

# Wisconsin Association of Legal Administrators

WALA – Your Connection to the Legal Community



## 2018 Sponsorship Opportunities Guide

*(Published November, 2017)*

The Wisconsin Chapter of the Association of Legal Administrators invites you to join us in achieving the goals of educating and supporting the Wisconsin legal community. This guide contains detailed information about each sponsorship opportunity.

Mark your calendars now . . . the first opportunity for  
2018 sponsorship registration:

Business Partner Registration Opens for Current Year Business Partners:  
November 15, 2017

Remaining Sponsor Levels Open to  
New Business Partners: December 11, 2017

**Contributions or gifts to WALA are not tax deductible as charitable contributions. However, they may be tax deductible as ordinary and necessary business expenses.**



## TABLE OF CONTENTS

What is WALA & Why Would You Want to be Our Business Partner?	2
Business Partner Sponsorship Opportunities	4
WALA Sponsorship Commitment Procedures	11
Payment Procedure	11
10 Tips to Maximize the Value of Your Business Partnership	13
WALA Business Partner Advisory Panel (BPAP)	14
“Rules of Engagement”	15
Business Partner Events	16
Fall Social & Charity Fundraising Event	16
Spring Social	16
Annual Business Partner Expo	16
ACE – Our day of Education	16
Advertising Opportunities	17
Help Us Keep You in the Loop!	17

## ***What is WALA & Why Would You Want to be Our Business Partner?***

The Wisconsin Association of Legal Administrators, “WALA,” is a professional resource for law office management in Wisconsin. WALA’s mission is to enhance the legal administrative profession by providing opportunities for professional growth, leadership development and peer networking. WALA is a chapter of an international professional association, the Association of Legal Administrators (ALA).

WALA’s 2017 membership consists of over 60 members, representing over 50 firms. The majority of our members' firms are located in the Milwaukee/Waukesha and Madison areas, with the balance in other areas such as Janesville, Stevens Point and Neenah. We are fortunate to have a large percentage of members who are active in the Association and who regularly attend WALA-sanctioned events.

We encourage members to consider those who provide benefits to our Chapter through sponsorships each year when evaluating their needs for goods and services.

We have listed below some of the many reasons we value the business partnerships we have with our business partners.

- Our primary mission is to educate our members to the highest standards possible;
- Chapter members depend upon contacts in the business community who will share information to stay educated in those areas;
- Experience and trust grow from consistent repeated contact with our business partners, which allows administrators to rely on resources outside their firms;
- Trusting business partner relationships bring enhanced credibility to the administrator and improve the quality of management within legal service organizations; and
- Those who successfully provide our member firms with superior service are always our first choice in seeking sponsorships.

We hope you find this Sponsorship Opportunities Guide and the services of our Business Partner Relations Committee useful when planning your future involvement with WALA. Thank you for all you have done and continue to do in helping us achieve our mission. We value your knowledge, participation, and commitment to WALA. We appreciate your support in helping us achieve our goals.

