

From: San Diego Source [mailto:webmaster@sddt.com]
Sent: Monday, September 08, 2008 11:40 AM
To: Linda E. Quindt
Subject: Legal professionals to hold week-long forum in October



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Message: Good Morning Linda! This is Jada Thomas. Just in case you hadn't seen this pre-promotion article on Professional Legal Mgmt week... Jada

Legal professionals to hold week-long forum in October

Thursday, September 4, 2008

Advertisement

The Association of Legal Administrators (ALA), along with the support of eight other co-sponsoring organizations, has designated Oct. 6-10 as International Professional Legal Management Week (PLMW). The week has been established to acknowledge the contributions law firm management professionals make to their industry. PLMW will provide a week-long forum of educational development seminars, networking opportunities and public awareness events all over the globe.

"Professional Legal Management Week is an ongoing educational endeavor to inform those within the profession, as well as others, what legal management professionals do on a daily basis on their behalf," said ALA Executive Director John J. Michalik. "It is a process, not an event. It's about moving forward, evolving and changing perceptions."

Law firm professionals, those that perform the diverse functions of managing a law firm and provide the business expertise needed to run a law firm, work in tandem with attorneys who would prefer to concentrate on the practice of law and business generation.

With the rise in size and scope of law firms and the complexity involved in managing a law firm as a result of this growth, firm managers have become integral to the success of any law firm.

PLMW is observed annually during the first full week of October. In addition to the Association of Legal Administrators, co-sponsors include American Bar Association's law practice management section, the American Association of Law Libraries, the Australian Legal Practice Management Association, the International Legal Technology Association, the International Paralegal Management Association, the Legal Marketing Association, Managing Partners' Forum and NALP – The Association for Legal Career Professionals.

For more information, visit the Professional Legal Management Week Web site at www.plmw.org.

