

## Introduction

PSALA's theme this year is about how to get, and keep, a seat at the table. We focused on understanding the big picture and leveraging peers and business partners to bring new ideas to our firms. We promoted three key values, Leadership, Education, and Connections, to help every member remain a key contributor at work, no matter the stage in their career.

## Professional Development

PSALA dedicates 10% of its annual revenues to education for its members. We have also leveraged relationships with our amazing Business Partners to produce educational opportunities, offering professional and financial value to our members. Details of all education events can be found on Appendix \_\_\_\_

CLM Study Group: The crown jewel of our education program is the CLM study group that was started by Tara Binge, PSALA's President Elect. 26 members (over 10% of our total membership) registered for ALA's webinar series, viewed as group over twelve months. At least six plan to sit for the CLM exam in March.

MeetUps: PSALA revolutionized our "Section" meetings in 2017 by stripping away labels around functional specialties, and focusing on engaging topics in the form of MeetUps. While section leads planned the events, members from any background were encouraged to attend.

Soundings: We also made a huge change to our newsletter earlier by converting Soundings to a blog, and opening up the articles to anyone with an interest PSALA. We now have the opportunity to broaden our influence in the legal community, and encourage engagement among our Business Partners by allowing them to link to articles on social media.

FaceBook Live: PSALA has members across the state, and between a some very busy freeways, which has prompted a new way to attend MeetUps: PSALA Live. Using Facebook Live and Mevo, we have begun streaming some section meetings to help busy professionals, or those outside the downtown core, participate from afar.

## Scholarships

PSALA awards twelve \$1,000 "at large" scholarships at various events throughout the year (see Appendix \_\_), usually by conducting a door prize for those in attendance, but also offered the newest member on occasion. These scholarships are used for the Annual Conference or any Regional Conference.

We also provide service benefits to the eight executive board members totaling \$\_\_\_\_\_, and admission to two signature events for our \_\_\_\_\_ extended board members.

**Commented [SM1]:** A written submission (essay), no more than 1,000 words in length, is required. All criteria included on the evaluation form must be addressed in the essay. In addition, the submission must address all three areas and include the details requested for each area.

**Commented [SM2]:** This section must describe how the chapter has elevated the educational content provided to its members. Details of any resources committed to elevating the chapter's professional development content should be provided. Please include:

- The percentage of annual revenues used for overall education offered to all members
- A complete listing of all education offered through the chapter comprised of:
  - The date offered
  - Title/Topic
  - Speaker
  - Length of program
  - Resources used (speaker fees and costs, member time spent planning and organizing the session, specifics about how the chapter promoted the educational offering)

**Commented [SM3]:** Details on all scholarships/stipends awarded to chapter members to further their professional development including:

- A description of the criteria used for awarding the scholarship/stipend
- The impact on the recipients' engagement with the chapter and/or ALA
- Total percentage of annual revenue the chapter allocated to professional development scholarships/stipends

Whether any chapter assistance is offered to those taking the CLM

Of particular focus are service benefits to promising newcomers to attend conferences like CLI, after which they return energized and ready to give back to the organization. Our current board is full of CLI alumni from the past three years, including our President, President Elect and Immediate Past President and our new Communications Lead.

In total, our service benefits and scholarships make up \_\_\_% of our revenue for the year.

### Networking

Our members love our education, but we take building of relationships very seriously, and have held a number of amazing events over the year. (See Appendix \_\_) Our three largest networking events were the Spring Fling held at an indoor Putt-Putt venue where members were paired on teams with Business Partners, the Summer Social held on the breathtaking pier overlooking Elliot Bay, and the Holiday Social on the 76th floor of the Columbia Tower.

We also held events focused more directly on our Business Partners, including our Business Partner Appreciation Event, the Vendor Forum where we recruit new Business Partners, and the Business Partner Expo, where we had an “education” theme and each member received a grade on their report card from the Business Partners in attendance. There were raffles and prizes from most of the business partners, and it was extremely lively and well attended.

We have also participated in a revolutionary new way for members to get to know each other on a personal level. Spark is a program that matches individual members each month for one-on-one meetings. All participants say it is incredibly rewarding to meet new friends, and build a deeper relationship with old acquaintances. Spark has helped break down silos and been one of our most successful networking initiatives.

