

# International PROFESSIONAL LEGAL MANAGEMENT WEEK



## CO-SPONSORING ORGANIZATIONS:

- > ABA LAW PRACTICE MANAGEMENT SECTION
- > AMERICAN ASSOCIATION OF LAW LIBRARIES
- > ASSOCIATION OF LEGAL ADMINISTRATORS
- > AUSTRALIAN LEGAL PRACTICE MANAGEMENT ASSOCIATION
- > THE BRITISH COLUMBIA LEGAL MANAGEMENT ASSOCIATION
- > CENTRO DE ESTUDOS DE ADMINISTRAÇÃO DE ESCRITÓRIOS DE ADVOCACIA
- > INTERNATIONAL LEGAL TECHNOLOGY ASSOCIATION
- > INTERNATIONAL PARALEGAL MANAGEMENT ASSOCIATION
- > LEGAL MARKETING ASSOCIATION
- > MANAGING PARTNERS' FORUM
- > NALP – THE ASSOCIATION FOR LEGAL CAREER PROFESSIONALS
- > THE LAW OFFICE MANAGEMENT ASSOCIATION



PLMW

[www.plmw.org](http://www.plmw.org)



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October 4-8, 2010

# International Professional Legal Management Week<sup>SM</sup>

*Organizations worldwide unite to recognize the legal management profession*

As International Professional Legal Management Week<sup>SM</sup> (PLMW) enters its sixth year, the need for professionalism and leadership in legal management is more urgent now than ever before, as legal management professionals are primarily responsible for how their firms or legal departments respond to the challenges facing the industry.

That's why it is also time to bring awareness to the importance of the legal management profession and recognize those who contribute to the successes of their law firms or corporate legal departments; and we found 12 organizations to do just that. When PLMW launched, we never imagined there would be such tremendous support. Yet we now have a team of 12 legal organizations worldwide that all have the same mission in mind: to provide awareness, understanding and education about the legal management profession and to increase the knowledge of the diverse roles within the profession. Annually during the first week of October, these 12 organizations join to honor PLMW and spread the word about the legal management profession. On the following pages of this publication, you now have the opportunity to find out who they are, what they do and how their organizations support PLMW.

It takes the power of many to ensure a thriving future. PLMW recognizes this fact and facilitates awareness and understanding that multiple individuals, all with different skill sets, are integral and indispensable components of a law firm's professional management team.

This important component of PLMW's ongoing mission underscores an important message: that law firm management is *not* confined or restricted to the members of any one organization. PLMW thus focuses on *everyone* on the management team who contributes to an organization's success – including managing partners, principal administrators, chief operating officers, and management specialists in areas such as marketing, human resources, information systems and technology, legal recruiting, library administration and paralegal management.

This year's PLMW builds upon the foundation that has been carefully laid over the past several years, and continues to promote the week's goals of awareness, understanding, education and recognition of the entire legal management profession. We invite you to read this publication to learn more from representatives of all of the co-sponsoring organizations – and you'll find more exclusive content on the official PLMW website, [www.plmw.org](http://www.plmw.org).





## Meet the PLMW Co-Sponsors

The 12 co-sponsoring organizations below are integral to the success of Professional Legal Management Week (PLMW). We caught up with representatives from each organization to learn about who they are, what they do and why PLMW is so important.

