

PSALA
Alumni Connect
October 2010

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President's Message
by Barb Paige, CLM

"Man In The Mirror" by Michael Jackson

"I'm Starting With The Man In The Mirror
I'm Asking Him To Change His Ways
And No Message Could Have Been Any Clearer
If You Wanna Make The World A Better Place
Take A Look At Yourself And
Then Make A Change."

In case you haven't guessed it by now, I am a huge Michael Jackson fan. While I grew up with his music (along with perms and big hair), it wasn't until I grew older that I came to really appreciate his music. "Beat It," "Thriller," and "Black or White" are just a few of my all time favorites. Whatever your opinion of Michael Jackson, no one can deny his musical genius and love of our planet and community. He never shied away from political issues, singing about racism, war, and hunger. Shortly after his death in June 2009, "This Is It" was released in theaters; "This Is It" is a concert film containing interviews and actual footage from the rehearsals for his upcoming tour, scheduled to start three weeks after his death. I took my son Matt (also a huge MJ fan) to see the movie with me on opening night. One of the songs that really struck me was "Man In the Mirror." Of course I had heard the song many times before, but I never really listened to the words. Something about this song struck me that night and made me stop and think about my own reflection. It is so easy in today's fast-paced world to say, "I don't have time to do this," or "This is someone else's problem." Well, maybe it's time for all of us to take a closer look in the mirror!

PSALA has always been very active within the community, and this is reflected in our Mission Statement and Goals. We have had very successful fundraising events, like the recent PSALA Summer Social and Sponsor Appreciation Event. Thanks to all our attendees, we raised more than \$5,556 for Homeward Pet, a no-kill animal shelter in Woodinville. We also raised a record

amount at last year's Managing Partners Dinner--more than \$21,124 for Westside Baby. PSALA members and Sponsors never fail to amaze me with their generosity and willingness to help.



October is PSALA's Community Challenge Weekend, and we have a variety of ways you can get involved and make a difference. While the events are fundraisers, they are also a way for you to get personally connected and make a change. Yes, the events are on a weekend and yes, you will need to sacrifice some of your personal time to attend. But the rewards and satisfaction you will get from making a difference are priceless. One of my favorite Community Service Events was two years ago planting trees and weeding in the pouring down rain and mud in West Seattle. It was such a great time and the experience of physically doing something positive for the environment was extremely rewarding. Last year's event was also in the rain, but that didn't stop our dedicated PSALA Members and Sponsors!

This year, all proceeds from the Community Challenge Events will go to our Community Service Partner, Neighborcare Health. Neighborcare Health provides medical and dental care for the uninsured and most vulnerable people in our community. With today's rising healthcare costs, unemployment, and increasing homelessness, the need for their services is more critical than ever.



So here is my challenge for you: participate in one Community Challenge Event this month. Call a friend, invited a family member, or just come as you are. You will meet plenty of old friends and maybe make a few new ones. Our Sponsors love to participate in Community Challenge Events, and we are hoping for an even better turnout than last year. I plan on being there and bringing my raincoat and boots just in case. Take a look at our website for all the details.

Not an MJ fan? That's OK, you don't have to be. Anyone can take a look in the mirror and make a change. I hope you will join me and make a change for Neighborcare Health.

**“A Summer Evening with Shelley and Friends”
a/k/a The Party at Shelley's**



PSALA President Barb Paige, CLM; PSALA President-Elect April Campbell; Terri Inglis, April Conrad and Peggy Noll from Homeward Pet. And, of course, Mork and Mindy.

Have You Heard...?

by Char Coulbert, Cairncross & Hempelmann, P.S.

Congratulations!

Congratulations to **Shari Tipp** on the arrival of Payton on July 5. Measuring 20-1/4” and weighing 8.02 lbs., Payton is the apple of her mother’s eye. Shari should be back in the office by the time you read this issue of *Soundings*.

On the road

Shelley Goodwin recently enjoyed another wonderful and relaxing trip to the Hawaiian island of Kauai. She admitted that she must be addicted to Hawaii, since she has lost count of the number of trips she has made to the Land of Aloha. After filling up both hands and all of one foot trying to count the number of visits she has paid to the various islands, she wasn't sure how many toes on the last foot were left. Not many, and she wasn't complaining!

