



January 2009

Dear Friends of Alaska ALA:

The Alaska Association of Legal Administrators (Alaska ALA) invites you to participate in our 2009 Vendor Partnership Program.

What Is ALA?

The Association of Legal Administrators (www.alanet.org) is an international not-for-profit organization founded in 1971, with the Alaska chapter (www.alaskaala.org) receiving its charter in 1980. Alaska ALA currently has nearly 40 members. These people are the decision-makers and managers of over 30 Alaska law firms, corporations and the Alaska Bar Association.

Why Would You Want to Be an Alaska ALA Vendor Partner?

These are some of the many reasons we value our vendor relationships:

- The businesses that partner with Alaska ALA are our members' first choice when seeking products and services for their firms
- Chapter members depend upon contacts in the business community to share information and stay informed about emerging trends in the legal community and its support industries
- Experience and trust grow from consistent, repeated contact with our vendor partners
- Your contribution helps us fulfill our primary mission: to provide high-quality, competency-based education to our members

We look forward to maintaining past relationships and building new ones in this fourth year of our program.

What Partnering Options Are Available?

Alaska ALA has five partnership levels, offering progressive advertising, marketing and relationship building benefits. This program offers vendors the opportunity to select the contribution level that best correlates with your goals for marketing to the Alaska legal community. Included in this packet you will find a detailed listing of the 2009 partnership opportunities, along with a registration form. The benefits of your contribution will be realized immediately and will continue for a year through our strong partner benefit program.

How Can You Sign Up?

If you are interested in participating in our vendor partnering program, please complete and return the registration form (included in this packet) and your check for your desired partnership level by February 27. Participation at the Denali and Platinum levels is limited and will be determined by random drawing from vendors who submit their registration and payment by the **February 27 deadline.** In the event you do not receive your first choice, your registration will automatically be converted to the next available partnership level, and any excess contribution will be refunded.

Thank you very much for supporting Alaska ALA. We are confident that you will develop many rewarding relationships with our members. Please contact us with any questions about the 2009 Alaska ALA Vendor Partnership Program.

Sincerely,

Alaska Association of Legal Administrators, Inc.
Vendor Partnership Committee:

Mary Hilcoske, CLM, SPHR, Administrator (Chair)
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ALASKA ALA GENERAL INFORMATION

ABOUT ALA:

The Association of Legal Administrators (ALA) was formed in 1971 to support professionals involved in the management of law firms, corporate legal departments and government legal agencies. The Association's mission is to "promote and enhance the competence and professionalism of legal administrators and all members of the management team." ALA provides educational opportunities and services to over 10,500 members representing more than 6,700 employers in 27 countries. For more information on the Association, visit ALA's website at www.alanet.org.

ABOUT ALASKA ALA:

The Alaska Association of Legal Administrators, Inc. (Alaska ALA) had its beginnings in 1979, when a small number of legal administrators began meeting to discuss common issues and problems. Alaska ALA currently has approximately 40 members, representing private law firms, corporate legal departments and the Alaska Bar Association. Our local association provides our members with education, networking and information. The strength of Alaska ALA lies in its members, their participation in the Association and their support of its goals.

SPRING V.I.P. LUNCHEON:

On **March 24, 2009**, Alaska ALA will hold its third annual luncheon for Chapter members, their managing partners and our Denali, Platinum and Gold level vendor partners. In 2008, nearly 50 people attended this event. This year's keynote speaker will be Alaska Supreme Court Chief Justice Dana Fabe. We are expecting an excellent turnout.

FALL EDUCATIONAL CONFERENCE

In Fall 2009, Alaska ALA will hold its third annual half-day educational conference in Anchorage for its members and interested colleagues in the legal community. For the first time at this event, the Alaska ALA vendor partners will have an opportunity to provide information about their businesses and interact with the conference attendees. All Alaska ALA vendor partners can also benefit from this quality education by attending the conference.

CHAPTER MEETINGS/LUNCHEONS:

Alaska ALA full group meetings/luncheons are generally held on the third Tuesday of each month (except in December). The luncheon consists of a brief Alaska ALA business meeting, followed by an educational program. Education segments cover a broad range of management topics of interest to Alaska ALA members.

CHAPTER WEBSITE

The Alaska ALA website is a great way for members and vendors to stay up to date on Chapter activities. Check out the site at www.alaskaala.org. The top three vendor partner tiers are represented on the Chapter home page, and the Vendor area pages contain links, contact and other information about all of our vendor partners.

ALASKA LAN NEWSLETTER:

The *Alaska LAN (Legal Administrator Network)* is published by Alaska ALA bi-monthly in February, April, June, August, October and December and is one of the Chapter's primary communication tools. It features local, regional and national ALA news, articles of general interest to the legal community, and vendor partner advertising and information. The *Alaska LAN* newsletter is posted on the Chapter's website and is emailed to all Alaska ALA vendor partners. Copies of the newsletter are also available to interested regional and national ALA officers. The *Alaska LAN* issues released since launching the Chapter's website are also posted on the website, giving continuing exposure of vendor advertising to our members.

MEMBERSHIP DIRECTORY:

The Chapter's Membership Directory is provided in print form to all Alaska ALA members in the early summer of each calendar year. Members typically keep the Directory at their fingertips for quick access. Alaska ALA vendor partner listings and advertising appear in the Membership Directory. Vendors at the Denali, Platinum and Gold levels receive a complimentary print copy of the Directory.

