



Indiana

Chapter

2018

Business Partner Guide

ALA Indiana Chapter Opportunities

The ALA Indiana Chapter invites you to join us in educating and supporting the local legal community in the year 2018.

Included inside this guide is a calendar of the upcoming year's events as well as information about Business Partner opportunities.



What is ALA & Why Would You Want to Be a Business Partner?

The Association of Legal Administrators is a not-for-profit organization founded in 1971, with its headquarters located in Chicago, Illinois. Its membership now has approximately 8700 members from 31 countries world-wide. ALA is structured into six (6) regions and now includes over 1800 independent members with more than 100 chapters in the United States, Canada, Brazil, United Kingdom, Nigeria, Australia, and Mexico.

The local Indiana Chapter started in 1974 and currently has about 80 members from firms ranging in size from 1 to 500, governmental agencies and corporate legal departments. Our members represent every functional specialty within a law firm, Human Resources, Facilities, Finance and IT, as well as overall office management. These people are the decision makers and managers of over 50 law firms. When evaluating the need for goods and services, our members are encouraged to consider companies which have developed a relationship with our Chapter, which typically is established through our Business Partner Program each year.

We have listed below some of the many reasons we value our Business Partner relationships:

- One of our primary missions is to educate our members to the highest standards, which is made possible in large part through your sponsorship dollars.
- Chapter members depend upon contacts within the business community who will share information about their products and services to help them stay educated in those areas. Experience and trust grow from consistent and repeated contact with our Business Partners, which allow administrators to rely on resources outside their firms.
- Trusting business partner relationships bring to the administrator enhanced credibility and improved quality or management within legal service organizations.
- Business Partners who provide external services are our first choice in seeking service providers.

Attached is a list detailing all of the benefits of each level of sponsorship. We hope that you will give serious consideration to supporting our organization in this manner and that you will find this approach as beneficial as we believe it will be for both you, as a potential Business Partner, and to the Indiana Chapter. Here are some of the program details:

- Sponsorships run the calendar year beginning January 1 and ending December 31. Sponsorships are not prorated.
- A Business Partner Sponsorship Commitment Form is enclosed. All commitment forms are due by the end of business January 4, 2018.
- Sponsorship opportunities may still be available after January, but will be handled on a first-come, first-served basis.

An option of paying the balance in full or in 2 payments is available. See Commitment Form for details.

ALA provides additional opportunities and resources available to Business Partners. Both ALA and IN ALA invite business partner sponsors to subscribe to the award winning e-newsletter titled ALA Means Business using the online form located at <http://alabp.org>.

Increase your company's exposure to the leaders and decision makers in law firms, corporate legal departments and government agencies by linking your company's website from the "Legal Marketplace" section. This section of the website is a highly visible area that allows ALA members

and other visitors who are looking to buy products and services, to acquire information about business partners and suppliers to the legal community. Listings in the Legal Marketplace are fully text searchable, easy-to-use, and accessible 24/7 from any computer at <http://legalmarketplace.alanet.org/>.

You may visit <http://alabp.org/> for more information regarding ALA International and other resources for Business Partners, such as the national VIP Program.

We hope you find this 2018 Business Partner Opportunities Guide and the services of our Business Partner Relations Committee useful when planning your future involvement with INALA. We recognize and appreciate the support from our Business Partners and thank you very much for supporting the Indiana Chapter in the past.

If you are considering becoming a new Business Partner, we look forward to welcoming you. If you have any questions, please do not hesitate to call on any Board member or a member of the Business Partner Committee.

Sincerely,

The Business Partner Sponsor Committee

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2018 BUSINESS PARTNER ACTIVITIES CALENDAR "AT A GLANCE"

<p>January Sign up for your 2018 Sponsorship</p>	<p>July Fastimes Indoor Karting 3455 Harper Road Indianapolis IN 46240</p>
<p>February 2/13/18- State of the Chapter Meeting/Election of Board Members AND NEW in 2018: Business Partner Orientation Complimentary admission for up to two attendees for all sponsorship levels</p>	<p>August Start thinking about sponsorship levels for next year!</p>
<p>March 3/21/18 - Educational/Business Partner Forum</p>	<p>September Business Partner Social Event – Oktoberfest on the Canal Lewis Wagner, LLP 501 Indiana Avenue Indianapolis IN 46202</p>
<p>April Beginning of New Board Term NEW in 2018: Dinner with 2018-2019 Newly Elected IN ALA Board of Directors Attendance limited to Winners Circle Sponsors</p>	<p>October Community Connection</p>
<p>May Business Partner Social Event – TwoDEEP Brewing Co. 714 North Capitol Avenue Indianapolis 46204</p>	<p>November Have you decided on your sponsorship level?</p>
<p>June Have you considered writing a website/newsletter spotlight article? Limited to Winners Circle Sponsors or purchase ALA-Carte for \$250</p>	<p>December Holiday Event – BPs and Membership Attendance limited to Winners Circle and Pace Cars Sponsors</p>

