



COLUMBUS CHAPTER NEWS

January 2022



Columbus Chapter President
Brandi Hann

PRESIDENT'S MESSAGE

Happy New Year!! As we turn the page of another calendar year, so much is different, yet we are facing so much of the same. I recently read something that touched my heart. If you are holding a cup of coffee and someone bumps into you and you spill it, you spilled it because there was coffee in the cup. Whatever is inside the cup, is what will spill out. When life comes along and bumps you, whatever is inside you, will spill out. So, what's in your cup? When life gets tough, what

spills out? Joy, gratefulness, peace and kindness? Or, anger, bitterness, harsh words and reactions? You get to choose! Let's work towards filling our cups with gratitude, forgiveness, joy, words of affirmation, kindness, gentleness and love for others.

Thank you to all who joined for our 2021 Holiday Business Partner/Member event featuring Hambone Trivia. It was a fun event and a special thanks to our business partners that juggled joining our event right before the Cleveland Chapter's holiday event.

With the recent surge of COVID cases, we will return to virtual chapter meetings for the short-term. Our January Chapter meeting will be on Tuesday, January 18 at 12:00 via Zoom and our topic is Cultivating Affirmation and Belonging in the Workplace presented by Amanda Erickson, Director of Education & Outreach for the Kaleidoscope Youth Center. We were planning our annual Partner Meeting to be in person in February, but we will revisit this in the late spring as we recognize the benefit of this meeting in person and we are optimistic that we can move forward with an in-person meeting in a few months.

"Cheers to a new year and another chance for us to get it right." – Oprah Winfrey

—Brandi



Dr. Martin Luther King, Jr.

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UPCOMING EVENTS:

January 18—12:00pm

Monthly Chapter Meeting—Virtual
Cultivating Affirmation and Belonging
in the Workplace
Amanda Erickson, Speaker

February 15, 2022

Monthly Chapter Meeting—Virtual
Details forthcoming

It's not that you *can't* be different. It's just that you haven't yet *chosen* to be. But wouldn't it make the firm a more interesting place to work?

EDITORIAL POLICY

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ALA MISSION STATEMENT

ALA is the premier professional association connecting leaders and managers within the legal industry. We provide extensive professional development, collaborative peer communities, strategic operational solutions, and business partner connections empowering our members to lead the business of law.

COLUMBUS CHAPTER, ALA MISSION STATEMENT

The mission of the Columbus Chapter Association of Legal Administrators is to provide a local forum of professional and educational enrichment to improve the quality of management in law firms and other legal services organizations. Our chapter is committed to fostering a diverse and inclusive professional environment where we value and strive to develop our members of all backgrounds and experiences. We firmly believe that having varied perspectives and collaboration among members generates more incisive and deeper insights that better serve our chapter and our increasingly diverse world. We are also committed to giving our time and talent to the community in order to achieve a prosperous society.



Goldfish, Zebra Robes and Law Firm Branding

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I gave a “Branding, Differentiation and Firm Culture” presentation in



Seattle some time ago and the law firm put me up at the Hotel Monaco. I love all the quirky Kimpton family hotels. The rooms are all unique and different, with funky furniture and furnishings. At a Monaco, it's all the little eccentricities that differentiate them and set the tone for your stay.

ROSS FISHMAN, J.D.

Chief Executive Officer
Fishman Marketing

For example, at a typical Hilton, Hyatt or Marriott, the robes in the closets (if any) are fluffy and white. At a Monaco, they're leopard, giraffe-print or zebra-striped. Simply donning a robe makes you

smile — and I'm not really a robe guy.

However, my favorite part was that if you were feeling lonely, they'd bring you a pet goldfish in a nice big bowl. Frankly, I travel regularly and don't get all that lonely. But I always requested a goldfish anyway. When the bellman brought the goldfish to my room, he set it down — along with a tiny table-card informing me that the fish's name was Jason or whatever. It was a genuinely sweet touch.

