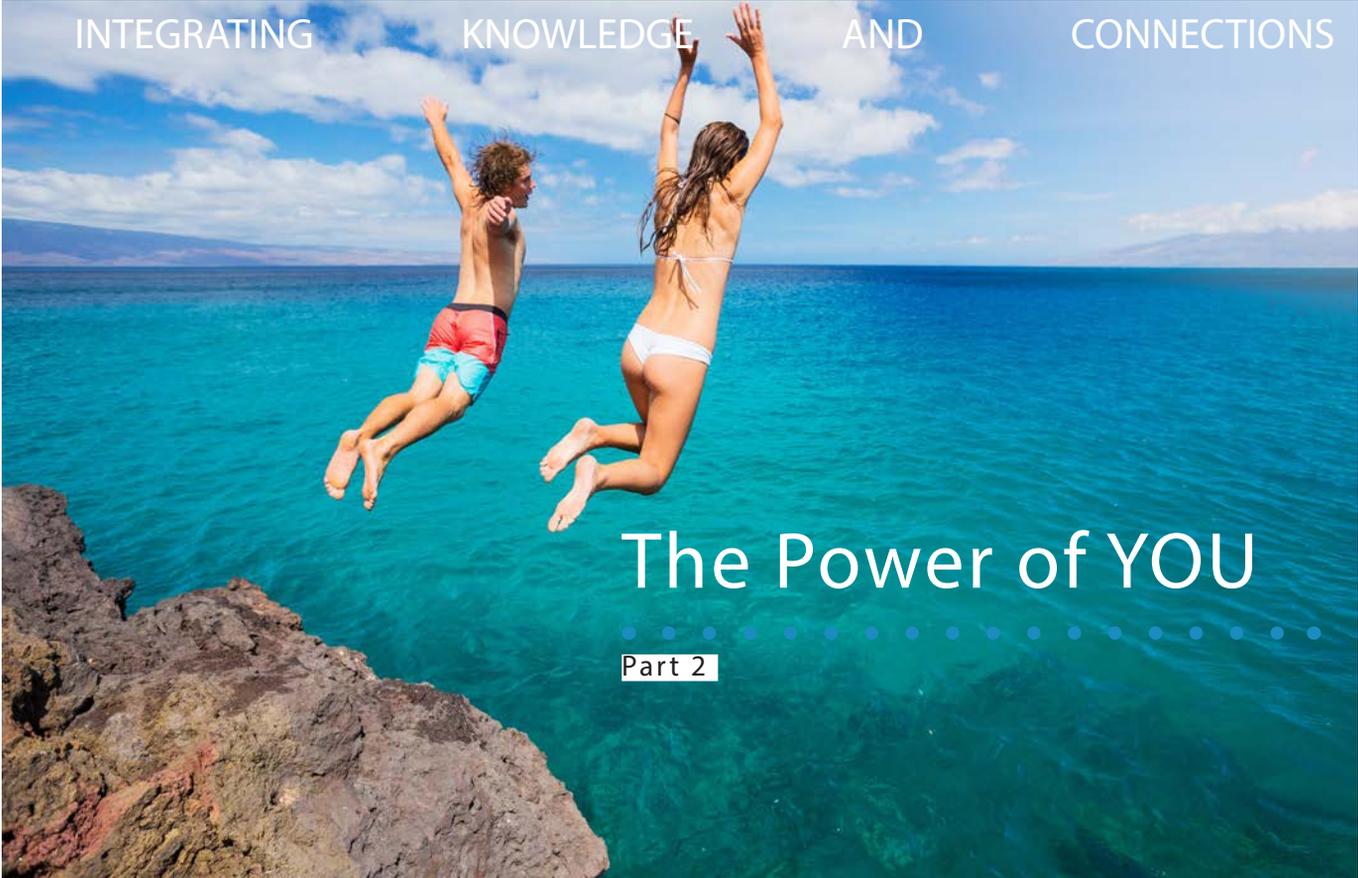




The NETWORK

INTEGRATING KNOWLEDGE AND CONNECTIONS



The Power of YOU

Part 2



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Wanna Dance?



ALA MISSION ALA is the undisputed leader for the business of law, focused on the delivery of cutting-edge management and leadership products and services to the global legal community. We identify and provide solutions to the most strategic and operational challenges our members and customers face today, while we prepare them for the opportunities and challenges of tomorrow.