Julie Livengood spent the month of June touring Ireland with her mother through Grand Circle Travel. Although Julie was the youngest person in the tour group (they were mostly retired school teachers), she thoroughly enjoyed the experience as they were totally submerged into the Irish culture, history, geography, and food. They covered the entire island, starting with Northern Ireland and Belfast, following the coast, and exploring a few interior places. The scenery along the coast was absolutely breathtaking—the Giants Causeway, Cliffs of Moor, the Dingle Peninsula, the Ring of Kerry and so much more. Julie explored numerous castles, churches,

ruins, and pubs everywhere she went. One of her favorite experiences was walking the streets in the Bogside in Derry, which was the site of the “Bloody Sunday” massacre, and talking to locals about the event. Another favorite was visiting Ireland’s many pubs and giving herself a froth mustache from mugs of Guinness.

This summer also included a “Facebook reunion” of a bunch of high school friends in the Chicago area, including a modern-day version of a girls’ slumber party. A tornado touched down while she was in Chicago, which made Julie extremely glad she doesn’t live there anymore.

As if a month’s break wasn’t long enough, Julie spent the last week of August in beautiful Whistler, BC. This has been a long time annual trip and most recently turned into a girls’ getaway. She and her friends love to hike the peaks of Whistler and Blackcomb and around all the many lakes. They also spend lots of time at the pools, spa, watching movies, making jewelry and preparing wonderful gourmet dinners that they enjoy with good Washington wines.

In September, Julie and her husband, Pete, along with **Terri Weintraub** and her husband, Bob, visited Napa Valley for the Opus One release party. Opus One is a high-end wine that is a combination of Robert Moldavi and Philip Rothschild, who came together to create a Bordeaux-style wine outside of France. Julie was introduced to this wine by Shelley Goodwin some time ago at a conference in Chicago and was privileged to attend the last release party in 2007. While in Napa, they also visited other wineries and the Culinary Institute of America.

Arlene Rankin visited Spain and Norway during the summer. Arlene said, “Spain was absolutely wonderful, and I highly recommend that you put The Alhambra in Granada on your bucket list.” A side trip to Gibraltar was included, as well as and one day in Morocco with a guide. Arlene said she wasn’t prepared for the sad aspect of such a developing country and found that part of her trip depressing. In Norway, where Arlene has a lot of family members, the highlight was staying in the house in which her father was born and attending the annual family reunion in Mjanger (a fjord north of Bergen which contains five houses and is also Arlene’s maiden name). The family reunion was the day before her birthday, and at midnight, she was asked to climb onto a chair while everybody sang happy birthday. The party lasted until 4:30 a.m., although Arlene didn’t last quite that long. Arlene’s cousin and her husband’s family own one of biggest fishing concerns in the world, and Arlene was thrilled to be invited out on one of their trawlers.

Arlene also enjoyed a trip to Napa Valley for her son’s wedding, which was very small and in a lovely setting. She only met the bride’s family for the first time the night before the wedding, and they all got along wonderfully. Her son and his bride looked so happy!

Mary White went to England in September with Sigmund and her mother. Born and raised in England, Mary’s mother has a large number of family members in England, who planned a family reunion of approximately 35 people from all over England because of this visit. One of the highlights for Mary was when her son, Ryan, came from Beijing to the reunion to surprise his grandmother.

Mark Angevine with Copiers Northwest, one of PSALA's Pike Place Market Sponsors, did a Midwestern trip this summer, including Indiana, Arkansas, Missouri and "some other obscure site" (my words, not Mark's). As you'll see in his Sponsor Profile elsewhere in this issue, he plans to visit Antarctica in January. Wow!

In the woods

Summertime for **Susan Gantt** brought her son, Chris, home after his first year at Western Washington University. They enjoyed the wonder of the Pacific Northwest by taking some fabulous day hikes. A few local favorites included: Annette Lake (this pristine lake awaits you after a good climb and what feels like hundreds of switchbacks to get there), Rattlesnake Ledge (do this on a weekday – it is a lovely, and very busy, trail), Twin Falls (an easy hike just outside of North Bend), and Wallace Falls (three spectacular views of the falls that will leave you nearly breathless in its beauty). A trip to Whistler for more hiking, biking and family time wrapped up a great summer.

