

BUSINESS PARTNER PROGRAM

2012





BUSINESS PARTNER PROGRAM

The Association of Legal Administrators (ALA) is an international organization of more than 10,000 members throughout the United States and Canada representing several states and provinces. ALA encompasses 6 regions and 98 chapters. The San Diego Chapter of the Association of Legal Administrators was chartered in 1973 and currently has approximately 115 active members.

The Chapter is comprised of a dynamic and diverse group of legal administrative professionals from private, corporate, and government entities ranging in size from solo practitioners to large, international firms.

The mission of the Association of Legal Administrators 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 in the legal community and the community at large.

In addition the San Diego Chapter is committed to strengthening the quality of legal management by providing opportunities for networking, continuing education, and professional growth.

The San Diego Chapter depends heavily on the support of our business partners to accomplish our mission. While we cannot offer membership to business partners, we appreciate and fully recognize the contribution they make to our members and our association. Our Chapter fosters relationships between business partners and members in an effort to harness our collective talents and abilities, hopefully resulting in a mutually beneficial and rewarding outcome. Our Business Partner Program has been designed with this in mind. It provides a variety of opportunities for business partners to support the San Diego Chapter of ALA, while receiving recognition and building relationships. We hope that after reviewing our Business Partner Program, you will find a level that is appropriate for your company. Please feel free to contact our Director of Business Partner Relations, Anna Rushworth, for more information.

San Diego Chapter Partnerships

Anna Rushworth

Director of Business Partner Relations – **Higgs Fletcher & Mack LLP, 401 West "A" Street, Suite 2600, San Diego, CA 92101** rushworth@higgslaw.com
(619) 595-4393 / f (619) 696-1410

Regional & National Partnerships

Business Partners conducting business on a regional or national level may also wish to contact ALA Headquarters for information about partnership opportunities.

Association of Legal Administrators 75 Tri-State International, Suite 222 Lincolnshire, IL 60069-4435
Tel. 847-267-1252
www.alanet.org



Platinum Paradise Sponsor

\$7,500

(Number Available - 1)

The Platinum Paradise Sponsor will receive the following benefits:

The Mandate Electronic Newsletter Benefits

- Banner advertisement in all issues of The Mandate during the sponsor period
- Receive all issues of The Mandate during the sponsor period
- Spotlight article of your company (or company's local representative) in one issue of The Mandate

The Partnership Advantage Newsletter Benefits

- Banner advertisement in all issues of The Partnership Advantage during the sponsor period
- Receive all issues of The Partnership Advantage during the sponsor period
- Four spotlights in Meet the Business Partners section of The Partnership Advantage
- Headline listing in the Thank You to Our Business Partner Sponsors ad in The Partnership Advantage

Managing Partners' Luncheon Benefits

- 3 company representatives will be invited to attend the annual Managing Partners' Luncheon
- Opportunity to give brief (2-3 minute) introduction of your company
- Recognition of Platinum Paradise Sponsor level on program and all promotional materials for event, including in The Mandate and on the Chapter website
- Recognition as Annual Conference Registration Scholarship sponsor during the luncheon
- A door prize, to be drawn by company representative at the end of the luncheon, may be provided at the Business Partner's discretion

Chapter Membership Directory/Handbook Benefits

- Full-page advertisement in the annual electronic Membership Handbook
- Sponsor will receive an electronic copy of the Chapter Membership Directory

Business Partner Directory Benefits

- Listing in electronic Business Partner Directory, which will be provided to all Chapter members and posted on our website
 - Listing to include name and logo of company and maximum 50 word description of products and/or services offered
 - Opportunity to list company under up to 3 products/services categories
- Receive an electronic copy of the directory

Chapter Website Benefits (www.alasandiego.org)

- Company logo and announcement that the company is the exclusive Platinum Paradise Sponsor will be included on the Chapter's home page
- Listing in the Business Partner section of the Chapter's website, including company logo, a brief description of products and/or services offered, and a hot link to the company's website

Legal Resource Fair Benefits (February 2012)

- Premium Booth space in exhibit hall
- 1st choice of booth location in exhibit hall
- 4 company representatives may attend Legal Resource Fair
- Acknowledged as exclusive Platinum Paradise Sponsor during event

