



PRESIDENT'S MESSAGE

by Monica Menzer



Are you maximizing your ALA membership at the local Chapter level? Do you know everything this terrific Association has to offer professionals like you in the business of law? If you in fact *do*, how many benefits do you tap into; for a lot of us, not many.

Your annual Chapter dues include attendance at twelve monthly meetings which include a three-course meal and an educational presentation. Several meetings feature a professional speaker. Depending on the month, the value for each meeting can range from \$55 - \$100+. This figure does not take into consideration the value of NETWORKING with colleagues. I've heard from our members time and again that exchanging ideas and sharing issues with each other is one of the most important benefits of Chapter membership! The most effective networking takes place at Chapter meetings, events, socials, and similar gatherings. "Must be present to win" -- that is, win at networking.

Our Chapter Member Socials are not to be missed. We hold at least two per year, food and beverage at no cost to you. The atmosphere is laid back and casual. Conversations vary from talk of family, hobbies, sports, and maybe some Office Chat: "My firm is considering new billing software...", "Have you ever had to tell someone...", "I have extra office furniture..." and so on. Your fellow ALA'ers experience much more of the same than you might realize and they can be your biggest supporters!

Did you know the Chapter raised more than \$30k at last year's Couture for a Cause, our annual Community Connections Event? Net proceeds of \$12k apiece went to each sponsored charity: Voices for Children and STAR/PAL. The Chapter will once again sponsor at the Silver level and award several admission tickets (\$50 value) to members. Mark the

date of Wednesday, September 24, 2014 on your calendar, and please consider asking your firm to be a sponsor.

Speaking of awards – the Chapter awarded ten (10) scholarships to the Fall Conference (formerly the "Region 6 Conference") in Portland, Oregon in September. The award includes registration and a \$400 travel stipend. At least one scholarship was raffled at each monthly meeting, plus the Leadership Retreat (open to all!) and Cocktails & Connections. We still have several scholarships to award to the ALA Annual Conference in Nashville, TN in 2015! Watch for the upcoming monthly meetings when names will be drawn: Business Partner Luncheon; Managing Partner Luncheon; and the Legal Resource Fair.

If you participated in this year's San Diego Chapter Salary & Benefits Survey, you will receive a copy at no additional charge. This is the Chapter's second year bearing the cost of \$150 per survey. Members who do not participate pay \$325 per copy. It's a no-brainer!

Cont pg 2

Got CLM?

If you are interested in becoming a CLM, you may want to consider joining a CLM Study Group, or checking out study materials from our library. Please contact our San Diego Chapter Librarian, [Gerald Hester](#) for materials. For more information on eligibility and test dates, [click here](#).

ISSUE XXXI

July/Aug 2014

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"Change is the law of life. And those who look only to the past or present are certain to miss the future."

- John F. Kennedy



SPECIAL THANKS TO OUR PLATINUM PARADISE SPONSOR



AND OUR GOLDEN SUNSET SPONSORS



PRESIDENT'S MESSAGE CONT.

When I ask members why they do not take advantage of Chapter membership, the most common lament I hear is "there's not enough time." I understand; we all bear the pressures of time constraints every day. I'd like to challenge you to put yourself on your own calendar. Make maintaining and increasing your management acumen and networking with like professionals a priority. Invest an hour for a monthly luncheon, network with colleagues, meet new members and guests, and listen to a speaker who may have a direct impact on providing a solution for you. Check on an ALA webinar that can give you a new tool to correct an issue that's been on your mind. Attend a member social and reward yourself with an hour or two to wind down and recharge. And after all is said and done, have some fun with your family and do a good deed.

TAKE ADVANTAGE OF THE RESOURCES AT SANDIEGOALA.ORG, AND STAY CONNECTED WITH ALA!