YOU CAN'T STAY AT A MONACO HOTEL AND BE CRABBY

The little quirks put you in a good mood and on your best behavior. The staff is well trained and highly professional. The accommodations are appropriate for a business traveler, but the innovative touches make it warmer and more personal — a pleasant change.


Continued on Page 10



HAPPY NEW YEAR!

**20
22**

**THRIVE IN THE NEW YEAR...
AND THE NEW CANDIDATE
MARKET**



Join Aspen Careers and National Speaker, Tom Erb for a webinar to discuss why current labor shortages are about more than the pandemic and what you should do about it right now.

JANUARY 20, 2022

12:00 P.M.

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CAREERS



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IST Management

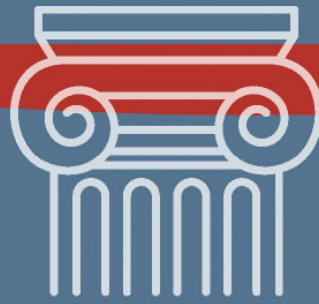
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Jeff Williams

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CALENDAR OF EVENTS

January 2022

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

**18—Tuesday—12:00pm
Monthly Chapter Meeting**

Virtual
Cultivating Affirmation and Belonging
in the Workplace
Amanda Erickson, Director of Education
& Outreach, Kaleidoscope Youth Center,
Speaker

**25—Tuesday—12:00pm
Monthly Board Meeting**
Squire Patton Boggs

ALA Events:

13—Thursday
HR 1 Course: Employee Selection
& Promotion
(HR 2 Course: Performance
Management Compensation
will be on May 26, 2022)

ALA Webinars:

26—Wednesday—3:00pm
Webinar: 5 Steps to Protect Your Firm
from Catastrophic Cyberattacks

ALA Virtual Conferences:

28—Friday
Mental Health First Aid Certification
Program

February 2022

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28					

**15—Tuesday—12:00pm
Monthly Chapter Meeting**
Topic, Speaker and Location TBD

**22—Tuesday—12:00pm
Monthly Board Meeting**
Squire Patton Boggs

**ALA Virtual Conferences:
4 and 18—Friday**
Mental Health First Aid Certification
Program

March 2022

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

**15—Tuesday—12:00pm
Monthly Chapter Meeting and
Election of Officers**
Topic, Speaker and Location TBD

**29—Tuesday—12:00pm
Monthly Chapter Meeting**
Squire Patton Boggs

**ALA Virtual Conferences:
4—Friday**
Mental Health First Aid Certification
Program
30—Wednesday
Essentials of Chapter Leadership

11—Friday
Association Leadership Institute
Chicago, IL

Individual subscriptions and bundles are available in unlimited, five-coupon, ten coupon, and CLM bundles. Visit the ALA website for more information. If you would like to host a webinar, and at least five chapter members attend, the Columbus Chapter will pay for the webinar. Please contact Lori Porter at lporter@bricker.com if interested. Visit the ALA web site for eLearning Course details.

Martin Luther King, Jr. Day—Jan. 17, 2022

Jan. 25, 1929

Martin Luther King, Jr. is born in Atlanta, GA

Aug. 28, 1963

King delivers his famous “I Have a Dream” speech at the Lincoln Memorial

Dec. 10, 1964

King wins the Nobel Peace Prize

April 4, 1968

King is shot and killed on the balcony of the Lorraine Motel one day after delivering his “I’ve Been to the Mountaintop” speech

1986

Martin Luther King, Jr. Day is observed for the very first time

2000

Martin Luther King, Jr. Day is observed by all 50 states for the first time

<https://nationaltoday.com/martin-luther-king-jr-day/>

International Holocaust Remembrance Day—Jan. 27, 2022

Jan. 1933

Adolf Hitler is appointed chancellor of Germany by President von Hindenburg.