If you are interested in hiking, check out any of the *Day Hike!* books by Mike McQuaide. They offer thoughtful information about each hike, including level of difficulty, best time to visit, and a thorough overview of the hike itself. Each book covers a different part of Washington state, and many of these great hikes can be enjoyed year-round!

Maine may not be all woods, but it certainly has a lot! **Richard Wood** visited Maine for two weeks in late July. He was able to spend a lot of time with his nephew and his fiancé, who gave birth to a baby shortly after Richard's visit. He also went to an antique commercial truck show with his dad in 96 degree weather for an entire Saturday, where he mentioned that he got TOTALLY burned to a crisp. Richard also spent three days riding ATVs on trails throughout Eastern Maine and probably consumed 50 lbs of lobster and other delicious shellfish (his brother is a shellfish distributor).

On a personal note...

Julie Livengood hosted two 16-year-old Japanese exchange students for a few weeks this summer. This was Julie's first experience with exchange students and, despite some language challenges, she said it was great fun and a very rewarding experience for her entire family. To facilitate communication, they used a verbal language translator on their iPad and invited friends who were fluent in Japanese over for dinner. They have invited the girls back anytime and hope to reconnect with them again soon.

Moving on

Congratulations to **Margie St. Pierre**, Accounting Manager for Keller Rohrback LLP for roughly 30 years, who joined the golden ranks of retirees in late July and moved back to "small town living" in Alcester, South Dakota where she grew up. Alcester is a very small town where some of Margie's family members live, as well as people with whom she went to high school. If you would like to get in touch with Margie, she would be happy to hear from you. P.O. Box 434, 312 N. Iowa St., Alcester, SD. margiest.p@gmail.com

Where are they now?

Laura Walters joined the Herrmann Scholbe law firm in Tacoma as a legal assistant in September. She is also working with a company called Life History Books (lifehistorybooks.com) that offers mini-memoirs to folks for any life milestone celebration (retirement, wedding, adoption, etc.). She can be reached at Laura@lifehistorybooks.com for inquiries. And, yes, she is still with Scentsy. Busy life!

Community Service Opportunities *by Arlene Rankin, Stoel Rives*

This year we decided to dedicate the whole month to our service partner, Neighborcare Health so Community Challenge Weekend will be Community Challenge MONTH for PSALA. We have some exiting events planned.

October 5 is the 27th Annual Feast at the Market



The Feast is an event sponsored by 20 restaurants located around Pike Place Market. Each restaurant will be serving one small plate dish. You can choose to eat at all 20 venues or pick your favorites and enjoy. We will be promoting the purchase of ticket books selling for \$60, \$75, and \$100, depending upon how early the book is purchased. This is a wonderful opportunity for getting groups together to enjoy an evening of appetizers at some of your favorite, or soon-to-be favorite restaurants in the Pike Place Market. Dessert will be served at the Seattle Athletic Club at 9:00 p.m. PSALA will help with payment of the tips and serving wine at a pre-function to be held at the Pike Market Medical Clinic.

October 27, 2010 is the Managing Partners Dinner & Silent Auction which will be held at the Sheraton Hotel in Seattle. In addition to the items donated for auction, cash donations help to pay for essential services such as:

- \$1,000 sponsors one patient for one year, all services included
- \$250 sponsors a yearly swim scholarship for one low-income diabetic patient to improve fitness
- \$175 sponsors an emergency dental visit for an uninsured patient
- \$150 sponsors a medical visit for an uninsured patient
- \$100 sponsors a sports physical for a low-income child so he or she can play in school sport teams.
- \$75 sponsors social work visits for 5 homeless teens
- \$50 sponsors health education for a church or community group
- \$35 sponsors a home visit by a registered nurse or counselor for an isolated senior

Form your team and bring your family, friends, and co-workers to Neighborcare Health's **15th Annual Pumpkin Push 5K Run & Family Walk on October 30th in Seward Park**. We will be having a contest for the best Team Costume in addition to the great prizes Neighborcare Health will be giving away for best costume. Form a team with two ALA members and two sponsors, name your team and plan your costume. Kids can either join in the Team costume or wear their Halloween costumes a day early but they are encouraged to be a part of the fun. Choose from a 5K run or a two-mile family walk route. You can even bring your dog! Registration fee includes a long-sleeved Pumpkin Push shirt. This is free for kids under 12 years old.