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EDITOR: Gary Smith Richard and Richard, P.A. gsmith@richardandrichard.com

CREATIVE: Laura Crovo-Lane lcrovolane@pagmiami.com

THE NETWORK

The Network 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. Any article or advertising published here or in any prior issue of this newsletter should not be considered to be an endorsement by the South Florida Chapter of the Association of Legal Administrators of the opinions expressed therein or any products(s) advertised. Contributing writers are asked to disclose interests and affiliations that may influence their writing position so that those facts may be obtained upon request.

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PDF !!!

Give your staff access to PDF creation software like Adobe Acrobat and save paper by creating PDF forms, notebooks, and productions.



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Giving Back is Rewarding

The Power of YOU

Part 2



VICKI L. SMITH-BILT, SPHR, CLM
GREENBERG TRAURIG

Live Bravely. That's the tag line on the new issue of *Outside* magazine, which I picked up on Thursday morning at Miami International Airport before my early-morning flight to Portland, Oregon, for the inaugural Association of Legal Administrators' (ALA) Business of Law Conference (BLC).

Whether you are hiking your first Colorado fourteenner (a 14,000+ foot mountain), as I will have done by the time you read this column, or giving your best to your law firm each and every day, don't we all Live Bravely every day? Or, if we don't, shouldn't we strive to do so?

You already Live Bravely. At the dawn of each new day, you are:

- Attending to your family responsibilities, with family understood in the broadest possible terms to include all loved ones, near and far;
- Responsible for a leadership role in your law firm, managing, mentoring, and effecting change;
- Maintaining and improving your physical health, working out at the gym, running, cycling, swimming, dancing, fencing, walking, or simply wearing a pedometer and vowing to increase your daily steps, the list of possibilities that specifically interest you is endless; and
- Caring for your emotional and spiritual health.

On my flight to Portland, the in-flight entertainment included *American Ninja Warrior*. I am fascinated by this program, which has been filmed at Miami's Bayfront Park (I am also a shameless cheerleader for our magical city!) and in other cities. Contestants, who are regular people with families and day jobs and not pro athletes, compete on an extreme obstacle course to finish and therefore progress to the next round of competition. Many fail, and fall into the pool of water below the elevated course. A very few reach the end, atop a high platform. As you'd expect, the winners are elated, dancing on the platform, raising their arms with hands in fists or fingers pointed skyward. What you may not expect, though, are the smiles and faces alight with joy of those who fail.

PHYSICAL/SPIRITUAL

Sign up for the Everglade Bike Club's fall classic bike ride on Sunday, October 19th Register [HERE](#)

PROFESSIONAL DEVELOPMENT

Consider CLM Certification: A commitment well worth the preparation time. Email [Paula Lawson](mailto:Paula.Lawson) to join a study group.

VOLUNTEER

ALASOFLA needs your help! Reach out to me at smith-biltv@grlaw.com for a committee that matches your available time



What lesson can we, as legal managers and busy professionals with many responsibilities, learn from *American Ninja Warrior*? I encourage you to continually develop the Power of You, and find the joy that results from a challenging accomplishment, and even discover the joy that can arise from simply undertaking a difficult task, even if you "fail." I submit that in the bold move of undertaking that task, you've already succeeded, and I wouldn't define it as a failure. Nurture your family life, and your physical, emotional, and spiritual health and well-being.

HOW CAN ALASOFLA HELP YOU?

- We offer family outings as part of our Social Committee's activities.
- We offer physical activities for volunteerism and participation. For many years, this has included Komen for the Cure 5K Run/Walk in downtown Miami. This year, we are expanding, and offering the Everglades Bike Club's annual fall-classic bike ride and festival on Sunday, October 19 at the Homestead-Miami Speedway. You can volunteer at the Rest Stop Chapter Tent, or participate on the ride (different mileage lengths are available). Proceeds from the event will go to the Achilles International Freedom Team of Wounded Veterans. Register as a volunteer or participant on

our website, www.alasofla.org.