### Visibility

**Leadership:** PSALA held two events focused Managing Partners. In March our Pass the Gavel event featured ALA Annual Conference speaker Toby Brown. In October, we held our annual Law Firm Leaders dinner, attended by Washington Bar Association President Brad Furlong, and dozens of Managing Partners from around Puget Sound.

**Diversity and Inclusion:** Our June diversity and inclusion event, open every year to the wider legal community, featured Anh Vo, and brought practicing lawyers from across the area to attend. In order to strengthen ties to other local Seattle legal organizations, we invited representatives from WSBA, LLOPS, LMA, ILTA, and others. PSALA also co-sponsored the IILP Symposium in October, where Robert Stevens presented the findings of ALA’s Diversity and Inclusion efforts. Held at Starbucks’ Corporate Offices, ALA and PSALA were exposed to many in-house counsel and other legal professionals.

**Community Service:** Every year, PSALA chooses a Community Service Partner, and this year we selected Roots – Rising Out of the Shadows, a shelter for homeless teens. During the course of the year, members volunteered at the shelter, sponsored a table at Roots’ Annual Event with several Business Partners, and raised almost \$7000 during our silent auction at the Law Firm Leaders dinner in October.

**Commented [SM4]:** This section must describe how the chapter has elevated member to member relationships as well as member to business partner relationships. Please provide:

- Details on any events held specifically to strengthen the relationship between members
- Details of all initiatives/events with the business partners that strengthened relationships between ALA, the chapter, and the business partners.
- Describe any impact it has had on the members’ and business partners’ perceived value of ALA

**Commented [SM5]:** This section must describe any initiatives the chapter has undertaken to elevate the visibility of ALA in the legal community. Please include:

- Details on specific programs/events along with audiences reached and potential ROI. (This may include participating/attendance at State Bar events, strategic alliances, speaking engagements outside of ALA, marketing campaigns in publications, social media, etc.)

## Recognition

PSALA has special awards given to members who have gone above and beyond for ALA and their local legal community. In March, we awarded the Volunteer of the Year award to Gloria Masters, and this December, we gave our most prestigious honor, the Spirit of PSALA, to Ann Callahan, bestowing lifetime membership.

There is no higher recognition than to be selected to participate at the ALA International level. To this end, we could not be more proud of the individuals who were selected as leaders:

April Campbell – ALA International President Elect  
Lisa Sterritt – Current Region 5 Representative  
Barb Paige – Current Region 5 Representative  
Christopher George – Incoming Region 5 Representative  
Karen Turner – 2018 Annual Conference Committee  
Trevor Varnes – Chair – 2017 Finance and Law Practice Management Conference  
Joanne Pegues – Regional Nominating Committee

PSALA is the home for people who want to do great things, and make great changes in the legal industry. We believe if you want a seat at the table, PSALA is the place for you.

**Commented [SM6]:** Details on how the chapter has elevated the recognition of its members, volunteers, CLMs, and business partners within the chapter and/or legal community

### **Commented [SM7]: Evaluation Criteria**

A panel of ALA Past Presidents who are currently employed as a legal management professional in either a law firm, legal department or as a consultant to the legal management profession will evaluate all complete submissions. Judges will:

- Take chapter size and available resources into consideration
- Judge each three-part submission as a whole
- Analyze the extent to which the chapter demonstrated elevation in each of the three areas as per the **established criteria**.

### **Nominee Notification**

The Elevate ALA Award will be awarded at the Association Awards Gala. Recipients of the Elevate ALA Award will not be notified in advance of the Association Awards Gala announcement.

### **Deadline**

Written submissions and all supporting documentation should be submitted using the **entry form** and are due by January 12, 2018. Unless otherwise indicated in the submission materials, headquarters staff will use the currently seated chapter president as the primary point of contact for any questions regarding submissions.

### **Questions**

Contact [awards@alanet.org](mailto:awards@alanet.org) with any questions regarding this award.

### **Terms and Conditions**

- All submissions are final. No additions or changes are permitted to the entry after receipt by ALA Headquarters.
- All entries become property of ALA.
- ALA may reproduce, reprint or highlight the entry either in full or in part in its communications and/or at its events.
- ALA reserves and exercises the right to verify the accuracy of the entry. Supplying inaccurate information may lead to disqualification.
- Awards will be presented only to entrants in good standing.