Partners just last year. By measure this is an excellent return on your investment. Since we limit the number of Business Partners at certain levels you must sign up early to guarantee your desired level as memberships in each level will be accepted on a first-come, first-served basis.

Like all good partnerships, communication is the key. Here are two things you should know. First, our fiscal year starts on April 1. We therefore ask that you submit your completed Business Partner Enrollment form and payment by **February 28, 2018**. This will help us plan our year, schedule our events, and fulfill our obligations to you in a timely fashion. Second, those who join later will pay the same fee, so why not register now and start receiving your benefits immediately. Get us your completed application ASAP so we can start your benefits.

We hope those of you who already know us plan to remain our Partners, and those we're just meeting will join our program. We really rely upon you, our valued Business Partners, for most of our income. We'll do everything we can to make this relationship work. Become a Business Partner, won't you? We're a great group. We're The KCALA.

Sincerely,



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Sincerely



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About ALA

The Association of Legal Administrators, or ALA, was formed in 1971 to provide support to 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 members of the management team." ALA provides educational opportunities and services to more than 10,000 members, worldwide representing more than 30 countries.

For more information about the Association, and for additional benefits offered to all Business Partners, visit ALA's website at www.alanet.org. In the Business Partner section you will find Legal Marketplace Opportunities, Marketing Guide, and the ALA Business Partner newsletter. There is also information about the new IDEA Awards (Innovation, Development, Engagement and Advancement) program where Business Partners are eligible to submit groundbreaking legal industry ideas and achievements, for special recognition during the annual ALA Conference & Exposition.

About KCALA

The Greater Kansas City Chapter of ALA (KCALA) was founded in November 1975 and was incorporated on July 26, 1977. Our Chapter is committed to offering high-quality educational programs and extensive networking opportunities with members, Business Partners, and the legal community. Today, more than 83 Chapter members are enhancing their professional and personal growth in the field of legal administration through the membership services and programs provided by the Greater Kansas City Chapter and ALA International.

KCALA supports the ALA Diversity Initiative to increase awareness of and sensitivity to the differences among our workforce and to advance the concepts of inclusiveness and acceptance. ALA's goal is to increase diversity and inclusion in the Association, in the legal management community and in all legal service organizations. KCALA recognizes that recruiting, retaining and promoting diverse employees are critical to an organization's success. We urge our members to utilize the resources that are available on ALA's diversity webpage at www.alanet.org/diversity.

KCALA Business Partner Benefits

April 1, 2018 through March 31, 2019

Leadership Event

We are excited to again offer our KCALA Leadership Event. This is a high level educational and/or social program designed for managing partners and other attorneys involved in leadership and management. The top level Business Partner will have exclusive access to the attending Chapter members and an opportunity to promote its organization and introduce the event's guest speaker.

Business Partner Networking Event

The KCALA provides Business Partners with a variety of opportunities for exposure and networking. Make plans to join us for our annual Business Partner Networking Event where again there will be no booths to set up or down time waiting to meet with KCALA members. You can meet with KCALA members, get acquainted, and talk specifically about how to do business together during an enjoyable event allowing both members and Business Partners a chance to relax and get acquainted. At the same time you will investigate business prospects during the event as you meet with members and acquaint them with your services.

Website

Our chapter website address is www.kcala.org. Our website's home page highlights top Business Partners, has upcoming KCALA events and member information, contains links to our sponsors' websites, and includes all Business Partners' contact information.

Community Challenge Event

ALA encourages its members to participate in worldwide community service projects, referred to as Community Challenge. KCALA now includes its Business Partners in our Community Challenge service projects. This provides our Business Partners with an additional opportunity for social interaction with our members. The Kansas City Chapter has received local recognition and national awards for its service projects benefiting several well-known organizations such as Della Lamb, Jackson County CASA, The Ronald McDonald House, the YMCA, Missouri Special Olympics, Hope House, Community Linc, Cristo Rey High School, Tulips on Troost, Gillis Center, Rose Brooks, Higher M-Pact, The Upper Room Reading Program, The Kansas City Pet Project, and Harvesters-The Community Food Network..

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HEARSAY Newsletter

The Hearsay is the Chapter's primary communication tool. It contains local, regional and national ALA news, and articles of general interest to the legal community. The circulation includes the Chapter's membership, ALA regional and national officers and special KCALA partners, such as the Kansas City Metropolitan Bar Association's Executive Director.

Membership Directory

The Chapter's pictorial membership directory lists all KCALA members, member firms, and Business Partners. The hard copy directory is provided to all KCALA members and top Business Partners.

Luncheons

The Chapter meetings are typically luncheon meetings held monthly, comprising a short business meeting and an educational program. The **first six** Business Partners to sign up at the Levels of Entertainment District, Country Club Plaza or Union Station will each be scheduled to host and present a 45 minute educational topic coordinated by the Program Chair at a Chapter meeting during the year. The monthly meetings are the primary networking opportunity for Chapter members. Luncheon sponsors should arrive early to allow time to mingle with the members before the meeting begins. This is the best venue for those Business Partners interested in offering door prizes. As a guest only, Business Partners may attend monthly Chapter luncheons with the purchase of a ticket.