Mar. 1933

The first Nazi concentration camp is established in Dachau, Bavaria, which holds 188,000

Nov. 1938

The Nazis initiate a nationwide program in which they burn 191 synagogues and loot 7,500 Jewish shops, killing 91 Jews and sending thousands to concentration camps.

May 1940

The Nazi regime establishes Auschwitz concentration camp.

Jan. 1942

The German Civil Service and Nazi Party discuss a plan to completely annihilate Europe’s Jews.

Jan. 1945

The Soviet Army liberates the survivors of the last death camp at Auschwitz-Birkenau.

Nov. 1945

22 top-level Nazi war criminals are tried for their horrendous crimes against humanity at the Nuremberg Trials—12 are sentenced to death.

Nov. 2005

UN General Assembly resolution 60/7 designates International Holocaust Remembrance Day.

<https://nationaltoday.com/international-holocaust-remembrance-day/>



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Upcoming Chapter Meetings

January 18, 2022, 12:00pm—Cultivating Affirmation and Belonging in the Workplace—Virtual Meeting

Please join us for our January chapter meeting on Tuesday, January 18, 2022, via Zoom. Amanda Erickson (she/her), the Director of Education & Outreach at Kaleidoscope Youth Center, will examine statistics related to discrimination and risks that LGBTQIA+ folks face on a day-to-day basis, then discuss ways that coworkers and community members can improve the general climate of workplaces, organizations, agencies, counseling offices, etc. through various strategies from simple word choice to organizational policy change.

February 15, 2022, 12:00pm—Monthly Chapter Meeting—details TBD

Due to the current climate the board has made the decision to postpone our annual Partner Luncheon, and will instead have a virtual chapter meeting in February. Details will be shared soon.

2022-23 Board Members and Committee Chairs

Soon we will begin the process of identifying chapter member(s) who might be interested in expanding their ALA involvement by joining the Chapter Board or one of our committees (See page 16 for a complete list of board positions and committees). If you are interested in learning more about any of these positions, please reach out to any current board member. The chapter fiscal year runs from April 1 through March 31. The election of officers for the 2022-23 chapter year will be held at our March chapter meeting.

ALA Awards: Now Accepting Entries and Nominations

January 21 is the submission and nomination deadline for all but one* of ALA's awards. Outstanding projects, initiatives and individuals deserve the spotlight — both to reward the participants and inspire the broader legal community — so please enter now!

Recommend a colleague — or nominate yourself — for these honors

Nominate yourself or a worthy colleague for one of these awards:

- [NextGen Leader Award](#), which recognizes members (up to 40 total) who embody the essence of the [ALA Code of Ethics](#) through their accomplishments, their leadership qualities and their impact on their legal organization, the legal industry and the Association. Those individuals must have been a member for more than one but less than five years, and they must be new to legal management, new to the legal industry *or* under the age of 40 at the time of nomination. Self-nomination is also permitted.
- [Outstanding Association Volunteer Award](#), which recognizes service on particular projects or continuous volunteer efforts — usually at the international level.
- [Spirit of ALA Award](#), which is presented to those whose commitment to professionalism, dedication to the advancement of the legal management profession and record of long-term service to ALA sets a standard of excellence.

Elevate ALA Award: Recognize wide-ranging achievements

The [Elevate ALA Award](#) is also changing for the 2021–2022 program. It will no longer solely focus on chapters but instead recognize achievements by a variety of members of the legal management community. The Board of Directors is currently finalizing the criteria for this award. Expect additional information to be shared by the end of the year.

When I later spoke to the law firm, we discussed culture and differentiation.

“All law firms look alike,” the managing partner declared.

I assured him that they didn't *have* to.

It's up to the *firm* to decide who they want to be, and how they want their people to behave — what they value and how to execute on it. But we have to decide very specifically and tell them just as clearly, and then we must model that behavior.

As it turns out, the managing partner at this firm also enjoys staying at Monaco hotels. I asked him, what he'd do differently if he decided they wanted to become the Monaco Hotel of law firms? If they wanted to infuse more style and personality into their environment?

