

April Campbell, JD



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April Campbell is the Director of Administration of McCullough Hill Leary, PS. She has been a member of ALA since 2005, during which time she's held roles in both large and small law firms as legal staff supervisor, pro bono manager, operations manager and director of administration. Before her career in legal management, she practiced as an attorney. April is passionate about developing leaders and productive teams. She focuses her energy on the philosophy of change experimentation, using design thinking to foster new solutions and empower leaders to a deeper understanding of how change happens.

April is completing her coach training and will be an Associate Certified Coach in May 2020. Her leadership in ALA includes many roles at the Association level and within the Puget Sound Chapter.

She currently serves as the Immediate Past President of ALA.

Why you should join ALA and the Arizona Chapter

- Quality education and networking opportunities
- Eligibility for scholarships to ALA's annual conferences
- Connect with your local chapter members to keep up to date on the latest information
- Expand your professional development through volunteer leadership opportunities
- Subscriptions to AZ Legal Management, Bold Bites, and newsletter
- Special pricing from business partners
- Virtual networking with legal industry peers across the country
- Discounted registration fees for local and international conferences

If you are interested in becoming a member or have questions, please email: membership@azala.org.

Association of Legal Administrators Arizona Chapter

www.alanet.org www.azala.org



2019 Business of Law Conference & Expo

August 7th, 2019
8am - 5pm

Warehouse 215 @ Bentley Projects
215 E. Grant Street
Phoenix, AZ 85004

*Get ready for a day of
outstanding education and
meaningful conversations!*

Free to all AZ ALA Members
\$50 Registration Fee for non-members
Register at www.azala.org Calendar of
Events





Agenda

7:30 – 8:30	Business Partner Table Set up
8:00 – 9:00	Registration/ Continental Breakfast/ Networking
9:00 – 10:00	Marsha Petrie Sue Clear Focus: 13 Lucky Steps to Take
10:00 – 10:15	Break
10:15 -11:30	Debbie Foster Identifying and Sharing your Strategic Vision
11:30 – 12:30	BP Exhibit Hall
12:15 – 1:10	Lunch
1:10 – 1:15	Welcome Back
1:15 – 3:15	April Campbell Creating Progression Through Design Thinking Methods
3:15 – 3:30	Closing Remarks
3:30 – 5:00	Networking/Business Partner Reception

Clear Focus: 13 Lucky Steps to Take

Presenter: Marsha Petrie Sue, MBA

9:00am - 10:00am

Taking full responsibility for achievement is the core of Marsha's **Clear Focus: 13 Lucky Steps to Take** presentation. The first *Lucky* step is to learn to make better choices and help others do the same by applying the T.L.C. - Take it. Leave it. Change it. The remaining 12 steps reveals doable actions to help reduce conflict, maximize people power, achieve goals and so much more. Don't miss this opportunity and please join us.

Identifying and Sharing your Strategic Vision

Presenter: Debbie Foster

10:15am - 11:30am

Vision, Mission and Core Values. They say every business should have them. Often times, they get created, put in a drawer and no one speaks of them again. In this session we will talk about creating and sharing a vision for your business in a way that can be positively impactful to the organization. We will explore the value of setting measurable goals around that strategic vision that can help you hold people accountable and be a foundation for everything you do. Attendees will learn the components of a strategic plan; participate in a strategic vision exercise; understand the value of the vision shared by all.

Creating Progression Through Design Thinking Methods

Presenter: April Campbell, JD

1:15pm 3:15pm

As organizations strive to achieve progression and differentiate themselves through innovation, creative problem solving becomes an essential skill for all professionals. This session will explore the concepts of progression and innovation, review design thinking methods and allow participants to use the process to collaborate and problem solve with fellow attendees on current issues they are facing in their organizations. Participants will leave this working session with an understanding of design thinking principles and the fundamental skills associated with applying it; practical tools and tactics tailored for various functions inside legal organizations to creatively and proactively solve even the most complex challenges; the experience of applying design thinking to create more effective solutions that differentiate and progress your organization; solutions created through collaboration with attendees to implement at your organization.

Marsha Petrie Sue, MBA



**Communicating Results, Inc. President
International Professional Speaker
Executive Coach, Best Selling Author**

Marsha has over 30 years' experience serving as a corporate executive in the areas of sales, marketing, and public relations. She earned her Bachelor of Arts from California State University at Long Beach, her Master of Business Administration, Magna Cum Laude from the University of Phoenix and attended the Darden School of Business.

Marsha is a certified Myers Briggs Type Indicator assessment practitioner and her areas of expertise include communication, conflict resolution, platform presence, cultural diversity, change management, gender differences, and emotional intelligence to name a few.

Marsha has been featured in the Wall Street Journal, Investors Business Daily, USA Today and several television and radio segments. Her best-selling books include *The Reactor Factor: How to deal with difficult work situations without going nuclear*, *Toxic People: How to deal with difficult people without weapons or duct tape* and *The CEO of YOU: Leading yourself to success*.

Debbie Foster



**Affinity Consulting Group
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Debbie Foster is a nationally recognized thought leader on efficiency and innovation in professional legal organizations. Her 20+ years of experience, combined with a mix of strategic management and strong leadership skills, has enabled Debbie to develop a unique ability to work with law firms and legal departments to help them navigate the ever changing legal services delivery landscape.

Debbie earned her Lean Six Sigma Certification and is relied on by firms all over the country as a management consultant. She is also a trusted advisor when it comes to assisting law firms with strategic management problems and resolutions. Debbie is very active in the Law Practice Division of the American Bar Association, and is currently serving on the Publication Board. She is also active in local and state bar associations as well as the Association of Legal Administrators.