**ALA INDIANA CHAPTER 2018
BUSINESS PARTNER COMMITMENT FORM**

BILLING CONTACT	
Company Name:	
Contact Name:	
Street Address, City, State & Zip Code	
Work Phone:	
Cell Phone:	
Fax:	
Email:	
Company Website:	

PRIMARY CONTACT (Indicate SAME if billing and primary contact are the same)	
Company Name:	
Contact Name:	
Street Address, City, State and Zip Code	
Work Phone:	
Cell Phone:	
Fax:	
Email:	
Company Website:	
Social Media Account(s):	

SECONDARY CONTACT	
Company Name:	
Contact Name:	
Street Address, City, State and Zip Code	
Work Phone:	
Cell Phone:	
Fax:	
Email:	
Company Website:	
Social Media Account(s):	

Please send your company logo for the website to Laura Rust at: lrust@lewiswagner.com. Color or black and white, .jpg or .gif format, no larger than 20 MB.

Type in the 'Click here to enter text' field below and provide a 1-2 paragraph description of your company's products and/or services.

[Click here to enter text.](#)

ALA INDIANA CHAPTER 201
BUSINESS PARTNER COMMITMENT FORM (CONT'D)

Select Your Sponsorship Level:

<input type="checkbox"/>	Winners Circle - \$4,000
<input type="checkbox"/>	Pace Cars - \$2,500
<input type="checkbox"/>	Checkered Flag - \$1,500
<input type="checkbox"/>	Green Flag - \$750

How do you prefer to pay?

- One payment due January 2018
- Two payments due January and July 2018

Checks should be made payable to Indiana Chapter of ALA and mailed to:

Angela Holmes, CPA
Chief Financial Officer
Bose McKinney & Evans LLP
111 Monument Circle, Suite 2700
Indianapolis, IN 46204

If you prefer to pay by credit card, please call Angela Holmes at 317.684.5164 or email at aholmes@boselaw.com.

ALA INDIANA CHAPTER BUSINESS PARTNER BENEFITS MATRIX

Sponsorship Level:	Winners Circle	Pace Cars	Checked Flag	Green Flag
Cost:	\$4000	\$2500	\$1500	\$750
Educational Membership Meetings/Event Benefits				
Sponsor a Monthly Educational Meeting	✓			
Attend a Dinner with Board Members	✓			
Attend Annual Attorney Event Present Scholarship & Receive Top Level Acknowledgment	✓			
Summer Outing Event	✓	✓		
Holiday Luncheon with Chapter Members	✓	✓		
Fall Social Event	✓	✓	✓	
Spring Social Event	✓	✓	✓	
State of the Chapter & Business Partner Orientation Meeting	✓	✓	✓	✓
Educational & Business Partner Forum	✓	✓	✓	✓
Community Connection Event	✓	✓	✓	✓
Chapter Website Benefits				
Website Listing	✓	✓	✓	✓
Company Logo on Chapter Website Home Page	✓			
Website Spotlight Feature Article	✓			
Website Ad	✓	✓		
Social Media Posts & Tweets	✓	✓		
Spotlight Article in Year-end Newsletter	✓			
Members Only On-Line Directory	✓	✓	✓	✓

WINNERS CIRCLE LEVEL DETAILS

\$4000

Organization sponsoring at this level will receive the following benefits:

- ❖ **ALA Indiana Chapter Website Benefits**
 - Company logo, website link, company name, contact information, address, phone/fax numbers, email address, website, product/service description and company logo for the calendar year
 - Listing in the Business Partners Page on the Chapter's website
 - Password-Protected ALA Indiana Chapter Member Directory
 - Business Partner *Feature Spotlight Article* on the IN ALA Website
 - Business Partner Ad throughout the year
- ❖ **ALA Indiana Chapter Social Media**
 - Facebook, LinkedIn and Twitter Posts and Tweet
- ❖ **Luncheon Sponsor**
 - Complimentary lunch attendance for up to three to a monthly luncheon of choice
 - 5-Minute Business Presentation and ability to display company materials and provide seat drops
 - Opportunity to introduce luncheon speaker
- ❖ **NEW in February 2018: State of the Chapter Luncheon / Business Partner Orientation**
 - In February, the Chapter holds its annual State of the Chapter luncheon, wherein the Board President presents events planned for the New Year, and the chapter will elect IN ALA Board of Directors for the 2018-2019 term, which begins April 1. New in 2018, the Chapter is inviting all business sponsor levels to participate in this event. Alan Wilson, National Program Director with GLJ Benefit Consultants and ALA International VIP Business Sponsor will present on the topic "Elevate Your ALA Sponsorship" to chapter members and business partners. This program is intended to be our first annual business partner orientation with chapter members and business partners together. Kim Ess, ALA Region 3 Representative and Debbie Elsbury, Region 3 Director, will present on the topic of "Elevate Your Chapter Membership". Each chapter member will receive a listing of all business partners, including contact information and business description; complimentary lunch.
- ❖ **Educational/Business Partner Forum**
 - Admission for up to three company representatives
- ❖ **NEW in 2018: Dinner with Newly-Elected 2018-2019 Board of Directors – April 2018**
- ❖ **Spring Event 2018**
 - Complimentary admission for up to three company representatives – TwoDEEP Brewing Company
- ❖ **Summer Event 2018**
 - Attendance for three company representatives at event –Fastimes Indoor Karting
- ❖ **Fall Event 2018**
 - Complimentary admission for up to three company representatives - Oktoberfest on the Canal
- ❖ **Community Connection 2018** – Community outreach typically held in the Fall
- ❖ **Attorney CLE Event 2018**
 - Complimentary admission for up to three representatives to attend the event
 - Acknowledgement as top level Business Partner from podium
 - Recognition as top Business Partner in program
 - Named scholarship to be awarded during program and ability to present said scholarship
- ❖ **Annual Holiday Luncheon 2018**
 - Complimentary admission for up to three with introductions by the President

