



THE AFFILIATE BRIEFING

A Quarterly Newsletter for and About the Affiliates of
Legal Secretaries International Inc.

Volume 9, Issue 2

May 2008

www.legalsecretaries.org

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Affiliates may make copies of this publication for circulation at meetings. Should you wish to reproduce an article for publication in your own newsletter, you may do so provided you include the author's name and the publication in which it first appeared. **A copy of any newsletter containing a reprint of an article in *The Affiliate Briefing* should be sent to Teresa Brown, PLS, c/o Greer, Herz & Adams, L.L.P., 2525 South Shore Blvd., Suite 203, League City, TX 77573.**

The school year is coming to a close in a few weeks and many people choose the summer to move. Many times, moving also involves a job change. I read an article on careerbuilder.com listing the 15 most common mistakes made by jobseekers. One of the listed mistakes, not asking good questions, reminded me of a job interview I had in May 1996.

I was interviewing with the office administrator for a legal secretarial position for the senior partner of a large litigation firm in downtown Houston. After a lengthy oral interview, I was given a written test. The instructions were to first read over the test, take the test, and then let her know when I was finished. Luckily, I followed instructions! The final instruction said not to answer any of the questions. I must have impressed her because she asked me if I had time to stay and interview with the attorney since he was still there (it was after 6:30 pm by this time). The attorney looked over my resume and the administrator's notes. He did not have a lot of questions, but I breezed through those that he did have. He concluded the interview by asking if I had any questions. From the look on his face, I guess he was not used to people asking him questions, so you can imagine his surprise when I told him I had some questions for him!

I was looking for a job because the attorney I was currently working for had decided he wanted to retire. I had been at that job less than a year and I didn't want to be in the job search boat again (and this prospective employer wasn't any spring chicken himself)! I asked him if he had any plans to retire any time soon. I also asked him if he still enjoyed the practice of law. Those two questions developed into quite a discussion and I was offered the job that very night.

I did not take the position, but the bottom line is to **ask questions**. They can be open-ended questions like "Where do you see this position going?" "What is going to make the person who takes this position successful?" "Why is the position open?" or, "How do you see me fitting in here?" Show you care about the company and the position for which you are interviewing.

Teresa Brown, PLS, Vice President

WHAT'S HAPPENING WITH THE AFFILIATES?

- ***Legal Professionals of Connecticut ("LPC"):***

Have you made your hotel reservation to attend "2008 Autumn in New England?" Don't wait too long or you may not get a room! Even if you're not sure you can attend, make the reservation. You can always cancel it if you can't attend. It's much easier to cancel a reservation than to get one after the room block has been filled. Call the Hilton Hartford Hotel at **(860) 728-5151** and ask for **IN HOUSE RESERVATIONS**. Be sure to identify yourself as attending the Legal Secretaries International meeting. Don't wait – just do it! Information on the tours has been published in *Briefly Speaking*. Please note that the registration deadline is a little earlier than usual. Mark your calendars for the September 15, 2008, deadline.

Other than preparing for the "2008 Autumn in New England" Annual Convention, the Legal Professionals of Connecticut (LPC) have been hard at work. It is springtime and last month LPC held its annual fashion show. Fashion show chairperson and LPC Secretary, Pat Guarino, is happy to report that it was a very successful fashion show again this year. They had 97 attendees, 9 models, wonderful raffle prizes, beautiful centerpieces, and wonderful food.

Part of the profits from the fashion show goes to benefit LPC's scholarship fund. Pending sufficient funds, LPC usually presents two (2) scholarship awards of \$500 each. The scholarship each year goes to a worthy high school student who will be attending college, preferably in pursuit of legal studies. This year after reviewing all applicants very carefully and reading the letter of recommendation from the applicant's guidance counselor, the scholarship committee came to a conclusion to award only one scholarship this year to a young man from Enfield, CT. His story is a true "success story." Because of various circumstances, one of which is the inability of his parents to care for him financially, he lives in a group home. He attends Enfield High School full-time as well as the local community college part-time. He wants to become an attorney and would become the first in his family to do so. The Scholarship Committee chaired by LPC Vice President, Laura Burich, overwhelmingly chose this young man to receive the total award of \$1,000. The scholarship will be presented on Tuesday, June 17, 2008.