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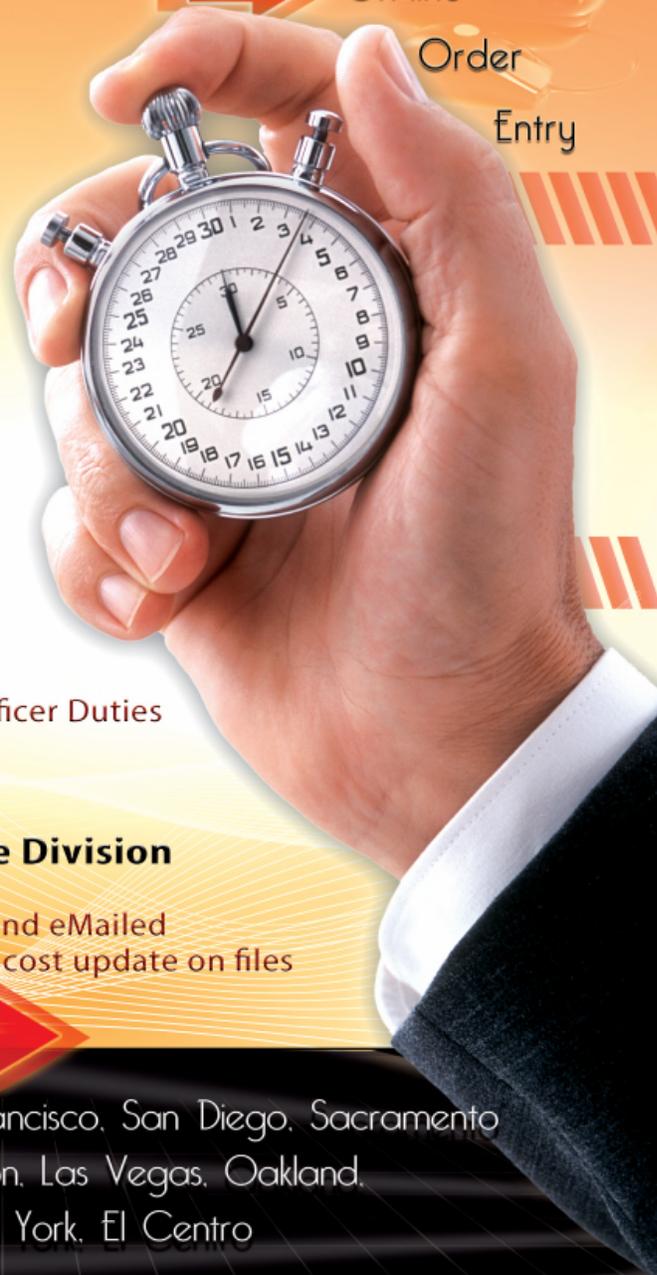
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Los Angeles, Santa Ana, San Francisco, San Diego, Sacramento
Riverside, Phoenix, Tucson, Las Vegas, Oakland,
Sand Jose, New York, El Centro

Sigrid Propper (619) 232-7500
spropper@nationwideasap.com



Gain more from your membership and get involved in 2014!

Dear Chapter Members:

Do you want more out of your membership? Would you like to network with like minds? How many times have you been faced with an issue where "no one else understands" and you could use a group of peers to consult?

Then take the opportunity to get involved in the SD Chapter in whatever capacity you are comfortable:

- Are you good behind a camera? Consider taking photos at our meetings and events, or share the fun with another member.
- Do you thrive on community involvement? Look into our Community Connections efforts, Couture for a Cause and Project LEAP, our program for high school students.
- Maybe you have great ideas for increasing membership in the Chapter? Join the Membership Committee and help lead our Peer Connections program.
- Are you organized and task oriented? We need help with CLM materials, Bylaws/Ethics, Historian tasks, as well as the Salary Survey.

The 2014 – 2015 Chapter term started on April 1, 2014, but planning continues. I would love to see more of you involved. I have included a brief description of each committee, and the ALA Membership Handbook has a more detailed one, or just ask me or another current Board member.

