


2024 VIRGINIA ALA
STATEWIDE RETREAT
**MEMBER
BROCHURE**
March 1-2, 2024



Pushing Boundaries for a Positive Future



Virginia
Statewide Retreat

**HILTON SHORT PUMP
HOTEL & SPA**
12042 W. Broad Street
Richmond, VA 23233

JOIN US AT THE HILTON SHORT PUMP FOR THE 2024 RETREAT

- Room rate of \$159 (if booked before February 7, 2024).
- On-site restaurant
- Indoor pool, fitness center and spa
- Free parking
- Walking distance to Short Pump Town Center
- All Retreat events & meals on one floor

[REGISTER HERE!](#)



FAQS

1. How do I reserve my hotel room for Friday night?

Members from the Northern Virginia Chapter and the Western Virginia Chapter and all members from outside of Virginia should register soon using the link above. The deadline to register is February 7, 2024. Members of Hampton Roads and Richmond should contact Kim Pici or Michael Keatts to get added to those Chapters' rooming blocks. If you are a member of Hampton Roads or Richmond, please do not use the link above!

2. When should members arrive on Friday?

We received positive feedback on the Member Idea Exchange from this past year, so we are repeating that at 10:30 am on Friday, March 1. If you would like to attend this member-only session, please arrive at the Hilton by 10 am. Otherwise, our first educational session starts at 1 pm. Remember, hotel check-in is not until 3 pm. The Hilton will do everything they can to get members into their rooms prior to 3 pm, but there is no guarantee.

3. Is lunch provided on Friday?

No lunch is provided on Friday, March 1. There is a restaurant at the Hilton Short Pump that serves lunch, but it is small. There are numerous restaurants at Short Pump Town Center located right next to the hotel. The Member Idea Exchange ends at 11 am, and the first educational session is not until 1 pm, so there is time for a quick lunch break in between. We will also provide light snacks such as granola bars, cookies, and chips prior to the first session.

4. How does dinner seating work? In years past, my entire group has not been able to sit together.

Remember, this entire event is paid for by our Business Partners. Virginia ALA Members pay no registration fee to attend. Our Business Partners want to network with members—they don't want to be at a table with only other Business Partners. Therefore, we reserve 4 or 5 seats per table for Business Partners and the remaining 5 or 6 seats are for members. Please do not move reserved tent cards at dinner. If your entire party cannot sit together at dinner, sit at a table and mingle with new colleagues. There are plenty of networking events where you will be able to sit and socialize with "your group."

SCHEDULE OF EVENTS

Friday, March 1, 2024

- 10:00 – 3:00 p.m. ALA Check-in for exhibitors and members
- 10:00 – 3:00 p.m. Exhibitor Setup
- 10:30 – 11:30 a.m. Member Idea Exchange
- 1:00 – 2:30 p.m. Afternoon Break
- 1:00 – 2:15 p.m. Education Session I
- 2:30 – 3:00 p.m. New Member Orientation and Business Partner Orientation
- 3:15 – 4:30 p.m. Education Session II
- 5:00 – 7:00 p.m. Cocktail Reception in Exhibit Hall
- 7:15 – 8:30 p.m. Dinner, Dessert, and Open Bar
- 8:30 – 11:00 p.m. After Dinner Party



Saturday, March 2, 2024

- 8:00 – 9:00 a.m. Networking Breakfast Buffet
- 9:00 – 9:30 a.m. Hotel Check-out
- 9:30 – 11:00 a.m. Exhibit Hall
- 11:00 a.m. Exhibitor Breakdown
- 11:15 – 12:30 p.m. Morning Break
- 11:15 – 12:30 p.m. Education Session III
- 12:30 p.m. Conclusion

TESTIMONIALS FROM 2023 RETREAT ATTENDEES

“The 2023 Virginia ALA Statewide Retreat was my first retreat, and it was a wonderful experience! The educational sessions were informative and relative to current events. The exhibit hall made it easy to connect with business partners in a fun and relaxed atmosphere. I was fortunate enough to meet some amazing administrators from around Virginia, and I’m looking forward to seeing everyone again at the 2024 retreat!”

—Kristen Berglund, Hampton Roads Chapter



“The 2023 Virginia ALA Statewide Retreat in Norfolk was my first time attending this event. I didn’t know what to expect, but I went in with an open mind ready to learn and meet new people. One thing I can say, it exceeded my expectations. Everyone was so welcoming, from the members to the business partners. I not only learned a lot, but got on the dance floor, too. Seeing the familiar faces from the chapter meetings was encouraging, but being able to meet other administrators and network with them was even better. I’ve already blocked my calendar for the 2024 event in Richmond!”

—Nicole McLean, Hampton Roads Chapter

“The 2023 Virginia ALA Statewide Retreat was a weekend to remember! I heard nothing but fantastic things leading up to the event, and as a first-time attendee, the retreat lived up to the hype. The event offers a fun, exciting atmosphere to network with ALA Business Partners and with fellow legal professionals from around the state. The educational sessions, led by fantastic speakers, discussed insightful topics that continue to be useful to me today. I cannot wait to attend the Retreat again in 2024!”