<b>American Association of Law Libraries (AALL)</b> .....	page 4
Monice M. Kaczorowski - AALL's Representative to the Association of Legal Administrators	
<b>American Bar Association Law Practice Management Section (ABA LPMS)</b> .....	page 5
Pamela McDevitt – Director of ABA Law Practice Management Section	
<b>Association of Legal Administrators (ALA)</b> .....	page 6
Rita M. Alli - ALA President	
<b>Australian Legal Practice Management Association (ALPMA)</b> .....	page 7
Warrick McLean - ALPMA Incoming President	
<b>British Columbia Legal Management Association (BCMA)</b> .....	page 8
John Hawke - BCLMA President	
<b>Centro de Estudos de Administração de Escritórios de Advocacia (CEAE)</b> .....	page 9
Frederico Prado Lopes - CEAE President	
<b>International Legal Technology Association (ILTA)</b> .....	page 10
Scott Christensen – ILTA President	
<b>International Paralegal Management Association (IPMA)</b> .....	page 11
Michelle Morris – IPMA President	
<b>Legal Marketing Association (LMA)</b> .....	page 12
Jenny Powell - Member of LMA R&D Committee	
<b>Managing Partners' Forum (MPF)</b> .....	page 13
Sir Nigel Knowles – MPF Chair	
<b>NALP – The Association for Legal Career Professionals</b> .....	page 14
James G. Leipold – NALP Executive Director	
<b>The Law Office Management Association (TLOMA)</b> .....	page 15
Christl Mittendorfer – TLOMA President	



*American Association of Law Libraries*  
MAXIMIZING THE POWER OF THE LAW LIBRARY COMMUNITY SINCE 1906

# American Association of Law Libraries

[www.aallnet.org](http://www.aallnet.org)

Through time, the relationship between attorneys and law librarians has evolved.

Librarians are now called upon to perform hot topic research for attorney blogs and due diligence on the credit worthiness of potential clients and outside vendors, assist with background research for media opportunities and produce competitive intelligence reports for the firm's business development and request for proposal opportunities. Law librarians are often asked to assist recruiting with the verification of books of business for lateral candidates.

Law librarians are highly educated professionals with subject expertise and excellent analytical skills.

They support the practice areas of the firm and, as professionals, contribute to the attorney work product often by gleaming difficult to find information. They facilitate cost-effective legal research through their extensive knowledge of print and electronic resources, as well as in their roles as educators to a cross-generational audience. Law librarians provide attorneys and administrators with current awareness services and RSS feeds that monitor clients, competitors, market trends and regulatory and legislative issues effecting clients. In these times of economic restructuring, law librarians are increasing their responsibility within the firm, taking on the added responsibilities of records management, conflicts, dockets and business development.

A main goal of the American Association of Law Libraries is for law librarians to be recognized as valued leaders in the legal community.

AALL provides leadership training and professional support, enabling members to become essential contributors to the mission of their organizations. Other AALL goals are for law librarians to have the skills needed to succeed in the ever-changing environment of law and information and to advance and protect continuous and permanent access to legal information. Through its initiatives in leadership, education and advocacy, AALL seeks to solidify the necessary role of law librarians in the global information society.



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## ABOUT AALL

The American Association of Law Libraries was founded in 1906 to promote and enhance the value of law libraries to the legal and public communities, to foster the profession of law librarianship, and to provide leadership in the field of legal information.

Today, with nearly 5,000 members, the Association represents law librarians and related professionals who are affiliated with a wide range of institutions: law firms; law schools; corporate legal departments; courts; and local, state, and federal government agencies.

## ABA Law Practice Management Section (LPM)

[www.lawpractice.org](http://www.lawpractice.org)

There is uniqueness to the ABA Law Practice Management Section (LPM) that cannot be found in any other ABA section.

What the section does and what the section provides is relevant to any and every attorney – regardless of practice, role, geography or firm size. The LPM Section is comprised of people interested in areas of LPM and made up of leaders in our core areas of focus – marketing, finance, technology and management. The content LPM provides – through numerous programs and publications – is developed by those experts.

Legal professionals understand how to practice law, but not all comprehend the business aspect of a law firm.

Whether you're a solo or work in a large firm – it takes additional knowledge and resources that you don't learn in law schools to run a law firm. By focusing on four core areas (marketing, management, technology and finance), the LPM Section teaches practitioners how to run their firm so they can focus on practicing law.

Professional Legal Management Week is unique in its dedication to resources and education all focused on helping attorneys run their law firms more efficiently and effectively.

Our members understand how important law practice management is to the legal profession and would like our members to spread the word about the value of good legal management.



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### ABOUT ABA LPM

The American Bar Association Law Practice Management Section (LPM) has provided lawyers and other legal professionals with the resources needed for successful law practice management. LPM focuses on providing information and resources in the core areas of the business of practicing law – marketing, management, technology, and finance – necessary to build and maintain successful law practices.