Let's work together to make our Chapter the best it can be! Please complete the information below and return it to me at mmenzer@allenmatkins.com, or give me a call at 619-233-1155.

All my best,

Monica Menzer
President 2014-2015

ALA
Association of Legal Administrators

Stay Connected with ALA!

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Facebook:
www.alanet.org/facebook

LinkedIn:
www.alanet.org/linkedin

Twitter:
www.alanet.org/twitter

www.alanet.org

Your connection
to knowledge, resources and networking

The graphic features a green globe with a white ALA logo on the left. The right side is white with blue and green accents. Social media icons for Facebook, LinkedIn, and Twitter are displayed. The bottom of the graphic is a dark blue curved band containing the website URL and the ALA tagline.



Gain more from your membership and get involved in 2014!

Name _____ Firm: _____

Phone No. _____ Email _____

I'm interested in volunteering for the following committee(s) (you are not be beholden to all you select):

- Chapter Audit** – perform audit of Chapter finances once a term.
- Chapter Library / CLM Materials** – maintain materials to loan to members; organize CLM study program?
- Bar / Professional Association Liaison** – Chapter's connection to other legal organizations.
- Bylaws / Ethics** – maintain and update Chapter Bylaws, as necessary.
- Communications** – provide efficient and effective communication to Chapter members, including the "Month-at-a-Glance."
- Community Connections / Project LEAP** – charitable Chapter efforts; Couture for a Cause; work with local high schools to create programs promoting opportunities in the legal profession.
- Diversity Committee** – plan annual diversity presentation; promote diversity within the Chapter.
- Education** – work with President Elect on planning Chapter education activities/speakers.
- Handbook** – maintain and update membership handbook.
- Historian** – maintain Chapter memorabilia.
- Invitations** – design and create options for invitations for BP luncheon, MP luncheon, Leadership Dinner, and other Chapter events.
- Legal Resource Fair** – Chapter annual Business Partner resource fair in February.
- Meetings Coordinator / Hospitality** – assist Meetings Chair to coordinate Chapter meetings.
- Receive RSVP's; maintain name badges; and/or welcome attendees.
- Membership** – team up with the Vice President/Membership Chair to bring in new members and maintain current membership.
- The Mandate (Chapter Newsletter)** – with Editor-in-Chief produce bi-monthly newsletter.
- Photographer** – photograph Chapter meetings, events, and other functions.
- Public and Media Relations** – represent the Chapter in publicizing and promoting events.
- Salary Survey** – implement annual Chapter salary survey.
- Academic Scholarship** – selection process to promote and award an academic scholarship to two deserving students.
- Social Media** – assist Social Media Chair in promoting Chapter LinkedIn, Facebook, and Twitter pages.
- Business Partner Relations** – work with Director of BP Relations in promoting, managing and maintaining vendor relations.
- I'd like to help another way:** _____



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SAN DIEGO CHAPTER
A Chapter of the
Association of Legal Administrators

ASSOCIATION OF LEGAL ADMINISTRATORS
SAN DIEGO CHAPTER
Tuesday, September 16, 2014
Business Partner Luncheon

11:45 a.m. – 1:15 p.m.
Registration and Program

***Scholarship and \$400 stipend will be awarded to Annual Conference – May 17-20, 2015, Music City Center, Nashville, TN**

Partners in Communication

Join your colleagues and Business Partners for an educational and networking opportunity at the beautiful, Hilton San Diego Resort & Spa. Enhance your communication skills with tips from our expert, Jenni Prisk. Some of the topics to be discussed are:

- Techniques to ensure everyone is on the same track
- How to ask open-ended questions to gain full information
- Simple negotiation techniques if the going gets tough
- Developing and sustaining partnerships

Speaker: Jenni Prisk founded Prisk Communication in 1990 with the mission to provide exemplary public speaking and communication skills. She has coached hundreds of corporate executives and corporate teams in the United States and internationally. She has provided communications training skills to Fortune 500 companies such as Microsoft, Oracle, Sony, and serves as a presentation training coach to the United States Navy’s Special Forces Seals teams.