ALASKA ALA COMMUNITY CHALLENGE EVENT:

ALA encourages its members to participate in a worldwide community service drive during the month of October. Each year, Alaska ALA members plan and promote our local Community Challenge Weekend event. Some past recipients of Alaska ALA's CCW projects are Big Brothers/Big Sisters, Armed Services YMCA's Heroes' Home project, and The Smile Train. All of Alaska ALA's vendor partners have an opportunity to participate with our members in our annual CCW event.

ALASKA ALA BOARD OF DIRECTORS AND COMMITTEE CHAIRS/MEMBERS:

The Alaska ALA Board of Directors includes our President, President-Elect, Vice President, Secretary, Treasurer, Past President and two Directors at Large. Elections occur in March and officers begin their terms on April 1 of each year. Alaska ALA also has a number of standing committees (Vendor Partnership, Education, Website, Membership, Survey, Bar Relations and Community Awareness). Please visit www.alaskaala.org for a list of current Board of Directors members and committee chairs/members, and their contact information.



2009

VENDOR PARTNERSHIP

STRUCTURE

Denali (1)	\$3,000
Platinum	\$1,500
Industry Exclusive – only one vendor from a specific industry accepted in this category	
Gold (Unlimited)	\$ 750
Silver (Unlimited)	\$ 500
Bronze (Unlimited)	\$ 250

Contact:

Mary Hilcoske, Vendor Committee Chair: 907-264-4520

mhilcoske@dmgz.com



2009 PARTNERSHIP BENEFITS	Denali	Platinum	Gold	Silver	Bronze
MARCH 24 V.I.P. LUNCHEON					
<ul style="list-style-type: none"> Complimentary attendance at event (# of invited partner representatives noted) 	3	2	1		
<ul style="list-style-type: none"> Acknowledgment as top level partner and opportunity to introduce company at podium 	X				
<ul style="list-style-type: none"> Recognition as Partner at event 	X	X	X		
<ul style="list-style-type: none"> Recognition as Partner in event program 	X	X	X	X	X
<ul style="list-style-type: none"> Opportunity to distribute marketing materials 	X	X	X		
FALL EDUCATIONAL CONFERENCE					
<ul style="list-style-type: none"> Acknowledgment as top level partner and opportunity to introduce company at podium 	X				
<ul style="list-style-type: none"> Recognition as Partner at event 	X	X			
<ul style="list-style-type: none"> Recognition as Partner in event program 	X	X	X	X	X
<ul style="list-style-type: none"> Opportunity to provide information to and interact with conference attendees 	X	X	X	X	X
<ul style="list-style-type: none"> Opportunity to attend event 	X	X	X	X	X
MONTHLY LUNCH MEETING					
<ul style="list-style-type: none"> Listed on vendor recognition sign displayed at all Chapter meetings 	X	X			
<ul style="list-style-type: none"> One complimentary lunch w/opportunity to introduce company at podium and display materials/signage 	X	X			
<ul style="list-style-type: none"> Listed in Chapter calendar for meeting attended by partner representative 	X	X			
CHAPTER WEBSITE					
<ul style="list-style-type: none"> Alaska ALA website home page logo with hyperlink to Partner's website 	X	X	Rotating w/other Gold Partners		
<ul style="list-style-type: none"> Vendor Partner page listing with hyperlinked company logo 	X	X	X		
<ul style="list-style-type: none"> Vendor Partner page listing with hyperlinked company name 				X	
<ul style="list-style-type: none"> Vendor Partner page listing 					X
<ul style="list-style-type: none"> Vendor Service page listing (by industry) with Email address and website hyperlinks 	X	X	X	X	X

ALASKA LAN NEWSLETTER					
• Full-page ad	X				
• Half-page ad		X			
• Quarter-page ad			X		
• Business card ad				X	
• Vendor Page listing (logos included for Denali, Platinum & Gold Partners)	X	X	X	X	X
• Opportunity to submit article on topic of interest	X	X	X	X	X
MEMBERSHIP LISTS					
• Member list (including phone numbers and Email addresses), with updates as they occur	X	X			
• Member list (including Email addresses), with updates as they occur			X		
• Member list (including Email addresses)				X	
• Member mailing labels for one mailing					X
MEMBERSHIP DIRECTORY					
• Full-page ad	X				
• Half-page ad		X			
• Quarter-page ad			X		
• Business card ad				X	
• Vendor Page listing (logos included for Denali, Platinum & Gold Partners)	X	X	X	X	X
• Receive complimentary copy of membership directory	X	X	X		
OTHER BENEFITS					
• One complimentary lunch with minimum of four members of Alaska ALA Board of Directors	X				
• Opportunity to participate in Chapter's annual Community Challenge Weekend (CCW) project	X	X	X	X	X



2009 Vendor Partnership Registration Form

Company Name: _____

Contact Name: _____

Industry: _____

Address: _____

City, State, Zip: _____

Phone Number: _____ E-Mail: _____

Fax Number: _____ Website: _____

Alaska Association of Legal Administrators appreciates your support and pledges to provide the benefits listed in our partnership benefit package. Business development, strong relationships and quality service are the lifeblood of the legal industry. We trust that your partnership with **Alaska ALA** will benefit your company, as well as the many Alaska ALA members who participate in our outstanding programs that are made possible through your partnership with Alaska ALA.

Alaska ALA Partnership Levels:

Please select one of the following partnership packages:

- Denali** **\$3,000**
- Platinum** **\$1,500**
- Gold** **\$ 750**
- Silver** **\$ 500**
- Bronze** **\$ 250**

PLEASE FORWARD REGISTRATION FORM AND PAYMENT TO:

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Phone: 907-279-9574
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