

# Kansas City Association of Legal Administrators

Making Connections in the Heartland

2011-2012 Business Partner Program



***Greater Kansas City***  
*Chapter*

Registration deadline March 31, 2011.

INCLUDING THE 8TH ANNUAL  
KCALA EDUCATIONAL CONFERENCE AND EXPOSITION

## Dear Business Partner,

Welcome to the Greater Kansas City Association of Legal Administrators' 2011-2012 Business Partner Program. Please allow me to introduce our group. We are the people who run area law firms and corporate legal departments. Some of us work in large firms with several layers of management. Some of us work in small, specialized firms with just a handful of attorneys and support staff. Some of us are Human Resources specialists, some are CFOs, and some are generalists. What we all have in common is that we are all involved in the decision-making process for our employers. Our friends call us The KCALA.

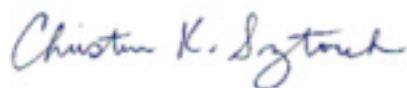
Our program, the KCALA Business Partner Program, is the way our non-profit association raises money to provide quality education to our members. In return, we provide our Business Partners with unique sales opportunities to our membership. The 2011-2012 Business Partner Program has the same pricing structure and basic benefits, but we have changed the Program's name to more accurately describe how we view our relationship with you.

One of the great ideas out of our first annual Business Partner Advisory Board Meeting was to learn the amount our members spend with our Business Partners. Out of 48 member firms, 16 reported spending a total of \$5,776,285 with our Business Partners last year. Looks like an excellent return on your investment! Another idea discussed with the Advisory Board was the possibility of limiting the number of Business Partners at some sponsorship levels. This is just another reason to sign up early; memberships in each level will be accepted on a first come, first served basis.

Like all good partnerships, communication is key. So please allow me to tell you two things you should know. First, our fiscal year starts April 1 of each year. We therefore ask that you submit your completed Business Partner Enrollment form and payment by March 31. This will help us to plan our year, schedule our events, and fulfill our obligations to you in a timely fashion. Second, we do not pro-rate our fees for those who join us late in the year. That just doesn't seem fair to our Partners who pay by March 31.

We hope those of you who already know us plan to remain our Partners, and those we're just meeting will join our Program. We really do rely upon you, our valued Business Partners, for most of our income. We will do what we can to make this relationship work. Become a Business Partner, won't you? We're a great group. You can call us The KCALA.

Sincerely,



Christine K. Sztorch  
Chief Operating Officer  
Levy and Craig, A Professional Corporation  
p: 816.460.1802  
f: 816.382.6602  
e: csztorch@levycraig.com

Sincerely,



Gayla J. Kellogg  
Operations Coordinator  
Hubbell Peak O'Neal Napier & Leach  
p: 816.221.5666  
f: 816.221.5259  
e: gkellogg@hubbellfirm.com



**Greater Kansas City**  
*Chapter*

## About ALA

The Association of Legal Administrators, or ALA, was formed in 1971 to provide support to 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 more than 10,000 members, representing more than 6,700 employers in over 27 countries. For more information on the Association, visit ALA's website at [www.alanet.org](http://www.alanet.org).

## About KCALA

The Greater Kansas City Chapter of ALA (KCALA) was founded in November 1975 and was incorporated on July 26, 1977. Our Chapter is committed to offering high-quality educational programs and extensive networking opportunities with members, vendors, and the legal community. Today, more than 90 Chapter members are enhancing their professional and personal growth in the field of legal administration through the membership services and programs provided by the Greater Kansas City Chapter and ALA International.

## KCALA Partner Benefits

April 1, 2011 through March 31, 2012

### Educational Conference

The KCALA Educational Conference and Exposition provides you and your organization with a variety of opportunities for exposure and recognition. This annual event features top-quality educational programs for Chapter members and other area legal professionals. Business Partners who purchase one of the top five program levels are guaranteed exhibit space at the Conference, further increasing their visibility to existing and prospective administrator clients. The Business Partners who host a workshop are invited to all activities, including the educational sessions and social activities, giving them even more opportunities to interact with administrators and learn their needs. Business Partners who do not participate at the Union Station level or higher are not allowed to attend the educational program but may exhibit at the conference and attend social events.