Educational Program Benefits

- Exclusive sponsor of one significant chapter educational program
- One company representative invited to attend, with opportunity to give brief (2-3 minute) introduction of company
- Recognition of Platinum Paradise Sponsor level on all promotional materials for event, including in The Mandate and on the Chapter website
- A door prize may be provided, at the Business Partner's discretion

Annual Education Conference Registration Scholarship Benefits

- Exclusive sponsor of one registration scholarship for a chapter member to attend ALA's Annual Conference
- Opportunity to conduct the drawing for the registration scholarship at the Legal Resource Fair.
- Recognition of Platinum Paradise Sponsorship on all promotional materials for registration scholarship, including in The Mandate and on the Chapter website

Business Partner Appreciation Luncheon Benefits

- 3 company representatives will be invited to attend

Cocktails and Connections

- 2 company representatives will be invited to attend this speed networking session.



Golden Sunset Sponsor

\$5,500

(Number Available - 2)

Golden Sunset Sponsors will receive the following benefits:

The Mandate Electronic Newsletter Benefits

- Banner advertisement in all issues of The Mandate during the sponsor period
- Receive all issues of The Mandate during the sponsor period
- Spotlight article of your company (or company's local representative) in one issue of The Mandate

The Partnership Advantage Newsletter Benefits

- Banner advertisement in all issues of The Partnership Advantage during the sponsor period
- Receive all issues of The Partnership Advantage during the sponsor period
- 2 spotlights in Meet the Business Partners section of The Partnership Advantage
- Prominent listing in the Thank You to Our Business Partner Sponsors ad in The Partnership Advantage

Meeting/Event Benefits

- There are three meetings or events available for the Golden Sunset Sponsors to choose from*:
 - Annual Chapter Leadership Dinner (April)**
 - Annual Holiday Social (December)**
 - Community Challenge Weekend Project (CCW) (October)
- *Choice of event will be on a first-come, first-served basis, or a drawing will be held if two Business Partners register on the same date. Please indicate 1st Et 2nd choice on the registration form. **2 company representatives invited to attend one of the above events, with opportunity to give brief (2-3 minute) introduction of your company
- Recognition of Golden Sunset Sponsor level on program and all promotional materials for event, including in The Mandate and on the Chapter website
- Recognition as Chapter Leadership Institute registration scholarship sponsor during the event
- A door prize or contribution to the chosen charity may be provided at the Business Partner's discretion

Chapter Membership Directory/Handbook Benefits

- Full-page advertisement in the annual electronic Membership Handbook
- Sponsor will receive an electronic copy of the Chapter Membership Directory

Business Partner Directory Benefits

- Listing in electronic Business Partner Directory, which will be provided to all Chapter members and posted on our website
 - Listing to include name and logo of company and maximum 50 word description of products and/or services offered
 - Opportunity to list company under up to 3 products/services categories
- Receive an electronic copy of the directory

Chapter Website Benefits (www.alasandiego.org)

- Listing in the Business Partner section of the Chapter's website, including company logo, a brief description of products and/or services offered, and a hot link to the company's website

Legal Resource Fair Benefits (February 2012)

- Premium Booth space in exhibit hall
- Opportunity to select booth location in exhibit hall (after Platinum Paradise Sponsor)
- 3 company representatives may attend Legal Resource Fair
- Acknowledged as Golden Sunset Sponsor during event

Educational Program Benefits

- Co-sponsor of one significant chapter educational program
- Recognition of Golden Sunset Sponsor level on all promotional materials for event, including in The Mandate and on the Chapter website
- A door prize may be provided, at the Business Partner's discretion

Chapter Board Member Scholarship Benefits

- Exclusive sponsor of one of three scholarships to be awarded to Chapter Board members for use in attending the Chapter Leadership Institute
- Recognition of Golden Sunset Sponsorship on all promotional materials for scholarship, including in The Mandate and on the Chapter website

Business Partner Appreciation Luncheon Benefits

- 2 company representatives will be invited to attend the Chapter's Business Partner Appreciation Luncheon

Cocktails and Connections

- 2 company representatives will be invited to attend this speed networking session.