<b>2018 BP Program Benefits</b>		<b>Diamond</b>	<b>Platinum</b>	<b>Gold</b>	<b>Silver</b>	<b>Bronze</b>
Wisconsin Association of Legal Administrators		\$6,000	\$4,500	\$2,500	\$1,500	\$750
Maximum Number of Business partners at Each Level		2 (Industry Exclusivity)	4	7	15	15
<b>Opportunity to Market Directly to Members</b>						
<b>Business Partner Expo Event</b>						
Booth at the Business Partner Marketplace		Premium, large	Prominent, large	Standard	Standard	Standard
Name/Logo on Bag Given to All Attendees		X				
Three Minute Presentation at Event		X				
Opportunity to Donate Door Prize (Raffle for attending WALA members)		X	X	X	X	X
Recognition of Food/Beverage Service Sponsorship		X				
Complimentary Event Tickets		4	3	2	2	1
<b>ACE Conference on Education</b>						
Name/Logo on Bag or T-shirt Given to All Attendees			X			
Opportunity to Add Promo Item to Bag Given to All Attendees		X	X			
Opportunity to Provide Printed Brochure to Bag Given to All Attendees		X	X			
Opportunity to Greet Participants at the Completion of Education Session		X	X			
Recognition of Break/Beverage Service Sponsorship			X			
Recognition as a Sponsor During Welcome Remarks		X	X	X	X	X
Complimentary Event Tickets		4	3	2	2	1
Opportunity to Greet Members at the Registration Table		X				
<b>WALA Fall Social/Charity Fundraising event</b>						
Recognition as Sponsor at Event		X	X	X	X	
Opportunity to Donate Item for Silent Auction		X	X	X	X	
Recognition as Food/Beverage Sponsor at Event		X	X			
Complimentary Invitations to Event		3	2	2	1	
<b>WALA Spring Social</b>						
Recognition as Sponsor at Event		X	X	X	X	
Recognition as Food/Beverage Sponsor at Event		X	X			
Complimentary Invitations to Event		3	2	2	1	
<b>Meet &amp; Greet Event with Incoming BOD &amp; Chapter Leadership</b>						
Complimentary Invitations to Event		2	2	1		
Recognition as Sponsor at Event		X	X	X		
Recognition as Food/Beverage Sponsor at Event		X	X			
<b>Community Connection Event</b>						
Sponsor Community Connection Event			X			
<b>Advertising</b>						
Opportunity to Send e-mail Blast Ad to Membership		2	1	1	1	
<b>Class Action Newsletter (4 issues)</b>						
Business Profile in One Issue per Year		X				
Company Ad in One Issue per Year		X	X			
Recognition in Each Issue of the Newsletter as a Sponsor		X	X	X	X	X
Recognition and Hyperlink to your Company's Website in Each Issue		X	X	X		
Testimonial/Quote from WALA Member and BP Client in One Issue		X	X			
Complimentary Copy of e-newsletter		X	X	X	X	X
Opportunity to Write an Educational Article for One Edition of the Newsletter		X	X	X	X	
<b>WALA Website (<a href="http://www.wi-ala.org">www.wi-ala.org</a>)</b>						
Business Partner of the Month on WALA Website		X	X	X		
Premium Recognition on Homepage and Hyperlink to your Company's Website		X	X			
Company Ad on Web Page		X				
Recognition on Website		X	X	X	X	X
Business Description Paragraph on Website		125 words	100 words	75 words	50 words	25 words
<b>Sponsorship of Educational Opportunity for Members</b>						
<b>Monthly Educational Lunch Meetings (approx. 8 Madison and 8 Milwaukee meetings per year)</b>						
Recognition in Flyer Distributed at Each Monthly Meeting		X	X	X	X	X
Sponsorship & Invitation to Attend Educational Lunch Meeting to Introduce Speaker (either Madison or Milwaukee location)		2 programs	1 program			
Sponsorship of Educational Lunch Meeting				X		
Your Promotional Materials Available for Distribution to Members at Sponsored Meeting		2 programs	1 program	1 program		
Opportunity to Introduce Speaker		2 programs	1 program			
Signage at Registration at One Monthly Lunch Meeting		X	X	X		
<b>Premium Scholarship to the National ALA Conference (for WALA Member)</b>						
Scholarship to be known and advertised as the "Diamond Scholarship Sponsored by _____" for a Premium Scholarship to Annual Conference		X				
<b>Premium Scholarship to the Regional ALA Conference (for WALA Member)</b>						
Scholarship to be known and advertised as the "Platinum Scholarship Sponsored by _____" for a Premium Scholarship to Regional Conference			X			
<b>Access to Member Contact Data</b>						
<b>WALA Membership List</b>						
Complimentary PDF Copy of Membership List		X	X	X	X	X
Membership List Spreadsheet (supplied upon request)		X	X			
Use of Sponsor Logo		X	X	X	X	X
Note: Business Partners are responsible for contacting WALA to redeem each item associated with the chosen sponsorship level.						