—Nicole Edmonds, Richmond Chapter

“The 2023 Virginia ALA Statewide Retreat was my first ALA retreat. I had heard many good things about the statewide retreat before attending, and it did not disappoint! The event provided an excellent opportunity to meet professionals in similar positions at other law firms. It was great to share stories and realize that I wasn’t alone in the challenges faced when working in the ever-changing world of legal technology. In addition to the very informative training sessions and knowledgeable presenters, I was able to meet many business partners and learn about several new products. The event was very welcoming and inclusive, and although I was a first-time attendee, I felt like a “regular” by the end. The annual retreat really is a “can’t miss” event for legal administrators!”



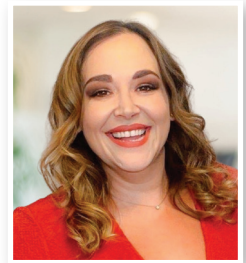
—Lauren Oufiero, Northern Virginia Chapter

EDUCATIONAL SESSIONS

SESSION I—A Cautionary Tale of a Law Firm Data Breach

Presented by: **Amanda Koplos**, ShuffieldLowman

As Administrator Anita sits in the Starbucks line, her phone rings with a call from her IT manager, Ivan. Suddenly, her Venti iced coffee goes hot in her hand and through Ivan's shouts, she hears only four words. "Hackers. Ransom. Server. Down." In an age where digital threats loom large, it's not IF your law firm will be attacked—it's when. In this session, Amanda Koplos, Executive Director of ShuffieldLowman in Orlando, FL and ALA President-Elect, will delve into the intricacies of responding effectively when faced with a cyber threat. Follow the story along as Amanda explains how Anita and Ivan decipher their cyber insurance policy, navigate the role of data breach specialists, craft a client notification strategy, and more, all while protecting their firm's data and their sanity. In this session, Amanda will:



- Discuss how to assemble and empower an internal response team
- Explain the critical role forensic investigators play in assessing the scope and impact of cyberattacks
- Review key clauses in your cybersecurity insurance policy and their applicability in a data breach
- Develop strategies for clear and reassuring client communication while ensuring your firm's response aligns with legal and regulatory requirements, minimizing potential legal consequences



SESSION II—What Now?! Labor and Employment Law Update

Presented by: **Randy C. Sparks, Jr.**, Kaufman & Canoles, P.C.



The old maxim, “The more things change, the more they stay the same,” certainly does not apply in Human Resources. Employment laws seem to change every day. In this session, Randy Sparks, Chair of the Labor and Employment practice group at Kaufman & Canoles in Richmond, VA, will discuss how administrators must keep up with new laws and regulations, new court decisions, and new agency policies and agendas. In this session, Randy will:

- Review recent legal developments in the labor and employment realm
- Look at new and pending legislation
- Discuss the enforcement priorities of various federal agencies to enable you to help your firm navigate our constantly changing business world



SESSION III—Rooting for the Machines: Artificial Intelligence in Life and the Law Practice

Presented by: **Robert “Butch” Bracknell**, Crenshaw, Ware & Martin, PLC

There is a lot of talk about AI these days. For most people, it came into our consciousness with the Terminator movies—AI-enabled humanoid robots that could make independent decisions on how to accomplish assigned tasks. Unbridled AI is scary—but why? In this session, Robert “Butch” Bracknell, Partner at Crenshaw, Ware & Martin PLC in Norfolk, VA, will help attendees understand what AI is, how it works, what it can do across the scope of human endeavor, and how it should be regulated. He will then turn the attention to how it has already altered the landscape of the legal field, both as a substantive area of practice (the law of AI) and as a practice-enabler. In this session, Butch will:



- Define Artificial Intelligence—we need to know how it works to unlock its capabilities
- Explore what AI can do almost as well as humans in the legal services industry while examining what human functions it isn't good at
- Discuss continued advances in AI and how they will help law firms in productive, ethical ways

RETREAT COMMITTEE



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REGISTRATION INFORMATION

Deadline to Register — JANUARY 26, 2024

Registration for VIRGINIA ALA Members — FREE
Registration for Non-Virginia ALA Members — \$100
Guest Fee — \$100 Friday & Saturday Meals
(\$75 Fri Dinner Only; \$25 Sat Breakfast Only)

Registration includes:

- Friday & Saturday educational sessions (3 total)
- Friday cocktail reception, dinner & entertainment (guest fee \$75)
- Saturday breakfast (guest fee \$25)
- Saturday Business Partner Exhibit Hall
- Inclusion in Business Partner Prize Drawings

PAYMENT:

Payment for registration or guest fees can be made by credit card online by clicking the link below. Payment can also be made by check. Please make check payable to VA ALA Statewide Retreat and mail to Kim Pici, Inman & Strickler, PLC, 575 Lynnhaven Parkway, Suite 200, Virginia Beach, VA 23452.

ACCOMMODATION INFO FOR HAMPTON ROADS & RICHMOND MEMBERS:

After registering at the link below, Hampton Roads members should contact Kim Pici for room reservations, and Richmond members should contact Michael Keatts. Discounted rooms are available for Friday and Saturday evenings. There are a limited number of discounted rooms available for Thursday evening.

*****REGISTER ONLINE HERE*****
www.hrala.com/retreat/member