Silver Sand Castle Sponsor

\$3,500

(Number Available - 6)

Silver Sand Castle Sponsors will receive the following benefits:

The Mandate Electronic Newsletter Benefits

- Premier advertisement in all issues of The Mandate during the sponsor period
- Receive all issues of The Mandate during the sponsor period
- Spotlight article of your company (or company's local representative) in one issue of The Mandate

The Partnership Advantage Newsletter Benefits

- Premier advertisement in all issues of The Partnership Advantage during the sponsor period
- Receive all issues of The Partnership Advantage during the sponsor period
- 1 spotlight in Meet the Business Partners section of The Partnership Advantage
- Bolded listing in the Thank You to Our Business Partner Sponsors ad in The Partnership Advantage

Monthly Membership Luncheon Benefits

- 1 company representative will be invited to attend the monthly luncheon being sponsored
- Opportunity to give brief (2-3 minute) introduction of your company
- Recognition of Silver Sand Castle Sponsor level on program and all promotional materials for event, including in The Mandate and on the Chapter website
- Recognition as Region 6 Scholarship co-sponsor during the luncheon
- A door prize, to be drawn by company representative at the end of the luncheon, may be provided at the Business Partner's discretion

Chapter Membership Directory/Handbook Benefits

- Full-page advertisement in the annual electronic Membership Handbook
- Sponsor will receive an electronic copy of the Chapter Membership Directory

Business Partner Directory Benefits

- Listing in electronic Business Partner Sponsorship Directory, which will be provided to all Chapter members
 - Listing to include name and logo of company and maximum 50-word description of products and/or services offered
 - Opportunity to list company under up to 3 products/services categories
- Receive an electronic copy of the directory

Chapter Website Benefits (www.alasandiego.org)

- Listing in the Business Partner section of the Chapter's website, including company logo, a brief description of products and/or services offered, and a hot link to the company's website

Legal Resource Fair Benefits (February 2012)

- Premium Booth space in exhibit hall
- 2 company representatives may attend Legal Resource Fair
- Acknowledged as Silver Sand Castle Sponsor during event

Region 6 Educational Conference Registration Scholarship Benefits

- Co-sponsor of one of three registration scholarships to be awarded to chapter members for use in attending the Region 6 Educational Conference
- Recognition of Silver Sand Castle Sponsor level on all promotional materials for registration scholarship, including in The Mandate and on the Chapter website

Business Partner Appreciation Luncheon Benefits

- 2 company representatives will be invited to attend the Chapter's Business Partner Appreciation Luncheon

Cocktails and Connections

- 2 company representatives will be invited to attend this speed networking session.



Bronze Boogie Board Sponsor

\$2,200

(Number Available - 12)

Bronze Boogie Board Sponsors will receive the following benefits:

The Mandate Electronic Newsletter Benefits

- Advertisement in all issues of The Mandate during the sponsor period
- Receive all issues of The Mandate during the sponsor period

The Partnership Advantage Newsletter Benefits

- Advertisement in all issues of The Partnership Advantage during the sponsor period
- Receive all issues of The Partnership Advantage during the sponsor period
- Listing in the Thank You to Our Business Partner Sponsors ad in The Partnership Advantage

Chapter Membership Directory/Handbook Benefits

- Full-page advertisement in the annual electronic Membership Handbook

Business Partner Directory Benefits

- Listing in electronic Business Partner Sponsorship Directory, which will be provided to all Chapter members
 - Listing to include name and logo of company and maximum 50-word description of products and/or services offered
 - Opportunity to list company under up to 3 products/services categories
- Receive an electronic copy of the directory

Chapter Website Benefits (www.alasandiego.org)

- Listing in the Business Partner section of the Chapter's website, including company logo, a brief description of products and/or services offered, and a hot link to the company's website

Legal Resource Fair Benefits (February 2012)

- 6' Tabletop display space in exhibit hall
- 2 company representatives may attend Legal Resource Fair

Business Partner Appreciation Luncheon Benefits

- 1 company representative will be invited to attend the Chapter's Business Partner Appreciation Luncheon

Chapter Member Mailing Labels

- 1 complimentary set of chapter member mailing labels

Cocktails and Connections

- 1 company representatives will be invited to attend this speed networking session.