# WALA-Your Connection to the Legal Community

## **Business Partner Sponsorship Opportunities**

Your choice of Sponsorship of the Wisconsin Association of Legal Administrators will afford you all of the advantages listed with each level.

### **DIAMOND**

**\$6,000**

*Limit of two sponsors – industry exclusivity*

#### **Opportunity to Market Directly to Members**

##### **Business Partner Expo Event**

- Premium Booth at the Business Partner Marketplace
- Name/Logo on Bag Given to All Attendees
- Three Minute Presentation at Event
- Opportunity to Donate Door Prize (Raffle for attending WALA members)
- Recognition of Food/Beverage Service Sponsorship
- 4 Complimentary Event Tickets

##### **ACE**

- Opportunity to Add Promo Item to Bag Given to All Attendees
- Opportunity to Provide Printed Brochure to Bag Given to All Attendees
- Opportunity to Greet Participants at the Completion of our Day of Education
- Recognition as a Sponsor During Welcome Remarks
- 4 Complimentary Event Tickets
- Opportunity to Greet Members at the Registration Table

##### **WALA Fall Social/Charity Fundraising event**

- Recognition as Sponsor at Event
- Opportunity to Donate Item for Silent Auction
- Recognition as Food/Beverage Sponsor at Event
- 3 Complimentary Invitations to Event

##### **WALA Spring Social**

- Recognition as Sponsor at Event
- Recognition as Food/Beverage Sponsor at Event
- 3 Complimentary Invitations to Event

##### **Meet & Greet Event with Incoming BOD & Chapter Leadership**

- 2 Complimentary Invitations to Event
- Recognition as Sponsor at Event
- Recognition as Food/Beverage Sponsor at Event

#### **Advertising**

- 2 Opportunities to Send e-mail Blast Ad to Membership

##### **Class Action Newsletter (4 issues)**

- Business Profile in One Issue per Year
- Company Ad in One Issue per Year
- Recognition in Each Issue of the Newsletter as a Sponsor
- Recognition and Hyperlink to your Company's Website in Each Issue

Testimonial/Quote from WALA Member and BP Client in One Issue  
Complimentary Copy of e-newsletter  
Opportunity to Write an Educational Article for One Edition of the Newsletter

#### **WALA Website ([www.wi-ala.org](http://www.wi-ala.org))**

Business Partner of the Month on WALA Website  
Premium Recognition on Homepage and Hyperlink to your Company's Website  
Company Ad on Web Page  
Recognition on Website  
Business Description Paragraph on Website – 125 words

#### **Sponsorship of Educational Opportunity for Members**

##### **Monthly Educational Lunch Meetings (approx. 8 Madison and 8 Milwaukee meetings per year)**

Recognition in Flyer Distributed at Each Monthly Meeting  
Sponsorship & Invitation to Attend Educational Lunch Meeting to Introduce Speaker (either Madison or Milwaukee location) – 2 programs  
Your Promotional Materials Available for Distribution to Members at Sponsored Meeting – 2 programs  
Opportunity to Introduce Speaker – 2 programs  
Signage at Registration at One Monthly Lunch Meeting

##### **Premium Scholarship to the National ALA Conference (for WALA Member)**

Scholarship to be Known and Advertised as the "Diamond Scholarship Sponsored by \_\_\_\_\_" for a Premium Scholarship to Annual Conference

#### **Access to Member Contact Data**

##### **WALA Membership List**

Complimentary PDF Copy of Membership List  
Membership List Spreadsheet (supplied upon request)  
Use of Sponsor logo

# PLATINUM

*Limit of four sponsors*

**\$4,500**

## Opportunity to Market Directly to Members

### Business Partner Expo Event

- Prominent Booth at the Business Partner Marketplace
- Opportunity to Donate Door Prize (Raffle for attending WALA members)
- 3 Complimentary Event Tickets

