



New Mexico Chapter of the Association of Legal Administrators

Proudly Presents its

2021 Business Partner Program

Disclaimer

Business Partners are prohibited from using the NMALA logo on any promotional materials, including websites. The NMALA logo is copyrighted material and may not be duplicated in any way. Business Partners may advertise that they are NMALA Business Partners including the level and year of the partnership (ex. 2017 Silver Level Business Partner). Business Partners may also indicate the length of time they have been a Business Partner (ex. Business Partner of the NMALA since 2005).

December 7, 2020

The Business Partner Committee extends our thanks to the 2020 Business Partners. We appreciate your ongoing support as we strive to make your partnership with ALA both productive and enjoyable. Many of our Business Partners provided valuable feedback, so we made some changes based on those suggestions and have highlighted them in the program. We look forward to welcoming our 2021 Business Partners!

Our Business Partners play a vital role in our Chapter's success. The Business Partner program helps to fund educational and professional development opportunities for Chapter members. There are many benefits to becoming a Business Partner of the NMALA. You will have networking opportunities with legal professionals from organizations of all sizes and industries. Members frequently refer our Business Partners to other members when a professional product or service need arises.

Here are some important details to remember:

- The 2021 Business Partner Program is from February 1, 2021 through January 31, 2022.
- All registrations must be received by Thursday, February 28, 2021 with the exception of the Copper and Bronze levels.
- A la carte registrations are accepted on a first-come, first-served basis throughout the year, based on availability.
- Program registrations are processed on a first-come, first-served basis.
- Full payment must accompany registration in order to be processed. Checks should be made payable to "NM Association of Legal Administrators" and be sent to PO Box 25731, Albuquerque, NM 87125. *Please note we do not accept credit card payments.*

Please e-mail your company's logo to Adrian Salazar before February 28, 2021. Please make sure your logo is in high resolution (300 dpi or higher) so that it will look crisp when printed. We can use either .jpg, .png, .svg or .eps formats. If you have any questions about the logo formats, please contact Adrian Salazar at asalazar@rodey.com.

Please take a moment to familiarize yourself with the [NMALA Code of Professional Responsibilities](#) and the [ALA Performance Guidelines](#). Links to both can be found on page 8 of this packet.

2021 Business Partner Committee

Erica Nunez
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Penimah Silva
Keleher & McLeod
pcs@keleher-law.com

Adrian Salazar
Rodey Law Firm
asalazar@rodey.com

2021 Calendar

February 28

Registration Deadline
Company Logo Submission Date

March 10

Managing Partner Event

March

Spring Business Partner Event

May

Community Connection Activity

June/July

Wine & Paint Event

September

NMALA CLE

October

Fall Business Partner Event

Dates subject to change

Many Thanks to Our 2020 Business Partners

Platinum



Ephesus Office Technologies, Inc.

Gold

*Hub International
Midway Office Supply*

Silver

*Employer's Pro Advantage
Letherer Insurance Consultants, Inc.
LexisNexis
Sabio Systems*

Copper

Bronze

Summary of Program Benefits	Platinum \$2,500 (Limit 1)	Gold \$1,000.00 (Limit 3)	Silver \$500	Copper \$350	Bronze \$250
Attend two Business Partner Events	✓	✓	Up to 2 reps		
Attend one Business Partner Event (Spring or Fall)				Fall Up to 1 rep	Spring Up to 1 rep
Signage indicating your company's level of participation at all Chapter events	✓ And Logo	✓	✓	✓	✓
Receive Chapter Membership List every quarter	✓	✓	✓	✓	✓
Your logo on home page of Chapter website in rotation		✓	✓	✓	✓
Your logo on home page of Chapter website – static	✓				
First 10 minutes at the beginning of a membership meeting to present	✓	✓	✓	✓	
Participate in Chapter Community Connection activities	✓	✓	✓		
Spotlight article to appear on website quarterly	✓	✓			
Receive a booth at the CLE – we choose location of booth	✓	✓			
Attend Members Summer Wine and Paint Event paid by each individual	✓				
Attend Managing Partner Event, <i>not to present</i>	✓ 2 Reps				
Your Name and logo on the NMALA's homepage and on all paperwork	✓				
Assist Business Partner Committee with planning Business Partner Program for the following year	✓				
First right of refusal for following year's Business Partner Program Platinum Sponsorship	✓				
Happy Hour with the Board and new Chapter members	✓				
Lunch with Chapter Board and Business Partner Committee members	✓				
Ability to sponsor meeting if another business partner is unable to.	✓				

A la carte Opportunities for New Mexico Chapter Business Partners

\$150 – Purchase a copy of our Chapter membership list. The list will be emailed in February 2021.