- Apply for a member scholarship for conference attendance. We award many member scholarships each year, some to annual conference and some to specialty conferences. Details are on our website, www.alasofla.org.
- Commit to Professional Development and Networking
- Is your strength in Financial Management, but you'd like to improve in Human Resources? Or the opposite? ALASOFLA offers the ALA Webinars in three locations as a member benefit -- for free. Topics incorporate all of the core competencies in ALA's CLM certification - Communication Management, Financial Management, Human Resource Management, Legal Industry, and Office Systems Management.
- Several members are currently meeting in CLM Study Groups. I think CLM Certification is a commitment well worth the preparation time. If you are interested, for more information, please contact Paula Lawson. You can email her directly from our website, www.alasofla.org.
- ALASOFLA networking events are a wonderful opportunity for you to meet or reconnect face-to-face with your ALASOFLA colleagues and our valued Business Partners. These events are held in different geographic

locations during Happy Hour, so it's a brief time commitment. You'll enjoy it, I promise!

- Volunteer. ALASOFLA needs your help. We need committee members to continue our rich tradition of offering meaningful and valuable benefits to our members. Although our newly-created Diversity and Inclusion Committee is fully staffed, thanks to several enthusiastic members, other committee chairs could use your help. There are opportunities for whatever amount of time you can give, so don't let the time commitment scare you away. If you are interested in serving on a committee such as Social, Charity and Community Events, Membership, Social Media, or Legal Community Outreach, please contact me at smith-biltv@gtlaw.com, 305.579.0765, or Facebook or LinkedIn.

- Commit to business and legal industry reading. We all receive vast volumes of business and legal industry publications every day -- blogs, email alerts and newsletters, hard copy magazines and books. Set a goal that is manageable for you - one new article per week; one new book per month. Again, ALASOFLA is here to help you. We've brought back a former Network feature! [the book review. Look for my review of *Tomorrow's Lawyers: An Introduction to Your Future* elsewhere in this issue.](#)

Remember, you can. Live Bravely.



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JACKIE F. BENITO
Bilzin Sumberg Baena Price & Axelrod LLP

NOT YOUR TYPICAL HR CONFERENCE

THERE'S STILL TIME TO REGISTER

ALA HUMAN RESOURCES CONFERENCE FOR LEGAL PROFESSIONALS
 HRIC – Human Resources Interactive Conference: Turning It Around!

There's still time to register for the inaugural Human Resources Conference for Legal Professionals being held on November 3-5, 2014, at the Paris Las Vegas Hotel in Las Vegas, NV!

This is not your typical HR conference. The sessions will be interactive with many immediate take-aways. They have been custom-designed to deliver higher level content to educate HR specialists as well as the administrator wearing many hats.

The conference will offer three educational tracks:

Leadership Development, Knowledge Management, and Talent and Performance Management. Do you need HRCI credits? 25 sessions have been submitted to HRCI to date. For a full listing of the sessions, visit the ALA website at www.alanet.org.

Conference events will include pre-conference workshops; a Keynote Address delivered by international speaker, Libby Gill; Power Talks; Business Matters Sessions; a Business Partner Exposition; and a closing session featuring Indiana Colts Community Spokesperson, Marine Corporal Josh Bleill.

An added component of the conference is a community outreach program. ALA has partnered with Hiring

Our Heroes (<http://www.uschamberfoundation.org/hiring-our-heroes>) to roll out two initiatives: (1) support our deployed troops; and (2) assist our service members and military veterans with their job searches.

At the conclusion of the conference, resources such as resume writing and mock interviews will be offered to job seeking veterans and transitioning military personnel. If you are interested in volunteering for this project, please be sure to check the box on your registration form.

How can you help? There will be a writing station near the conference registration table. Write a letter, thank you note or a holiday card thanking

our military personnel for their service. Bring your spare toiletries or donate unused toiletries from your hotel room. Bring or donate work attire items that you no longer need to the business suit clothing drive.

Are you unable to attend the conference but would like to participate in these initiatives? Collect the above items through October 25th and contact Jackie Benito at Bilzin Sumberg at (305) 350-2382 or email at jbenito@bilzin.com

bilzin.com. The contributions will be shipped to Las Vegas.

Excellent speakers, high level educational content and networking opportunities in a glamorous venue. This is an event not to be missed!



MEMBER SPOTLIGHT - ELENA M. COBO

Title: Marketing Director

Firm: Fowler White Burnett

Firm Size: 200 +

Years in Field: Three



What do you enjoy most about your job: Discovering exactly how resourceful I can be and how many hats it is possible for one person to wear.

