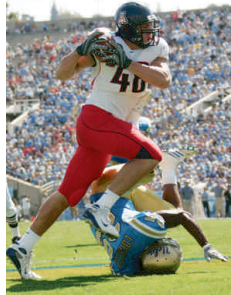


Central Florida Chapter September Communique



CFCALA and YOU . . . a winning team!

Kids are back at school, your favorite team is taking to the gridiron and suddenly you're busier than ever! You quarterback your home team, plotting the plays and strategies that keep you, your kids and family healthy, happy and productive. At work, your job as administrator is probably less well-defined. You find yourself playing both offense and defense – as a receiver, you're required to come up with that winning idea, implement that winning project and carry it to the goal! As a linebacker, it's your job to overtake obstacles and stop interference that might slow down forward progress toward your Firm's goals. As your team's quarterback, you find yourself pushing your team members to victory when it seems the opposition is going to crush you. As coach, it's your job to make sure everyone is reading from the same play book. And, too often, you find yourself being referee and line judge, too. It's a good thing YOU have an excellent coach to help steer you and your Firm toward victory. That coach is ALA and the playbook includes the many educational and networking benefits membership provides.

For the past year or so, there's been an on-going debate on how members can reap even more benefit from membership by being able to electronically communicate to one another, asking questions or seeking advice from the membership, in general, about issues that may be important to all. Some members prefer not to take part in these exchanges and we can appreciate their view. However, we've learned that the majority of you would like to participate. So, if you would like to continue to be a part of these email discussions, you need do nothing – we'll make sure you are included on a master distribution list and we'll sanction the use of that list at the member's discretion. ***If, however, you prefer NOT to be on the distribution list, reply to me via email and we'll see to it that your name is not included on the list.*** Your decision not to participate in general member email "discussions" will not preclude you from receiving monthly communique's, announcements and other pertinent news as you normally have.

Chapter News!

CFCALA Plans Fall Retreat! Plans are in full-swing for our 2009 Fall Retreat. This year's retreat will be held at the Downtown Marriott on Wednesday, September 30th. Expect a full day of learning and fun! The day begins with registration and a continental breakfast at 8:00 a.m.

An Excel workshop presented by Adriana Linares of LawTech Partners is scheduled from 8:30 to 10:30 a.m. We invite you to bring team members from your office to hone their Excel skills. The charge for this session only is \$25 for those who are not CFCALA members.

There has been much discussion about how law firms are preparing for a potential Swine Flu Pandemic. Catherine Massey will be here to give helpful insight on what the CDC's latest predictions and recommendations are, as well as to share what other firms around the nation are doing to ensure smooth business operation during what may be a very difficult flu season.

We'll enjoy lunch together – complete with a door prize drawing -- then in the afternoon, we've engaged Monica Wofford, renowned motivational speaker to encourage and inspire us with her presentation, Contagious Confidence™: *Becoming a Better Leader of You, Your Colleagues, and Your Clients*. It's going to be a terrific day, so make plans now to join us. ***The retreat takes the place of our regular monthly luncheon meeting and is free to all CFCALA members! Non-member legal professionals may attend the full day Retreat for \$60.***

CFCALA Celebrates Professional Legal Management WeekSM (PLMW)

If you've ever wondered, "Do the folk I work for really appreciate me? Do they even know what I do?" take heart! ALA has partnered with a number of other legal professional associations to create Professional Legal Management Week. The purpose of PLMW is to provide education and awareness about what those of us in the legal profession do and to communicate the importance of and need for a professional management team in all facets of law firm administration and leadership. Even better, it gives us an opportunity to reflect on what we do and to celebrate the contributions we make to the successes of our Firms. Join us for a pat on the back, a glass of wine or cold beer, hors d'oeuvres and good fellowship on Wednesday, October 7th, 5:30 to 7:30 p.m. at *Tastings – a Wine Experience*, Dynatech Centre, 111 N. Magnolia. We encourage you to bring other managers from your firm who are not ALA members – HR, Marketing, Finance and IT Directors, for example. The cost for non-members is just \$20 for the evening. *To learn more about PLMW and its initiatives, go to www.plmw.org*

Member News!



The following members celebrate September birthdays:

- 2nd Stacey Barvè
- 5th Jennifer Stogner
- 6th Lenita McFeron
- 7th Catherine Pyle
- 8th John King, CLM
- 23rd Pamela Clark
- 27th Laureen Smith
- 30th Martina Shaw

Join fellow member, Marie Townsend, who is on the Advisory Board of the American Lung Association, on November 14th at the Bank of America Center for the 3rd Annual Climbing Heights for Lung Cancer event. It's a competitive or unlimited stair climb in the American Bank Building and is co-sponsored by B of A and the American Lung Association. Join in the fun by putting together a team and climbing, by sponsoring Marie or other climbers, or by donating generously to this worthy cause. For more information or to sign up a team, go to www.climbingforlungcancer.com

Your name could be here – just give me a call or send an email about news that's going on in your work or personal life. It's always fun to share in the joys and successes of our friends and fellow Chapter members!

More Upcoming Events!

2009 Regions 1 & 2 Educational Conference
October 24th & 25th
Westin Savannah Harbor Resort
Savannah, Georgia

http://www.alanet.org/meetingevents/conf/2009reg12/attendees_welcome.asp

Monthly Luncheon
Wednesday, October 28th
Citrus Club
11:30 a.m. – 1:00 p.m.

October 31st



Making Strides Against Breast Cancer Walk

Contact Lorrie Bearden at lbearden@zkslawfirm.com or go to www.cancer.org/docroot/PAR/PAR_2_Making_Strides_Against_Breast_Cancer.asp to sign up your Firm's team!

Check out more regarding future meetings, educational opportunities, business partner information and articles to help you as you lead your firms to success on our CFCALA Website at www.cfcala.org. We welcome any and all suggestions for ways in which CFCALA can be more valuable to you -- and, we'd love to hear news and announcements, too! Please feel free to give me a shout at 407-418-6502 or at lmcferon@gray-robinson.com