



2012 Business Partner Prospectus

November 2011

Founded in 1971, the Association of Legal Administrators (ALA) is an international organization of more than 10,000 members representing more than 30 countries.

The Nutmeg Chapter, founded in 1980, provides quality educational programs and a variety of informational resources locally in Connecticut. The Chapter serves approx. 90 members.

The ALA's mission is to "promote and enhance the competence and professionalism of all members of the legal management team; improve the quality of management in law firms and other legal service organizations; and represent professional legal management and managers to the legal community and to the community at large."

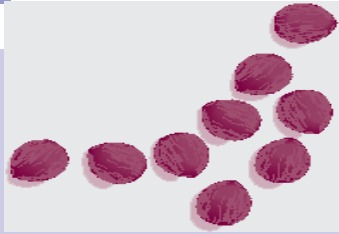
Dear Current and Potential Business Partners:

As 2011 winds down, the Nutmeg Chapter of the Association of Legal Administrators celebrates another successful year with our Business Partners and looks forward to strengthening our relationships – and forging new ones – in 2012.

Recognizing the important role vendors play in our firms, the Nutmeg Chapter of the ALA has created a partner-based relationship with our vendors, which provides mutual benefits to our members, chapter and vendors. As a Business Partner, your organization will enjoy exclusive opportunities to interact with our chapter members through networking events, educational programs and more. To meet all of our Business Partners' needs, we offer several different levels of partnership opportunities. The partnership levels and benefits have been upgraded for 2012 to offer additional opportunities for our Business Partners to interact with our members. A few notable new features include:

Coffee & Connections – Business Partners are invited to join chapter members for an intimate event in which they can ask questions directly to members. This event has a "speed-dating" format, with a handful of business partners at each table. Every fifteen minutes, two new chapter members join the table to answer questions from the Business Partners. Want to know what's *really* important to Legal Administrators when selecting a new vendor? Wondering what challenges law firm face that your company could potentially solve? Well, this is your chance to ask – and get candid answers!





WHAT EXACTLY IS A NUTMEG?

Colonial cooks used nutmeg in cooking to provide a spicy flavor. Sailors brought the spice back from the Spice Islands and Barbados. Trade was very important and peddlers took advantage of this new market. Unscrupulous Yankee peddlers, however, sold little wooden nuggets that looked just like the real thing or, did the peddlers sell the real thing but people just didn't know how to extract the NUTMEG? Connecticut folk are still known as "Nutmeggers".

Business Partner Expo Committee and Community Challenge Committee – For the first time, we are inviting Business Partners to sit on planning committees for our most important events. We value your ideas and feedback!

Meet & Greet with ALA Nutmeg Chapter Board Members – An exclusive opportunity to chat with our Board members, share your ideas and learn more about how to get the most value out of your partnership with the ALA.

Many of you know the value of being a Business Partner. We appreciate your recognition of this worthwhile partnership and encourage you to continue your participation in 2012. For those of you who have not participated in this program in the past, we urge you to consider the value to your business by partnering with us. There are many benefits listed on the Benefits & Rewards chart, but the benefits don't stop there! Business Partners are invited to participate as speakers and panelists at our educational events, legal administrators look to Business Partners before other companies when selecting new vendors, and members encourage each other to support our Business Partners. The legal community in Connecticut and Western Massachusetts is tight-knit, and Business Partners can be assured that when they provide top quality products and services or go beyond the call of duty, we share our positive experiences with our fellow members.

Please call Cindy Rosarbo at 203.821.2000 with any questions regarding the 2012 ALA Nutmeg Chapter Business Partner Program. Don't miss your chance to become a valued Business Partner of the Nutmeg Chapter. Make your commitment today!