All participants will be entered in a drawing to win an Amtrak Empire Builder trip to Essex, Montana, and a two-night stay at Izaak Walton Inn. Those who raise \$200 or more in race/walk sponsorships will be eligible to win gift certificates from Whole Foods Markets.

After the race, enjoy treats from sponsors such as Smith Brothers Farms, Talking Rain, Super Supplements, and Swedish Medical Centers. Stop by Whole Foods Markets' Kids Zone for a complimentary pumpkin courtesy of The Farm. Neighborcare Health will honor the top three finishers in the 5K men's and women's divisions with Amtrak Cascades tickets, a \$100 Visa gift card, and other prizes. Winners of the costume contest will be announced, along with the name of the lucky winner of the Montana vacation package. And there will be a special performance



by the **Seattle Zombies!**

PSALA will be helping to clean up after the race as part of our CCW volunteer project, followed by a barbecue. Come join the fun and **close the gap in the cost of care for Neighborcare Health's homeless patient programs** by registering at www.PumpkinPush.com.

It's as Much About What You Believe as It Is What You Do
by John Michalik

Some years ago when I was being recruited to be Executive Director of the Association of Legal Administrators, the members of the Executive Committee of ALA's Board of Directors stressed that one of the things (and there were, believe me, *many* things) that they were looking for in a new CEO was someone who had the background, knowledge, experience and established credibility to be ALA's "resident philosopher". That never made it into the job description and I doubt that as time passed subsequent Boards ever had it in mind in evaluating my performance, but it sparked my interest and got my attention in the interview. The idea of not only working hard and managing large but also being expected to ponder and think deep thoughts about the legal management profession, the Association and its members had a certain attraction. And over the years I tried to carry out that responsibility, including through most of the 85 or so columns I wrote in *ALA News*, numerous articles in other publications, presentations to ALA audiences and other groups, and in my approach to a lot of new ALA initiatives and projects. The fact is, I'm kind of stuck in that rut ... and you and I are about to plow another furrow in that field and think a few deep thoughts.

As managers and leaders in law firms, legal administrators are accountable and responsible for *doing* many things. This is true whether you are your firm's principal administrator or a manager responsible for a particular functional area such as finance, human resources, technology or marketing. Obviously, many of the things that we are responsible for and for seeing accomplished in our jobs are set out in job or position descriptions. Many others, often things that we don't give much specific thought to, are not in such a description but are inherent in positions of responsibility and to a large degree are or should be intuitive based on our life experiences in work and in non-work settings.

Those include things managers and leaders do to help others develop and to learn to exercise their own judgment. It also includes treating people like adults and respecting the roles they play; giving credit where credit is due; leading by example; always doing what you say you will do; remembering what people tell you, and recognizing and respecting the confidences they share; watching "the pulse" of things, so that you're not out of the loop; not becoming detached and remote; and realizing that the most effective management of people is one-on-one, and practicing that approach. We also know or should know that as effective managers we have to be good listeners and good communicators; we need to be sincere, disciplined, accessible and at least relatively even-tempered; and we need to constantly exhibit trust in those we lead and who report to us. It's also important to be genuinely enthusiastic. Years ago legendary Green Bay Packers coach Vince Lombardi noted that "If you aren't fired with enthusiasm, you will be fired

with enthusiasm”. The “firing” Coach Lombardi was referring to isn’t limited or even primarily related to job termination; rather, it involves people firing someone as a leader and not having the motivation to follow them and give their best because of that person’s evident lack of commitment, involvement, enthusiasm and dedication.

In the day-to-day rhythm of our jobs and taking care of business, we may not consciously focus on or think of the abilities and behaviors mentioned in the previous paragraph. But if you’re going to be an effective manager and leader, whether as a legal administrator or in some other context, you have to *be* and *do* all of those things and many others that I’m sure you could add to the list. In fact, investing the time and thought to make such a list – sort of a secondary or personal “job description” – isn’t a bad exercise in assessing the unstated requirements and expectations of both your position and yourself.