PACE CARS LEVEL DETAILS

\$2500

Organizations sponsoring at this level will receive the following benefits:

❖ **ALA Indiana Chapter Website Benefits**

- Company logo, website link, company name, contact information, address, phone/fax numbers, email address, website, product/service description and company logo for the calendar year
- Listing in the Business Partners Page on the Chapter's website
- Password-Protected ALA Indiana Chapter Member Directory
- Business Partner *Feature Spotlight Article* on the ALA Website
- Business Partner Ad throughout the year

❖ **ALA Indiana Chapter Social Media**

- Facebook, LinkedIn and Twitter Posts and Tweets

❖ **NEW in February 2018: State of the Chapter Luncheon / Business Partner Orientation**

- In February, the Chapter holds its annual State of the Chapter luncheon, wherein the Board President presents events planned for the New Year, and the chapter will elect IN ALA Board of Directors for the 2018-2019 term, which begins April 1. New in 2018, the Chapter is inviting all business sponsor levels to participate in this event. Alan Wilson, National Program Director with GLJ Benefit Consultants and ALA International VIP Business Sponsor will present on the topic "Elevate Your ALA Sponsorship" to chapter members and business partners. This program is intended to be our first annual business partner orientation with chapter members and business partners together. Kim Ess, ALA Region 3 Representative and Debbie Elsbury, Region 3 Director, will present on the topic of "Elevate Your Chapter Membership". Each chapter member will receive a listing of all business partners, including contact information and business description.
- Complimentary admission & lunch for up to two company representatives

❖ **Educational/Business Partner Forum**

- Admission for up to two company representatives

❖ **Spring Event 2018**

- Complimentary for up to two company representatives – TwoDEEP Brewing Company

❖ **Summer Event 2018**

- Attendance for two company representatives at event – Fastimes Indoor Karting

❖ **Fall Event 2018**

- Complimentary admission for up to two to attend – Oktoberfest on the Canal

❖ **Community Connection 2018**

- Community outreach typically held in the Fall

❖ **Annual Holiday Luncheon 2018**

- Complimentary admission for up to two with introductions by the President

CHECKERED FLAG LEVEL DETAILS

\$1500

Organizations sponsoring at this level will receive the following benefits:

❖ **ALA Indiana Chapter Website Benefits**

- Company logo, website link, company name, contact information, address, phone/fax numbers, email address, website, product/service description and company logo for the calendar year
- Listing in the Business Partners Page on the Chapter's website
- Password-Protected ALA Indiana Chapter Member Directory

❖ **NEW in 2018: State of the Chapter Luncheon / Business Partner Orientation**

- In February, the Chapter holds its annual State of the Chapter luncheon, wherein the Board President presents events planned for the New Year, and the chapter will elect IN ALA Board of Directors for the 2018-2019 term, which begins April 1. New in 2018, the Chapter is inviting all business sponsor levels to participate in this event. Alan Wilson, National Program Director with GLJ Benefit Consultants and ALA International VIP Business Sponsor will present on the topic "Elevate Your ALA Sponsorship" to chapter members and business partners. This program is intended to be our first annual business partner orientation with chapter members and business partners together. Kim Ess, ALA Region 3 Representative and Debbie Elsbury, Region 3 Director, will present on the topic of "Elevate Your Chapter Membership". Each chapter member will receive a listing of all business partners, including contact information and business description
- Complimentary admission and lunch for up to two company representatives

❖ **Educational/Business Partner Forum**

- Complimentary admission for up to two company representatives

❖ **Spring Event 2018**

- Complimentary admission for up to two company representatives – TwoDEEP Brewing Company

