



2011
Business Partner
Guide to PSALA Opportunities

The Puget Sound Chapter of ALA invites you to join us in educating and supporting the local legal community in the year 2011.

Included inside this guide is a calendar of the upcoming year's events as well as detailed information about each Business Partner opportunity.

Mark your calendars now ... the deadline for inclusion in the 2011 Business Partner Pictorial Directory is February 11, 2011.



WHAT IS ALA & WHY WOULD YOU WANT TO BE A BUSINESS PARTNER?

The Association of Legal Administrators is a not-for-profit organization founded in 1971, with its headquarters located in Lincolnshire, Illinois. Its membership has grown steadily over the years and now has approximately 10,000 members from 30 countries world-wide. The local Puget Sound Chapter (PSALA) started in 1974 and has over 250 members in the state of Washington. These people are the decision makers and managers of over 130 law firms, corporations, and government agencies. When evaluating needs for goods and services, our members are encouraged to consider companies which have developed a relationship with our Chapter, which typically is established through our Business Partner program each year.

We have listed below some of the many reasons we value our Business Partner relationships:

- *One of our primary missions is to educate our members to the highest standards, which is made possible in large part through your sponsorship dollars.*
- *Chapter members depend upon 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 vendor relationships bring to the administrator enhanced credibility and improved quality of management within legal service organizations.*
- *Business Partners who provide external services are our first choice in seeking service providers.*

We hope you find this 2011 Business Partner Opportunities Guide and the services of our Business Partner Relations Committee useful when planning your future involvement with PSALA. We recognize and appreciate the support from our Business Partners and thank you for all you have done and continue to do in helping us achieve our mission. We value your knowledge, participation and commitment, and your continued support is invaluable to PSALA's success.

ASSOCIATION OF LEGAL ADMINISTRATORS



TABLE OF CONTENTS

Business Partner Activities Calendar	Page 1
Business Partner Commitment and Order Forms	Page 3
Business Partner Opportunities.....	Page 6
<i>Soundings</i> Advertising.....	Page 19
Business Partner Events.....	Page 21
Thank You to 2010 Business Partners	Page 23
Business Partner Relations Committee Contacts.....	Page 24

2011 BUSINESS PARTNER ACTIVITIES CALENDAR “AT A GLANCE”

JANUARY

- √ Remember to sign up for your 2011 Sponsorship!

FEBRUARY

- √ Deadline for Business Partner Pictorial Directory, 2/11
- √ Educational Seminar and Vendor Hall, 2/17

MARCH

- √ “*The Garage*” Networking Event, 3/31
- √ Passing of Gavel & Volunteer Recognition Chapter Meeting with Special Cocktail Reception for specified Business Partners

APRIL

- √ Beginning of new Board term
- √ Membership and Business Partner Pictorial Directories published

MAY

- √ Annual Conference, 5/22-5/25 Orlando, Florida

JUNE

- √ Are you interested in ALA Cart items? See page 8

JULY

- √ Diversity Chapter Meeting

AUGUST

- √ Summer Networking Event (aka the Party at Shelley’s)

SEPTEMBER

- √ Vendor Forum
- √ Managing Partners Dinner and Charitable Auction

OCTOBER

- √ Regional Conference, 10/27-10/29 in Seattle
- √ Community Challenge Weekend

NOVEMBER

DECEMBER

- √ Holiday Social

Please visit our website at www.psala.org for updated event and date information.

PSALA BUSINESS PARTNER COMMITMENT PROCEDURES

We are now accepting Business Partner commitments for 2011. Other than Emerald City and Pike Place Market Business Partners, all Business Partners will be confirmed upon receipt of payment.

Emerald City and Pike Place Market Business Partners: We are now accepting Business Partner commitment materials for these levels of Business Partner. However, in order to preserve our ability to distribute Emerald City and Pike Place Market Business Partner opportunities in an equitable manner, **all commitment forms received on or before 12:00 noon on November 12, 2010 will be held and processed at 12:00 noon that day.** As we can only accommodate one Emerald City Business Partner and four Pike Place Market Business Partners, if more than that number of organizations submit payments for those Business Partner levels, a drawing will be held at Davis Wright Tremaine and all entrants will be invited to witness the drawing on November 12 to determine which Business Partner will be awarded that specific opportunity. In the event a company's name is not drawn, every effort will be made to award that company its first choice of various options. Refunds will be made, if necessary. All participants will be notified no later than Monday, November 15 of their confirmed Business Partner level. Business Partner opportunities still available after November 15, 2010 will continue to be available on a first-come, first-served basis.

NOTE: In order to be listed in the 2011 Business Partner Pictorial Directory, Business Partner sponsorships must be established and information received no later than February 11, 2011.