- ***Legal Secretaries of DC, Inc., ("LSDC")*** held their Member Social meeting on April 22, 2008, at Jurys Doyle Hotel. The Secretary of the Year honor was awarded to LSDC's new president, Vickie C. Gray, CL§ of Squires, Sanders & Dempsey. On May 17, 2008, LSDC will hold their annual CLE seminar entitled "Perfecting Your Craft," with presentations by Carol Wilson on "How to Present Yourself on Paper and in Person," Sara Bromberg on Ethics, Stacey Brandenburg on Identity Theft Protection, and Camille Alexander and Vickie Gray on Professionalism. Registration is going well; 77 secretaries are registered thus far.
- ***Legal Secretaries of Indiana, Inc. ("LS Indiana")*** – as reported by Kay Bradley: It's a soggy spring in Indiana this year; in fact, it's been quite soggy for many weeks. You may have read about some areas being flooded, and then flooded again. But, as Chief Dan George said in a Clint Eastwood western - We shall persevere! LS Indiana is getting into first gear concerning the 2009 Annual Meeting to be hosted in Indianapolis, September 23-26, 2009. So far, the "To Do" list is 3 full pages! The Evansville group is planning Indiana's Annual Meeting for September this year, and the Terre Haute group is working on plans for our March 2009 meeting. This year's meeting was held in conjunction with our Kentucky "sisters in law," in Georgetown, KY. We went on a tour, had a fabulous lunch at The Glitz, and avoided raindrops in the process; the Survivor tribes which were formed during the weekend were full of fun. It is always enjoyable to share with Kentucky, and we appreciated being asked to join them. Those of us planning to be in Hartford in October are looking forward to seeing all our friends from around the country. We are packing extra hugs as this is being written.
- ***Legal Secretaries of Greater Houston Inc., ("LSGH")*** will hold its annual meeting and election of officers on June 14, 2008, at the offices of Christian, Smith & Jewell in Houston, TX.

- **Legal Secretaries of Kentucky (“LSK”)** will hold its Mid-Year Meeting on September 27, 2008, at Rough River Dam State Resort Park, Falls of Rough, KY. A ranger will speak regarding the Kentucky park system for the Commonwealth and the legalities associated therewith. The Annual Meeting of Legal Secretaries of Kentucky will be held March 27-29, 2009, at Hidden Mountain Resorts, Sevierville, TN. Plan to join us in the Great Smoky Mountains for a relaxing weekend of networking and learning.
- **Legal Secretaries of Louisville (“LSL”)** will hold their annual Cookout for the Homeless on May 28, 2008, where they expect to serve lunch to 200-300+ people.
- **Legal Secretaries of Texas, Inc., (“LSTX”)** will hold its annual meeting and election of officers on June 14, 2008, at the offices of Christian Smith & Jewell in Houston, TX.
- **Legal Secretaries of Galveston County Inc., (“LSGC”)** just elected officers for 2008-2009. Officers are: Teresa Brown, President; Karen Look, Secretary; and Cheri Garcia, Treasurer. Officers will be installed at LSGC’s annual meeting in June.
- **Louisiana Legal Secretaries Inc. (“LLSI”):** Officers for 2008 are:
 President – Linda L. Jackson, PLS, LCLS (River Ridge, LA)
 Executive Vice President – Julia Guilbeau (Baton Rouge, LA)
 VP Administration – Carol Paga, PLS, LCLS (Shreveport, LA)
 VP Education – Giselle Gifford (New Orleans, LA)
 VP Finance – Anna Lou Tuma, PLS, LCLS (Alexandria, LA)
 VP Membership – Dorothy Hollingsworth (Kenner, LA)
 Treasurer – Ginny H. Baker (Alexandria, LA)
 Secretary – Mary Jordan (Baton Rouge, LA)
 Advisory Directors: Charlotte Barbazon, PLS (River Ridge, LA)
 Jeannette Pollet, LCLS, PI, NP (Baton Rouge, LA)
 Sandra Faircloth (Alexandria, LA)

LLSI’s Annual Meeting will be at the Holiday Inn in Shreveport, LA on October 3-4, 2008. Carol Paga is chairman for the Annual Meeting.

Legal Secretaries of Shreveport-Bossier (“LSSB”) participated in the American Bar Association observance of Law Week by hosting a casual luncheon for the Judges of the First Judicial District Court and their staffs. The theme of this year’s Law Week is “The Rule of Law,” and honoring the judges seemed most fitting. Almost all of the judges came and were represented by at least one staff person.

Members of LSSB attended the Shreveport Bar Association Law Week luncheon on April 30, 2008, and worked with the Bar Association members as they helped individuals execute medical powers of attorney and living wills.

