



Greater Cincinnati Chapter

Dear Business Partner,

Welcome to the Greater Cincinnati Chapter Association of Legal Administrators' 2018 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. Our year for the Business Partner program starts April 1, 2018. **We kickoff the Business Partner year with our Business Partner Speed Dating event, which will be held on April 10, 2018** (see the enclosed GCCALA Partner Benefits for more information). You will receive reminders for article submissions and advertisements for the newsletter but feel free to send at any time. You will also be informed about luncheon meeting dates, social outings, and community challenge events, and we promise to give you ample notice so you can plan accordingly.

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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Jeffrey Middendorf, 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 9,000 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.

As the undisputed leader for the business of law, ALA is focused on the delivery of cutting-edge management and leadership products and services for the global legal community. We take pride in being a dynamic, member-driven organization. ALA is committed to an elevated standard of excellence as we serve individuals comprising the legal industry — wherever that person works or whatever the role he or she holds.

ALA provides its members and customers with solutions for the most critical, strategic and operational challenges they face today, while preparing them for the opportunities and challenges of tomorrow. This Association enriches members' professional development through collaborative educational opportunities, leadership development, and a diverse and inclusive sense of community.

Our members rely upon the benefit of ALA membership now more than ever before. Browse our website to learn more about the latest innovations in the Association's offerings, from its [educational programs](#) and [award-winning publications](#), to its many other resources such as the VIP Program at www.alanet.org/about/vip-program to its [career](#) and [diversity resources](#), and ALA's renowned [Certified Legal Manager CLM® program](#).

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 35 Chapter members representing 21 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

April 2018-March 2019

Speed Dating

This event is held on the second Tuesday in April (the first meeting of the year). We start with 2-3 BP's seated at separate tables. Members split up and take turns visiting each table and learning about each BP and their products. It is a timed event, about 3 minutes per BP per round.

Spotlight Meeting

The Spotlight meeting will feature the Elite and Platinum sponsors. The meeting will be focused on them and each will have a turn to talk in detail about their business. Feel free to bring door prizes and any literature you need, including digital as we can have a projector available.

Community Challenge Events

ALA encourages its members to participate in a worldwide community service project referred to as our Community Challenge event. GCCALA now includes its business partners to join with us in our 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 Dress for Success, Coats for Kids, Big Brothers/Big Sisters, People Working Cooperatively, and Hope Lodge, to name a few.

Quarterly e-Newsletter

The quarterly 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. We welcome any articles of interest you can provide throughout the year.

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 one the primary networking opportunity for Chapter members.

Website

Our chapter web site address is www.alacincinnati.com. Our web site's Business Partner page highlights our business partners, while the home page showcases upcoming GCCALA events, member information, and other areas of interest.



Greater Cincinnati Chapter

2018 Business Partner Benefits

April 1, 2018-March 31, 2019	Elite Level \$3,000	Platinum Level \$1500	Gold Level \$1000
Speed Dating April 10	yes	Yes	Yes
BP Spotlight October 9*	Yes	yes	
Quarterly E-Newsletter 4 Issues*			
Advertisement - number of issues	4	3	2
Advertisement size	Full Page	Full Page	Half Page
Minimum articles for submission	3	2	1
Vendor Spotlight, 1 issue	Yes		
Community Challenge			
Attendance at event and recognition in newsletter	Yes	Yes	Yes
Website Presence			
BP Page Logo	Large	Large	Medium
Website Hotlink	Yes	Yes	Yes
Chapter Meetings/Luncheons			
Attendance at meeting	3	2	1
e-list of attendees	Yes	Yes	
# of Attendees (includes lunch)	2	1	1
Social Outings			
Spring HH May 2018	Yes	Yes	Yes
Summer Reds Game TBD based on schedule	Yes	Yes	
Fall HH October 2018	Yes	Yes	Yes
Winter Party December 2018	Yes	Yes	Yes
Membership			
Member contact info, e-version	Yes	Yes	
Additional Sponsorship Opportunities			
Scholarship to Regional or National Convention	Receive recognition at the regional or national level for sponsoring a local member		
*submissions dates: Feb/May/Aug/Nov			
all dates are subject to change			



Greater Cincinnati
Chapter

BECOME A GCCALA BUSINESS PARTNER

Enjoy the benefits of becoming a 2018 GCCALA Partner

SELECT PARTNER LEVEL

Elite Level \$3,000	Platinum Level \$1500	Gold Level \$1000
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_____ **Check Enclosed**

If paying with a Credit Card (VISA/ MC/ AMEX), for security purposes, please contact Lynn Lafata directly at 513-629-9487

**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
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