What do you dislike most about your job: Discovering exactly how resourceful I can be and how many hats it is possible for one person to wear.

What impact has ALA had in your job performance? : I am a new member and am hopeful that it will be an invaluable resource.

The most difficult situation I have had to deal with was: Working for attorneys.

In my role, I never thought I'd have to: See above.

In the office I try to set an example by: Keeping homicidal tendencies in check when dealing with attorneys.* (book in progress)

If I weren't in my current position, I would like to be: Exercising and encouraging others to exercise and eat healthful, nourishing meals. Or writing. Or a trophy wife.

Favorite Musical Artist: The Beatles.

Favorite TV Program: If I had to time to watch, I'd probably watch Orange is the New Black. Or Mad Men. Or House of Cards. Or the Meth Lab one.

Last Book Read: Cobo, Elena M. *How to Keep Homicidal Tendencies in Check When Dealing with Attorneys*. Miami: Bosch Publishing, 2014.*

Hobbies: Laundry. Dishes. Oh wait....you mean things I enjoy. Ok then...Writing, Reading, Running & Such (marathons, triathlons) Working out. Wine.

*This is in jest and should in no way be taken seriously. Just in case. :-)

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CORPORATE TRAVEL

MAXIMIZING YOUR FIRM'S CORPORATE TRAVEL MANAGEMENT PROGRAM



In a law firm environment -- where travel policies have traditionally been loosely enforced or not mandated -- proper management of travel costs and building vendor loyalty to achieve savings objectives has proven difficult. Now more than ever, though, firms are under pressure from their clients to reduce travel costs. Here are a few strategies your firm can deploy to control this difficult environment.

ALIGNING YOUR FIRM WITH A TRUE TRAVEL PARTNER

Aligning your firm with a Travel Management Company ("TMC") that is well-respected by vendors in the industry is the key to driving value into your corporate travel program. Legal and Professional Services firms expect the highest level of service at the lowest possible cost, while ensuring travel safety and satisfaction. TMCs that are experts in these service sectors understand and should deliver on these needs. Partnering with a global TMC, rather than a local agency, gives you domestic and global reach to achieve your goals. Through global relationships with travel vendors (i.e. air, car, hotel), traveler safety and security experts (i.e. International SOS, iJet), and leading industry technology companies (i.e. online booking tools, traveler tracking, reporting, expense management

systems), TMCs can arm a firm with the tools needed to maximize their travel program.

CLEARLY COMMUNICATE VALUE-ADD ACHIEVED FROM THE TRAVEL PARTNERSHIP

The value adds derived from utilizing a travel management company needs to be clearly communicated to all members of the firm. Building a success strategy around the program that can be shared through the firm's communication platforms (e.g., email updates, newsletters, web portal, etc.) is an integral way of showing all stake-holders the value being driven directly through the firm's relationships with the TMC. It is all about winning one traveler at a time.

The reporting tools available through TMCs are the key in quantifying value add. Reports can be broken down by client,

departments, and much more. Careful investigation of data through leading reporting tools and responsive TMC staff leads to: Proactively finding opportunities for discounts through negotiations; Redressing abuse of firm travel policy or highlighting the need for revisions in policy; and Identification of sudden shifts in employee spending in certain destinations. In addition, reports can show and track value add provided by the TMC, such as securing status upgrades, waiving no-show penalties, locating hotels in sold-out situations, class of service or hotel upgrades, clearing lower fares or waitlists, etc.

FORM AN INTERNAL TRAVEL COUNCIL

Forming an internal Travel Council allows members of the travel management team and frequent travelers and/or travel bookers from various departments to

collectively learn more about best practices related to travel, as well as providing a forum for concerns to be aired. With everyone on the same page, they can form an action plan assisted and executed by the TMC. The corporate travel industry changes rapidly and frequently. Having a Travel Council to share experiences, what works, what doesn't work, and share new travel obstacles is an effective way to keep the travel program current and in-line with the needs of the firm.

CONSISTENTLY COMMUNICATE TRAVEL INDUSTRY UPDATES

Circulate periodic communication amongst the firm's travelers and arrangers to relay travel program updates and industry news/updates. Effective avenues include a dedicated travel web portal that is periodically monitored and updated, daily and monthly travel

bulletins, quarterly open house meetings, etc.