Catch the Wave Sponsor

\$1,000

(Number Available - Unlimited or up to number of Legal Resource Fair tables)

Catch the Wave Sponsors will receive the following benefits:

The Partnership Advantage Newsletter Benefits

- Receive all issues of The Partnership Advantage during the sponsor period
- Listing in the Thank You to Our Business Partner Sponsors ad in The Partnership Advantage

Business Partner Directory Benefits

- Listing in electronic Business Partner Sponsorship Directory, which will be provided to all Chapter members
 - Listing to include name and logo of company and maximum 50-word description of products and/or services offered
 - Opportunity to list company under up to 3 products/services categories
- Receive an electronic copy of the directory

Chapter Website Benefits (www.alasandiego.org)

- Listing in the Business Partner section of the Chapter's website, including company logo, a brief description of products and/or services offered, and a hot link to the company's website

Legal Resource Fair Benefits (February 2012)

- 6' Tabletop display space in exhibit hall
- 2 company representatives may attend Legal Resource Fair

Business Partner Appreciation Luncheon Benefits

- 1 company representative will be invited to attend the Chapter's Business Partner Appreciation Luncheon

Chapter Member Mailing Labels

- 1 complimentary set of chapter member mailing labels

Cocktails and Connections

- 1 company representative will be invited to attend this speed networking session.



Surf's Up Sponsor

\$500

(Number Available - Unlimited)

Surf's Up Sponsors will receive the following benefits:

The Partnership Advantage Newsletter Benefits

- Receive all issues of The Partnership Advantage during the sponsor period
- Listing in the Thank You to Our Business Partner Sponsors ad in The Partnership Advantage

Business Partner Directory Benefits

- Listing in electronic Business Partner Sponsorship Directory, which will be provided to all Chapter members
 - Listing to include name and logo of company and maximum 50-word description of products and/or services offered
 - Opportunity to list company under up to 3 products/services categories
- Receive an electronic copy of the directory

Chapter Website Benefits (www.alasandiego.org)

- Listing in the Business Partner section of the Chapter's website, including company logo, a brief description of products and/or services offered, and a hot link to the company's website

Business Partner Appreciation Luncheon Benefits

- 1 company representative will be invited to attend the Chapter's Business Partner Appreciation Luncheon

Cocktails and Connections

- 1 company representative will be invited to attend this speed networking session.



Accounting Sponsor (Number Available - 1)

In exchange for providing tax services relating to the preparation of yearly tax forms, the Accounting Sponsor will receive the following benefits:

The Mandate Electronic Newsletter Benefits

- Advertisement in all issues of The Mandate during the sponsor period
- Receive all issues of The Mandate during the sponsor period

The Partnership Advantage Newsletter Benefits

- Advertisement in all issues of The Partnership Advantage during the sponsor period
- Receive all issues of The Partnership Advantage during the sponsor period
- Listing in the Thank You to Our Business Partner Sponsors ad in The Partnership Advantage

Chapter Membership Directory/Handbook Benefits

- Full-page advertisement in the annual Membership Handbook

Business Partner Directory Benefits

- Listing in electronic Business Partner Sponsorship Directory, which will be provided to all Chapter members
 - Listing to include name and logo of company and maximum 50-word description of products and/or services offered
 - Opportunity to list company under up to 3 products/services categories
- Receive an electronic copy of the directory

Chapter Website Benefits (www.alasandiego.org)

- Listing in the Business Partner section of the Chapter's website, including company logo, a brief description of products and/or services offered, and a hot link to the company's website

Legal Resource Fair Benefits (February 2012)

- 6' Tabletop display space in exhibit hall
- 2 company representatives may attend Legal Resource Fair

Business Partner Appreciation Luncheon Benefits

- 1 company representative will be invited to attend the Chapter's Business Partner Appreciation Luncheon

Chapter Member Mailing Labels

- 1 complimentary set of chapter member mailing labels

Cocktails and Connections

- 1 company representative will be invited to attend this speed networking session.



Media/Advertising Sponsor (Number Available – 1)

In exchange for mutually agreed upon Chapter advertising in its legal industry publication, The Media/Advertising Sponsor will receive the following benefits:

The Mandate Electronic Newsletter Benefits

- Premier advertisement in all issues of The Mandate during the sponsor period
- Receive all issues of The Mandate during the sponsor period

The Partnership Advantage Newsletter Benefits

- Premier advertisement in all issues of The Partnership Advantage during the sponsor period
- Receive all issues of The Partnership Advantage during the sponsor period
- Listing in the Thank You to Our Business Partner Sponsors ad in The Partnership Advantage

Chapter Membership Directory/Handbook Benefits

- Full-page advertisement in the annual Membership Handbook

Business Partner Directory Benefits

- Listing in electronic Business Partner Sponsorship Directory, which will be provided to all Chapter members
 - Listing to include name and logo of company and maximum 50-word description of products and/or services offered
 - Opportunity to list company under up to 3 products/services categories
- Receive an electronic copy of the directory