Salary and Benefits Survey

The Chapter's bi-annual Salary and Benefits Survey is a compilation of Kansas City area salary and benefit data from participating law firms. As the only reliable source for local salary and benefit information, the survey is an invaluable resource to members and their firms. Historically the survey has been the Chapter's biggest expense, but members consider it to be an essential resource when reviewing compensation and benefit matters. Business Partners may purchase the survey at an additional cost.

Business Partner Appreciation Event (February 26, 2019)

The Chapter hosts a Business Partner Appreciation Event each year for its Business Partners and members. Although this social event provides another networking opportunity for our Business Partners, its primary purpose is to thank our Partners for their continued support of KCALA.



KCALA 2018-2019 Business Partner Benefits

	Entertainment District \$7,500	Country Club Plaza \$5,000	Union Station \$4,000	Truman Sports Complex \$3,000	Worlds of Fun \$2,000	City Market \$750
Business Partners at each level limited to:	(1)	(no limit)	(no limit)	(no limit)	(no limit)	(no limit)
Leadership Event						
KCALA Leadership Event - one only	Top level first signed					
e-Newsletter						
Issues Sent	All	All	All			
Maximum Articles for Submission	4	2				
Business Partner Spotlight, 1 issue	●	●	●			
Advertisement, 1 issue	Full Page	Full Page	1/2 Page	1/4 Page	Bus. Card	
Annual Thank Our Partners Listing	Large Listing	Large Listing	Med. Listing	Med. Listing	Sm. Listing	Listing
Website						
Home Page Logo	●	●	●	●		
Sponsor Section						
Picture	●	●	●	●		
Website Hotlink	●	●	●	●		
email Hotlink	●	●	●	●		
Logo & contact Info	●	●	●	●	●	●
25 Word Description of Services	●	●	●	●	●	●
Chapter Meetings						
Meeting Sponsor	Exclusive	Exclusive	Joint	Joint		
Logo on all Advertising	●	●	●			
e-list of Attendees with Contact Info	●	●	●			
# of Attendees (plus speaker)	4	4	3	2		
Present Educational Topic (first 6 to sign up and pay at Top 3 Levels)	●	●	●			
Networking Event						
# of Attendees	4	4	3	2	1	
e-list of Attendees with Contact Info	●	●				
Logo on all Advertising	●	●	●			

KCALA 2018-2019 Business Partner Benefits

(continued)

	Entertainment District \$7,500	Country Club Plaza \$5,000	Union Station \$4,000	Truman Sports Complex \$3,000	Worlds of Fun \$2,000	City Market \$750
Membership						
Excel version of Member Contact Information	●	●				
Hard Copy and PDF version of Annual Membership Directory	●	●	●	●		
Member Mailing Labels	2 Sets max.	2 Sets max.	1 Set	1 Set		
Member Update emails	As Occur	As Occur				
Advertisement in Directory	Full Page	Full Page	1/2 Page	1/4 Page		
Member Buddy	●	●	●	●		
Business Partner Appreciation Event						
# of Attendees	4	4	3	2	1	1
Program Listing	Large Listing	Large Listing	Medium Listing	Medium Listing	Small Listing	Listing
Additional Benefits						
Seat on Business Partner Advisory Panel	●	●	●			
Conference Scholarship Sponsor	ALA National Conference	ALA Chapter Leadership Institute	Business of Law Conference	Local Conference		
Invited to Social Events	●	●	●	●	●	●
Community Outreach Project	●	●	●	●	●	●
Holiday Luncheon, # of Attendees	4	4	3			



The KCALA appreciates your support and pledges to provide the benefits in our Business Partner benefit package. Business development, strong relationships and quality service are the lifeblood of the legal industry. Your partnership with the educational programs for the Greater Kansas City Chapter of the Association of Legal Administrators will benefit both your company and the many ALA members who participate in the outstanding conferences and workshops.

**To sign up, visit the chapter website at www.kcala.org,
or complete the registration form attached and mail with your payment to:**

**Lisa Sawtelle
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Make check payable to KCALA. (Tax ID# 51-0246279)

Registration ends February 28, 2018



KCALA 2018-2019 Business Partner Registration Form

Partner Levels

Please select one of the following partner packages (*please check one*):

- Entertainment District (\$7,500)
- Truman Sports Complex (\$3,000)
- Country Club Plaza (\$5,000)
- Worlds of Fun (\$2,000)
- Union Station (\$4,000)
- City Market (\$750)

Contact and Company Info will be used on website and member directory.

Contact Name _____

Company Name _____

Industry _____ Website _____

Address _____

City _____ State _____ Zip _____

Phone Number (_____) _____ Email Address _____

Cell Phone (_____) _____ Fax Number _____

Credit Card Visa MasterCard AmEx

Card Number _____

Expiration Date _____ 3-digit VCode _____

Name on Card _____

Company Name on Card _____

Billing Address _____

City _____ State _____ Zip _____

Amount of Sponsorship \$ _____