INCENTIVIZE TRAVEL

Incentivize and reward travelers and arrangers for travel program compliance and their support of the firm's preferred suppliers. This can be achieved through avenues such as sponsored giveaways, short-term booking challenges, and securing status matches with preferred vendors. Set clear parameters for desired traveler behavior (particularly surrounding policy and per diems). Gamification has proven an effective means to achieve compliance and long-term savings.

As you build a strategy that includes many of the aforementioned steps, you should start to see growth in productivity and efficiency. These strategies will lead to greater visibility with

Brett Leslie, SVP of Corporate Travel
FROSCH

travel vendors, deeper traveler satisfaction, and the ultimate goal of savings. In a recent case study featuring a FROSCH law firm client, from year one to year two of the managed travel program, leakage dropped by over 30%, lost savings from out-of-policy bookings decreased by 65%, and negotiated savings off public fares increased by 20% due to the response of the firm's preferred vendors as achieved via the benefit of new or enhanced contracts.

\$1.4 Billion in annual sales through its Corporate, Leisure, Incentive, Meetings, and Groups divisions (70% of which derives from the Corporate sector). FROSCH currently works with over 60 law firms and over 40 financial service companies, accounting for over 20% of their Corporate Travel Revenue. Through experience in working with a wide range of legal and professional services firms, FROSCH has

developed a solid understanding of the distinctive requirements of those in the professional services space and importance of developing a travel management program customized to the unique business culture of each individual firm. FROSCH is an ALA South Florida Chapter Business Partner, co-headquartered between New York and Houston, with local offices throughout the United States including Pompano Beach, FL.

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MEMBER SPOTLIGHT - JACQUELINE IRVING

Title: Controller

Firm: Ehrenstein Charbonneau Calderin

Firm Size: 29

Years in Field: Seven

In my office, I try to set an example by: Practicing what I preach.

If I weren't in my current position, I would like to be:
Teaching

Hobbies: Swimming, Reading, Skiing



MICHAEL MIGDOL, District Sales Manager
Infinisource
mmigdol@infinisource.com



WANNA DANCE?

Have you ever watched two ballroom dancers and marveled at how intricate their routines can be? They each bring their own set of strengths and skills. Sometimes the dancer is doing the same move as their partner; other times it is completely different. If one of them is off by even a fraction of a beat, then it can ruin the entire dance and in some cases even cause injury. Through countless hours of practice, each dancer has a lot of trust in their partner to hold up their end of the deal – to be where they need to be when they need to be there.

That's what I think of when I think of business partnerships. Being a Firm Administrator is a tough job. Having trusted relationships with business partners and resources that can not only save you

firm money, but effectively provide you resources to streamline day-to-day business and meet and exceed their goals, will only build a much better chapter within the association.

Chapters and individual firms have a unique opportunity to tap a vast wealth of resources through their business partners, especially VIP business partners. There is an amazing amount of education materials, skilled speakers, and offerings developed exclusively for the ALA. Basically, you get an arsenal of knowledge of multiple disciplines that can help to assist chapters and individual firms effectively manage and create new business.

You always hear how relationships are a two-way street. Well, the same applies here. These

relationships have the ability to help each other reach higher than they ever thought they could. While solutions do not fit everyone, resources are available for everyone. When smart successful firms and chapters utilize all their resources, it can only help them become stronger.

Through this resource approach, solid business relationships are built through trust. Just like the ballroom dancers who need to trust that their partner will be there, business partners need to build that trusting relationship to help them achieve and even exceed their goals. Working independently might prove moderately successful, but imagine the potential if efforts, skills, and knowledge



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are combined. With so many resources available, we can do this “dance” together.

Our relationships with the chapter’s business partners is an integral component to keeping us relevant in the wide range of disciplines needed to manage a law firm. Business partners keep us informed of changes in their industry, which most likely will affect our firms.

Whether it is technology, compliance, staffing or even maintaining a healthy, clean office space, we know we can rely on the chapter’s business partners to educate us so we can make informed decisions benefiting our firm. Our business partners offset our membership expenses so that we are able to provide education and scholarships to conferences for our members, thus

keeping us at the leading edge of technology, products and innovation. These relationships are fostered over many years. And just like friends, our business partners are there for us when we need them the most.