BENEFITS AND REWARDS OF BUSINESS PARTNER PROGRAM

	TITANIUM \$12,000 Limit 1	PLATINUM \$9,000 Limit 2	GOLD \$5,000 Limit 5	SILVER \$2,500 No Limit	BRONZE \$1,050 No Limit
NETWORKING OPPORTUNITIES					
Educational Symposium & Business Partner Expo <i>Our PREMIER event!</i>	Free booth and 3 complimentary name badges (additional name badges are \$100 each)	Free booth and 2 complimentary name badges (additional name badges are \$100 each)	Free booth and 1 complimentary name badge (additional name badges are \$100 each)	Invitation to purchase booth and one name badge for \$250 (additional name badges are \$100 each)	Invitation to purchase booth and one name badge for \$500 (additional name badges are \$100 each)
Chapter Member & Business Partner Appreciation Event - <i>A purely social networking event - a chance to mingle with lots of members and business partners!</i>	4 guests	3 guests	2 guests	1 guest	1 guest
Chapter Holiday Event <i>Another fun social event!</i>	4 guests	3 guests	2 guests	1 guest	1 guest
Educational Workshops <i>Typically 4-5 per year</i>	2 guests invited to ALL educational workshops	2 guests invited to ALL educational workshops	1 guest invited to TWO educational workshops	1 guest invited to ONE educational workshop	
Regional Member Luncheons <i>Held regularly in Hartford, New Haven and Stamford</i>	1 guest invited to ONE member luncheon in TWO regions	1 guest invited to ONE member luncheon in ONE region			
Business Partner Coffee & Connections <i>NEW this year!</i>	2 guests	2 guests	1 guest	1 guest	
Annual Board Retreat Breakfast <i>Share your ideas with Board members - and learn more about what the Chapter has in store for 2012!</i>	2 guests	2 guests			
"Meet & Greet" with ALA Nutmeg Chapter Board Members - <i>NEW this year!</i>	2 guests	2 guests	1 guest		
2012 ALA Region One Conference <i>Being held right in our backyard at the MGM at Foxwoods!</i>	Free booth	Fee applies	Fee applies	Fee applies	Fee applies

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MARKETING AND ADVERTISING OPPORTUNITIES					
Preferred Business Partner Status - includes a customized "Preferred Partner" Nutmeg Chapter logo for use in your marketing materials	yes	yes	yes		
Logo to be displayed prominently on home page of Nutmeg Chapter web site	yes	yes	yes		
Link to your web site from Nutmeg Chapter web site	yes - logo link	yes - logo link	yes	yes	yes
Advertisement in Nutmeg Alert (electronic newsletter distributed to members quarterly)	Full Page Ad	Full Page Ad	Half Page Ad	Business Card Size Ad	Business Card Size Ad
Listing by sponsorship level in Nutmeg Alert	yes	yes	yes	yes	yes
Advertisement in Nutmeg Chapter Salary Survey	Full Page Ad	Full Page Ad	Half Page Ad	Business Card Size Ad	Listing
Signage at Business Partner Expo indicating your sponsorship level	yes	yes	yes	yes	yes
Verbal acknowledgement by Chapter President at Business Partner Expo	yes	yes	yes		
ADDITIONAL "FACE-TIME"					
Opportunity to make short presentation to members at educational workshops (typically 4-5 per year)	All educational workshops	Two educational workshops	One educational workshop		
Seat on Business Partner Expo Committee <i>Your chance to help plan this event focused on Business Partners.</i>	2 seats	2 seats	1 seat		
Seat on Community Challenge Committee <i>Get involved in planning our annual community service project.</i>	1 seat	1 seat	1 seat		

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"VIRTUAL FACE-TIME"					
Opportunity to author article in Nutmeg Alert <i>(electronic newsletter distributed to members quarterly)</i>	Cover article in every edition	Article in every edition	Article in two editions	Article in one edition	
Opportunity to be featured in the "Business Partner Focus" section of Nutmeg Alert	yes	yes	yes	yes	
OTHER PERKS					
Right of First Renewal for Current Business Partners*	yes	yes	yes		
Copy of ALA Nutmeg Chapter Membership List	yes	yes	yes	yes	yes
Member Attendee Listing for any educational workshop you attend <i>(by request)</i>	yes	yes	yes	yes	
Member Attendee Listing for the Business Partner Expo <i>(by request)</i>	yes	yes	yes	yes	yes
Free subscription to Nutmeg Alert	yes	yes	yes	yes	yes
Free subscription to ALA Means Business: News and Information for the Legal Vendor Community	yes	yes	yes	yes	yes
User level access to Nutmeg Chapter web site	yes	yes	yes	yes	yes

*Right of First Renewal expires one week after opening of registration

FOR QUESTIONS PLEASE CONTACT:

Cindy Rosarbo, Business Partner Chair

Phone: 203.821.2000

Fax: 203.821.2009

Email: rosarbo@npmlaw.com

NUTMEG ALA
BOARD OF DIRECTORS

Angie DiDomenico
President

Jennifer O'Toole
President-Elect

Kathleen Semeraro
Vice-President/Secretary

Maura Cockey
Vice-President/Treasurer

Dana Moody
Immediate Past President

COMMITTEE CHAIRS

Cindy Rosarbo
Business Partner Relations

Susan Gay
Education

Samantha Allard
Membership

Jennifer O'Toole
Newsletter

Gail Faherty
Webmaster

IMPORTANT INFORMATION AND NEXT STEPS

1. Review the benefits and rewards of our Business Partner Program to select the partnership level that best meets your company's needs.
2. Complete your enrollment form.
3. Mail enrollment form with payment to:
Cindy Rosarbo
Business Partner Relations Chair
Neubert Pepe & Monteith PC
195 Church Street, 13th Floor
New Haven CT 06510

Don't miss your opportunity to partner with Nutmeg ALA!

Enrollment in our Business Partner Program occurs only once a year.

IMPORTANT DATES

Right of first renewal:

Current Business Partners are guaranteed renewal at current Sponsorship Levels until November 12, 2011.

All upgrades, changes and new Business Partner commitments will be honored on a first received basis.

- | | |
|--------------------|---|
| November 7 | Business Partner Program Available |
| November 14 | Sponsorship Right of First Renewal Commitment Due |
| December 1 | All Sponsorship Commitments Due |
| January 1 | Business Partner Program 2012 begins |
| January 6 | All payments are due |



**Still not convinced?
Check out these testimonials
from current business partners
and Chapter members.**

“At Tuttle Printing & Engraving we continuously seek opportunities to network and build new business relationships. The Nutmeg Chapter of ALA has created a Business Partner program that helps us meet those goals. We value the opportunity to interact with professionals at all levels of the legal community. We look forward to our continued sponsorship in 2012.”

Joel Perry, Tuttle Printing

“As an insurance broker working exclusively with law firms, I find that Nutmeg Chapter members bring a level of professionalism to the process, not found in other law firm arrangements. Education, knowledge and professionalism are key to the insurance relationship.”

**Jack Kukowski
USI Affinity**

“Once again it has been our pleasure to be a sponsor for your chapter.

It has always been our feeling that it has been the administrators of each of your law firms that have kept the legal wheels turning. We salute the officers for their hard work and each and every member for being an intricate part of the legal system.

We wish you continued success in the years ahead.”

Respectfully,
Ronald D. Weiner, CFP®
President & CEO, RDM Financial Group

“With so many vendors soliciting my firm’s business, I just don’t have the time to speak with all of them. I give those who are Business Partners of the ALA priority. I know that Business Partners of the ALA are committed to serving the legal industry, and I’m happy to give them my firm’s business whenever I can.

**Jennifer O’Toole, Office Administrator
Hinckley, Allen & Snyder LLP**

“ADNET Technologies was instrumental in assisting me this past summer to customize and design *refresher* and *advanced* computer courses for support staff and some attorneys. The on-site training took place in our Hartford and Southport offices, and included providing each attendee with a laptop so as to help them have a real “hands-on learning experience.” The trainer was engaging and extremely knowledgeable and we received positive feedback from attendees. The partners agreed that it was well worth the investment and we are reaping the rewards of our staff feeling more confident to do their jobs – a winning combination!”

**Susan J. Gay
Office Administrator, New England Offices
McElroy, Deutsch, Mulvaney & Carpenter, LLP**

By partnering with Nutmeg ALA, Business Partners and Chapter members have the opportunity to develop strong and sustaining relationships.

The goal of the Business Partner Relations Committees is very simple – to enhance member relationships with Business Partners. The Business Partner Relations Committees and the Board of Directors constantly seek opportunities to enhance our Business Partner Program.

2012 BUSINESS PARTNER ENROLLMENT FORM

CONTACT NAME _____

COMPANY _____

ADDRESS _____

CITY, STATE, ZIP _____

E-MAIL _____

PHONE _____

WEBSITE _____

**PARTNERSHIP OPPORTUNITIES
(check one)**

- Titanium, \$12,000, Limit 1
- Platinum, \$9,000, Limit 2
- Gold, \$5,000, Limit 5
- Silver, \$2,500, No Limit
- Bronze, \$1,050, No Limit

Please return this form with payment to:

Cindy Rosarbo, Business Partner Chair
Neubert, Pepe & Monteith PC
195 Church Street, 13th Floor
New Haven CT 06510