PAYMENT PROCEDURE

For all Business Partner packages, a minimum 25% deposit is required to secure the opportunity. All payment arrangements for remaining balances must be made pursuant to agreement with Lisa Miner, Co-Director of Business Partner Relations. **A special 10% discount is available for those who commit to a 3-year Business Partner at the same or a higher level.**

Checks should be made payable to *ALA Puget Sound Chapter* and sent to:

Lisa Miner
2010-2011 Co-Director of Business Partner Relations
c/o Perkins Coie LLP
1201 3rd Avenue, Suite 4800
Seattle, WA 98101

QUICK CHECKLIST:

- ___ Mail completed 2011 Business Partner Commitment Form and check to Lisa Miner
- ___ Unless already on file, send email with attached photo and company logo to Lisa Miner

2011 BUSINESS PARTNER COMMITMENT FORM

Note: Deadline for inclusion in 2011 Business Partner Pictorial Directory is February 11, 2011

Please complete the items on the list below to reserve your chance to be a part of the ALA Puget Sound Chapter's 2011 Business Partner program. If requesting an Emerald City or Pike Place Market Business Partnership, be sure to include a 2nd choice.

Note: DRAWING for Emerald City or Pike Place Market Business Partners only: November 12, 2010, at 12 noon

Company Name _____

Contact Name _____

Address _____

Telephone _____ Fax _____

Email _____ Website _____

1st choice Business Partner Level _____

2nd choice Business Partner Level _____

_____ **We commit to a 3-year Business Partner at this or a higher level for a 10% discount each year.**

Amount enclosed (25% minimum deposit) \$ _____

Check should be made payable to *ALA Puget Sound Chapter* and sent with Commitment Form to:

Lisa Miner
2010-2011 Co-Director of Vendor Relations
c/o Perkins Coie LLP
1201 3rd Avenue, Suite 4800
Seattle, WA 98101

Three key product/service categories (see list on following page):

One paragraph describing your company's business philosophy:

Important: Email primary contact digital photo (portrait 1.5x2") and company logo (landscape 1x2.5"), attached as separate files, to Lisa Miner at lminer@perkinscoie.com. Photo and logo should have minimum 300 dpi resolution.

Disclaimer: PSALA does not guarantee business to our Business Partners. In the event it is determined that the Business Partner relationship is no longer a good fit, please note that no refunds or reductions in sponsorship level will be granted.

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PRODUCT/SERVICE CATEGORIES

(Please select three for company listing in Business Partner Pictorial Directory and www.psala.org)

Accounts Receivable Management
Automated Client Billing
Benefits/Retirement Programs
Case Management
Cash Management
Coffee/Refreshment Services
Commercial Loans
Commercial Property & Casualty
Computer Hardware
Computer Software
Copiers
Copying Services
Court Reporting & Videography
Digital Copy Services
Digital Dictation Equipment
Disaster Prevention/Recovery
Docketing/Calendaring
Document Management/Retrieval
E-discovery
Email/Spam Protection
Ergonomics
Facilities Management
Financial Services/Management
Folder Inserters
Furniture – New & Used
Group Benefits
Human Resources
Image Scanning
Imaging Services
Insurance-Related Services
Legal Research
Litigation Support

Mailing System/Equipment
Marketing
Moving - Offsite/Onsite
Network Administration/Consulting
Office Supplies/Stationery/Forms
Offsite Storage
Online Access to Court Records
Outsourcing
Paralegal Services
Permanent Placement Services
Postal Tracking & Rate Shopping Software
Print Management
Printer/Engraver
Private Banking/Depository & Investment Accounts
Promotional Products
Publications
Real Estate/Brokerage
Records Management
Recruiting/E-cruiting/Placement Services
Relocation Consultants
Risk Management
Selective Court Case Record Feeds
Space Planning/Design
Strategic Planning
Tax & Accounting
Temp./Perm. Placement Services
Training and Development
Transcription Equipment
Trial Presentation
Voice-Over IP
Web Design/Development
Other (please specify)

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**MEMBERSHIP DIRECTORY &
MAILING LIST ORDER FORM**

As a 2011 Business Partner, you may purchase the ALA Puget Sound Chapter Membership Directory or a set of mailing labels of all Chapter members. (*Note:* Emerald City, Pike Place Market, Pioneer Square, and In-Kind Business Partners get a specified number of complimentary copies.)

The cost of the first directory is \$175.20. Additional copies may be purchased at \$147.83 each. Mailing labels may be purchased at \$153.30 per set. All prices include sales tax.