### Community Challenge Event

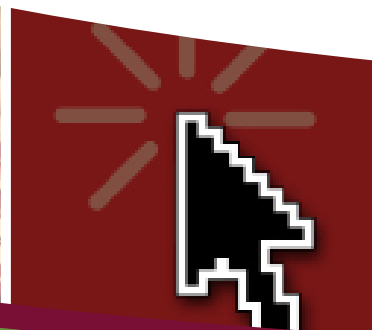
ALA encourages its members to participate in a worldwide community service project each October referred to as our Community Challenge event. KCALA now gives its Business Partners an opportunity to join with us in our community service projects. This provides our Business Partners with an additional opportunity for social interaction with our members. The Kansas City Chapter has received local recognition and national awards for its service projects benefiting several well-known organizations such as Della Lamb, Jackson County CASA, The Ronald McDonald House, the YMCA, Missouri Special Olympics, Hope House, Community Linc and Cristo Rey High School.

### HEARSAY Monthly Newsletter

The Hearsay is the Chapter's primary communication tool. It contains local, regional and national ALA news, as well as articles of general interest to the legal community. The circulation includes the Chapter's membership, ALA regional and national officers, and special KCALA partners such as the Kansas City Metropolitan Bar Association's Executive Director.

### Information Directory

The Chapter's pictorial membership directory lists all KCALA members, member firms, and Business Partners. The hard copy directory is provided to all KCALA members and top Business Partners.



## Luncheons

The monthly Chapter meetings are typically luncheon meetings held the third Thursday of each month. The luncheon consists of a short business meeting and an educational program. The monthly meetings are the primary networking opportunity for Chapter members. Luncheon sponsors should arrive early to allow time to mingle with the members before the meeting begins. This is the best venue for those Business Partners interested in offering door prizes.

## Salary and Benefits Survey

The Chapter's annual Salary and Benefits Survey is a compilation of Kansas City area salary and benefit data from participating law firms. As the only reliable source for local salary and benefit information, the survey is an invaluable resource to members and their firms. The survey historically has been the Chapter's biggest expense, but members consider it to be an essential resource when reviewing compensation and benefit matters.

## Business Partner Appreciation Event

The Chapter hosts a Business Partner Appreciation event each year for its Business Partners and members. Although this social event provides another networking opportunity for our Business Partners, its primary purpose is to thank our Business Partners for their continued support of KCALA.

## Website

Our Chapter web site address is [www.kcala.org](http://www.kcala.org). Our web site's home page highlights top Business Partners, upcoming KCALA events, member information and links to our Business Partners' web sites.



## KCALA 2011-2012 Business Partner Benefits

	Country Club Plaza \$5,000	Union Station \$3,500	Truman Sports Complex, \$2,500	Worlds of Fun, \$2,000	Liberty Memorial \$1,500	City Market \$750
<b>Monthly e-newsletter</b>						
Issues Sent	All	All	All			
Maximum Articles for Submission	4					
Vendor Spotlight, 1 Issue	●	●				
Advertisement, 1 issue	Full Page	1/2 Page	1/2 Page	1/4 Page	Bus. Card	
Annual Thank Our Partners Listing	Large Listing	Large Listing	Medium Listing	Small Listing	Bold Listing	Listing
<b>Website</b>						
Access to Member Directory	●					
Home Page Logo	Large	Medium	Small			
Sponsor Section						
Picture	●	●	●			
Website Hotlink	●	●	●			
email Hotlink	●	●	●	●	●	
Logo & Contact Info	Large	Large	Medium	Small	Small	Small
25 Word Description of Services	●	●	●	●	●	●
<b>Chapter Meetings</b>						
Meeting Sponsor	Exclusive	Exclusive	Joint	Joint		
Logo on all advertising	●					
Seat at Registration Table	●					
Introduction of Educational Speaker	●					
e-list of Attendees with Contact Info	●	●				
# of Attendees	4	3	2	2		