You *can* be different. It's simply a matter of choice and leadership, and it starts with understanding who you are and want to be.

I remember walking into the lobby of the Gilbert LLP firm. It had a red Ducati racing motorcycle in the lobby instead of a sculpture, and autographed electric guitars and album covers instead of framed artwork in the hallways — it was a conscious decision. They know very specifically who they are and how they want to be perceived, and they ensured that they told that story as soon as you walked through their doors.

WHAT WOULD BEING DIFFERENT LOOK LIKE AT YOUR FIRM

How would you dress? What would hang on your walls? What little robe- or goldfish-like touches could you create that would be appropriate for a law firm, but still get people talking and feeling like they were part of something special? How could you make your environment more comfortable and inviting for your clients? What training would be required? Would you have to hire more or different people?

It's not that you *can't* be different. It's just that you haven't yet *chosen* to be. But wouldn't it make the firm a more interesting place to work?

Not long after that, I was working in Boise, Idaho, and stayed in the Hotel 43. When I entered my room, I was greeted with a little stuffed bear on the bed wearing an adorable Hotel 43 terrycloth robe.

It's just a little thing, but after a long day of traveling, it really helped set the hotel apart from the typical business hotels. Can you imagine a Hilton or Hyatt doing something like this? No, you probably can't.

It doesn't take much to stand out, but you first have to know precisely who you are and what your message is. Once you do, finding ways to convey that sensibility to the marketplace is relatively easy.

How can your law firm use this same type of idea? And I don't mean tiny plush lawyers in terry robes.

About the Author

Ross Fishman, JD, specializes in branding, websites and marketing training for law firms. A former litigator, marketing director and marketing partner, he has helped hundreds of firms dominate their markets. Fishman was the first inductee into the Legal Marketing Association's Hall of Fame. He's written two books on branding and associate marketing; both are available on Amazon.

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Job Description Toolkit

This complimentary benefit for ALA members helps legal managers accurately describe duties for ever-evolving positions – increasing the chances they'll hire the right person for the job!

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- » Guide to creating job descriptions that apply ALA's Uniform Process Based Management System (UPBMS) taxonomy
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HAPPY
New Year!



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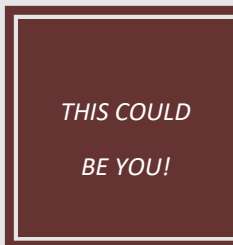
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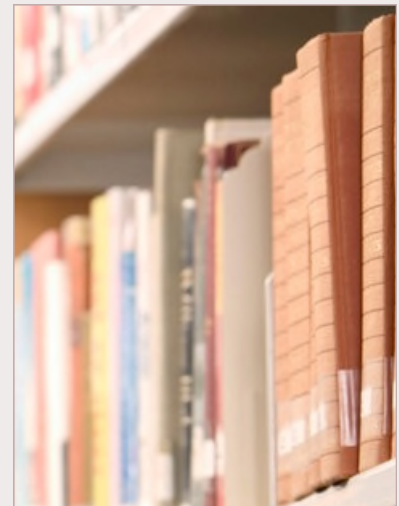
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E-Letters to the Editor

We value your comments/suggestions and even your submissions. After all, this is your Newsletter! If you would like to write a Letter to the Editor, make a suggestion that would enhance the newsletter, or would be willing to write an article for the newsletter (either about a committee event or an educational topic that would be of interest to our members), please e-mail Cindy Wesney, Newsletter Editor at: cwesney@bricker.com. Your input would be greatly appreciated!



MEMBER ANNIVERSARIES

Sonja Fuqua

16 years

COLUMBUS CHAPTER MEMBER CHANGE FORM

If any of your information changes, please e-mail the following information to: Cindy Wesney, Newsletter Editor, Bricker & Eckler LLP, cwesney@bricker.com

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