- Location:** Hilton San Diego Resort & Spa (on Mission Bay). Complimentary self-parking available.
- Menu:** Paprika roasted chicken served with aromatic vegetables on pasta sheet
- RSVP:** Kathy Culver at kculver@ssvwlaw.com

EVENT SPONSOR:





FIVE REASONS ATTORNEYS SHOULD CARE ABOUT THEIR ONLINE REPUTATION

By Wingman Legal Tech

The saying “all press is good press” does not, unfortunately, hold true when it comes

to marketing a law firm. Most people turn to an attorney when they are already under duress, and they need to know they’ve found a legal professional they can trust.

One way they might do this is to solicit recommendations from friends, but many people today also go online to learn more about an attorney before giving them their business. If your firm’s online presence paints you in a bad light, you may be losing clients.

Here are just a few reasons why your online reputation really does matter.

Web users trust online reviews more than they trust your website. According to the most recent Nielsen survey, consumer reviews are the second most trusted business recommendation source, second only to recommendations from friends and family. A 2012 Local Consumer Review Survey found that 79% of consumers trust online reviews as much as personal recommendations.

Consumer reviews rank well ahead of “bought” marketing, such as paid advertisements and content on your own website, so even if you’ve put time and money into a PPC ad campaign or content marketing strategy, you’ll still need to think about reputation management.

You need your reputation to live up to your promises. You might promise on your website that you have a sterling track record, but no matter how eloquently you outline your own qualifications, potential clients aren’t going to believe you if they see that you have overwhelmingly negative reviews on Yelp or a low score on SuperLawyers. And it’s

likely they will check. According to LexisNexis, 76% of people looking for a lawyer refer to an online resource in their search, and in most cases, include review forums.

A good reputation makes your clients confident in your abilities. Your clients need to trust you with personal information and a financial or legal outcome that could have a major impact on their lives, and if your clients are able to research you online and find that you have a great reputation, they’re more likely to enter into a positive professional relationship and openly communicate with you.

Not managing your reputation makes you seem out of touch. Let’s say a potential client searches for you on a review site like Yelp or another online directory but discovers that you haven’t claimed any of your listings or responded to anyone who has left a review. Your lack of engagement with the online community may send the message that you don’t put much focus on communicating with clients.

Managing your reputation can help you deflect negative reviews. It’s almost inevitable that you’ll get a bad review at some point—some clients may struggle to manage their expectations, and even if you get them the best possible outcome in their case, they might still be unhappy. However, by encouraging satisfied clients to leave their own reviews, you can easily overcome one or two negative remarks.

So how can you start building a strong reputation online? Here are a few simple steps you can take.

- Politely ask happy clients to write a review of your law firm.
- Claim your listing on all major business directories.

- Make sure that your contact information and address is listed correctly on those directories and map sites. (50% of businesses have discovered online listings with incorrect information.)
- Respond to negative reviews professionally, and offer solutions to complaints whenever you can.
- Work with an online reputation management firm, so you can protect your reputation without having to take time away from your own work.

With so much research being done through internet searches, your law firm can't afford to ignore your online reputation.

Wingman LegalTech believes that a law firm's digital life should be as polished as they are. They provide IT and online reputation management services for law firms across the United States. Their services focus on giving law firms the tools necessary to practice law and take care of clients while keeping sensitive data secure. Learn more about their services on WingmanLegalTech.com.

DEALING WITH E-WASTE

The City of San Diego is a strong advocate for e-waste recycling, but when you recycle electronics you also need to be concerned about personal and business data that may still be on your device. How do you choose a legitimate recycling company that won't compromise or misuse personal information?

Check with the NAID (National Association for Information Destruction) to find a certified provider in your area. This is a good idea for computers, cell phones, smart phones, tablets, and in some cases, gaming consoles. Interview potential e-waste recycling for their standard of care for wiping data.

