



CROSSTALK ●●●

Central Florida Chapter of the Association of Legal Administrators

September 2020

From Our President

By Maureen McArdle, Chapter President



As I think back over the past six months, I have realized the world will never quite be the same. I am six months into my presidency of the chapter and it has been an interesting and sometimes rocky road.

Again, I reiterate that this was not the kind of change I wanted to embrace but it is our new reality and we have to make the best of it.

We have all had to adjust not only how our offices are run, but how we hire and on-board new employees, have virtual meetings and conferences and manage to do our jobs. Everyday presents new challenges and we want to be there to help support you all.

All of that aside, we are still moving forward with meetings, educational speakers, and scholarship presentations. We are planning a virtual happy hour, stay tuned for details, and are

moving forward with planning the Managing Partners Breakfast.

The National Chapter of ALA has also had to pivot and plan the National and CLI conferences virtually.

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The keynote speaker, Daniele Umstead, at National, is a blind Paralympic skier. Her story is very impressive and she has had to overcome many obstacles over the course of her career. My take away was that no matter what was thrown at her, a positive attitude and perseverance paid off and she achieved her goals. We all need to remember that in times of hardship keeping positive will get you through the tough times.

The CLI Conference was also done virtually and it took place over the course of two weeks. Many of our board were able to attend some of the sessions. We look forward to implementing some of the ideas that were shared. Everyone across the country is struggling with the same issues and it is nice to have a network to bounce ideas around.

Know that as a board we are still committed to provide valuable educational opportunities and be there as support for all of our members.

I hope to see all of you in person soon but until then by zoom.

Stay Safe and Healthy.

Respectfully,
Maureen McArdle

A Warm Welcome to Our Newest CFCALA Members!

If you know someone thinking about joining our chapter, membership is only \$37.50 for the remainder of 2020!

Mark Bridgeman: the new HR Manager at Shuffield

LouMarie Cobb: Firm Administrator, Family First Firm

Loralyn Hutchens CLM: First Administrator, Beytin McLaughlin McLaughlin O'Hara Kinman and Bocchino

Javier Lozada: IT Director, Grossman Roth Yaffa Cohen

The PurpleStride Walk in honor of Steve Wingert

As many of you know, we lost Firm Administrator Steve Wingert to pancreatic cancer. In February, several of our CFCALA members joined our PurpleStride team and walked in his honor at the PurpleStride event at the University of Central Florida.

The event was to increase awareness and help raise money to change the future for pancreatic cancer.

CFCALA raised \$2,357.00. Our biggest donors were Mark Bridgeman and his and Steve's family and friends and the staff at Lowndes, Drosdick, Doster, Kantor & Reed, P.A. staff through Lori Turnage.



Thank you to everyone that participated in our walk and to all those that donated!

ALA Business Partners Are Here to Help

By Debbie Foster,
Reprinted from Just the Facts, July 2020 issue

Over the last few months, I am sure we have all had this same thought: “In January, if someone would have told me that by the end of March, we would have shut down our firms and businesses and moved our entire workforce to working remotely, I would have told that person they had lost their mind.”

And yet here we are, halfway through the year, and that is exactly what has happened. As a VIP business partner, a business partner involved in supporting 12 chapters, and the Chair of the Business Partner Relations Project

Team, I have had the opportunity to speak to plenty of business partners about the short- and long-term effect this is going to have on our businesses. One of the biggest challenges is that there are so many unknowns. But here is what we do know:

Business partners love ALA. An overwhelming majority of business partners I have spoken with want to find ways to help during this crazy time. I have heard story after story of business partners providing education and resources during this time — frequently at no cost to the law firm.

Business partners want to be part of the solution. We want

to find new, creative ways to interact with ALA members. We all have Zoom burnout, but let’s talk about ways we can keep the relationships strong. Bring your business partners together and do some brainstorming of ways to best interact with your chapter.

Business partners recognize that their financial support of the chapter is critical. That makes being part of the solution even more important. We are all going to have to think of new ways to give and receive value in our sponsorship packages. This is a perfect opportunity for crowdsourcing. How are other chapters doing it? How are other associations

doing it? Where have business partners found success? Don’t be afraid to ask the questions.

