

Registration Form

Name _____

Firm _____

Title _____

Address _____

Phone _____

Email _____

- ALA Member \$100
 Attorney/Non-member \$175

Registration fee includes all sessions, Thursday evening reception and dinner. Please remit this portion of the form along with your registration fee to:

Teresa Powers
Baker, Ravenel & Bender, LLP
3710 Landmark Drive, Suite 400
Columbia, SC 29204
803-799-9091

Please make checks payable to
"SCALA"

About the Speakers

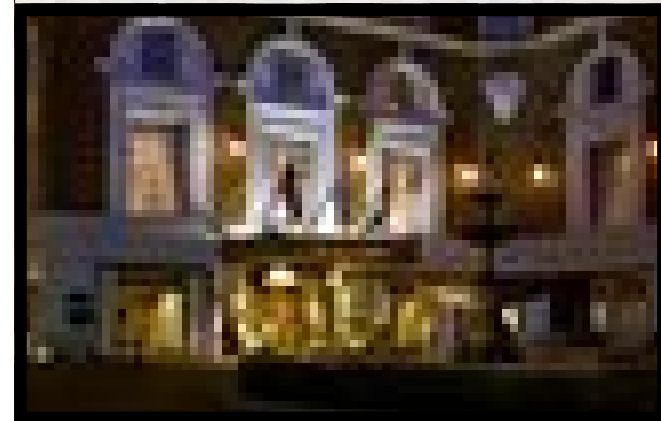
Marsha Petrie Sue, MBA, CSP, is called the Mohammed Ali of communications. She can dance, look pretty and she uses the entire ring. She knows how and when to land a knockout punch. Marsha works with companies and associations that want to create a stimulating environment for leaders and employees through personal accountability, challenged thinking and acceptance of change. She dares people to take personal responsibility for their choices, success, and life. Marsha is an entrepreneur who, earlier in her career, held executive director level positions with major Fortune 100 companies. She has produced over 37 titles of CD's, DVD's and books. Her latest book, *Toxic People: Decontaminate Difficult People at Work Without Using Weapons or Duct Tape*, is a #1 best seller. She is also the author of several other resources including the award winning CEO of YOU: *Leading YOURSELF to Success*. Her energy and sense of purpose will leave the audience with plenty of take home value and on-the-job applicability.

John G. Iezzi, CPA, is President of his own consulting firm, Iezzi Management Group, headquartered in Richmond, VA. John has a wide breadth of experience in law office management and administration. He is considered a national expert in the area of law office management, specifically in financial management. His background includes 16 years as the Administrator of a 300 lawyer firm and 8 years as a Senior Manager in the law firm consulting group at Price Waterhouse and Director of Consulting Services with Information Technologies Corporation. John is the author of over 125 articles on law office management related topics and has spoken at over 600 seminars and conferences throughout the country. He is the author of *Results Oriented Financial Management—A Guide to Law Firm Financial Performance* and its second edition *Results Oriented Financial Management, A Step-by-Step Guide to Law Firm Profitability*, published by the American Bar Association. John is also an Adjunct Professor at the T.C. Williams School of Law at the University of Richmond where he teaches a course in Law Office Management.

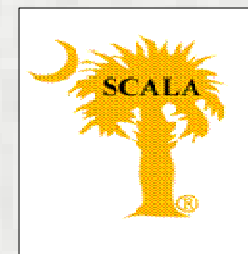


SCALA

**South Carolina Chapter
of the
Association of Legal Administrators
Legal Management Conference**



**October 9-10, 2008
The Westin Poinsett
Greenville, SC**





AGENDA

Thursday, October 9

1:30-2:00 Registration

2:00-5:00 Program

Marsha Petrie Sue:
"Toxic People"

5:00-6:00 Reception

6:00 Dinner at a
local restaurant

Friday, October 10

9:00-9:30 Registration/
Breakfast

9:30-12:00 Program

John G. Iezzi:

"Performance Measurements:
You Can't Play the Game
If You Do Not Know the Score"

SCALA has applied for CLE credit for all sessions

Hotel Accommodations

Call Reservations at 888-627-8931 to re-serve a room at the Westin Poinsett for the discounted rate of \$159.00 (Ask for the SCALA room block). Make your reservations by September 26 to be sure to get a room!



Toxic People

Marsha Petrie Sue, MBA, CSP

Based on Marsha's # 1 Best Selling book on Barnes and Noble, *Toxic People*, is a program focused on improving communication skills. It will provide you with tools to drive better outcomes, reduce conflict, and manage the behaviors of backstabbers, know-it-alls, steamrollers, whine & cheesers, needy weenies and zipper lips. Marsha will present us with survival tactics to never let difficult behavior suck the life out of you or your organization again. Her interactive program will provide tools, tips and techniques to:

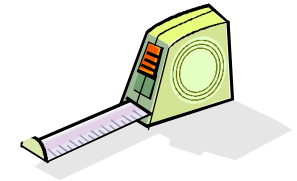
- Quickly identify the type of difficult behavior you are dealing with.
- Behaviorally speed-read people.
- Close the gap in the generational and gender divide (Gen X & Gen Y)
- Stay calm in even the most difficult situations.
- Use specific language during conflict, anger, and toxic behavior.
- Give and receive criticism and keep emotions in check.
- Save time by flexing your style rather than trying to change others.
- Listen more objectively to what others have to say.
- Manage any situation with tact and poise.
- Reduce stress, improve confidence and eliminate anxiety from people that are emotional vampires.

Performance Measurements: You Can't Play the Game If You Do Not Know the Score

John G. Iezzi, CPA

One of the key elements of planning, whether it be in the area of strategy, financial management or marketing is to incorporate some level of measuring performance. It serves no purpose to prepare and execute a plan if there is no method of evaluating whether the plan is meeting its goals and objectives. After completing this program, the participant will:

- Know the types of information that are measured.
- Have guidelines for various measuring tools.
- Receive an understanding of corrective measures to take in order to put plans back on target.



THANK YOU TO OUR 2008 SPONSORS

PLATINUM

LexisNexis

GOLD

DTI

Elliott Davis, LLC

SILVER

Carolina Legal Associates; Carolina Legal Staffing;
Cash Management Solutions; FilterFresh Coffee
Service, Inc.; S.C. Bar; Wachovia Wealth
Management; William Ives Consulting