Chapter Website Benefits (www.alasandiego.org)

- Listing in the Business Partner section of the Chapter's website, including company logo, a brief description of products and/or services offered, and a hot link to the company's website

Legal Resource Fair Benefits (February 2012)

- 6' Tabletop display space in exhibit hall
- 2 company representatives may attend Legal Resource Fair

Business Partner Appreciation Luncheon Benefits

- 1 company representative will be invited to attend the Chapter's Business Partner Appreciation Luncheon

Chapter Member Mailing Labels

- 1 complimentary set of chapter member mailing labels

Cocktails and Connections

- 1 company representative will be invited to attend this speed networking session.



Printing Sponsor

(Number Available - 1)

In exchange for providing printing services for chapter materials (including letterhead, special event invitations and programs) the Printing Sponsor will receive the following benefits:

The Mandate Electronic Newsletter Benefits

- Advertisement in all issues of The Mandate during the sponsor period
- Receive all issues of The Mandate during the sponsor period

The Partnership Advantage Newsletter Benefits

- Advertisement in all issues of The Partnership Advantage during the sponsor period
- Receive all issues of The Partnership Advantage during the sponsor period
- Listing in the Thank You to Our Business Partner Sponsors ad in The Partnership Advantage

Chapter Membership Directory/Handbook Benefits

- Full-page advertisement in the annual Membership Handbook

Business Partner Directory Benefits

- Listing in electronic Business Partner Sponsorship Directory, which will be provided to all Chapter members
 - Listing to include name and logo of company and maximum 50-word description of products and/or services offered
 - Opportunity to list company under up to 3 products/services categories
- Receive an electronic copy of the directory

Chapter Website Benefits (www.alasandiego.org)

- Listing in the Business Partner section of the Chapter's website, including company logo, a brief description of products and/or services offered, and a hot link to the company's website

Legal Resource Fair Benefits (February 2012)

- 6' Tabletop display space in exhibit hall
- 2 company representatives may attend Legal Resource Fair

Business Partner Appreciation Luncheon Benefits

- 1 company representative will be invited to attend the Chapter's Business Partner Appreciation Luncheon

Chapter Member Mailing Labels

- 1 complimentary set of chapter member mailing labels Recognition of Sponsorship on printed materials, as appropriate

Cocktails and Connections

- 1 company representative will be invited to attend this speed networking session.



Reprographics Sponsor (Number Available - 1)

In exchange for providing color printing of the initial issue of The Partnership Advantage newsletter; programs for membership events - Leadership Dinner, Managing Partner Luncheon, and Business Partner Appreciation Luncheon; and the Sponsorship Package "Thank You" poster boards, the Reprographics Sponsor will receive the following benefits:

The Mandate Electronic Newsletter Benefits

- Advertisement in all issues of The Mandate during the sponsor period
- Receive all issues of The Mandate during the sponsor period

The Partnership Advantage Newsletter Benefits

- Advertisement in all issues of The Partnership Advantage during the sponsor period
- Receive all issues of The Partnership Advantage during the sponsor period
- Listing in the Thank You to Our Business Partner Sponsors ad in The Partnership Advantage

Chapter Membership Directory/Handbook Benefits

- Full-page advertisement in the annual Membership Handbook

Business Partner Directory Benefits

- Listing in electronic Business Partner Sponsorship Directory, which will be provided to all Chapter members
 - Listing to include name and logo of company and maximum 50-word description of products and/or services offered
 - Opportunity to list company under up to 3 products/services categories
 - Receive an electronic copy of the directory

Chapter Website Benefits (www.alasandiego.org)

- Listing in the Business Partner section of the Chapter's website, including company logo, a brief description of products and/or services offered, and a hot link to the company's website

Legal Resource Fair Benefits (February 2012)

- 6' Tabletop display space in exhibit hall
- 2 company representatives may attend Legal Resource Fair

Business Partner Appreciation Luncheon Benefits

- 1 company representative will be invited to attend the Chapter's Business Partner Appreciation Luncheon

Chapter Member Mailing Labels

- 1 complimentary set of chapter member mailing labels

Cocktails and Connections

- 1 company representative will be invited to attend this speed networking session.



