



CLASS ACTION

THE NEWSLETTER OF THE WISCONSIN ASSOCIATION OF LEGAL ADMINISTRATORS

SPRING ISSUE 2003

IN THIS ISSUE

Is Your Organization an Employer of Choice? . . .1

President's Message . . .2

From the Region3

2004 Conference Planning Committee . .3

New WALA Board Members4

2003 Vendor Appreciation Luncheon6

Madison Area Vendor Appreciation Luncheon 8

How to Make Good Technology Decisions .9

Recruitment for ALA Management Encyclopedia10

Challenge of Building an Index of Sample Forms12

State Bar National Career Network14

WALA Award of Excellence14

Community Challenge15

Caught on the Web . .16

Vendor Spotlight17

New Member Profile17

Treasurer's Report . . .17

Monthly Meetings . . .18

WALA to Sponsor Teleseminar18

Administrator's Grapevine19

The Inquiring Administrator20

Educational Conference22

Caught on the 'Net' . .24

Managing Partner's Dinner25-26

The Last Word27

Is Your Organization an Employer of Choice?

By Todd Tatlock, COO QTI Direct
702 E. Washington Ave., Madison, WI 53703
608-258-5535

These days we find an increasing emphasis on evaluation and measurement. Thus, the time has come to evaluate/measure if your organization is an employer of choice. How well does your company stack up against these questions?

“The time has come to evaluate and measure if your organization is an employer of choice.”



1. Is your company recognized as the preferred place to work in your area?
2. Do qualified job applicants aggressively seek employment with your firm, when no vacancies are available?
3. Are you able to keep the staff you want to keep?
4. Is your company recognized in the press for being one of the better places to work in the area?
5. Is your compensation and benefit package designed to be in the upper quartile in the market?
6. Does your compensation and benefit package tie with your company values? (i.e. to reward team performance, or to encourage longevity in the organization, etc.)
7. Does management listen to employees and implement solutions/policies based on employee input?
8. Is there a regular process for confidentially collecting employee feedback on the company and its culture?
9. Does management regularly talk about company culture and reinforce the culture?
10. Do all employees understand the organization's competitive advantage and future goals?
11. Does feedback on your performance (good and bad) flow freely?
12. Do employees know what is expected of them and what it takes to succeed and advance?
13. Is success celebrated with all?
14. Do all employees share in the financial gain of the organization?
15. Does your work environment indicate to employees that they are important?
16. As you look around the office, are people moving at a rapid pace with a happy greeting as they go by or do you see something else?

These may be tough questions, but hopefully, the answers will give you a feel for where your organization is today on the “Employer of Choice” chart.

Why care about being an employer of choice?

Consider the benefits that come with being an employer of choice:

- Dramatically enhances recruiting capabilities. We have seen spending for advertising costs decrease dramatically when word is out on the street that you are an employer of choice. Word of mouth referrals become your dominant source for identifying quality applicants.
- Word of mouth referrals often result in the acquisition of a higher caliber employee who is more committed to your organization. These candidates generally are known identities who feel compelled not to disappoint the individual making the referral.
- Highly skilled and motivated employees seek employment at your organization because of your status in the community. These employees in turn miss fewer days, require less supervision and tend to stay on the job longer, all of which serve to lower your labor cost.



(continued on page 8 ►)

Madison Area Vendor Appreciation Luncheon

By Mickey Biedermann, Program Chairperson


The Madison area contingent of WALA hosted a vendor appreciation luncheon on February 12, in conjunction with their monthly membership meeting. Eleven vendors participated, and each had the opportunity to address the group. Some brought handouts and all gave members insight as to how they can assist us in firm operations. Very positive feedback from both members and vendors would indicate this is a worthwhile event that should continue. In fact, one vendor wrote back and said her only suggestion would be to have it two times a year!

We do have a great pool of resources at our fingertips. Even though we all have busy schedules, maybe we could set aside a few minutes to contact that special vendor(s) and thank them for the extra effort they put out for us.

Vendors attending the luncheon were

Colin Mehlum and John Dagnon from DirectNetworks (Jon designed the WALA website), Jeff Seeliger from FilterFresh-Madison, Kim Starr from Drake & Co., Mark Wieland from Shred-it Wisconsin, Doris Schauff and Anna Fisher from Quali-Temps, Shawna Bertalot from Johnson Insurance, Russ Keuhner from Corporate Express, John Sciorba from Kard

Recycling and that fun guy Tim McGahan from Network Financial Services.

Thanks to Sharon Ewers for the terrific job leading the meeting and program, and Donna Breunig for arranging the private meeting room at Dayton Street Café. 

As a proud sponsor of the Wisconsin Association of Legal Administrators, Miller Brothers Engraving Company is excited to announce the beginning of the Partnership Plus Program. Miller Brothers has teamed with the Wisconsin Association of Legal Administrators to create a program that will act as a fundraiser while enhancing the image of member firms through the use of engraved stationery. Beginning on March 1, 2003, 2% of all future engraving purchases made by member firms will be rebated directly to WALA.



Are you looking to hire Legal Personnel?

QTI places:



Legal Secretaries

Legal Assistants

Paralegals

Receptionists

QTI Direct

General Office



and more...

Temporary ♦ Contract-to-Hire ♦ Direct Hire

Call us at 608-258-5535
Ask for Doris or Anna

QTI is committed to working for you.

Placing Qualified Candidates since 1957

Organization an Employer of Choice

(continued from page 1)

- Employees start feeling proud to be a part of your organization thus increasing retention and dramatically reducing turnover at a significant cost savings.
- The quality of your products and services increase as a result of attracting a more skilled and motivated employee. This in turn leads to more customers and more products.
- The press takes note of your status as an employer of choice and begins to write stories about your organization, providing free publicity to further enhance your recruiting ability and your status as an employer of choice.
- Customers take note of your increasing press and seek your services because they want to work with an organization that is recognized as an employer of choice, thus increasing your sales.

Occasionally we hear from our clients "I can't afford to pay competitive wages" or "I can't afford to keep up with spiraling health care cost." Our response is always the same – "maybe you can't afford not to keep up with these costs based on all the benefits and savings that come with being an employer of choice." It is true what they say, "sometimes you have to spend to get." 