Through its offerings on creative marketing, innovative practice management, effective use of the latest technology, and efficient financial management, LPM gives legal professionals the essential tools for sustaining and growing the law practice.



# Association of Legal Administrators

[www.alanet.org](http://www.alanet.org)

When people think about law firms, they mostly think about the lawyers, paralegals, legal secretaries and others who support and provide legal work for clients.

Yet there is another important profession in law firms and legal departments – the profession of legal management. Professional Legal Management Week (PLMW) promotes awareness of the existence and the significance of this profession.

Law firms are businesses, yet the lawyers who own these businesses went to law school to practice law.

Therefore, their time is best spent advising and solving their clients' problems as that is their specialty and also how revenue is generated. Many lawyers do not have the time and expertise to manage the business. Law firm managers, however, have the skills, knowledge and expertise to run the business, manage the staff and make sure the lawyers have the tools and resources they need to deliver high quality client service. Good lawyers draw and retain clients, but successful law firms also need strong management to run the business side.

PLMW is an opportunity to increase awareness of the profession throughout our communities.

In the same way ALA has partnered with other legal professional associations, ALA members and chapters can partner with their local or state bar associations and publications that can provide visibility of our profession. Our website (under Special Initiatives) has some good suggestions, tools and resources to help you recognize PLMW.



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## ABOUT ALA

Since its inception in 1971, the Association of Legal Administrators (ALA) has grown to an international organization with nearly 10,000 members in law firms and legal organizations in 30 countries. ALA members manage the business side of the practice of law in private law firms, corporate legal departments, governmental agencies, academic institutes and public interest nonprofit organizations. Headquartered in Lincolnshire, Illinois, ALA's mission is to promote and enhance the competence and professionalism of legal administrators and all members of the management team. As "Your connection to knowledge, resources and networking," ALA provides programs, products and services to its members and the broader legal profession, including the Certified Legal Manager (CLM)<sup>SM</sup> program, educational conferences, publications, online content and networking events through 100 chapters.

# Australian Legal Practice Management Association

[www.alpma.com.au](http://www.alpma.com.au)

Law firms in Australia are increasingly relying on the skills of professional managers to assist, guide and drive the strategic direction of their firms.

Over the last decade, firms of all sizes have realized the benefits of engaging management staff. Australian firms are increasingly more sophisticated in the key areas of marketing, human resources and financial management. The recent global financial crisis has resulted in many firms realizing the benefit of a strong management focus committed to achieving the firms' strategic direction and operation efficiencies.

Professional Legal Management Week (PLMW) is important in order to recognise management professionals within law firms who are integral to the success of the organisations and how they are run.

To recognize PLMW, discuss with your managing partner three positive outcomes that the firm has achieved in the last 12 months through your direct involvement. For many managers in law firms the role can be isolating. It is important that our members reflect on their achievements and remember they provide valuable resource.

ALPMA continues to actively engage with not only professional managers but also managing partners and partners in general.

ALPMA encourages partners to attend our professional development events and learning more about practice management.



**WARRICK MCLEAN**

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## ABOUT ALPMA

The Australian Legal Practice Management Association (ALPMA) is the peak Australian body representing managers and lawyers with a legal practice management role. ALPMA provides an authoritative voice on issues relevant to legal practice management. The Association provides members with an opportunity to share knowledge and resources in the rapidly growing area of professional law firm management, augmenting the existing strengths of state bodies and maximizing the future potential of this growing area of management.

# British Columbia Legal Management Association

[www.bclma.org](http://www.bclma.org)

The British Columbia Legal Management Association (BCLMA), founded in 1972, is a non-profit organization with over 325 registrants across British Columbia.

It is the BCLMA's goal to provide educational and networking opportunities, to enhance skills as legal managers and to provide professional and personal benefits to all associates.

We encourage our members to read this Professional Legal Management Week (PLMW) publication to again promote awareness of other global organizations and to support events in their community during this week.