Paula Lawson, CLM and
Judith Pawloski, CLM.



BACKPACK/SCHOOL SUPPLY DRIVE



GRACE C. LOPEZ
Carlton Fields
Jordan Burt

GIVING BACK IS REWARDING

ESPECIALLY WHEN IT COMES TO CHILDREN

Several months ago, the board of directors approached me with their interest in creating a charitable event that would help underprivileged schools in Miami-Dade and Broward county. After sending an email to our members, I learned that there is so much need in our community for assisting children in almost every capacity. Because it was close to the start of the new school year, we selected to have a backpack/school supply drive. Our members helped us identify two schools that were the most in need. While it was a difficult decision as which schools we would assist, we came up with two. The schools selected were, St. Helen’s Catholic School in Lauderdale Lakes [www.](http://www.sainthelen.net)

[sainthelen.net](http://www.sainthelen.net) and the school for Miami-Dade county was Earlington Heights Elementary <http://www.earlingtonheights.org/>. With any charitable effort, giving back is rewarding, but when it comes to children in need, it is so special.

It was an incredible effort by most of the law firms and members of our chapter. Together we collected more than 125 backpacks and school supplies for these schools. The principals, teachers and staff were overwhelmed by our kind gesture and generous support to their school. Our backpacks filled with school supplies, and extra boxes of school supplies helped them with their mission to educate and support those needy

students. Our efforts also made it possible to take some of the financial burden off the families and students whom otherwise would have not had everything they needed to start their school year. One teacher stated, “that these students and families were able to have peace of mind because of what we provided.”

I am so proud to promote the chapter’s mission in continuing to make a difference in our community and always finding ways to bring members and the needs of the community together. I want to thank everyone that participated and made this effort successful. 



Dear Members:

Our Chapter will participate in The EVERGLADES BICYCLE CLUB's annual fall-classic bike ride and festival on Sunday, October 19, 2014 at the Homestead-Miami Speedway. The Chapter will be a main Rest Stop Sponsor, have a tent at the event and have a team of riders. Our Chapter Members, Firms, Business Partners and local vendors can participate by:

- Being a volunteer at the Rest Stop or Chapter Tent
- Members/Firm Employees/Business Partners can participate in the ride on the South Florida Chapter Team
- Firms/Business Partners can enroll individual teams to participate in the ride

Proceeds from the event will go to Achilles International FREEDOM TEAM OF WOUNDED VETERANS.

The Achilles International Freedom Team of Wounded Veterans is made up of amputees, paraplegics and quadriplegics who train and compete in mainstream marathons and cycling events on hand-pedaled tri-cycles.

The Freedom Ride begins with a lap around the Speedway track and all rides include an exclusive a loop through the Homestead Air Reserve Base. Cyclists in South Florida and around the country are invited! Routes include 10, 25, 41, and 100 miles courses. The century & metric century head to Key Largo and back. Routes are SAG supported. The local chapter of the Honda Gold Wings Motorcycle Club will provide traffic calming. Rest stops and lunch are included with registration.

Please distribute the information to your firm employees – you would be surprised at how many participate in these cycling events.

The FAMILY FESTIVAL starts on the Speedway grounds at 10 am with:

- Strider no-pedals-bike balance-obstacle course for toddlers & children 18-months to 5 years old
- Bike-Safety Rodeo for middle-school children, courtesy University of Miami BikeSafe
- FREE admission to motorcycle racing inside the Speedway; NASCAR Pace Car & Show Car on display
- Music, Food, Fun!

Our Chapter's involvement with the Freedom Ride will allow our members, business partners, firm members and local vendors to spend a day serving food to the anticipated 1000 + riders, informing the general public of our Chapter at our tent and riding bikes together in the South Florida area – while at the same time raising money for to Achilles International FREEDOM TEAM OF WOUNDED VETERANS.

For more information contact Carole Sheets at csheets@mmhlaw.com or 305-613-6163.

INFO: EvergladesBC.com .EMAIL: events@evergladesbc.com

[**REGISTER HERE**](#)

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Sunday October 19th

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1.5-3 miles beginners lap on track
10 miles easy fun ride
25 miles
41 miles
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100 century to key largo

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NEW VOLUNTEER LEADER!