Mary Brown, member from Bossier City, LA, and her husband are going to be grandparents for the very first time. Their oldest son, Joseph, and his wife Kelly, are expecting in late November or early December.


Editor’s Note: Isn’t it great to see news from our Louisiana affiliate once again?!

NOMINATIONS:

The request for nominations was published in this month's issue of *Briefly Speaking*. All nominations are due back to the Nominations & Elections chair by **June 15, 2008**. The deadline for accepting/declining the nomination is **July 5, 2008**. If you need a list of the duties for each office, just let me know and I will send you the information. Likewise, if you need a nomination form, please let me know and I will email it to you.

In the February issue of *The Affiliate Briefing*, I challenged each of you to step outside your own personal comfort zone and attempt something new. If you have never served as an officer or director for our Association, this is your opportunity to do just that! If you have been nominated, please give serious consideration to accepting the nomination!

FUTURE MEETINGS:

- | | | |
|-------------------------------|--|---|
| October 23 – 25, 2008 | “2008 Autumn in New England,” Hartford Hilton Hotel, Hartford, CT; hosted by Legal Professionals of Connecticut. |  |
| September 23 – 26, 2009
IN | Hosted by Legal Secretaries of Indiana; Omni Severin Hotel, Indianapolis, | |
| October 14 – 17, 2010 | Hosted by Legal Secretaries of Galveston County; South Shore Harbour Resort Hotel, League City, TX | |

Visit the Web site (www.legalsecretaries.org) for more details on these events.

Memorial Day Monday, May 26, 2008



Memorial Day, originally called Decoration Day, is a day of remembrance for those who have died in our nation's service. Please, take the time to remember those who have made the ultimate sacrifice for our freedom and liberty!

“MARKETING” FORWARD”

By Todd Olivas, CSR

It’s a day I’ll never forget. There I was, innocently sending out my spam emails to prospective law firms:

“Dear (insert name of law firm here):

We are the best court reporting agency since sliced bread. Please be so kind as to use us for your next 1000 depositions.

Love, Todd”

or something to that effect. Shortly after sending the first batch of emails, I got my first cheerful response:

“Take me off your #@%! List.”*

Not long after that, dozens of similarly spirited replies flooded in:

“Get lost.”

“Not in a million years.”

“I know where to find you!”

So things were going well. I had started my court reporting agency three months prior and in that time, my lack of success was only matched by my stack of hate mail. I immediately threw out my copy of the book, “How to Make Enemies and Annoy People.” Aside from my bad marketing tactics, I knew I was a good company. And I needed clients. I needed a different approach. I needed “Marketing Make-Over: Extreme Edition.” And isn’t that so often the case? Don’t we set out to achieve success with all the best intentions in mind only to hit a brick wall and fail? Or worse yet sometimes – like in my case – actually achieve the exact opposite of the intended results?

Your most important goal as an affiliate – like my goal as an industry vendor – is to succeed. You want to succeed in serving and educating legal secretaries and support staff. I want to succeed in being a court reporting agency that doesn’t incite violence! Legal Secretaries International Inc.’s commitment to education, as evidenced by your seminars, publications, and certification exams are evidence that you are doing just that.

Your second most important goal is to grow. If you’re not growing, you’re shrinking. Nothing stays the same. Where are the members? Why isn’t Legal Secretaries International Inc.’s membership 10,000 strong? Why not 15,000 or 50,000?

In 2006, there were 200,000 attorneys in the state of California. The State Bar of California wrote a survey containing the three primary marketing considerations for their growth:

- 1) Improve communication with members about what products are available;*
- 2) Broaden the array of products available;*
- 3) Increase the perceived value and quality of the products.*

The same three marketing considerations apply to Legal Secretaries International Inc. and its Affiliates. I put them in slightly difference language, however.

- 1. Keep all your members in the loop;*
- 2. Rack your brains to come up with even more cool stuff to learn and do; and*
- 3. Market’ till the cows come home.*

Keep All Your Members in the Loop:

Many organizations suffer from the problem of having a bigger back door than their front door. In other words, there's a lot of energy spent on getting people to show up for events and to join as members. But who's making sure that the members stick around? Who's making sure that everyone who is invited as a guest is getting the opportunity to fill out that application to join on the spot? Who's making sure that current members are being challenged to take the next step of involvement? Maybe it's volunteering to help out? Or running for an officer position?