PLMW brings awareness of the legal management profession.

BCLMA, established 38 years ago, is an independent association on the farthest west coast of Canada.

BCLMA is increasing educational opportunities with a focus on small to medium size firms that do not always have the resources to bring to issues that may arise.



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## ABOUT BCLMA

Founded in 1972, the British Columbia Legal Management Association (BCLMA) is a non-profit organization with more than 108 representatives and over 220 affiliates currently representing 107 law firms from across the province. The goal of the BCLMA is to provide individuals with opportunities for skills development, networking and mentoring, all of which benefit the legal profession in British Columbia.

BCLMA events include annual spring and winter socials, subsection meetings throughout the year, and an educational series. We also host an annual Managing Partners Dinner. Our Job Bank notifies everyone of employment opportunities, and our Discussion Board allows everyone to get answers and advice quickly from other legal management professionals who may have been presented with and overcome similar challenges.

## Centro de Estudos de Administração de Escritórios de Advocacia

[www.ceae.org.br](http://www.ceae.org.br)

CEAE – Centro de Estudos de Administração de Escritórios de Advocacia, the Law Firm Management Studies Center – is a non-profit organization comprised of professionals dedicated to the management of legal services in law firms and corporate legal departments.

Founded in 2003, CEAE, based in Brazil, brings together the heads and partners of law firms, heads of legal departments, legal administrators, consultants, and professors of courses geared toward the field of Legal Services Management.

CEAE offers the following Study Committees, set up to foster more in-depth discussion and study of issues that are of interest to members:

Financial Management, Legal Department, Human Resources, Information Technology, and Marketing and Strategic Planning.



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# International Legal Technology Association

[www.iltanet.org](http://www.iltanet.org)

Technology provides the tools and functionality to all areas of practice and every support department within a law firm.

Technology changes rapidly, and with growing trends towards greater mobility, “virtual” lawyering, cloud computing and greater demands for risk mitigation and compliance, an IT professional has an endless array of challenges. To be able to network with one’s peers is a necessity for untangling the maze.

It’s important to recognize the numerous professionals who support lawyers.

Without question, good people make a good law firm. Professional Legal Management Week (PLMW) heightens our collective awareness of the many facets of support necessary to develop and sustain excellent managers and leaders, and it’s great to see the many associations that have joined together in support of PLMW.

We have a tagline, “Tell a friend about ILTA,” and I’d like to extend that to, “Tell a friend about PLMW.”

I encourage ILTA members to attend and participate in any local meetings that celebrate PLMW and to reach out to colleagues in other departments within their firms to be sure that all employees at our firms are aware of the numerous professional associations that support them.

Our intent is to prepare our member firms to thrive in the new paradigms that might emerge.

Law2020 is our multi-year, multi-platform initiative that focuses on the sea of change happening in law firms over the next ten years. We want to prepare our members with leadership skills, business skills, technology skills and the continued strong peer network to support the developing models.



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## ABOUT ILTA

The International Legal Technology Association is an entity-based professional association comprising almost 1,300 law firms and legal departments (12,500 professionals) from around the globe. Founded more than three decades ago, ILTA began as a users group focused on a single product and has expanded internationally in its breadth and exponentially in its depth. ILTA now provides peer-networking opportunities and educational resources to all professional strata in the legal environment. As technology has touched all areas of support to the legal profession, so, too, has ILTA expanded its reach.



# International Paralegal Management Association

[www.paralegalmanagement.org](http://www.paralegalmanagement.org)

Members of the IPMA are an integral part of a firm or law department's management team.

They concentrate their efforts on providing efficient, cost-effective services to the firm, company and clients. In addition to day-to-day work assignment and personnel duties, paralegal managers develop and provide training to the paralegal staff and, in numerous instances, to other legal support personnel as well as to new associates. Firms and companies without paralegal managers often have an attorney devoted to this managerial function on a part-time basis. Those organizations with an established paralegal manager recognize that it is more cost-effective and often more productive to have a dedicated paralegal manager.