### ACE

- Name/Logo on Bag or T-shirt Given to All Attendees
- Opportunity to Add Promo Item to Bag Given to All Attendees
- Opportunity to Provide Printed Brochure to Bag Given to All Attendees
- Opportunity to Greet Participants at the Completion of our Day of Education
- Recognition of Break/Beverage Service Sponsorship
- Recognition as a Sponsor During Welcome Remarks
- 3 Complimentary Event Tickets

### WALA Fall Social/Charity Fundraising event

- Recognition as Sponsor at Event
- Opportunity to Donate Item for Silent Auction
- Recognition as Food/Beverage Sponsor at Event
- 2 Complimentary Invitations to Event

### WALA Spring Social

- Recognition as Sponsor at Event
- Recognition as Food/Beverage Sponsor at Event
- 2 Complimentary Invitations to Event

### Meet & Greet Event with Incoming BOD & Chapter Leadership

- 2 Complimentary Invitations to Event
- Recognition as Sponsor at Event
- Recognition as Food/Beverage Sponsor at Event

### Community Connection Event

- Sponsor Community Connection Event

## Advertising

- 1 Opportunity to Send e-mail Blast Ad to Membership

### Class Action Newsletter (4 issues)

- Company Ad in One Issue per Year
- Recognition in Each Issue of the Newsletter as a Sponsor
- Recognition and Hyperlink to your Company's Website in Each Issue
- Testimonial/Quote from WALA Member and BP Client in One Issue
- Complimentary Copy of e-newsletter
- Opportunity to Write an Educational Article for One Edition of the Newsletter

### WALA Website ([www.wi-ala.org](http://www.wi-ala.org))

- Business Partner of the Month on WALA Website
- Premium Recognition on Homepage and Hyperlink to your Company's Website
- Recognition on Website
- Business Description Paragraph on Website – 100 Words

## Sponsorship of Educational Opportunity for Members

### Monthly Educational Lunch Meetings (approx. 8 Madison and 8 Milwaukee meetings per year)

- Recognition in Flyer Distributed at Each Monthly Meeting



Sponsorship & Invitation to Attend Educational Lunch Meeting to Introduce Speaker (either Madison or Milwaukee location) – 1 program

Your Promotional Materials Available for Distribution to Members at Sponsored Meeting – 1 program

Opportunity to Introduce Speaker – 1 program

Signage at Registration at One Monthly Lunch Meeting

**Premium Scholarship to the Regional ALA Conference (for WALA Member)**

Scholarship to be known and advertised as the "Platinum Scholarship Sponsored by \_\_\_\_\_" for a Premium Scholarship to Regional Conference

**Access to Member Contact Data**

**WALA Membership List**

Complimentary PDF Copy of Membership List

Membership List Spreadsheet (supplied upon request)

Use of Sponsor logo

## Opportunity to Market Directly to Members

### Business Partner Expo Event

- Booth at the Business Partner Marketplace - Standard
- Opportunity to Donate Door Prize (Raffle for attending WALA members)
- 2 Complimentary Event Tickets

### ACE

- Recognition as a Sponsor During Welcome Remarks
- 2 Complimentary Event Tickets

### WALA Fall Social/Charity Fundraising event

- Recognition as Sponsor at Event
- Opportunity to Donate Item for Silent Auction
- 2 Complimentary Invitations to Event

### WALA Spring Social

- Recognition as Sponsor at Event
- 2 Complimentary Invitations to Event

### Meet & Greet Event with Incoming BOD & Chapter Leadership

- 1 Complimentary Invitation to Event
- Recognition as Sponsor at Event

## Advertising

- 1 Opportunity to Send e-mail Blast Ad to Membership

### Class Action Newsletter (4 issues)

- Recognition in Each Issue of the Newsletter as a Sponsor
- Recognition and Hyperlink to your Company's Website in Each Issue
- Complimentary Copy of e-newsletter
- Opportunity to Write an Educational Article for One Edition of the Newsletter

### WALA Website ([www.wi-ala.org](http://www.wi-ala.org))

- Business Partner of the Month on WALA Website
- Recognition on Website
- Business Description Paragraph on Website – 75 words