If you have the tools, wipe the device yourself before submitting it to a certified recycler, but whatever you do, keep those electronics out of our landfills. For more information, check out NAID or CalRecycle.ca.gov.

**WANT TO WIN ONE OF TWO
\$200 SOUTHWEST AIRLINES
GIFT CARDS?**

It's easy!



Meet with a Chapter Business Partner &
be Entered Into a Raffle Drawing
you could win a
\$200 Southwest Airline Gift Card!

Meet with a Chapter Business Partner who is not a current supplier to your firm,
between May 13, 2014 and December 5, 2014.

Send Liz Whitten an email about the meeting,
including the name of the Business Partner
& the name of the representative you met with.

I'll confirm with the BP.

You'll be entered to win!

Drawings will be held at the Holiday Luncheon.

Winner need not be present to win.

Liz Whitten
(619)238-1811
lizw@cglaw.com



MESSAGE FROM THE DIRECTOR OF BUSINESS PARTNER RELATIONS

By Liz Whitten

San Diego Chapter of ALA has greatly benefitted from our Business Partner Sponsorship Program since the program began. For 2014, we have added over \$71,000 to our operating budget from the generous support of our 49 Business Partners. Our current dues amount doesn't come close to providing the funds needed for the educational and networking events

we enjoy.

Our Business Partners can also be an important, personal resource for you. Our BP's represent a wide variety of industries. They are knowledgeable, and dedicated to providing quality goods and services to our firms at a fair price. When you take the time to attend networking events with our Business Partners, such as Cocktails & Connections and the upcoming BP Appreciation Luncheon, you also find our BP representatives are also friendly and interesting people!

In exchange for their generous support, our Business Partners would like your consideration, and a few minutes of your time.

We have about three months left in the "It's About Time" program. For each Chapter Business Partner that you meet with between now and December 5th, you will receive an entry into the raffle, if you send me an email with the information. From the submissions received, I will draw two names at the Holiday Luncheon. Each of those members will each win a \$200 Southwest Airlines gift card!

The Business Partner Appreciation Luncheon is planned for September 16th. I hope you will RSVP and calendar it today, and always shop our Business Partners first!



The ALA Job Bank is a great place to post for talented managers and staff!

For more information and to submit job postings, please contact:

ANNA M. RUSHWORTH
(619) 595-4393
rushworth@higgslaw.com

Or visit the San Diego ALA website to see what's new!

<http://www.sandiegoala.org/jobs>





MEMBERSHIP REPORT
JUNE 2014
By Tammie McQuain

MEMBERSHIP NEWS

New Members

Mary Anne Tang
Human Resources/Payroll
Robbins Geller Rudman

Prospective Members

Candice Caufield
Paralegal
Hahn Loeser & Parks LLP

Julie Dunlap
McKinney Advisory Group

Darla D. Kasmedo
Sr. Manager IP Legal Admin
Qualcomm Inc.

Monica Reisner
Office Manager
Eppsteiner & Fiorica Attorneys LLP

Current National Members: 105
Current Chapter Members: 102

Prospective Members Cont.

Michelle Revilla
Controller
Fredrickson Mazeika & Grant, LLP

Nancy Fournier
Paralegal Manager
Gomez Trial Attorneys

Tonya Neal
IT Manager
Jones Day

Brooke Tyrus
Office Administrator
Walsh McKean Furcolo, LLP

Bridgett Valdez
Administrator
Cohelan Khoury & Singer

Martha Villavicenzio
Branch Coordinator
LaFollette Johnson DeHaasa Fesler & Ames, APC

Know someone who should be a member of ALA? Refer them to Tammie and earn points toward great prizes!

For more information and to participate in the program, please contact:
TAMMIE MCQUAIN

(619) 819-2433
tmcquain@mplaw.com

Or visit the San Diego ALA website to see what's new!

<http://www.sandiegoala.org/>





Take Flight!

Soar to Educational Heights

Become an ALA Rewards Member!

