



# *Greater Cincinnati* Chapter

**Dear Business Partner,**

Welcome to the Greater Cincinnati Chapter Association of Legal Administrators' 2016 Business Partner Program. Please allow me to introduce our group. We are 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. Some of us are Human Resources specialists, some are CFOs, and some are generalists. What we all have in common is that we are all involved in the decision-making process for our employers. Our friends call us The GCCALA.

Our program, the GCCALA Business Partner Program, is the way our not-for-profit association raises money to provide quality education to our members. In return, we provide our Business Partners with unique sales opportunities to our membership. If we have already met, you may remember this as our Business Partner Program.

Like all good partnerships, communication is key. So please allow me to tell you a few things you should know. First, our year for the Business Partner program starts Jan 1, 2016. This will help us to plan our year, schedule our events, and fulfill our obligations to you in a timely fashion. Secondly, you will receive your dates for article submissions and advertisements in the newsletter. Third, you will receive dates for meeting sponsorships, social outings or community challenges, depending on level of support. Some of these may come later in the year but you will have ample notice.

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 do rely upon you, our valued Business Partners, for most of our income. We will do what we can to make this relationship work. Become a Business Partner, won't you? We're a great group. You can call us The GCCALA.

Sincerely,

Janet Sullivan, Business Partner Chairperson  
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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, representing more than 6,700 employers in over 27 countries. For more information on the Association, visit ALA's website at [www.alanet.org](http://www.alanet.org).

## **About GCCALA**

The Greater Cincinnati Chapter of ALA (GCCALA) was founded in 1980. Our Chapter is committed to offering high-quality educational programs and extensive networking opportunities with members and the legal community. Today, more than 50 Chapter members representing 36 local law firms are enhancing their professional and personal growth in the field of legal administration through the membership services and programs provided by the Greater Cincinnati Chapter and ALA International.

# **GCCALA Partner Benefits**

## **2016 Jan - Dec**

### **Community Challenge Events**

ALA encourages its members to participate in a worldwide community service project each October referred to as our Community Challenge event. GCCALA now includes its business partners to join with us in our two community service projects. This provides our partners with an additional opportunity for social interaction with our members and to provide needed services or supplies for worthwhile charities. The Greater Cincinnati Chapter has received local recognition for its service projects benefiting several well-known organizations such as American Red Cross, Dress for Success, Coats for Kids, Big Brothers/Big Sisters and Hope Lodge, to name a few.

### **Bi-Monthly e-Newsletter**

The bi-monthly newsletter is the Chapter's primary communication tool. It contains local, regional and national ALA news, as well as articles of general interest to the legal community. The circulation includes the Chapter's membership, ALA regional and national officers and special GCCALA partners, such as the Cincinnati Bar Association's Membership Director. We welcome any articles of interest you can provide throughout the year.

### **Information Membership Directory**

The Chapter's membership directory lists all GCCALA members, member firms, and business sponsors. The e-copy directory is provided to all GCCALA members and top sponsors.

### **Social Outings**

These outings are probably one of the best means for face-to-face time with members. The outings are usually held after 4:00, at a venue downtown, where appetizers and drinks are provided by the Chapter. In the past, these outings have provided not only a good time, but allowed for members and partners to have a more personal connection.

### **Luncheons**

The monthly Chapter meetings are typically luncheon meetings held the second Tuesday of each month. The luncheon consists of a short business meeting and an educational program. The monthly meetings are the primary networking opportunity for Chapter members. New this year, Gold business partners are invited to attend one luncheon and our Platinum and Elite Partners are invited to attend 2 and 3 luncheons, respectively.

## **Salary and Benefits Survey**

The Chapter's annual Salary and Benefits Survey is a compilation of Greater Cincinnati 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. The survey historically has been the Chapter's biggest expense, but members consider it to be an essential resource when reviewing compensation and benefit matters.

## **Website**

Our chapter web site address is [www.alacincinnati.com](http://www.alacincinnati.com). Our web site's home page highlights our business partners, upcoming GCCALA events, member information, job opportunities and links to our partners' web sites.



**2016 Business Partner Benefits**

	Elite Level \$3,000	Platinum Level \$1500	Gold Level \$1000	Silver Level \$750
<b>Speed Dating March 8</b>				
see below for description				
<b>Bi-Monthly E-Newsletter - 6 Issues</b>				
Advertisement - number of issues	6	4	3	2
Advertisement size	Full Page	Full Page	Half Page	Half Page
Maximum articles for submission	3	2	1	0
Vendor Spotlight, 1 issue	X			
<b>Community Challenge 2 events</b>				
Recognition in newsletter	X	X	X	
Attendance at event with the members and organization (dates TBD)	2	2	1	
<b>Website Presence</b>				
Home Page Logo	Large	Large	Medium	Small
Website Hotlink	X	X	X	X
<b>Chapter Meetings/Luncheons</b>				
Attendance at meeting 2nd Tuesday	3	2	1	
e-list of attendees	X	X		
# of Attendees (includes lunch)	2	1	1	
<b>Social Outings</b>				
Spring HH May 12	X	X	X	
Summer Reds Game last half of July	X	X		
Fall HH October 11	X	X	X	
Winter - Holiday Party December 8	X	X	X	X
<b>Membership</b>				
Member contact info, e-version	X	X		
<b>Additional Sponsorship Opportunities</b>				
Scholarship to Regional or National Convention	Receive recognition at the regional or national level for sponsoring a local member			
Chapter Salary & Benefit Survey	Advertisement and receive a copy of the survey			
*special event with members. BP's and members are interspersed at multiple tables for 10-15 minutes.				
BP's pick topics/issues they want to discuss and when time is up, members move to different table for another round and this continues until all members have made it to every table.				



**BECOME A GCCALA BUSINESS PARTNER**

*Enjoy the benefits of becoming a 2016 GCCALA Partner*

**SELECT PARTNER LEVEL**

<b>Elite Level</b> \$3,000	<b>Platinum</b> Level \$1500	<b>Gold Level</b> \$1000	<b>Silver Level</b> \$750
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**Check Enclosed**

**Credit Card Payments (VISA/ MC/ AMEX)**

Name on Card: \_\_\_\_\_

Card #: \_\_\_\_\_

CVC #: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

**Please complete for GCCALA Business Partner Sponsorship  
and/or  
Member Scholarship to Regional or National Conference (\$500 Minimum)**

Business Partner Name: \_\_\_\_\_

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

Contact Name: \_\_\_\_\_ Phone: ( ) \_\_\_\_\_

Enclosed is \$\_\_\_\_\_ check to sponsor member at Regional or National conference.

*Receive recognition at the regional or national level for sponsoring a local member!*

***Please make checks payable to GCCALA and mail to:***

**Lynn Lafata**  
Strauss Troy Co LPA  
The Federal Reserve Bldg.  
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Cincinnati, OH 45202-4018