Professional Legal Management Week (PLMW) serves not only to provide public awareness of these professions, but as a catalyst for improved understanding and communication among the leaders of the associations that represent them.

Each profession represented by the PLMW organizations represents one piece of the pie that forms the underlying management structure of firms and other legal organizations. For the IPMA, the best way to recognize PLMW is to continue our outreach to paralegals by providing them with information about the paralegal management profession as well as the other managerial professions represented by the PLMW co-sponsors.

The IPMA is actively working to enhance awareness of the paralegal management profession.

Through its outreach efforts, the association is encouraging greater participation of its members as advisory board members to paralegal education programs and as guest speakers or adjunct faculty to those institutions.



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## ABOUT IPMA

The International Paralegal Management Association (IPMA) was founded in 1984 as the Legal Assistant Management Association. It promotes the development, professional standing, and visibility of paralegal management professionals. The IPMA has more than 500 professional members who are directors or managers of paralegal services in law firms, corporate law departments, and governmental agencies throughout North America, with additional members in Europe. Additionally, some 80 companies are sustaining members for legal staffing, court reporting, electronic discovery, translation services, and other service providers to the legal community.

# Legal Marketing Association

[www.legalmarketing.org](http://www.legalmarketing.org)

Legal marketers and business development professionals can make a good organization great and an ordinary organization extraordinary.

Executed well, the roles lift organizations to new heights of profitability, production, professionalism, attorney/staff satisfaction and retention. Specifically, legal marketers creatively marshal resources and engender enthusiasm. As innovation drivers, we enable management and colleagues to act on new and creative strategies for internal and external communication supporting client service excellence.

Professional Legal Management Week (PLMW) is an opportunity for the legal community to celebrate the evolution of the legal management profession.

Continuing to progress through collaboration, especially in these challenging times, legal marketers are expected to be visionaries and we would want our members to embrace PLMW as a way to celebrate the teamwork that all good management requires. Our objectives are to engage our own thought leaders with others and to be innovative in the ways we bring people together to share information.

LMA is a global association. Despite increased competition and contraction in the legal community, our diverse membership is generous in sharing experiences and opportunities to become more influential and effective.

This is not just altruism, but a widespread commitment among our members to enriching the success of every firm we touch. Additionally, our community believes in the wholistic definition of marketing – one that includes business development, communications, client service and events to name a few.



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## ABOUT LMA

The Legal Marketing Association (LMA) is a not-for-profit organization dedicated to serving the needs and maintaining the professional standards of the men and women involved in marketing, business development and sales within the legal profession. One of the principle goals of the LMA is to provide to its members vital and timely information on a wide variety of legal marketing issues so that they may grow professionally as well as personally. LMA members immediately gain access to a wealth of resources including national and regional educational programs, Strategies - The Journal of Legal Marketing, a monthly e-newsletter, the LMA website and online job bank, industry specific market research, timely and provocative white papers, and much more.

## Managing Partners' Forum

[www.mpfglobal.com](http://www.mpfglobal.com)

Managing partners provide leadership to the firm, and the Managing Partners' Forum (MPF) is always looking for ways to ensure that management's contribution is recognised.

Our high quality-relationships with MPs and CEOs in the Global 500 (around 40 percent of which are law firms) give us a level of influence in the professions that few other professional bodies can match. MPF is an independent professional body for those responsible for management in professional firms worldwide.

MPF is very active in its campaigns on behalf of members.

Future initiatives to help further the profession include:

- A management insights channel for content that is relevant to the C-suite at professional firms provided by a wide range of publishers. This aims to help managers become better managers.
- A sophisticated job board for leadership, business services and support roles at firms worldwide.
- North American practice management awards, supported by ALA, ILTA and other local associations
- A Community Navigators Club to increase the professionalism of those who participate in voluntary groups through knowledge sharing, networking and white papers. This aims to build a reputation for the professions as contributing to society.

Professional Legal Management Week (PLMW) is a useful focal point to remind ourselves of what we have achieved but also of areas for advancement.

We organise the premier practice management awards in Europe annually in October and see this as complimentary to PLMW.