Please send me ___ Membership Directory @ \$160.00 + \$15.20 tax* = **\$175.20**

Please send me ___ additional Directory(s) @ \$135.00 + \$12.83 tax* = **\$147.83 each**

Please send me ___ set(s) of Mailing Label(s) @ \$140.00+ \$13.30 tax* = **\$153.30 each**

Total enclosed \$ _____

*or prevailing tax rate at time of purchase

Name: _____

Company: _____

Address: _____

Telephone: _____

Email: _____

Checks should be made payable to *ALA Puget Sound Chapter* and sent to:

Gloria Masters
2010-2011 Director of Membership Services
c/o Wolfstone, Panchot & Bloch, P.S., Inc.
1111 Third Avenue, Suite 1800
Seattle, WA 98101



**2011
BUSINESS PARTNER
STRUCTURE**

Emerald City Business Partner (1).....	\$12,000
Pike Place Market Business Partners (4)	\$9,000
Pioneer Square Business Partners (Unlimited)	\$6,000
Waterfront Business Partners (Unlimited).....	\$3,000
Harbor Steps Business Partners (Unlimited)	\$1,500
Freeway Park Business Partners (Unlimited)	*\$1,000

In-Kind Business Partners

- Membership Directory (1)
- Principal Advertising (1)
- Principal Printing (1)
- Publicity (1)

*\$500 special introductory offer for new Business Partners for first year only

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2011 BUSINESS PARTNER BENEFITS

Please see following pages for benefit details

	Business Partner Levels							In-Kind Levels			
	EC	PP	PS	WF	HS	FP		MD	PA	PP	PB
Managing Partners Dinner Benefits											
Attend cocktail party	2	2									
Attend dinner	2										
Acknowledgement as top level Business Partner from podium	X										
Introduce keynote speaker	X										
Business Partner recognition for decorations, cocktail party, Silent Auction, or awards		X									
Acknowledgement in program	X	X	X	X	X	X		X	X	X	
Soundings Newsletter Benefits											
Complimentary 1/2-page advertisement in 6 issues	X								X		
Complimentary 1/3-page advertisement in 6 issues		X									
Complimentary 1/6-page advertisement in 6 issues			X					X	X	X	
Picture & full-page "personal profile" in one issue	X										
Picture & 1/2-page "personal profile" in one issue		X									
Headline listing in annual "Thank the Business Partners" advertisement	X										
Prominent listing in annual "Thank the Business Partners" advertisement		X									
Bolded listing in annual "Thank the Business Partners" advertisement			X								
Listing in annual "Thank the Business Partners" advertisement				X	X	X		X	X	X	
Receive all 6 issues for 2011	X	X	X	X	X			X	X	X	
Chapter Website Benefits											
Logo & website hotlink on home page	X										
Logo, website hotlink & paragraph	X	X	X	X				X	X	X	
Logo					X						
Listing in general directory of "Business Partners" section	X	X	X	X	X	X		X	X	X	
Other Benefits											
Business Partner Pictorial Directory 2011: full-page profile & copy	X	X	X	X	X	X		X	X	X	
Use of PSALA Business Partner 2011 logo	X	X	X	X	X	X		X	X	X	
Membership Directory: complimentary copies	3	2	1					1	1	1	
Membership Directory: exclusive advertising								X			
Garage networking event: complimentary admission	3	2	1					1	1	1	
Garage networking event: opportunity to attend	X	X	X	X	X	X		X	X	X	

ASSOCIATION OF LEGAL ADMINISTRATORS



	Business Partner Levels							In-Kind Levels			
	EC	PP	PS	WF	HS	FP		MD	PA	PP	PB
Summer Networking Event: (aka the Party at Shelley's): complimentary admission	3	2	1					1	1	1	1
Summer Networking Event: (aka the Party at Shelley's): opportunity to attend	X	X	X	X	X	X		X	X	X	X
February Exhibit Hall: opportunity to attend	X	X	X	X	X	X		X	X	X	X
March Chapter meeting: complimentary admission	2		1								
March Chapter meeting: remarks from podium	X										
March Chapter meeting: acknowledgement of Business Partner	X		X								
March Chapter meeting: complimentary admission to Special Cocktail Reception	2		1								
Reception following Board Retreat: complimentary admission (2 sponsors)		2									
Vendor Forum: complimentary admission	2	1	1								
Vendor Forum: opportunity to attend	X	X	X	X	X	X	X	X	X	X	X
Community Challenge Weekend: opportunity to participate	X	X	X	X	X	X		X	X	X	X
Holiday Social: complimentary admission (2 sponsors)		2									
Chapter Section meeting: opportunity to attend				X							
Annual Compensation & Benefits Survey: advertisement				X							
Chapter printed materials: company name recognition										X	
Membership mailing labels: complimentary	4	3	2	1				1	1	1	1
"News You Can Use" monthly emails	X	X	X	X	X	X		X	X	X	X
A La Carte Benefits (available for purchase by current Business Partners only)											
PSALA Webinar Host (one Webinar only)	\$300	\$300	\$300	\$300	\$300	\$300		\$300	\$300	\$300	\$300
Business Partner of President's Message –email broadcast (one month only)	\$150	\$150	\$150	\$150	\$150	\$150		\$150	\$150	\$150	\$150

Key

EC - Emerald City Business Partner
 PP - Pike Place Market Business Partners
 PS - Pioneer Square Business Partners
 WF - Waterfront Business Partners
 HS - Harbor Steps Business Partners
 FP - Freeway Park Business Partners

