

# Guidelines for Building Relationships

---

## **1. How long has Greater Los Angeles, A Chapter of the Association of Legal Administrators, (commonly referred to as GLA ALA ) been in existence?**

The Los Angeles chapter was chartered on June 26, 1972 and the Beverly Hills chapter was chartered on June 13, 1977. The two chapters merged to become the Greater Los Angeles Chapter in 2003. Our website is at [www.GLAALA.org](http://www.GLAALA.org)

## **2. What is GLA ALA's mission?**

The GLA ALA mission is to promote and enhance the competence and professionalism of all members of the legal management team to improve the quality of management in law firms and other legal service organizations, and to represent professional legal management and managers to the legal community and to the community at large in order to provide support to professionals involved in the management of law firms, corporate legal departments and government legal agencies. Please visit the GLA ALA website for more information.

## **3. How many legal managers are members of GLA ALA?**

The GLA ALA currently has 350+members throughout the Los Angeles metro area and our membership spans from Santa Barbara to the Inland Empire. The chapter provides a dynamic force within the community for the support of our members, as well as a strong representation at ALA's Regional and International levels.

## **4. Can I become a member of GLA ALA?**

GLA ALA Membership is not open to business partners; however, we welcome your participation in a variety of GLA ALA related activities.

# Guidelines for Building Relationships

---

## **5. How can a good business relationship help an administrator/legal manager manage his/her firm?**

Selecting the right products and services is essential for law firm administration. Business relationships are important connections and resources for legal administrators/managers as they conduct the daily aspects of their jobs, plan for the future and build their knowledge about products, changes and trends. Building business relationships can help the legal administrator/manager when a product or service has changed or when a product or service is needed. Providing opportunities to helping our members to know about and keep current on products and legal trends is an important component of their GLA ALA membership.

## **6. What is the best way to reach the GLA ALA membership?**

- Attending/sponsoring a GLA ALA event is your best opportunity to connect one-on-one with members.
- Participating in networking opportunity events.
- Advertising in the GLA ALA's annual membership directory.
- Advertising in GLA ALA's Leadership Magazine and on GLA ALA's website are also excellent options.
- Please contact any member of the Business Partner team or the GLA ALA Chapter Manager for more information.

## **7. What is the best way to approach members regarding your services?**

- Make an appointment. It is best to not drop by with the hope or expectation that the administrator is available.
- Approach each contact striving to develop a long-term relationship. Don't look for the quick sale.
- Except when legally obliged, privileged and confidential information acquired in the course of doing business with GLA ALA and its members should not be shared with third parties or other business partners.

# Guidelines for Building Relationships

---

- Learn all you can about the firm by visiting their website. Many of our members manage branch offices of national firms who have national contracts with business partners and therefore they may not always be the specific decision maker for the firm.
- Even if your services or products are not selected for the firm at the time, there are many reasons influencing a decision. Maintaining a positive relationship is vital to both parties. The member may change firms or change vendors in the future. He/she could still become a good referral for you when you approach other members.

## **8. Can I use ALA's or GLA ALA Chapter's logo on my marketing materials?**

The ALA and GLA ALA Chapter logos may only be used when prior written permission from the Association has been secured. GLA ALA Chapter leaders may not grant permission to use the ALA logo and ALA Headquarters may not grant permission to use our chapter's logo. Use of our logo can be obtained by contacting our Chapter Manager who will take the information and bring the request to the board.

GLA ALA continues to work with its chapter leadership and members promoting the value of building long-term relationships. With continued training and example-setting by both GLA ALA and business partners, these relationships will become the standard by which both parties attain mutually beneficial outcomes. As a dynamic and vibrant chapter, GLA ALA have been successful in developing strong bonds with our business partner community and hope to continue that for the future.

***Regional and ALA opportunities are available at***

***<http://www.alanet.org/bpcenter/>***