I’d also suggest that behind what they must be and do, effective managers—including legal administrators—have to *believe* certain things. I realize that in our society, suggesting that people “have” to believe something, or believe in something, verges on heresy and on the worst interpretations and ramifications of political correctness solely for the sake of satisfying somebody else’s standards. But the context here is very different. There’s nothing political about it and there’s no particular “correct” belief involved. The point is that it’s as much about what you believe as what you do—and, in fact, what you must be and do aren’t going to come about unless you believe certain things; unless you have a strong set of business and life beliefs. What we do tends to reflect what we really believe, not what we pay lip service to. Let me try a few examples.

An effective manager must believe in the importance of respect and that if you give respect, you will get respect. He or she must have a real concern for people as individuals, must care about things happening in their lives, and must manage them in a way that works for the individual—we often get tied-up in doing things to be “consistent”, even in the face of our own recognition that people actually are not all the same. I recall attending a seminar a few years ago where management guru David Maister pointed out that “You don’t have to be a chameleon, just adaptable.” A belief in fairness usually trumps consistency for consistency sake.

You have to believe that success is a function of things like trust, honesty, confidence, relationships, self-discipline, and the courage to do the right thing – always. You have to have values, believe they are right, and be uncompromising in living up to them every day, not just when it’s convenient.

You have to believe in what you’re doing. If you’re not sure where you’re anchored and not confident of the correctness of what you’re doing and how you’re doing it, you need to stop and test your beliefs...including whether you have any. We don’t often think about what we believe and how those beliefs dictate how we act. On the other hand, we regularly take actions and make changes based on beliefs, even if we don’t specifically set the process in the context of a formal analysis of “what we believe”. For example, we may develop an approach based on what needs to be done at a given point in time and what we think will correct and improve a process or an individual’s performance. If that style or approach has the desired result, then obviously we’ve adjusted what we and others do to match what we believe and what is required.

We should occasionally take a conscious look at what we believe. It's much like a successful professional golfer who from time-to-time may radically alter their swing, not because the swing they have isn't working but because the change is necessary to fit with advances in equipment, changes in conditions or, most importantly, simply because the golfer has the desire to be even better. Like the pro golfer, we should regularly examine, test and hone the underlying beliefs that guide our managerial performance. In my own career at ALA, I began to realize after a number of years that my level of confidence and trust in the staff we had built had increased dramatically from what I felt at the outset. Because I had grown to believe in the people, I determined to consciously alter my management style to reflect the trust and confidence I felt in many members of the staff by letting go of some control, assigning more outright responsibilities and focusing on being a resource to those people as they grew even further in their positions. Oftentimes that meant simply defining an issue or a project and then simply saying "make it so" and letting them explore, sift through and find the best means to that end. I believed in the people, I believed in the correctness of my analysis, and I believed and was confident in the result it would (and did) achieve. What I *did* in that process was a direct function of what I had come to *believe* at a very deep level about a number of things.

When you are in a management position in almost any organization, including a law firm, spending a little time being a "philosopher" about what's going on, what you do beyond the literal requirements of your job description, and what you believe and how those beliefs affect what you do—and what you expect from those you are leading, managing and interacting with—usually yields a pretty high return on the time invested.

John Michalik served as Executive Director, CEO and resident philosopher of the Association of Legal Administrators from 1995 until his so-called retirement early in 2010. Half of his nearly 40-year legal and management career was spent in Seattle, including 15 years at the Washington State Bar Association, where he served as Executive Director, and from 1990 – 1995 at the UW School of Law, where he was Assistant Dean. John's "working retirement" activities include management consulting to academic institutions and associations; law firm benefit program development and consulting with Mesa, Arizona-based GLJ Benefits Consulting Inc.; serving on the Board of Trustees of the College of Law Practice Management and the Board of Directors of the PMI Foundation; and plugging along on writing two books. He and his wife Diane now split the year between their homes in Seattle's Ballard neighborhood and in Scottsdale, Arizona.