Redeem Reward Points by attending events and referring new members. **ONE Boarding Pass Ticket** will be awarded for every **TEN Reward Points earned**. The Boarding Pass Tickets will be entered into several fabulous drawings, including **TWO Fall Conference Scholarships** plus a travel stipend, an **iPad Mini**, a **Nike Fuel Band** and a **\$100 AMEX Card**.

Fall Conference Scholarship Drawings – July 15, 2014 *[Must be present to win]*

July Membership Meeting

Reward Points will accumulate from April 1, 2014 - June 30, 2014

iPad Mini, Nike Fuel Band, \$100 AMEX Card* - Holiday Luncheon – December 9, 2014

Reward Points will accumulate from April 1, 2014 – November 30, 2014

ALA Reward Points Earned

10 Reward Points = 1 Boarding Pass Ticket

Renew your Membership	20
Join as a New Member	30
Refer a New Member	30
Attend a Regular Monthly Membership Meeting	10
Attend a Monthly Board Meeting	20
Attend Diversity Fair	20
Attend Cocktails & Connections	20
Attend the BP Appreciation Luncheon	20
Attend Couture for a Cause Event	20
Attend Managing Partner Luncheon	10
Bring your Managing Partner for an extra 10 points	10
Attend Chapter Social	10
Sign up with the Peer Connection Program	20
Attend the Fall Conference – Portland, OR	30
Volunteer on a Committee	20
Participate in the 5K Run	20
Website Trivia Questions	10
Like or Follow the ALA Facebook, Twitter & LinkedIn Pages	20

**Winners need not be present to win. Chapter Officers or Regional Directors are not eligible to participate. For more information, contact SDALA Membership Chair, Tammie McQuain at 619-819-2433 or tmcquain@mplaw.com*



COUTURE *for a cause*



San Diego Legal Professionals Unite
to Support Children in Need

Event Date: **Wednesday, September 24, 2014, 6 p.m. - 9 p.m.**
Location: **San Diego Hall of Champions**

Bringing San Diego legal professionals together to benefit children in need, the **San Diego Chapter of the Association of Legal Administrators**, in partnership with **Lawyers Club of San Diego**, the **Mother Attorney Mentoring Association of San Diego**, the **San Diego La Raza Lawyers Association**, the **San Diego Legal Secretaries Association**, the **San Diego Paralegal Association**, and the **South Asian Bar Association of San Diego**, is proud to host **COUTURE FOR A CAUSE**. The event will feature models from throughout the legal community and a special guest as Master of Ceremonies.

Bring your friends, bring your firms for a fun and festive evening.

Sponsorships and tickets are available and can be purchased online at the event website:
www.coutureforacause-sd.org

Individual Tickets \$50.00
Bundle of Eight Tickets for \$350.00

Mistress of Ceremonies
Patricia Zlaket, Esq.
Casey Gerry Schenk Francavilla Blatt & Penfield LLP

MODELS

Honorable Steven R. Denton, Ret.
Judicate West

Marc X. Carlos, Esq.
Bardsley & Carlos LLP

Honorable Susan P. Finlay, Ret.
West Coast Resolution Group

Amy Wintersheimer Findley, Esq.
Allen Matkins Leck Gamble Mallory & Natsis LLP

Honorable Irma E. Gonzalez, Ret.
JAMS

Omar T. Passons, Esq.
Stutz Artiano Shinoff and Holtz

Nadia P. Bermudez, Esq.
Garcia Hernandez Sawhney & Bermudez LLP

Victor N. Pippins, Jr., Esq.
Higgs Fletcher & Mack LLP

Todd F. Stevens, Esq.
Keeney Waite & Stevens

and guest models from Voices for Children and STAR/PAL

Fashions by

**** Chico's / Horton Plaza ** Ron Stuart Men's Clothing ****

Proceeds from the evening's fashion show gala will benefit two charities:

Voices for Children, working to ensure that abused, neglected and abandoned children who have become dependents of the San Diego County Court will have a safe and permanent home; and **STAR/PAL**, empowering underserved youth to build a safer and more prosperous community by engaging with law enforcement and collaborative partners.