In-Kind:

MD - Membership Directory
 PA - Principal Advertising
 PP - Principal Printing
 PB - Publicity



EMERALD CITY BUSINESS PARTNER

\$12,000

Number Available – 1

The organization contributing \$12,000 will receive the following Benefits:

- **Exclusive Managing Partners Dinner Benefits:**
 - Complimentary admission for two representatives to attend cocktail party and dinner
 - Acknowledgment as top level Business Partner from podium
 - Opportunity to introduce keynote speaker
 - Recognition as top Business Partner in program and advance print opportunities
- **Soundings Newsletter Benefits:**
 - Complimentary 1/2-page advertisement in six issues of *Soundings* (4/11 – 2/12)
 - Picture and full-page “personal profile” in one issue of *Soundings*
 - Headline listing in annual “Thank the Business Partners” advertisement in *Soundings*
 - Receive all six 2011 issues and 2/12 issue of *Soundings*
- **Chapter Website Benefits:**
 - Company logo and Website hotlink on home page
 - Company logo and hotlink to company’s website and small promotional paragraph on “Emerald City Business Partner” section of Chapter’s website
 - Listing in general directory of “Business Partners” section of Chapter’s website
- **Passing of Gavel and Volunteer Recognition Meeting Benefits:**
 - Complimentary admission for two representatives to March Chapter meeting and Special Cocktail Reception
 - Opportunity to make remarks from podium
 - Acknowledgement of Business Partner from podium
- **Full-page profile in 2011 Business Partner Pictorial Directory and one complimentary copy**
- **Three complimentary copies of Membership Directory**
- **Three complimentary admissions to *The Garage* networking event for PSALA members and Business Partners only**
- **Two complimentary admissions to The Vendor Forum**
- **Use of PSALA Business Partner 2011 logo for correspondence and marketing materials**
- **Three complimentary admissions to attend Summer Networking Event (aka the Party at Shelley’s). PSALA members and Business Partners only.**
- **Opportunity to participate in Chapter’s *Community Challenge Weekend* in October, as well as other community service activities**
- **Four complimentary sets of membership mailing labels upon request**
- **Monthly “News You Can Use” email detailing upcoming PSALA events**



PIKE PLACE MARKET BUSINESS PARTNERS

\$9,000

Number Available – 4

Each organization contributing \$9,000 will receive the following Benefits:

- **Exclusive Managing Partners Dinner Benefits:**
 - Complimentary admission for two representatives to attend cocktail party portion of event only
 - Business Partner recognition for table decorations (or similar recognition), cocktail party, Silent Auction, *or* awards, assigned by Business Partner Relations Co-Directors with input of Business Partners
 - Recognition in program
- **Exclusive Chapter Social Event Benefits:**
 - Complimentary admission for two representatives to attend Holiday Social *or* Special Cocktail Reception following the Annual Board Retreat, assigned by Business Partner Relations Co-Directors with input of Business Partners
 - Acknowledgment as event Business Partner from podium at event
 - Opportunity to assist with scholarship drawings (if any)
- **Exclusive Chapter Seminar Benefits:**
 - Complimentary admission for one representative to attend the half-day seminar
 - Acknowledgment of seminar Business Partner from podium
- **Soundings Newsletter Benefits:**
 - Complimentary 1/3-page advertisement in six issues of *Soundings* (4/11 - 2/12)
 - Picture and 1/2-page “personal profile” in one issue of *Soundings*
 - Prominent listing in annual “Thank the Business Partners” advertisement in *Soundings*
 - Receive all six 2011 issues and 2/12 issue of *Soundings*
- **Chapter Website Benefits:**
 - Company logo, hotlink to company’s website and small promotional paragraph in “Pike Place Market Business Partners” section of Chapter’s website
 - Listing in general directory of “Business Partners” section of Chapter’s website
- **Full-page profile in 2011 Business Partner Pictorial Directory and one complimentary copy**
- **Two complimentary copies of Membership Directory**
- **Two complimentary admissions to *The Garage* networking event for PSALA members and Business Partners only**
- **Two complimentary admissions to attend Summer Networking Event (aka the Party at Shelley’s) with PSALA members and Business Partners only**
- **One complimentary admission to The Vendor Forum**
- **Use of PSALA Business Partner 2011 logo for correspondence and marketing materials**
- **Opportunity to participate in Chapter’s *Community Challenge Weekend* in October, as well as other community service activities**
- **Three complimentary sets of membership mailing labels upon request**
- **Monthly “News You Can Use” email detailing upcoming PSALA events**



PIONEER SQUARE BUSINESS PARTNERS

\$6,000

Number Available – Unlimited

Each organization contributing \$6,000 will receive the following Benefits:

- **Soundings Newsletter Benefits:**
 - Complimentary 1/6-page advertisement in six issues of *Soundings* (4/11 – 2/12)
 - Bolded listing in annual “Thank the Business Partners” advertisement in *Soundings*
 - Receive all six 2011 issues and 2/12 issue of *Soundings*
- **Chapter Website Benefits:**
 - Company logo, hotlink to company’s website, and small promotional paragraph in “Pioneer Square Business Partners” section of Chapter’s website
 - Listing in general directory of “Business Partners” section of Chapter’s website
- **Passing of Gavel and Volunteer Recognition Meeting Benefits:**
 - Complimentary admission for one representative to March Chapter meeting and Special Cocktail Reception
 - Acknowledgement of Business Partner from podium
- **Full-page profile in 2011 Business Partner Pictorial Directory and one complimentary copy**
- **One complimentary copy of Membership Directory**
- **One complimentary admission to *The Garage* networking event for PSALA members and Business Partners only**
- **Use of PSALA Business Partner 2011 logo for correspondence and marketing materials**
- **One complimentary admission to attend Summer Networking Event (aka the Party at Shelley’s) with PSALA members and Business Partners only**
- **One complimentary admission to The Vendor Forum**
- **Acknowledgment in Managing Partners Dinner program as contributor to Chapter’s educational scholarships**
- **Opportunity to participate in Chapter’s *Community Challenge Weekend* in October, as well as other community service activities**
- **Two complimentary sets of membership mailing labels upon request**
- **Monthly “News You Can Use” email detailing upcoming PSALA events**



WATERFRONT BUSINESS PARTNERS

\$3,000

Number Available – Unlimited

Each organization contributing \$3,000 will receive the following Benefits:

- **Soundings Newsletter Benefits:**
 - Listing in annual “Thank the Business Partners” advertisement in *Soundings*
 - Receive all six 2011 issues and 2/12 issue of *Soundings*
- **Chapter Website Benefits:**
 - Company logo, hotlink to company’s website, and small promotional paragraph in “Waterfront Business Partners” section of Chapter’s website
 - Listing in general directory of “Business Partners” section of Chapter’s website
- **Full-page profile in 2011 Business Partner Pictorial Directory and one complimentary copy**
- **Exclusive opportunity for company representative to attend one meeting of one of the following Chapter sections, upon request: Corporate/Government/Judicial, Facilities, Finance, Human Resources, Small Firm, or Technology**
- **Opportunity to attend *The Garage* networking event for PSALA members and Business Partners only**
- **Use of PSALA Business Partner 2011 logo for correspondence and marketing materials**
- **Complimentary 1/4-page advertisement in Chapter’s annual Compensation and Benefits Survey**
- **Opportunity to attend Summer Networking Event (aka the Party at Shelley’s) with PSALA members and Business Partners only.**
- **Acknowledgment in Managing Partners Dinner program as contributor to Chapter’s educational scholarships**
- **Opportunity to participate in Chapter’s *Community Challenge Weekend* in October, as well as other community service activities**
- **One complimentary set of membership mailing labels upon request**
- **Monthly “News You Can Use” email detailing upcoming PSALA events**



HARBOR STEPS BUSINESS PARTNERS

\$1,500

Number Available – Unlimited

Each organization contributing \$1,500 will receive the following Benefits:

- **Soundings Newsletter Benefits:**
 - Listing in annual “Thank the Business Partners” advertisement in *Soundings*
 - Receive all six 2011 issues and 2/12 issue of *Soundings*
- **Chapter Website Benefits:**
 - Company logo in “Harbor Steps Business Partners” section of Chapter’s website
 - Listing in general directory of “Business Partners” section of Chapter’s website
- **Full-page profile in 2011 Business Partner Pictorial Directory and one complimentary copy**
- **Opportunity to attend *The Garage* networking event for PSALA members and Business Partners only**
- **Opportunity to attend Summer Networking Event (aka the Party at Shelley’s) with PSALA members and Business Partners only**
- **Use of PSALA Business Partner 2011 logo for correspondence and marketing materials**
- **Opportunity to participate in Chapter’s *Community Challenge Weekend* in October, as well as other community service activities**
- **Acknowledgment in Managing Partners Dinner program as contributor to Chapter’s educational scholarships**
- **Monthly “News You Can Use” email detailing upcoming PSALA events**

ASSOCIATION OF LEGAL ADMINISTRATORS



FREEWAY PARK BUSINESS PARTNERS

\$1,000*

Number Available – Unlimited

Each organization contributing \$1,000* will receive the following Benefits:

- Full-page profile in 2011 Business Partner Pictorial Directory and one complimentary copy
- Listing in general directory of “Business Partners” section of Chapter’s website
- Opportunity to attend *The Garage* networking event for PSALA members and Business Partners only
- Opportunity to attend Summer Networking Event (aka the Party at Shelley’s) with PSALA members and Business Partners only
- Use of PSALA Business Partner 2011 logo for correspondence and marketing materials
- Acknowledgment in Managing Partners Dinner program as contributor to Chapter’s educational scholarships
- Opportunity to participate in Chapter’s *Community Challenge Weekend* in October, as well as other community service activities
- Listing in annual “Thank the Business Partners” advertisement in *Soundings*
- Monthly “News You Can Use” email detailing upcoming PSALA events

***\$500 introductory offer for new Business Partners for first year only**



MEMBERSHIP DIRECTORY BUSINESS PARTNER

Number Available – 1

Business Partner will provide printing services related to the production of the Chapter's annual Membership Directory.