\$250 – 10 minutes at any membership meeting to present. You will be able to come to a membership meeting to present at as long as it does not conflict with another presenter at the same meeting.

\$450 – Sponsorship of the NMALA CLE. You will have a booth at our annual CLE, location is at our choosing, along with your company logo appearing on event sign-up sheets and signage at the event. You will also have the opportunity to socialize with our attendees.

2021 Business Partner Program Registration

Registration is due February 28, 2021

Company: _____

Primary Contact: _____ Title: _____

Primary E-mail Address: _____

Secondary Contact: _____ Title: _____

Secondary E-mail Address: _____

Phone #: _____ Fax: _____

Address: _____

City: _____ State: _____ Zip Code: _____

How did you learn about our program? _____

_____ Logo file sent to Adrian Salazar (asalazar@rodev.com)
(Please check this if complete at time of registration)

_____ I am a first time ALA Business Partner

Please indicate your first and second choice level. If your first choice level is sold out, you will be slotted into your second choice provided you have made payment in full. You will receive an email once your payment and registration form have both been received and your level is confirmed.

Platinum Level Partner	\$2,500 (Limit 1)
Gold Level Partner	\$1,000 (Limit 3)
Silver Level Partner	\$500
Copper Level Partner	\$350
Bronze Level Partner	\$250

_____ First Level Choice _____ Second Level Choice

Please complete page 7 of this packet.

**Mail along with your check
Made payable to:**

NM Association of Legal Administrators
PO Box 25731
Albuquerque, NM 87125

While we recognize business partners are independent entities, the practices and actions of a business partner, whether for or on behalf of ALA or in matters unrelated to the Association, may impact and/or reflect upon the Association. For this reason, ALA encourages all business partners to respect and support the principles and rules of conduct, as outlined in the ALA Code of Professional Responsibility (see <http://www.alanet.org/docs/default-source/default-document-library/ethics.pdf?sfvrsn=0>), that its members are expected to incorporate into their everyday performance. Furthermore, the Business Partner Committee and New Mexico Board strongly encourage ALA business partners to become familiar with, and meet or exceed, the following guidelines. These guidelines are intended to advance the Association's Mission (see <http://www.alanet.org/about/>) and to strengthen the relationships between business partners and ALA members.

Business partners and their employees, agents and subcontractors (collectively referred to as "Representatives") should be aware of the Association's commitment to business integrity. Take the time to educate your representatives to ensure they are familiar with the Code of Professional Responsibility and these Performance Guidelines. Our business partners are encouraged to exercise sound judgment, discretion and moderation when offering gifts, prizes or interacting in social settings with ALA members.

The New Mexico Chapter of ALA Business Partner Program includes professional as well as social events. Those events that are social in nature may include alcoholic beverages. Each Member and Business Partner assumes responsibility for maintaining their professionalism and exercising good judgment. Excessive alcohol assumption is prohibited. Both Members and Business Partners have a responsibility and an obligation to monitor and limit their own alcohol consumption.

2021 A la carte Registration

Company: _____

Primary Contact: _____ Title: _____

Primary E-mail Address: _____

Secondary Contact: _____ Title: _____

Secondary E-mail Address: _____

Phone #: _____ Fax: _____

Address: _____

City: _____ State: _____ Zip Code: _____

I would like to:

_____ Purchase a copy of the New Mexico Chapter Membership list (Sponsorship is not required to purchase the list).	\$150.00
_____ 10 minutes at any membership meeting to present	\$250.00
_____ Sponsorship of the NMALA CLE	\$450.00

Please submit this completed form along with your check made payable to:

NM Association of Legal Administrators
PO Box 25731
Albuquerque, NM 87125

** A la carte opportunities are not guaranteed until payment is received.
You will be contacted to confirm receipt of payment. **