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### ABOUT MPF

Founded in 1995 with its headquarters in London, the Managing Partners' Forum (MPF) is the premier association for those involved in the management of professional firms throughout the world.

The MPF actively campaigns for professional excellence by highlighting issues that stand in the way of effective management. The MPF also encourages firms to appoint management experts to their executive committees, providing survey-based insights and tailored events to enable experts to make valued contributions.



# NALP – The Association for Legal Career Professionals

[www.nalp.org](http://www.nalp.org)

NALP is dedicated to continuously improving career counseling and planning, recruitment and retention and the professional development of law students, lawyers and its members.

NALP is the only association that brings together legal career professionals from both law school and legal employer settings, addressing career development over the entire spectrum of a lawyer's career, from law school through law practice.

NALP encourages members to share information about Professional Legal Management Week (PLMW) within their organizations.

PLMW offers an opportunity for the legal profession to recognize the important contributions of legal administrators, as well as offering an opportunity for associations that represent legal administrators to share information with each other and the profession.

We want others to know about the ways in which NALP research information can help inform career counseling, hiring decisions, diversity initiatives and lawyer professional development.

At the most fundamental level, all NALP initiatives and services address lawyer career development. NALP thus works to support a stronger legal profession through its members' efforts to contribute to the development of more effective lawyers – and to ensure that all lawyers, regardless of gender, race/ethnicity, sexual orientation or other demographic characteristics have equal opportunities to contribute to the legal profession and equal access to an array of career paths.



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## ABOUT NALP

Now known as NALP – The Association for Legal Career Professionals, the original National Association for Law Placement Inc. was founded in 1971, during a period of rapid change in both the legal profession and legal education, in response to a perceived need by many law schools and legal employers for a common forum to discuss issues involving placement and recruitment. NALP is now the primary professional association for more than 2,400 individuals who work for law schools, law firms, and other public and private legal employers in a variety of professional roles, including as directors of law school career services offices, directors of law school public service and pro bono offices, directors of law firm recruiting departments, directors of lawyer professional development and training, and directors of law firm diversity initiatives.

## The Law Office Management Association

[www.tloma.com](http://www.tloma.com)

The Law Office Management Association's (TLOMA) mission is to develop and promote continuing education programs to advance the knowledge and profession of legal administration and enhance its status, awareness and credibility in the legal environment.

As in all industries, proper management enables our lawyers to focus on the task at hand – legal work. By taking away the need to run a law firm, lawyers are able to focus on building their practice and continually develop the legal profession. Professional managers are also able to provide insights from other industries that are able to further develop the legal profession.

Professional Legal Management Week (PLMW) is important in order to give recognition to all of the dedicated administrators, managers, directors and chief executive and operating officers in the legal industry.

This year, TLOMA is holding its first Managing Partners' Breakfast meeting in October, with the intention to broaden TLOMA's recognition amongst the legal industry and to celebrate legal management and its achievements.

The association was formed to provide a forum for the exchange of information among individuals who have administrative or management responsibilities in legal organizations.

The TLOMA board will continue to provide educational and other support for legal administrators to ensure they have the necessary skills and information to successfully run law firms.



**CHRISTL MITTENDORFER**

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### ABOUT TLOMA

Founded in September 1968, The Law Office Management Association (TLOMA) is a not-for-profit organization, run by a volunteer Board of Directors, with more than 410 members from 225+ law firms throughout Southern Ontario, Canada.

The association was formed to provide a forum for the exchange of information among individuals who have administrative or management responsibilities in legal organizations. The association provides membership opportunities to private law firms, legal service clinics, corporate legal departments, university legal departments, governmental legal agencies, charitable legal agencies, The Law Society of Upper Canada and other organizations that are engaged primarily in the practice of law. TLOMA's mission is to develop and promote continuing education programs to advance the knowledge and profession of legal administration and enhance its status, awareness, and credibility in the legal environment.

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i/+A



**IPMA**



**LMA**



**MPF**

bclma

**NALP**

**CEAE**

**TLOMA**