## Sponsorship of Educational Opportunity for Members

### Monthly Educational Lunch Meetings (approx. 8 Madison and 8 Milwaukee meetings per year)

- Recognition in Flyer Distributed at Each Monthly Meeting
- Sponsorship of Educational Lunch Meeting
- Your Promotional Materials Available for Distribution to Members at Sponsored Meeting – 1 Program
- Signage at Registration at One Monthly Lunch Meeting

## Access to Member Contact Data

### WALA Membership List

- Complimentary PDF Copy of Membership List
- Use of Sponsor logo

## SILVER

*Limit of fifteen sponsors*

**\$1,500**

### Opportunity to Market Directly to Members

#### Business Partner Expo Event

- Booth at the Business Partner Marketplace - Standard
- Opportunity to Donate Door Prize (Raffle for attending WALA members)
- 2 Complimentary Event Tickets

#### ACE

- Recognition as a Sponsor During Welcome Remarks
- 2 Complimentary Event Tickets

#### WALA Fall Social/Charity Fundraising event

- Recognition as Sponsor at Event
- Opportunity to Donate Item for Silent Auction
- 1 Complimentary Invitation to Event

#### WALA Spring Social

- Recognition as Sponsor at Event
- 1 Complimentary Invitation to Event

### Advertising

- 1 Opportunity to Send e-mail Blast Ad to Membership

#### Class Action Newsletter (4 issues)

- Recognition in Each Issue of the Newsletter as a Sponsor
- Complimentary Copy of e-newsletter
- Opportunity to Write an Educational Article for One Edition of the Newsletter

#### WALA Website ([www.wi-ala.org](http://www.wi-ala.org))

- Recognition on Website
- Business Description Paragraph on Website – 50 words

### Sponsorship of Educational Opportunity for Members

#### Monthly Educational Lunch Meetings (approx. 8 Madison and 8 Milwaukee meetings per year)

- Recognition in Flyer Distributed at Each Monthly Meeting

### Access to Member Contact Data

#### WALA Membership List

- Complimentary PDF Copy of Membership List
- Use of Sponsor logo

## BRONZE

*Limit of fifteen sponsors*

**\$750**

### Opportunity to Market Directly to Members

#### Business Partner Expo Event

- Booth at the Business Partner Marketplace - Standard
- Opportunity to Donate Door Prize (Raffle for attending WALA members)
- 1 Complimentary Event Ticket

#### ACE

- Recognition as a Sponsor During Welcome Remarks
- 1 Complimentary Event Ticket

### Advertising

- 1 Opportunity to Send e-mail Blast Ad to Membership

#### Class Action Newsletter (4 issues)

- Recognition in Each Issue of the Newsletter as a Sponsor
- Complimentary Copy of e-newsletter

#### WALA Website ([www.wi-ala.org](http://www.wi-ala.org))

- Recognition on Website
- Business Description Paragraph on Website – 25 words

### Sponsorship of Educational Opportunity for Members

#### Monthly Educational Lunch Meetings (approx. 8 Madison and 8 Milwaukee meetings per year)

- Recognition in Flyer Distributed at Each Monthly Meeting

### Access to Member Contact Data

#### WALA Membership List

- Complimentary PDF Copy of Membership List
- Use of Sponsor logo

*Note: The Bronze level is an introductory level to encourage new business partners to learn more about WALA.*

## **WALA Sponsorship Commitment Procedures**

In order to preserve our ability to distribute WALA sponsorship opportunities in an equitable manner, we follow a first-come, first-served policy with prior year sponsors having a three-week right to renew period. WALA will make an effort to honor all prior year's business partners' requests; the "right to renew" does not guarantee the level of the previous year. This does, however, afford renewing business partners advance opportunity to commit. All levels are available on a first-come, first-served basis. All participants will be notified of their confirmed sponsorship level.