Contributing organization will receive the following Benefits:

- **Soundings Newsletter Benefits:**
 - Complimentary 1/6-page advertisement in six issues of *Soundings* (4/11 – 2/12)
 - Listing in annual “Thank the Business Partners” advertisement in *Soundings*
 - Receive all six 2011 issues and 2/12 issue of *Soundings*
- **Chapter Website Benefits:**
 - Company logo, hotlink to company's website and small promotional paragraph in “In-kind Business Partners” section of Chapter's website
 - Listing in general directory of “Business Partners” section of Chapter's website
- **Exclusive advertising in Chapter's Membership Directory and one complimentary copy**
- **Full-page profile in 2011 Business Partner Pictorial Directory and one complimentary copy**
- **One complimentary admission to *The Garage* networking event for PSALA members and Business Partners only**
- **One complimentary admission to attend Summer Networking Event (aka the Party at Shelley's) with PSALA members and Business Partners only**
- **Use of PSALA Business Partner 2011 logo for correspondence and marketing materials**
- **Acknowledgment in Managing Partners Dinner program as in-kind contributor to Chapter**
- **Opportunity to participate in Chapter's *Community Challenge Weekend* in October, as well as other community service activities**
- **One complimentary set of membership mailing labels upon request**
- **Monthly “News You Can Use” email detailing upcoming PSALA events**



PRINCIPAL ADVERTISING BUSINESS PARTNER

Number Available – 1

Business Partner will provide advertising in its legal industry publication for Chapter events.

Contributing organization will receive the following Benefits:

- **Soundings Newsletter Benefits:**
 - Complimentary 1/6-page advertisement in six issues of *Soundings* (4/11 – 2/12)
 - Listing in annual “Thank the Business Partners” advertisement in *Soundings*
 - Receive all six 2011 issues and 2/12 issue of *Soundings*
- **Chapter Website Benefits:**
 - Company logo, hotlink to company’s website and small promotional paragraph in “In-kind Business Partners” section of Chapter’s website
 - Listing in general directory of “Business Partners” section of Chapter’s website
- **Full-page profile in 2011 Business Partner Pictorial Directory and one complimentary copy**
- **One complimentary copy of Membership Directory**
- **One complimentary admission to *The Garage* networking event for PSALA members and Business Partners only**
- **One complimentary admission to attend Summer Networking Event (aka the Party at Shelley’s) with PSALA members and Business Partners only.**
- **Use of PSALA Business Partner 2011 logo for correspondence and marketing materials**
- **Acknowledgment in Managing Partners Dinner program as in-kind contributor to Chapter**
- **Opportunity to participate in Chapter’s *Community Challenge Weekend* in October, as well as other community service activities**
- **One complimentary set of membership mailing labels upon request**
- **Monthly “News You Can Use” email detailing upcoming PSALA events**



PRINCIPAL PRINTING BUSINESS PARTNER

Number Available – 1

Business Partner will provide printing services for Chapter materials, including letterhead, invitations to Managing Partners Dinner, Managing Partners Dinner Program/Silent Auction Catalog, invitations to Business Partner/member Appreciation/Networking events, and note cards.

Contributing organization will receive the following Benefits:

- **Soundings Newsletter Benefits:**
 - Complimentary 1/2-page advertisement in six issues of *Soundings* (4/11–2/12)
 - Listing in annual “Thank the Business Partner” advertisement in *Soundings*
 - Receive all six 2011 issues and 2/12 issue of *Soundings*
- **Chapter Website Benefits:**
 - Company logo, hotlink to company’s website and small promotional paragraph in “In-kind Business Partners” section of Chapter’s website
 - Listing in general directory of “Business Partners” section of Chapter’s website
- **Company name recognition, as appropriate, on printed materials**
- **Full-page profile in 2011 Business Partner Pictorial Directory and one complimentary copy**
- **One complimentary copy of Membership Directory**
- **One complimentary admission to *The Garage* networking event for PSALA members and Business Partners only**
- **One complimentary admission to attend Summer Networking Event (aka the Party at Shelley’s) with PSALA members and Business Partners only**
- **Use of PSALA Business Partner 2011 logo for correspondence and marketing materials**
- **Acknowledgment in Managing Partners Dinner program as in-kind contributor to Chapter**
- **Opportunity to participate in Chapter’s *Community Challenge Weekend* in October, as well as other community service activities**
- **One complimentary set of membership mailing labels upon request**
- **Monthly “News You Can Use” email detailing upcoming PSALA events**



PUBLICITY BUSINESS PARTNER

Number Available – 1

Business Partner will provide 15-20 hours of consulting related to Chapter marketing and publicity.