Website Sponsor

(Number Available - 1)

In exchange for providing website services as agreed upon in a separate contract, the Website Sponsor will receive the following benefits:

The Mandate Electronic Newsletter Benefits

- Advertisement in all issues of The Mandate during the sponsor period
- Receive all issues of The Mandate during the sponsor period

The Partnership Advantage Newsletter Benefits

- Advertisement in all issues of The Partnership Advantage during the sponsor period
- Receive all issues of The Partnership Advantage during the sponsor period
- 2 spotlights in Meet the Business Partners section of The Partnership Advantage
- Prominent listing in the Thank You to Our Business Partner Sponsors ad in The Partnership Advantage

Meeting/Event Benefits

- There are three meetings or events available for the Golden Sunset Sponsors to choose from*:
- Annual Chapter Leadership Dinner (April)
- Annual Holiday Social (December)
- Community Challenge Weekend Project (CCW) (October)
- *The website sponsor will be able to attend the event not chosen by the Golden Sunset Sponsors.
- A door prize or contribution to the chosen charity may be provided at the Business Partner's discretion

Chapter Membership Directory/Handbook Benefits

- Full-page advertisement in the annual Membership Handbook

Business Partner Directory Benefits

- Listing in electronic Business Partner Directory, which will be provided to all Chapter members and posted on our website
- Listing to include name and logo of company and maximum 50 word description of products and/or services offered
- Opportunity to list company under up to 3 products/services categories
- Receive an electronic copy of the directory

Chapter Website Benefits (www.alasandiego.org)

- Listing in the Business Partner section of the Chapter's website, including company logo, a brief description of products and/or services offered, and a hot link to the company's website

Legal Resource Fair Benefits (February 2012)

- 6' tabletop display space in exhibit hall
- 2 company representatives may attend Legal Resource Fair

Business Partner Appreciation Luncheon Benefits

- 2 company representatives will be invited to attend the Chapter's Business Partner Appreciation Luncheon

Cocktails and Connections

- 2 company representatives will be invited to attend this speed networking session.



A La Carte Sponsorship Opportunities

(As Available After Package Sponsors)

Legal Resource Fair (February 2012)

Booth *	\$600
6' Tabletop Display *	\$425

(*only available if not all sold via package sponsorships)

Business Partner Directory Benefits

- Listing in electronic Business Partner Directory, which will be provided to all Chapter members
- Listing to include name and logo of company and maximum 50-word description of products and/or services offered
- Opportunity to list company under up to 3 products/services categories
- Receive an electronic copy of the directory

Chapter's Business Partner Appreciation Luncheon - 1 Company Representative will be invited to attend

Cocktails and Connections - 1 company representative will be invited to attend this speed networking session

Business Partner Directory Ad \$350

Listing in electronic Business Partner Directory, which will be provided to all Chapter members

- Listing to include name and logo of company and maximum 50-word description of products and/or services offered
- Opportunity to list company under up to 3 products/services categories
- Receive an electronic copy of the directory

Chapter's Business Partner Appreciation Luncheon – 1 company representative will be invited to attend

Cocktails and Connections – 1 company representative will be invited to attend this speed networking session

Chapter Website Ad

\$350

Listing in the Business Partner section of the Chapter's website, including company logo, a brief description of products and/or services offered, and a hot link to the company's website

Chapter's Business Partner Appreciation Luncheon – 1 company representative will be invited to attend

Cocktails and Connections – 1 company representative will be invited to attend this speed networking session



THE PARTNERSHIP ADVANTAGE

In response to business partners' expressed interest in being kept up to date with opportunities to connect with our members on a regular basis and to learn more about the San Diego Chapter of ALA, the Business Partner Relations Committee created a newsletter, The Partnership Advantage: News and Information for Business Partners of San Diego's Legal Community.

The Partnership Advantage will be produced on a quarterly basis in full color, distributed to all members and business partners electronically in PDF format, and posted on the Chapter's website under the Business Partner section.

The Partnership Advantage will feature:

- Director of Business Partner Relations Message
- ALA Resource Page for Business Partners
- Calendar of Events
- Thank You to our Business Partners
- Meet our Business Partners
- Software Tips and Tricks section
- Volunteer Opportunities
- Quarterly Question -This segment will feature a question relevant to our business partners and two responses, one from a sponsor and one from an ALA member. We hope this approach will help readers gain a larger appreciation for topics and issues facing the business partner community and help us work together toward mutually beneficial outcomes.

The Partnership Advantage will be published by Laura Leader of Law Office Solution formerly dba Smooth Transitions.