A few weeks ago, Flori issued a call for a new volunteer leader to chair our Social Media Committee. I'm pleased to announce that Tatiana Peterson, Office Manager for Ehrenstein Charbonneau Calderin (tpeterson@ecclegal.com) answered the call and is our new Chair! She has already been quite busy posting to Facebook, and tweeting our great events as well as legal industry news.

If you don't know Tatiana, please introduce yourself at the next meeting or event!

Welcome, Tatiana! We look forward to continuing the ALASOFLA presence on Social Media!

"The purpose of life is not to be happy. it is to be useful, to be honorable, to be compassion-ate, to have it make some difference that you have lived and lived well."

--Ralph Waldo Emerson

"No one has ever become poor by giving."

--Anne Frank

"When you give cheerfully and accept grate-fully, every-one is blessed."

--Maya Angelou

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October 16, 2014

Broward Happy Hour
5:30-7:30 pm
Sponsored by Strategic
Professional Staffing
Timpano's-Las Olas

October 19, 2014

Everglades Bicycle Club's
Annual Fall Classic Bike Ride
and Festival
7 am - 2 pm
Homestead-Miami Speedway

October 29, 2014

MNetworking with a Purpose
Benefiting the Ronald
McDonald House
5:30-7:30 pm
Bilzin Sumberg

November 1, 2014

Volunteer Opportunity
Annual Minority Mentoring
Picnic
8 am - 6 pm
Amelia Earhart Park

November 3, 2014

2014 Fall Speciality
Conference
NEW! Human Resources
for Legal Professionals

November 13, 2014

Miami Happy Hour
5:30-7:30 pm
Sponsored by Legal Search
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ToroToro-Intercontinental

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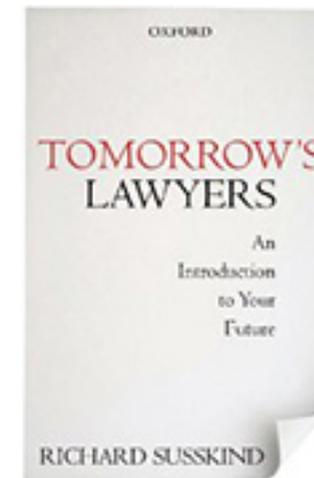
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SOUTH FLORIDA CHAPTER, ALA BOOK REVIEW

Tomorrow's Lawyers: An Introduction to Your Future

Richard Susskind

Oxford University Press, 2013, Oxford, UK ISBN 978-0-19-966806-9



Susskind's latest work joins his three earlier works, [The Future of Law] (1996), [Transforming the Law] (2000), and [The End of Lawyers?] (2008). The first half of the book is an updated and simplified restatement of the previous works, while Part Two describes his expectations for the new legal landscape.

Reading this book is simultaneously exhilarating and sobering. There are exciting opportunities in the horizon -some are already here - and if we, collectively, don't make some fundamental changes in our business model, we're not going to survive in our current configurations.

According to Susskind, there are three main drivers of change: the 'more-for-less' challenge, liberalization (regulatory), and information technology, with the 'more-for-less' challenge being the most significant. As Susskind notes, "The more-for-less challenge, will, I expect, irreversibly change the way that lawyers work." (5)

The author anticipates, much as England has already liberalized, liberalization of regulatory requirements in most jurisdictions within the next ten years, well within the time frame that most of us plan to be in the legal workplace.

In a significant understatement, Susskind notes that the legal profession "has not generally been swift to embrace new systems but it is increasingly finding it impossible to avoid the technology tidal wave." (10) Many of the new and emerging applications are not used to simply automate pre-existing and manual processes, they innovate - allow us to perform tasks that were not possible or even imaginable, such as intelligent legal search, document review previous and currently performed by associates and paralegals. Susskind defines these new technologies as disruptive to our industry, with the capacity to dramatically transform the way we work.

As Susskind summarizes, "...I am suggesting that the more-for-less challenge, liberalization, and information technology will together drive immense and irreversible change in the way that lawyers work. There is something of a perfect storm here. Liberalization and information technology on their own would bring (and enable) reform but it is the more-for-less challenge, this imperative driven by grim economic conditions, that is and will continue to be the dominant force." (14)

This short book (165 pages) is a quick and interesting read. Read it, and contemplate (and prepare for) your future.

VICKI L. SMITH-BILT, SPHR, CLM
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