Every member is a potential salesperson running around touting the benefits of membership. Each member should be knowledgeable about what's going on – in the loop – and ready to evangelize to their unconverted friends back at the office. What about instituting what I call the One – One – One Plan? One person converts one friend in one year. Each year, the membership base could double through this form of mentoring and from there, the growth is exponential.

There's nothing earth shaking about this, I know. It's simply a matter of getting back to basics. If the State Bar has to remind itself about doing it, then you should do it as well. Keep all your members in the loop!

Rack Your Brains to Come Up With Even More Cool Stuff to Learn and Do:

In 10 years, Legal Secretaries International Inc. has amassed an impressive list of materials and resources. I have no specific list of "cool stuff" that you need to unveil. You certainly already have plenty. But is there something else that can be offered? Perhaps a helpful mantra to start with is this: think like a business. And every business must clearly define the real needs of its customers.

Let's say you own a hardware store. A customer comes in to buy a 1/4" drill bit. You show them to the drill bit aisle and help them select the correct one. The customer buys the drill bit and everyone is happy. What really happened? What was the customer's need that you met? Did you just sell them a 1/4" drill bit? No! You sold them the ability to make a 1/4" hole for their home project. The drill bit was just a tool to facilitate their real need – the 1/4" inch hole.

When I provide deposition services for my clients, am I in the court reporting business? No! My clients don't need court reporters. They need transcripts. My CSR's and interpreters are just a way to facilitate their real need – getting that testimony in transcript format so they can win their case.

When you provide educational resources for your members, are you simply in the education business? No! Your members don't need more education. They need more money. Certification and resource materials are simply ways to facilitate their real need – getting better educated so they can perform better at their jobs so they can earn better money so they can spend better quality time with their families.

Don't get me wrong. In no way am I reducing the benefits of membership down to mere mercenary terms. There's a community aspect to membership that should not be discounted which fulfills a real need – fostering life-enriching experiences with like-minded friends.

Both of these membership benefits – education and experience – are crucial when racking your brain for new resources. Again, this may be fundamental here, but the State Bar's own recognition of "broadening the array of products" is a good reminder. Every Legal Secretaries International Inc. conference, seminar, resource, and product should facilitate one or both of those areas so that the true need of your "customer" – the Legal Secretaries International Inc. member – is adequately served.

Market 'Till the Cows Come Home:

Unfortunately, every business, association, and individual has two jobs. You have your primary, visible job. That's the one printed on your business card. Then you also have the job of marketing yourself. Remember my marketing blitz that involved sending out unsolicited emails? That campaign was a huge success...in gaining the wrath of prospective clients. Not exactly a career path I recommend. The problem was not that I wasn't a good court reporting agency – my day job, so to speak. The problem was that I needed to get up to speed – and quickly – at being marketing savvy.

While I'm still a much better court reporter than marketer, I have learned quite a bit about increasing my book of business. Maybe some of the following applies to your Affiliates:

- Set a written goal for membership growth.
- Stick to it.
- Relationships are the key. Remember, it's not just about numbers but about people.
- Remember what the real need is that you meet.
- Make sure the back door is smaller than the front door. It's easier to keep a member than it is to get a new one.
- Phones beat email every time. Maybe have phone call committees to keep all the members in the loop.
- "Thank You" notes – the world's least expensive, yet highest return investment!
- Make sure your website is pulling its weight.
- Write a blog to gain web traffic.
- Write an article for publication that will be seen by your prospective future members.
- Make a speech at your local community college or paralegal school(s).

Any one of the above bullet points could be the basis for its own article. I've only just scratched the surface of what's possible in marketing your Affiliate. For now, just remember:

1) **Keep all your members in the loop.**

This asks the question: "What improvements can be made to better equip our current members?"

2) **Rack your brains to come up with even more cool stuff to learn and do.**

This asks the question: "What are the real member needs we meet and how can we meet more of them?"

3) **Market 'till the cows come home.**

This asks the question: "What new ways can we tell the world about Legal Secretaries International Inc.?"

Todd Olivas is a court reporter, author and public speaker. Mr. Olivas has been a court reporter for nine years and is the owner of Todd Olivas & Associates, a court reporting agency serving clients nationwide. He is a noted event and keynote speaker. His speech, "M is for Marketing - (How to Market Yourself to Become Indispensable To Your Law Firm... Plus How to Market Your Association and Attract More Members)" divulges the secrets of personal marketing with hilarity and is getting rave reviews in the legal community.