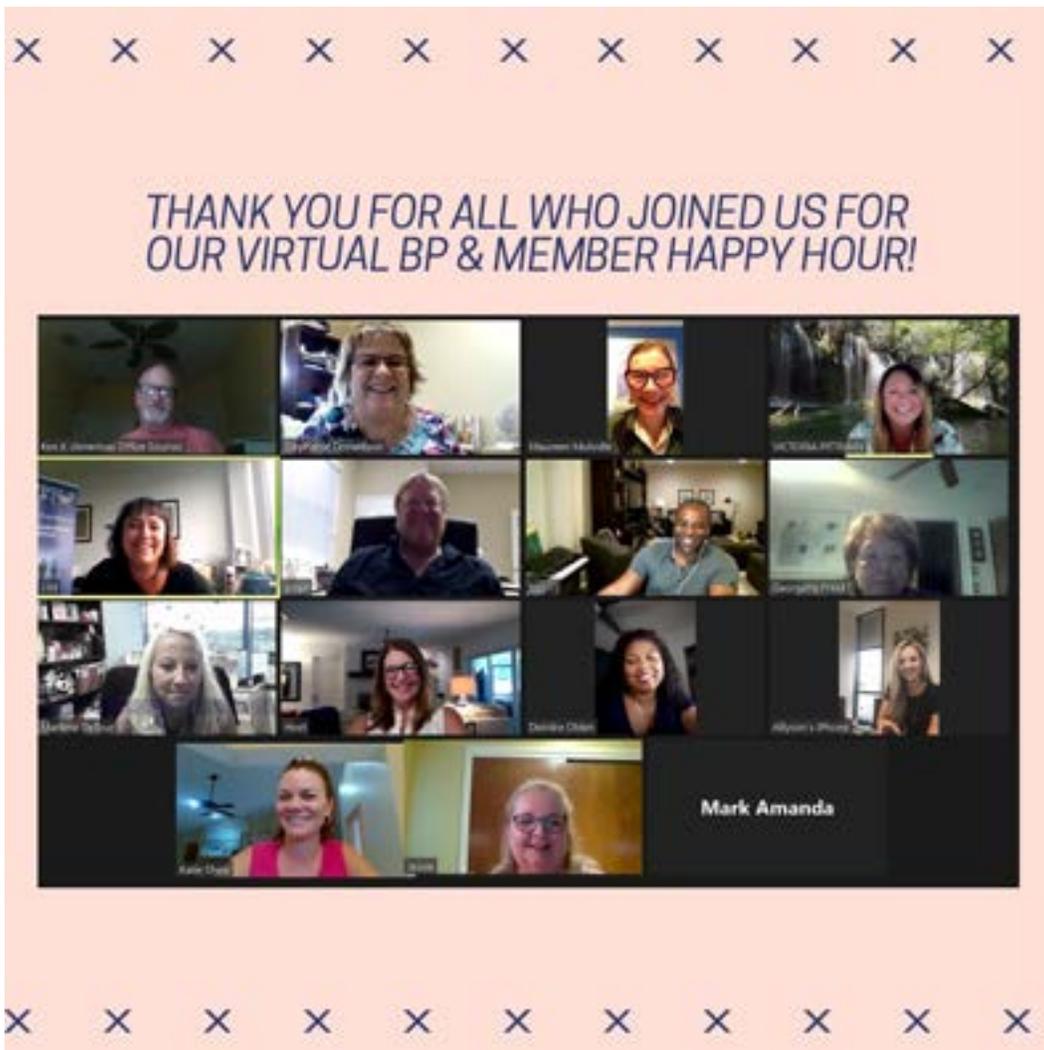
Business partners are still in the market to provide solutions to your firms. How can you help? Now more than ever, choose to use a business partner when your firm needs something. And if you can’t find a local business partner, go to legalmarketplace.alanet.org and search there. The more we can support each other, the better.

This pandemic has no end date. None of our businesses are going to return to what they looked like in January. And honestly, there is an opportunity in the messiness of this situation to recognize that maybe we shouldn’t want our businesses to look the same. We are in the perfect situation to try new things in our firms, our businesses and our chapters that we may not have had the freedom (or the guts) to try before.

The return to face-to-face is going to be slow and measured, and it will happen at different times for different people. There will be so many factors that we cannot control. But let’s embrace the opportunity to step outside the norm, and let’s all work together to find ways to come out on the other side of this better than we could have imagined.

ABOUT THE AUTHOR

Debbie Foster is a Partner with Affinity Consulting Group, LLC, an ALA VIP business partner. She’s also the current Chair of ALA’s Business Partner Relations Project Team.



2019 - 20 Executive Board

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2019 - 20 Committee Chairs

Business Partner Relations and Expo: Deidre Olden

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Community Connection: Tenisha Carlton

Diversity & Inclusion: Position open

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Elevate Scholarship: Ray Herod

Focus Groups: Mellissa Waters

Membership: Jean Carrafiello and Melissa Lambert

Nominating Committee: Stephanie Donaldson

President's Council: Stephanie Donaldson

Scholarships: Georgette Freid

Socials/Social Media: Allyson Bisland

Survey: Lisa Marcum

Website: Robin Neill

CLM: Georgette Freid

2020 Scholarship Winner

In the past decade CFCALA has awarded \$18,000 in college scholarships to the children and grandchildren of member law firms. This year we received seven applications.

Charlie Celauro, Robin Neill and Patricia Chin awarded, through blind selection, the 2020 Lynn Osteen Wolfe Memorial Scholarship to Amy Zogran.

Amy is the daughter of Nancy Zogran, an HR Assistant with GrayRobinson.

Amy graduated from Lake Brantley High School in 2017 and recently began her Junior year at FSU with plans of becoming a Registered Dietitian. Amy is determined to use her knowledge as a Registered Dietitian to improve her community's quality of life.

2020 Upcoming Events

October 20, 2020, 6 PM:

Business Partners Trivia Event via Zoom

November 12, 2020, 8 AM: Managing Partner Breakfast via Zoom

December 9, 2020 Holiday Party, tentitively scheduled at the Grand Bohemian