❖ **Fall Event 2018**

- Complimentary admission for up to two company representatives – Oktoberfest on the Canal

❖ **Community Connection** – Community outreach typically held in the Fall

GREEN FLAG LEVEL DETAILS

\$750

Organizations sponsoring at this level will receive the following benefits:

- ❖ **ALA Indiana Chapter Website Benefits**
 - Company logo, website link, company name, contact information, address, phone/fax numbers, email address, website, product/service description and company logo for the calendar year
 - Listing in the Business Partners Page on the Chapter's website
 - Password-Protected ALA Indiana Chapter Member Directory
- ❖ **NEW in 2018: State of the Chapter Luncheon / Business Partner Orientation**
 - In February, the Chapter holds its annual State of the Chapter luncheon, wherein the Board President presents events planned for the New Year, and the chapter will elect IN ALA Board of Directors for the 2018-2019 term, which begins April 1. New in 2018, the Chapter is inviting all business sponsor levels to participate in this event. Alan Wilson, National Program Director with GLJ Benefit Consultants and ALA International VIP Business Sponsor will present on the topic "Elevate Your ALA Sponsorship" to chapter members and business partners. This program is intended to be our first annual business partner orientation with chapter members and business partners together. Kim Ess, ALA Region 3 Representative and Debbie Elsbury, Region 3 Director, will present on the topic of "Elevate Your Chapter Membership". Each chapter member will receive a listing of all business partners, including contact information and business description
 - Complimentary admission and lunch for up to two company representatives
- ❖ **Educational/Business Partner Forum**
 - Complimentary admission for up to two company representatives
- ❖ **Community Connection** – Community outreach typically held in the Fall

ALA-CARTE ITEMS

Attend one (1) monthly chapter meeting luncheon of your choice (up to two attendees)	\$150
Attend five (5) monthly chapter meeting luncheons (up to two attendees)	\$500
One additional attendee at Educational/Business Partner Forum	\$250
One additional attendee at Summer Outing for qualified Sponsors	\$250
Website Spotlight Feature Article	\$150

BUSINESS PARTNER EVENTS

- **State of the Chapter / Business Partner Orientation**

In February, the Chapter holds its annual State of the Chapter luncheon, wherein the Board President presents events planned for the New Year, and will also introduce proposed Board Members for the 2018-2019 term, which begins April 1. Beginning in 2018, the Chapter will invite all business partners to attend the luncheon and introduce business partners to the chapter. Each chapter member will receive a listing of all business partners, including contact information and business description.

- **Community Connection**

Community Connection provides an opportunity for Chapter Members, Business Partners, our family and friends to work together on a community service project. The event fosters community service and volunteerism, while promoting collegiality.

- **Educational/Business Partner Forum**

In March, the Chapter will hold its annual Educational/Business Partner Forum featuring an interactive workshop with an opportunity to network with decision makers from Indianapolis area law firms and legal departments.

- **Social Events – Spring and Fall**

Business Partner social events provide an opportunity for Chapter Members and Business Partners to get together, have some fun and network in a relaxed environment. In 2018, we plan a Spring networking event at TwoDEEP Brewing Company, and Oktoberfest on the downtown Canal in the Fall.

- **Summer Outing**

In mid-summer, the Chapter holds its annual summer event. In 2018, we plan a day at Fastimes Indoor Karting. The Chapter is also considering future plans of Frisbee/Disc golf and Top Golf in Fishers in 2019. This outing affords Business Partners an opportunity to interact with firm leaders in a more relaxed environment.

- **Partner/Attorney Event**

A premier event every year for the Indiana Chapter is its annual Partner/Attorney event. This event is typically held in September. Our Business Partners have the opportunity to network with many of the Chapter's Managing Partners and Administrators.

- **Holiday Luncheon**

The Holiday Luncheon is held in December and will be held at Morton's The Steakhouse in 2018.

2017 BUSINESS PARTNERS

ABA Retirement Funds Program
Access Information Management
Advantage Technologies
Attorney Computer Systems
Bernard Health
Bytecafe Consulting
Cannon IV, Inc.
Canon Business Process Services, Inc.
DTI
Engledow Group
French Lick Resort
GadellNet
Gibson Teldata
Gordon Flesch
Gregory & Appel, Inc.
GRM Document Management
Harper Stationers Printing & Engraving
Horizon Bank
IST Management Services
Office Depot
Office360
One Legal
Paycor
Relocation Strategies, Inc.
Ricoh
Rippe & Kingston
Ritman & Associates, Inc.
Ronnoco Coffee Company
Royal Cup Coffee
Secure ERP, Inc.
Shepherd Insurance
The Registry
Tuttle Printing & Engraving
Van Ausdall & Farrar
Westpoint Financial Group