Contributing organization will receive the following Benefits:

- **Soundings Newsletter Benefits:**
 - Complimentary 1/6-page advertisement in six issues of *Soundings* (4/11-2/12)
 - Listing in annual “Thank the Business Partners” advertisement in *Soundings*
 - Receive all six 2011 issues and 2/12 issue of *Soundings*
- **Chapter Website Benefits:**
 - Company logo, hotlink to company’s website and small promotional paragraph in “In-kind Business Partners” section of Chapter’s website
 - Listing in general directory of “Business Partners” section of Chapter’s website
- **Full-page profile in 2011 Business Partner Pictorial Directory and one complimentary copy**
- **One complimentary copy of Membership Directory**
- **One complimentary admission to *The Garage* networking event for PSALA members and Business Partners only**
- **One complimentary admission to attend Summer Networking Event (aka the Party at Shelley’s) with PSALA members and Business Partners only**
- **Use of PSALA Business Partner 2011 logo for correspondence and marketing materials**
- **Acknowledgment in Managing Partners Dinner program as in-kind contributor to Chapter**
- **Opportunity to participate in Chapter’s *Community Challenge Weekend* in October, as well as other community service activities**
- **One complimentary set of membership mailing labels upon request**
- **Monthly “News You Can Use” email detailing upcoming PSALA events**

ASSOCIATION OF LEGAL ADMINISTRATORS



SOUNDINGS ADVERTISING

The Puget Sound Chapter publishes a bi-monthly newsletter, *Soundings*, which reaches over 250 members in Washington state and other ALA members around the country. ALA's membership is comprised of executive directors, administrators, office managers, human resource managers, accounting managers, information systems managers, facilities managers, and other individuals responsible for the management and operations of private law firms, corporate legal departments and governmental, judicial and legal agencies.

Advertising space is available to businesses that want to reach the people who make purchasing decisions in these organizations. You do not need to be a PSALA Business Partner to advertise in *Soundings*. Inquiries should be made to Char Coultbert, Director of Advertising, via email at ccoultbert@cairncross.com or 206-254-4468.

ADVERTISING RATES

(Per Issue)

Size	Approximate Dimensions	1 Issue	2 Issues	3-5 Issues*	6 Issues*
1/6 Page (Vertical)	2-1/4" x 4-3/4"	\$150.00	\$127.50	\$120.00	\$112.50
1/6 Page (Horizontal)	4-3/4" x 2-1/4"	\$150.00	\$127.50	\$120.00	\$112.50
1/3 Page (Box)	4.8" x 4.8"	\$250.00	\$212.50	\$200.00	\$187.50
1/3 Page (Vertical)	2-1/4" x 9-5/8"	\$250.00	\$212.50	\$200.00	\$187.50
1/2 Page (Horizontal)	7-3/16" x 4-3/4"	\$300.00	\$255.00	\$240.00	\$225.00
Full Page	7-3/16" x 9-1/2"	\$500.00	\$425.00	\$400.00	\$375.00

*A 5% discount will be given for pre-payment of all 3-6 issues.

ASSOCIATION OF LEGAL ADMINISTRATORS



PRINTING SPECIFICATIONS

- Ads must be provided to the Director of Advertising as graphics files: jpg, pdf, tif or png (anything that isn't Macintosh exclusive). Ads may either be gray scale or color with a resolution of at least 150 dpi.
- There is no additional charge for color.

SUBMISSION DEADLINES

ISSUE MONTH	DEADLINE DATE
February 2011	January 6, 2011
April 2011	March 3, 2011
June 2011	May 5, 2011
August 2011	July 7, 2011
October 2011	September 8, 2011
December 2011	November 3, 2011
February 2012	January 5, 2012

Payments

You will receive an invoice, along with a pdf copy of *Soundings*, when it is published. Checks should be made payable to *ALA Puget Sound Chapter* and sent to:

Char Coulbert
c/o Cairncross & Hempelmann, P.S.
524 Second Avenue, Suite 500
Seattle, WA 98104-2323

- Questions should be addressed to Char Coulbert at 206-254-4468 or ccoulbert@cairncross.com.
- The Co-Editors, in cooperation with designated members of the ALA Puget Sound Chapter Board of Directors, reserve the right to refuse any ad deemed not suitable.
- Please note that as part of the Chapter's commitment to sustainability and better practices, the method of advertising may become more electronic based. Advertisers will be notified in advance of any changes and we will endeavor to make any changes comparable.



BUSINESS PARTNER EVENTS

(Exclusive for Business Partners only, except educational Vendor Forum to which all vendors will be invited. Additional charges may apply.)