Opening day 2018 sponsorship commitments:  
Current 2017 Business Partners: November 15, 2017  
New Business Partners: December 11, 2017

Sponsorship levels still available after December 11, 2017 will continue to be available on a first-come, first-served basis with drawings being held if multiple commitment forms are received on the same day for the same opportunity.

Please note the 2018 Business Partner Program benefits will run on a calendar year basis – defined as January through December 2018. WALA reserves the right to not accept registration or terminate the relationship with any business partner who does not comply with the guidelines established in this Sponsorship Opportunities Guide.

## **Payment Procedure**

For all sponsorship packages, payment is due upon commitment. If payment arrangements need to be made for special circumstances, please coordinate with Kathy J. Pline, President-Elect/Acting VP of Business Partner Relations. WALA reserves the right to release a sponsorship level if:

- Another sponsor requests the same level and registers with sponsorship commitment form and registration fee; and/or
- Payment is not received in accordance with agreement.

Payments should be made payable to "*Wisconsin Association of Legal Administrators*," along with a completed 2018 Sponsorship Commitment form, and mailed or delivered to:

Registration Forms:  
kpline@boardmanclark.com

Payments:  
Kathy J. Pline  
c/o Boardman & Clark LLP  
1 South Pinckney Street, Suite 410  
Madison, WI 53703



**WISCONSIN ASSOCIATION  
OF LEGAL ADMINISTRATORS**  
**“Your Connection to the Legal Community”**

**2018 Business Partner Registration Form**

Contact Name: \_\_\_\_\_ E-mail: \_\_\_\_\_  
Secondary Contact: \_\_\_\_\_ E-mail: \_\_\_\_\_  
Company Name: \_\_\_\_\_  
Industry: \_\_\_\_\_  
Address: \_\_\_\_\_  
City, State & Zip: \_\_\_\_\_  
Phone Number: \_\_\_\_\_ Fax: \_\_\_\_\_  
Web Site Address: \_\_\_\_\_

*The above named contact will be the official contact for all WALA correspondence and program administration matters and will appear in the Member Resource Guide.*

WALA appreciates your support. Our goal is to strengthen the partnering relationship between our members and our business supporters. We hope that your participation in our chapter functions will bring us closer to that end. Registration for and attendance at WALA related events implies consent that your image may be used for promotional/archival purposes.

**SPONSORSHIP OPPORTUNITIES:**

- Diamond Level Sponsor - \$6,000 (Limit 2 Sponsors)**
- Platinum Level Sponsor - \$4,500 (Limit 4 Sponsors)**
- Gold Level Sponsor - \$2,500 (Limit 7 Sponsors)**
- Silver Level Sponsor - \$1,500 (Limit 15 Sponsors)**
- Bronze Level Sponsor - \$750 (Limit 15 Sponsors)**

Please note that the Business Partner program operates on a calendar year. Sponsorship levels may be filled; you are encouraged to check availability before mailing registration. Registration acceptance subject to the guidelines published in the current Sponsorship Opportunities Guide.

Please provide a testimonial about how your partnership with WALA has benefited your business. We will feature this in an upcoming issue of our newsletter, Class Action.

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***Please return registration form, a business card and payment to:***

Registration Forms:  
[kpline@boardmanclark.com](mailto:kpline@boardmanclark.com)

Payments:  
Kathy J. Pline  
c/o Boardman & Clark LLP  
1 South Pinckney Street, Suite 410  
Madison, WI 53703

*Contributions or gifts to WALA are not tax deductible as charitable contributions. However, they may be tax deductible as ordinary and necessary business expenses.*

## ***10 Tips to Maximize the Value of Your Business Partnership***

We offer the following suggestions for making the most of your sponsorship:

1. Reserve your Sponsorship Level early so that your business benefits from the full year of advertising! (Sponsorship year is based on the calendar year.)
2. Keep your contact information, especially your e-mail addresses, current with WALA so that we may invite you to events and update you on the latest WALA happenings.
3. Make an effort to attend all WALA events that your sponsorship level offers. Events are planned to provide opportunities to network with members.
4. Do your homework using Martindale Hubbell or other sources to know your market so that you ensure the firm you are approaching would benefit from your product or service.
5. Remember that if a firm has an administrator, the firm is trying to control “non-billable” distractions of attorneys. Managing partners and corporate counsel depend on administrators as their resource for information, much of which administrators garner through ALA/WALA resources.
6. We all have resource files. Even if we don’t have a current need, we will file your information for future reference. Please note that it is very difficult to give you “five minutes” when you arrive in our office without an appointment.
7. Remember that good news travels quickly and WALA members have round-table discussion opportunities at nearly every luncheon meeting. Oftentimes, members having a good experience are quick to recognize and share their positive experiences – especially of our Business Partners.
8. Encourage fellow business partners to consider WALA Business Partner opportunities – your goodwill will be recognized with additional *FREE* advertising.
9. If you are having trouble getting an appointment with a member, ask them what would work best for them. Perhaps they would prefer first receiving materials by mail or would like you to contact them at another time in the future. Find out what their preference is and try to work around their needs.
10. Lastly, be proud of your WALA Business Partnership! You are helping WALA achieve its mission to enhance the legal administrative profession. Display the WALA sponsorship logo on your print materials whenever possible.

## ***WALA Business Partner Advisory Panel (BPAP)***

The purpose of the Business Partner Advisory Panel is to provide for a more structured approach for business partner feedback to the Association regarding the Business Partner Program. The BPAP program objectives, selection and composition, term of office and other pertinent information regarding this opportunity may be found on the WALA website ([www.wi-ala.org](http://www.wi-ala.org)).

Membership in BPAP is open to all business partners at the Bronze level and above. Through an application/selection process, five or more Panel members were nominated by the Business Partner Relations Committee and approved by the WALA Board. The current Members of the BP Advisory Panel are:

### **Two-year terms ending 4/1/2018:**

Associated Bank (Diamond)

*Represented by Ron Jahnke*

Vrakas CPAs and Advisors (Silver)

*Represented by Sandy McGee*

Direct Networks, Inc. (Silver)

*Represented by Jon Busler*

All business partners are encouraged to offer feedback directly to the Business Partner Relations Committee and/or to the Business Partner Advisory Panel.



## *“Rules of Engagement”*

What works is creating a relationship of mutual respect and trust. This is not the same thing as becoming friends. Many business partners think that they need to be “buddy-buddy” with their customers, and then the business partner gets understandably upset when after taking them to the ballgame, playing golf, buying meals and all the standard friendship building things business partners often do, the customer buys the product from somebody else.

A professional relationship of mutual respect and trust is built on the acknowledgement from both sides that each party has value to contribute to the relationship.

Establish Guidelines -- Regardless of how competent an administrator is, the business partner’s technical people are certain to know more about the product you are using than you do. Regardless of how competent a business partner representative is, it is certain that the user is bound to know more about the process into which the product must fit than the business partner does. If we recognize that, we can move quickly to a professional relationship of mutual respect and trust by following some simple rules.

For the administrator:

1. Be honest. If you are absolutely honest with the business partner, you’ll get the business partner’s attention and his or her respect.
2. Provide all the details. If you want competent and quick applications assistance, and help specifying a product, make sure you tell the business partner everything you know about the process so that the business partner can sort them out.
3. Provide adequate time for the business partner to respond.
4. Tell the business partner what the rules are. If you are the decision maker, say so. If you are not the decision maker, make sure the business partner knows who will be making the decisions, and on what basis the purchase decisions will go forward. There is nothing more frustrating than to spend several months working on a project design and then find out that the real purchaser has never heard of you, nor seen the contribution you’ve made to the project. (Translation: lost order, angry business partner and loss of respect and trust of the user by the business partner.)

For the business partner:

1. Make sure you know the rules up front. Spend the time asking about the project, its goals, its direction and who is in charge. If the user won’t tell you, spend your time working with those who will.
2. Be ruthlessly honest with the customer. If you know of a better solution that you don’t sell, cut your losses and say so. This builds trust and respect.
3. Work with users who guarantee that if you meet all the conditions of satisfaction, you’ll get the order.
4. The contact information of WALA members and fellow business partners is to be used for business purposes only, and not for political, personal or other non-business purposes.