COUTURE *for a cause*



San Diego Legal Professionals Unite
to Support Children in Need

Event Date: **Wednesday, September 24, 2014, 6 p.m. - 9 p.m.**
Location: **San Diego Hall of Champions**

Sponsorship Opportunities

PLATINUM SPONSOR - \$3,000

- Eight complimentary tickets to the event
- Full page advertisement in the event program
- Recognition from the podium at the event
- Recognition on signage at the event
- Recognition in printed materials including press releases and event program book
- Recognition on the San Diego Chapter ALA Website *and prominently on* coutureforacause-sd.org

GOLD SPONSOR - \$2,000

- Six complimentary tickets to the event
- Half page advertisement in the event program
- Recognition on signage at the event
- Recognition in printed materials including press releases and event program book
- Recognition on the San Diego Chapter ALA Website *and prominently on* coutureforacause-sd.org

SILVER SPONSOR - \$1,000

- Four complimentary tickets to the event
- Third page advertisement in the event program
- Recognition on signage at the event
- Recognition in printed materials, including event program book
- Recognition on the event website - coutureforacause-sd.org

BRONZE SPONSOR - \$500

- Two complimentary tickets to the event
- Third page advertisement in the event program
- Recognition in printed materials, including event program book
- Recognition on the event website - coutureforacause-sd.org

Advertising Options

Full Page: \$750.00

Half Page: \$500

Third Page: \$250.00

Individual Tickets \$50.00
Bundle of Eight Tickets \$350.00

Please make checks payable to **ALA-San Diego Chapter** and mail **with donor information** to:

Angela Landeros, Schwartz Semerdjian Ballard & Cauley
101 West Broadway, Suite 810
San Diego, CA 92101

or go online to www.coutureforacause-sd.org
to purchase tickets or sponsorships online via PayPal.

www.coutureforacause-sd.org



Your connection
to knowledge, resources and networking



ASSOCIATION OF LEGAL ADMINISTRATORS SAN DIEGO CHAPTER

SAVE THE DATES

Upcoming Monthly Membership Meetings

RSVP: Kathy Culver at kculver@ssvwlaw.com

October 21

Managing Partner Luncheon

Topic: "Leadership Integrity"

Speaker: Jeff Lanza, Retired FBI Special Agent

Time: 11:45 a.m. to 1:15 p.m.

Location: Seasons 52 @ The Headquarters
789 West Harbor Drive, San Diego

***Scholarship and \$400 stipend to Annual Conference – May 17-20, 2015, Music City Center, Nashville, TN awarded at this event.**

Your Managing Partners will appreciate this informative lunch at Seasons 52 and are guaranteed to be entertained by Retired FBI Special Agent, Jeff Lanza, as he provides real FBI case examples to explain the root causes of unethical behavior and to facilitate the achievement of corporate goals at all levels with employee's morality and integrity intact.

This presentation will help professionals in all fields to develop, inspire, and maintain a culture of integrity in their organization. While chronicling failures of integrity from the cubicle to the corner office, Mr. Lanza provides a positive framework for hiring employees with high integrity and creating an environment which helps ensure that company personnel maintain their moral compass.

Approved for 1 hour MCLE credit in Ethics.

September 24

Couture for a Cause Fashion Show and Silent Auction

Time: 6:00 to 8:30 p.m.

San Diego Hall of Champions @ Balboa Park.

November 18

Topic: "Conducting an Effective Internal Investigation"

Speaker: Glen Kraemer, Esq., Hirschfeld Kramer LLP

Time: 11:45 to 1:30 p.m.