	Country Club Plaza \$5,000	Union Station \$3,500	Truman Sports Complex, \$2,500	Worlds of Fun, \$2,000	Liberty Memorial \$1,500	City Market \$750
<b>Educational Conference &amp; Vendor Exposition</b>						
# of Attendees	4	3	2	2	1	
Seat at Registration Table						
Introduction of Educational Speaker						
e-list of Attendees with Contact Info	●					
Workshop Host	●	●				
Logo on all advertising	●	●				
Materials Included in Attendee Handouts	●	●				
Booth Location	Choice					
Booth Size	Double	Single	Single	Single	Single	
<b>Membership</b>						
Member Contact Info, e-version	●					
Hardcopy of Annual Membership Directory	●	●	●			
Member Mailing Labels	2 Sets Maximum	1 Set	1 Set			
Member Update emails	As Occur					
Advertisement in Directory	Full Page	1/2 Page	1/4 Page			
Salary & Benefits Survey Ad Size	Full Page					
Member Buddy	●	●	●	●		
<b>Vendor Partner Appreciation Event</b>						
# of Attendees	4	3	2	2	1	1
Seating Location	Choice	Choice				
Complimentary Tickets for KCALA Prospective Members	2	1	1	1		
Program Listing	Large Listing	Large Listing	Medium Listing	Small Listing	Bold Listing	Listing
<b>Miscellaneous</b>						
Seat on Vendor Partner Advisory Panel	●	●				
Conference Scholarship Sponsor	ALA Chapter Leadership Institute	ALA Region III Conference	Local Conference			
Invited to Social Events	●	●	●	●	●	●
Fall Community Outreach Project	●	●	●	●	●	●
Holiday Luncheon, #Attendees	4	3				



## **Greater Kansas City Chapter**

The KCALA appreciates your support and pledges to provide the benefits listed in our Business Partner benefit package. Business development, strong relationships and quality service are the lifeblood of the legal industry. We know that your partnership with the educational programs for the Greater Kansas City Chapter of the Association of Legal Administrators will benefit both your company and the many ALA members who participate in the outstanding conferences and workshops.

**To sign up, go to the chapter website at [www.kcala.org](http://www.kcala.org),  
or complete this form and mail with your payment to:**

**Christine K. Sztorch  
Chief Operating Officer  
Levy and Craig, A Professional Corporation  
p: 816.460.1802  
f: 816.382.56602  
e: [csztorch@levycraig.com](mailto:csztorch@levycraig.com)**

**Make check payable to KCALA.  
(Tax ID# 51-0246279)**



## KCALA 2011-2012 Business Partner Registration Form

### Business Partner Levels

Please select one of the following packages (*please check one*):

- |   |  |
|---|--|
| <input type="radio"/> Country Club Plaza (\$5,000)    | <input type="radio"/> Worlds of Fun (\$2,000)    |
| <input type="radio"/> Union Station (\$3,500)         | <input type="radio"/> Liberty Memorial (\$1,500) |
| <input type="radio"/> Truman Sports Complex (\$2,500) | <input type="radio"/> City Market (\$750)        |

\_\_\_\_\_  
Contact Name

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Industry

\_\_\_\_\_  
Address

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City

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State

\_\_\_\_\_  
Zip

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Company Phone Number (     )

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Contact Phone Number (     )

\_\_\_\_\_  
Email Address

\_\_\_\_\_  
Fax Number (     )

\_\_\_\_\_  
Cell Phone (     )

\_\_\_\_\_  
Website

Credit Card     Visa     MasterCard     American Express

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Card Number

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Expiration Date

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Name on Card

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Company Name on Card

\_\_\_\_\_  
Billing Address

\_\_\_\_\_  
City

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State

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Zip

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Amount of Business Partner Level    \$