Once you’ve developed a relationship of mutual respect and trust, both the user and the business partner can work closely together to get as much value out of the relationship as they put into it.

## ***Business Partner Events***

In 2017, we gathered to celebrate the mutually beneficial partnership we share with our valued Business Partners.

### ***Fall Social & Charity Fundraising Event***

The Fall Social and charity event is an effort to touch base with our qualifying Business Partners in a social gathering later in the year. In the past, this event hosted a Casino night, wine tasting/information, hors d'oeuvres, costume party, great music and a couple of hours to mingle. The event includes a silent auction with all proceeds going to a charitable organization. We encourage members and business partners to donate items for the auction.

In 2017, we partnered with The Goodman Center and The Latino Community Center and encouraged our members and business partners to volunteer their time and/or participate in events of this worthy organization. In the past, our fundraising efforts were donated to Heavenly Hats, CASA (Court-Appointed Special Advocates for Children), Boys & Girls Clubs, Special Olympics and Ronald McDonald House.

### ***Spring Social***

The Spring Social is another opportunity for members and qualifying business partners to mingle in a social setting. Although the event will vary from year to year, the 2017 event was a comedic adventure with Mojo Dojo Comedy at the Delafield Hotel.

### ***Annual Business Partner Expo***

This event is held at a convenient location between Milwaukee and Madison. Members and business partners gather for the annual business partner expo to visit with members one-on-one and share the latest developments and products in their industries. Business partners also have the opportunity to donate a door prize. This event is a unique opportunity to present services/goods to members directly, whereas the other scheduled events allow more social opportunities to network with members.

## **Advertising Opportunities**

**CLASS ACTION** is a quarterly newsletter published by WALA. This newsletter is published to provide information for the education and benefit of legal administrators, law office managers, managing partners of law firms, and others interested in law firm management. Publication is via electronic format made available to members via e-mail and posted on the WALA website. This newsletter is an excellent way for qualified business partners to advertise their business or provide an opportunity for an article in your area of expertise. Sample of the most current newsletter may be viewed by visiting: <http://www.wi-ala.org/about-us/class-action-newsletter/>

Submission deadlines:      March 1<sup>st</sup>, June 1<sup>st</sup>, September 1<sup>st</sup>, December 1<sup>st</sup>  
Publication dates:            January 1<sup>st</sup>, April 1<sup>st</sup>, July 1<sup>st</sup>, October 1<sup>st</sup>

**MONTHLY EDUCATIONAL MEETINGS**. Each membership year, approximately eight meetings are planned in Madison and eight meetings in Milwaukee. Educational topics are presented in an effort to keep our members informed of developments in the legal industry. All Business Partners are recognized by making available to each meeting participant a hand-out recognizing and listing contact and phone numbers. Qualifying Diamond, Platinum and Gold Level Business Partners will receive invitations to attend select meetings. Please see the luncheon flyer offered at the end of this Guide.

**WALA WEBSITE**. WALA hosts a Web site that will prove to be a valuable resource for you as a business partner. Quarterly newsletters are available to the public (as well as delivered to your e-mail address). Please visit [www.wi-ala.org](http://www.wi-ala.org) often. Top level sponsors are also promoted on the website; all business partners are recognized.

If you know a business that would benefit from a Business Partnership with WALA, please contact us. Interested companies may contact Kathy Pline @ 608-283-7533. For program details, see [www.wi-ala.org](http://www.wi-ala.org) Business Partners.

## **Help Us Keep You in the Loop!**

It is important that you update us with any change in contact information so we may keep in contact with you throughout the year. Please update by forwarding changes to:

Kathy J. Pline  
Vice President, Business Partner Relations

Phone: 608-283-7533  
Email:  
[kpline@boardmanclark.com](mailto:kpline@boardmanclark.com)