Location: The Westgate Hotel, Riviera Room

***Scholarship and \$400 stipend to Annual Conference – May 17-20, 2015, Music City Center, Nashville, TN awarded at this event.**

This is an educational session you cannot miss! Employment lawyer, Glen Kraemer, will provide attendees with a detailed framework on the effective way to conduct an internal investigation within your office. The invaluable information will help to protect you and your firm. Attendees will learn how to conduct all forms of internal investigations, including, sexual harassment claims, employee dishonesty, etc. As a special gift, all attendees will receive a highly detailed guidebook on conducting internal investigations within your firm. *You and your supervisors and managers should not miss this presentation.*

December 9

Chapter Holiday Luncheon

Time: 11:30 to 1:00 p.m.

Location: The Westgate Hotel, Riviera Room

Mark your calendars for our annual Chapter Holiday Luncheon. Relax with your fellow members and embrace the holiday cheer with great food, beverages, and our progressive gift exchange.

BOARD & MEMBERSHIP

SEPTEMBER BOARD MEETING . . . SEPT 9, 2014
12:00 – 1:00 STUTZ ARTIANO

SEPTEMBER MEMBERSHIP MEETING . . . SEPT 16, 2014
BP APPRECIATION
12:00 – 1:00 AT MISSION BAY HILTON

OCTOBER MEMBER SOCIAL . . . OCT 9, 2014
FEATURING 2014-2015 ALA PRESIDENT, PAULA BARNES
5:00 – 7:00 AT THE WESTIN HOTEL

OCTOBER BOARD MEETING . . . OCT 14, 2014
12:00 – 1:00 MORRIS POLICH & PURDY

OCTOBER MEMBERSHIP MEETING . . . OCT 21, 2014
MANAGING PARTNER LUNCHEON
12:00 – 1:30 AT SEASON'S 52 HARBOR DRIVE

EDITOR'S NOTES

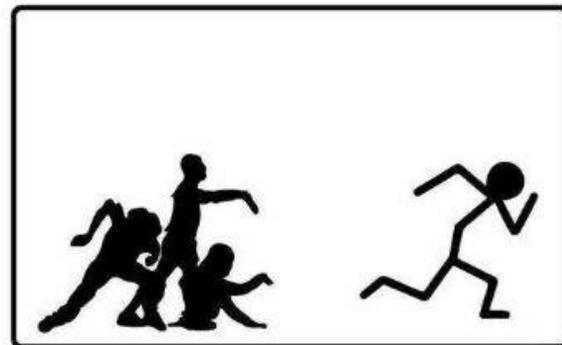
Walk it Off

By Rheesa Eddings

Most of us are painfully aware that sitting at a desk all day is not healthy. We know about the stiff back. We know about the reduced circulation. We know about the bad posture and the slowed metabolism, and that sitting has been compared to smoking on the grand scale of Things That Will Kill You. To compensate, many of us will go for a walk a couple of times a week, or hit the gym for some weights or Zumba, but a recent study from the University of Texas, [published by the Mayo Clinic](#) shows that all that work might just be a net zero for improving health and fitness.

Each hour of sitting cancels out 8% of your gains from a corresponding amount of running, or 16% of gains from a corresponding amount of walking. Let's break it down. You wake up early and run for one hour. Then you sit at a desk for 10 hours. That will subtract 80% of the health benefits you made that morning. And let's face it – most people don't run or even walk for an hour, nor even every day, so if you run for half an hour and then sit at a desk, you'll have reached net zero benefit in less than 7 hours of sitting.

It sounds hopeless, but there are small changes you can make to bump up those health indicators. Stand up when you take a phone call. Take the stairs. Take a short walk at lunch. Sit on a balance ball. Fidget and stretch. Walk to a colleague's office and talk to them in person instead of sending that email. If you can swing it, hold walking staff meetings. Whatever you do, focus on getting off your keister a little more often during the day, and encourage your staff to do the same. It's not as good as a daily morning run, but it's definitely better than moving backward.



EXERCISE

BECAUSE ZOMBIES WILL EAT THE SLOW ONE FIRST

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