Throughout the year, we join to celebrate the mutually beneficial relationship we share with our valued Business Partners,
YOU!

EXHIBIT HALL FOR BUSINESS PARTNERS

On February 17, 2011, the Puget Sound Chapter is excited to host an educational seminar. In conjunction with the seminar, we will also host an exhibit hall for 2011 Business Partners only, featuring tabletop booths and an opportunity to interact with decision makers from Puget Sound area law firms and legal departments. This year, we will conclude the educational portion of the seminar with time for cocktails and appetizers. In addition to showcasing products and services, exhibitors will be encouraged to highlight what they can do to help law firms/legal departments during these challenging economic times. The number of booths is limited, so sign up early. **You must be confirmed as a 2011 Business Partner before registration in the vendor hall will be accepted.**

NETWORKING EVENTS

The Garage

Our first 2011 networking event for Chapter members and 2011 Business Partners only will take place the evening of Thursday, March 31. This event will provide a valuable opportunity to get to know many of our Chapter members and interact with them in a casual, social environment. In addition to drinks, hors d'oeuvres, and scintillating conversation, you will have an opportunity to enjoy billiards, bowling and other fun activities! We anticipate great attendance by Chapter members from law firms and legal departments all over the Puget Sound area. Plans are underway for a fun event!

The Party at Shelley's

Our summer networking event will take place at the gracious Mercer Island home of PSALA 2009-10 Chapter President Shelley Goodwin. Enjoy barbeque, homemade dishes and mouth-watering desserts. The 2011 party will take place in early August and for those of you who have attended this event in the past, you know how much fun it is! It is a great time to meet new people and also to catch up with old friends. This is a party you won't want to miss!



BUSINESS PARTNER EVENTS CONTINUED...

(Exclusive for Business Partners only, except educational Vendor Forum to which all vendors will be invited. Additional charges may apply.)

Managing Partners Dinner

A premier event every year for the Puget Sound Chapter is its annual Managing Partners Dinner and Charity Auction. The 2011 event will be held in September. As delineated in the description of our Business Partner benefits, our top five Business Partners are entitled to attend a portion of or the entire event, depending on their Business Partner level. In addition, our Business Partners will have the opportunity to donate items for inclusion in the community service fundraising auction and receive recognition at the event for their donations.

Vendor Forum

The Puget Sound Chapter is proud to present an opportunity where ALA members and our vendor partners can exchange important information to help enhance our mutually-beneficial business relationships. The 2011 event is scheduled to be held in September.

2011 Regional Conference

The 2011 Region 5 Conference will be held in Seattle on October 27-29 at Olive 8 and the Washington State Convention Center. Region 5 consists of members in Washington, Oregon, Idaho, Montana, Wyoming, Alaska, Hawaii, British Columbia, Alberta, Saskatchewan and Manitoba. Stay tuned for more information to come as planning gets underway for this amazing conference.

In addition to educational sessions, the Conference will offer a one-day vendor exhibit hall. For further information or to ensure that you are on the mailing list to receive an Exhibitor's Prospectus, please contact Carol Anne Nitsche, CLM, 2009-2011 Region 5 Director, at 206-224-8241 or cnitsche@karrtuttle.com.

Please direct your inquiries regarding Business Partner events to:

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ASSOCIATION OF LEGAL ADMINISTRATORS



2010 BUSINESS PARTNERS

We would like to take this opportunity to once again thank our
2010 Business Partners:

<i>ABA Retirement Funds</i>	<i>IKON Office Solutions</i>	<i>Pacific Office Automation</i>
<i>AH&T Insurance</i>	<i>Iron Mountain</i>	<i>Pitney Bowes Legal Solutions</i>
<i>All Phase Communications</i>	<i>ISOsource</i>	<i>Preferred Copier Systems, Inc.</i>
<i>Archive Systems, Inc.</i>	<i>Keeney's Office Plus</i>	<i>Principal Financial Group</i>
<i>Bank And Office Interiors</i>	<i>Kibble & Prentice</i>	<i>PrintCom, Inc.</i>
<i>Benham Fine Art & Studio</i>	<i>KNOLL</i>	<i>Pure Water Technology of Puget Sound</i>
<i>Blue Tiger Coffee</i>	<i>KONICA MINOLTA BUSINESS SOLUTIONS USA INC.</i>	<i>Quality Business Systems-XEROX</i>
<i>CMIT Solutions of Downtown Seattle</i>	<i>Langley Recruiting, LLC</i>	<i>Retail Lockbox</i>
<i>Canterbury Associates</i>	<i>Law Dawgs Legal Staffing & QUID PRO QUO</i>	<i>Robert Half Legal</i>
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<i>Control Systems PNW</i>	<i>Nexxpost Imaging</i>	<i>Washington Archives Management</i>
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<i>Fleischmann Office Interiors/Kimball Office</i>		<i>Woods & Associates LLC</i>
<i>Halo Messenger Services</i>		

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