



Greater Cincinnati Chapter

Dear Business Partner,

Welcome to the Greater Cincinnati Chapter Association of Legal Administrators' 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 GCCALA.

Our program, the GCCALA 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. If we have already met, you may remember this as our Business Partner Program. The 2012 Business Partner Program has a new look, new pricing structure and benefits. We added several new benefits that we think you'll appreciate, including invitations to social outings and community challenge programs.

Like all good partnerships, communication is key. So please allow me to tell you a few things you should know. First, our year for the Business Partner program starts Jan 1, 2012. This will help us to plan our year, schedule our events, and fulfill our obligations to you in a timely fashion. Secondly, you will receive your dates for article submissions and advertisements in the newsletter. Third, you will receive dates for meeting sponsorships, social outings or community challenges, depending on level of support. Some of these may come later in the year but you will have ample notice.

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 GCCALA.

Sincerely,

Glenda Raley, Business Partner Chairperson
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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.

About GCCALA

The Greater Cincinnati Chapter of ALA (GCCALA) was founded in 1980. Our Chapter is committed to offering high-quality educational programs and extensive networking opportunities with members and the legal community. Today, more than 50 Chapter members representing 36 local law firms are enhancing their professional and personal growth in the field of legal administration through the membership services and programs provided by the Greater Cincinnati Chapter and ALA International.



GCCALA Partner Benefits

2012 Jan - Dec

Business Partner Expo – TBD Oct 2012

The GCCALA Exposition provides you and your organization with a variety of opportunities for exposure and recognition. This semi-annual event features vendor products and services for Chapter members and other area legal professionals. The event includes the expo and lunch, all in the same room for more contact. Sponsors who purchase one of the top three levels are guaranteed exhibit space at the Expo, further increasing their visibility to existing and prospective clients. All sponsors receive recognition on invitations and brochures. We encourage Partners to further participate by supplying a door prize. Audience includes members, non-members and other administrative staff. Partners who do not participate in the sponsorship program are not allowed to attend or exhibit at the Expo.

Community Challenge Events

ALA encourages its members to participate in a worldwide community service project each October referred to as our Community Challenge event. GCCALA now includes its business partners to join with us in our community service projects. This provides our partners with an additional opportunity for social interaction with our members and to provide needed services or supplies for worthwhile charities. The Greater Cincinnati Chapter has received local recognition for its service projects benefiting several well-known organizations such as American Red Cross, Dress for Success, Coats for Kids and Hope Lodge, to name a few.

Bi-Monthly e-Newsletter

The bi-monthly newsletter 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 GCCALA partners, such as the Cincinnati Bar Association's Membership Director.

Information Membership Directory

The Chapter's membership directory lists all GCCALA members, member firms, and business sponsors. The e-copy directory is provided to all GCCALA members and top sponsors.



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Luncheons

The monthly Chapter meetings are typically luncheon meetings held the second Tuesday 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. You will have 10-15 minutes to showcase your business and hand out any materials. You may also provide a door prize.

Salary and Benefits Survey

The Chapter's annual Salary and Benefits Survey is a compilation of Greater Cincinnati 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.

Website

Our chapter web site address is www.alacincinnati.com. Our web site's home page highlights our business partners, upcoming GCCALA events, member information, job opportunities and links to our partners' web sites.



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2012 Business Partner Benefits					
	Elite Level \$3,000	Platinum Level \$1500	Gold Level \$1000	Silver Level \$750	Bronze Level \$250
Vendor Expo - Fall 2012					
# of attendees	4	2	1		
Seat at registration table	X				
Booth location	Choice				
Booth Size	Double	Single	Single		
Logo on all advertising	X	X	X		
Bi-Monthly E-Newsletter - 6 Issues					
Advertisement - number of issues	6	4	3	2	
Advertisement size	Full Page	Full Page	Half Page	Half Page	
Maximum articles for submission	2	1	1	0	
Vendor Spotlight, 1 issue	X				
Community Challenge					
Recognition in newsletter	X	X			
Attendance at event with the members and organization	X	X			
Website Presence					
Home Page Logo	Large	Large	Medium	Small	X w/ contact name/phone #
Website Hotlink	X	X	X	X	
Chapter Meetings/Luncheons					
Meeting Sponsor			2	1	
Logo in meeting announcement			X	X	
e-list of attendees			X	X	
# of Attendees (includes lunch)			2	1	
Social Outings					
Spring (April) HH	X		either		
Summer - July	X	X			
Fall (September) HH	X		or		
Winter - Holiday Party	X	X			
Membership					
Member contact info, e-version	X	X			
Additional Sponsorship Opportunities Minimum 500.00					
Scholarship to Regional or National Convention	Receive recognition at the regional or national level for sponsoring a local member				
Chapter Salary & Benefit Survey	Advertise and receive a copy of the survey				