2008 GRADUATES:



Elizabeth Ashley Brown
Clear Creek High School
League City, TX

Elizabeth will graduate with honors on June 5, 2008. She was a 4-year member of the varsity swim team, having advanced to the state meet her freshman year. She was also a member of local US Swimming clubs as well as her high school choir. She will attend San Jacinto College in Houston, TX, in the fall to work toward a degree in Radiology. Proud parents are Patrick and Teresa Brown of League City, TX, and Rebecca Brown of Angleton, TX.



Maggie Coulston
Ashworth University
Georgia

Maggie graduated in January 2008, at the age of 16. Her school is a high school for home-schooled students. She will receive her diploma in August at a graduation ceremony in Norcross, Georgia. Her future plans are to go into Neonatal nursing. Maggie is the daughter of Kentucky member, Elizabeth Harbolt.



Stephanie Harris
Bullitt East High School
Mount Washington, KY

Stephanie has been very involved in Leadership Club, played bass guitar in the school's stage band and the church's praise band, sang in the school's Eastside Singers and in Classic Melodies' Top Note Singers, and has spent countless hours over many years performing in various productions at Spalding University, U of L Playhouse, Kentucky Center for the Arts, Off Broadway in New York City, and aboard Royal Caribbean Cruise Line. While the theater is her passion, she is enrolling in the Pre-Pharmacy program at Northern Kentucky University. She currently works part-time as a pharmacist assistant at CVS Pharmacy. Stephanie is the daughter of Kentucky member, Alice Harris.



*Amie Krueger, KCLB
Kentucky Community and Technical College
Louisville, KY*

One of our very own! Amie obtained her Associates in Arts from Kentucky Community and Technical College in Louisville, Kentucky. Way to go Amie!



*Lauren Mohr
Manuel High School/Youth Performing Arts School
Louisville, KY*

Lauren is graduating with a 3.9 GPA. She received a scholarship to Northern Kentucky University where she will pursue a degree in Stage Design and Production. She hopes to work in New York or Hollywood some day soon! Lauren is the daughter of Louisville member, David Mohr.



*Adam Wylie
Lafayette High School
Lexington, KY*

Adam will graduate on June 1, 2008. He is an excellent student, works part time at Meijers, and is planning to attend college in Lexington in the fall. He is an active member of Calvary Baptist Church. Adam has been on mission trips with his church to Arlington, TX, to work with the Arlington Mission. Adam's other interests include baseball, girls and cars...not necessarily in that order. His proud parents are Mike and Connie Wylie. Adam's proud grandma is Kentucky member, Joe Ann Wylie.



*Angelle Barbazon
Louisiana State University
Baton Rouge, LA*

Angelle will graduate from Louisiana State University in December 2008, majoring in Journalism and media law. She has maintained a 3.75 GPA throughout her four years at LSU. Angelle is the daughter of Charlotte Barbazon (LA) and the niece of Linda Jackson (LA), both of whom are very proud of Angelle.

Harris Reid Goldstein
St. George's Episcopal School
New Orleans, LA

Harris will graduate from the 8th grade this month. He is the son of Louisiana Legal Secretaries Inc. member, Renee Goldstein.

Brian Heinrich
Southeastern Louisiana University
Hammond, LA

Brian will graduate from Southeastern Louisiana University with a degree in Business on May 17, 2008. He is the son of Judy Heinrich, Louisiana Legal Secretaries Inc. member and President of Legal Secretaries of New Orleans and the River Region.

Jennifer Puckett
University of Kentucky
Lexington, KY

Jennifer graduated from the University of Kentucky in December 2007, with a degree in Accounting. She will be sitting for the CPA exam at some point in the future. Jennifer was due to graduate this month, but was able to graduate six months early due to college courses she took while in high school. Jennifer is the granddaughter of Carolyn Puckett.

Congratulations and good luck to all of you!

Affiliate Treasurers are reminded to send any dues collected for Legal Secretaries International Inc. to Roberta Sargent, Treasurer, as soon after receiving them as possible. Please include a list of the people for whom you are submitting dues.

Notification of Change of Affiliate Contact Person

If your affiliate has recently changed officers and you are no longer the contact person, please notify me by sending an e-mail to vicepresident@legalsecretaries.org. You may also notify me by mail sent to Teresa Brown, PLS, c/o Greer, Herz & Adams, L.L.P., 2525 South Shore Blvd., Suite 203, League City, TX 77573.



Legal Secretaries International Inc.

FROM: Teresa Brown, PLS
c/o Greer, Herz & Adams, L.L.P.
2525 South Shore Blvd., Suite 203
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TO: