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ELISE DRESSER

Elise Dresser, CCLS, is currently serving as Governor for Santa Clara County LPA. Elise earned her CCLS in 2009 and is a member of the CCLS Certifying Board. She is also a member of the Bay Area Legal Secretaries Forum (BALSF). Elise has been a civil litigation secretary at Newton Remmel for over 20 years and can be reached at edresser@newtonremmel.com.

Santa Clara County LPA's Race To Bid On LSI's 2013 Annual Conference

ROD CARDINALE, JR., PRESIDENT, AND ELISE DRESSER, CCLS—SANTA CLARA COUNTY LPA

FIRST GEAR – A DREAM

Flashback to May 2010: we attend LSI's Annual Conference in Sacramento. This is our first conference together as President and Governor, and this was Rod's first time attending an LSI conference. Rod thought the conference was put together well; it was professional, fun, and educational. He felt like he was part of a great team. He liked making new friends and he was welcomed warmly despite being one of the few men attending conference as a delegate. The theme of the conference was "These Shoes Were Made for Walking," and Rod's only complaint was there was not a single penny loafer in sight! Over the weekend, Rod started to wonder if Santa Clara County LPA could host such a successful annual conference. The idea was planted and the journey began.

SECOND GEAR – WHAT CAR TO BUY?

We then attended the next two quarterly conferences, which were held in Modesto, hosted by Stanislaus County LPA and Merced County LPA, and North Hollywood, hosted by San Fernando Valley LSA. We encouraged fellow board member and Recording Secretary Maria Patterson, to attend her very first conference in North Hollywood because she had expressed interest in being a part of planning to host a conference. At both conferences, we began networking and talking to other LSI members who had hosted conferences in the past. As word spread over the weekend that we were contemplating hosting a conference, other LSI members encouraged us and offered valuable advice. With our peers supporting and encouraging us, we decided we wanted to bid on an LSI conference. Elise asked Rod what conference he thought Santa Clara County LPA should bid on. Rod's response was, "We go big or we go home." It had to be the 2013 Annual Conference.

THIRD GEAR – START THOSE ENGINES!

When we got home from the November 2010

quarterly conference, we were armed with enough information, knowledge and advice to start formulating our plan and strategy to bid on the 2013 Annual Conference. We brought our plan to our board, shared what we had learned, and asked the board for their thoughts and whether or not we would have the horsepower to finish the race. Rod said he was willing to embark on this adventure and was also interested in being the Conference Chairman. The board concurred and recommended to the members of Santa Clara County LPA that we bid on the 2013 Annual Conference. We reminded our members how rewarding and unifying a conference can be for an association. The members approved the recommendation with a resounding "yes!" Our engine was running like a champ.

FOURTH GEAR – THE STARTING LINE

Our race team was now armed with our trusty Guidelines for Hosting an Annual Conference, the knowledge we had learned from asking as many questions as we could at the 1st and 2nd Quarterly Conferences, the support from our LSI peers, and the support of our association. It was now time to find a venue that was worthy of hosting an LSI annual conference. The first thing we did was to determine that we wanted to host the conference in downtown San Jose because we felt it was the best place to showcase our great city with its diversity, variety of restaurants, attractions and beautiful weather in the spring. Downtown San Jose is only three miles from the San Jose International Airport, and less than one mile from the Caltrain/Amtrak Station, with access to the light rail system so visitors can easily see all that downtown San Jose has to offer.

After we made a list of the criteria for hosting a conference, Rod asked Maria and Elise to arrange hotel tours at the Fairmont Hotel and the San Jose Marriott, the two most recognizable hotels in downtown San Jose. They

toured the hotels, met with hotel event planners, reviewed the menu prices and room rates, and discussed what was needed based on the LSI guidelines. Elise and Maria were given the red carpet treatment - treated like rock stars at both hotels. The hotel staff showed them all the meeting rooms, banquet room, hotel rooms, and suites and let them sample the food. Conference proposals were received from both hotels. The three of us would now compare the two proposals and choose the best one for the Annual Conference.

We reviewed the rules for hosting an Annual Conference, and referred to the knowledge and notes we had taken from talking to our peers at the quarterly conferences. We then reached out to our visiting officer, LSI Executive Advisor Christa Davis, for support and clarification on questions we had, and about the rules for bidding for an Annual Conference. Confident on what we wanted and needed, the three of us went back to both hotels. They showed the same courtesies the second time around. We then sat down and negotiated with the hotel staff to get the best deal we could. The challenge was to offer an affordable room rate and scrip ticket at one of these four-star hotels. After great negotiations with both hotels, we decided the San Jose Marriott was the best location to host LSI's 2013 Annual Conference. The San Jose Marriott is a brand-new, sleek and modern hotel well-known for its award-winning Michael Mina fine dining restaurant, The Arcadia. We were confident that our LSI peers would be excited to attend the 2013 Annual Conference at a four-star metropolitan hotel, with a room rate of \$109 and a scrip ticket price of \$130.

With the click of a button, Rod emailed our bid to LSI President, Brooke Atherton, CCLS. It was then off to our first pit stop: waiting for the bids to be announced at LSI's February 2011 Quarterly Conference in Oroville.

IN PIT ROW –

While in pit row at the February 2011 conference, hosted by Southern Butte County LPA, along with our Education/Scholarship Chair Patty Russell and fellow member Jill Gardella, we blew an engine. President Brooke announced that another association had also submitted a bid for the 2013 Annual Conference! We now had a decision to make. Do we concede and bid on another conference or do we rebuild the engine, get back on the track, and continue racing? This was a no-brainer. We rebuilt our engine, got back on the track and continued on with the race.

THE LAST 100 LAPS - HEADING TOWARD THE FINISH LINE

There's one last stop before we get to the finish line and checkered flag: Santa Clara County LPA will have a campaign table at the Friday Night Reception at the May 2011 Annual Conference in Los Angeles, hosted by Los Angeles LSA. Our members will be there to promote the great City of San Jose and Santa

Clara County LPA. Come visit our table and vote for us! Who will cross the finish line first? How will our race end? Only you can decide...

San Jose breaks the mold with a vibrant, walkable downtown area that is right outside the door of the San Jose Marriott and a mere five minutes from the San Jose Airport. You'll find great dining, unique venues, a thriving arts scene that includes theaters and live music, museums and wine tastings within an easy walk of the San Jose Marriott. Parks and walking paths abound in Silicon Valley's biggest city so you can enjoy plentiful sunshine and mild temperatures in outdoor spaces like the inviting Plaza de Cesar Chavez Park. It all combines to make San Jose the perfect place to meet!

LOCATION, LOCATION, LOCATION! THINGS TO SEE IN SAN JOSE:

- Winchester Mystery House (www.winchestermysteryhouse.com): Group rates are available for this 1880's California landmark. This famous mansion features oddities such as staircases leading to nowhere, which arose from Sarah Winchester's blueprint-free designs.
- San Pedro Square (www.sanpedrosquare.com): A short walk from the Marriott, it's a great place for dining, free outdoor movies and exploring historical buildings such as Peralta Adobe, one of the last remaining structures of one of Spanish California's oldest settlements. Take advantage of San Jose's famous Friday Farmers Market where the freshest local produce and arts & crafts are on display.
- Santana Row (www.santanarow.com): A short drive from downtown San Jose, take a leisurely stroll around San Jose's premier destination for upscale shopping, dining, and nightlife.
- The Tech Museum of Innovation (www.thetech.org): Directly across the street from the Marriott, this unique museum offers exhibits featuring exhibits about the internet, renewable energy, and more, and also features Northern California's only domed IMAX theater.
- Children's Discovery Museum of San Jose (www.cdm.org): This museum has been ranked as one of the top 10 children's museums in the country and ranked as one of the top five science centers in the world.
- San Jose Center for the Performing Arts: A block away from the Marriott, this theater is the home to Ballet San Jose and Broadway San Jose and offers performances of traveling Broadway productions such as Grease, Mamma Mia, and Hair.

San Jose is less than an hour's drive from the roaring Pacific coast, majestic mountain ranges, towering coastal redwoods,

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iPad as a Legal Tool ***Continued from page 12***

dar program also works very well with Outlook by synchronizing through iTunes.

The newest program I have is TrialPad, which was just released in December of 2010. This program allows you to create different folders for each trial and store a portable data format (pdf) file for presentation at trial. This is a new program with no reviews and is the most expensive program I have at \$89.00. The program connects directly from your iPad to the standard projection software available in Sarpy County and Lancaster County Courtrooms, and hopefully in the future, the remaining Nebraska counties, enabling you to review, annotate, and scroll through your documents in front of the jury. It is a great tool if you are tech-savvy in the courtroom.

A more active and daily useful option is iAnnotate PDF, which allows you to annotate your pdf with notes, highlights, and bookmarks, which can be added or removed at will. This is a very good program at \$9.99, and very helpful for preparing for depositions or client meetings.

There are a number of other programs I use frequently, such as Index Card and iCardSort, which have been very useful for brainstorming on cases and organizing facts. Medscape is useful for

checking drug interactions or looking up medical procedures I am not familiar with. DocstoGo is a great program to transfer Word, Excel and PowerPoint documents from your land computer to your iPad, at a very affordable price of approximately \$15.00.

Finally, iMeeting Pad is a very useful program for meetings and is fairly self-explanatory. The program allows you to take notes at Meetings, which you can later organize into meeting minutes and e-mail to meeting attendees. The program has an option allowing you to Tweet from Twitter, for convenient "meeting tweeting." This is useful if all of your meeting attendees are on your Twitter list and you want to tweet a new meeting date and time. This, of course, leaves issues of confidentiality, as well.

The iPad comes with a built-in keyboard which is very easy to use; however, I have found that with the amount of time I spend on my iPad that purchasing an external keyboard was helpful. The keyboard connects through Bluetooth and makes work on the iPad as convenient as working on a netbook or laptop. Overall, the iPad has become a very useful legal tool for both attorneys and paralegals. **LS**

Innovative Job Searching ***Continued from page 11***

1. Their bio;
2. Their "Follower/Following" ratio (Have they been around a while? Do they follow people back?);
3. Their website; and
4. Ask others in your network whether they can recommend the recruiter as a credible source.

Personally, I haven't used Twitter for a job search - or for much else. In fact, I had hardly used my Twitter account at all - mostly because I was a bit shy about tweeting. But while I was researching this article, I found some very useful and informational websites through Twitter. What I've discovered is that using social media online is just another way of networking. And networking is the way to find a job. **LS**

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dozens of wineries and a hop, skip, and a jump to Santa Cruz, Monterey, Carmel, and San Francisco. San Jose is consistently ranked as one of the top ten cities in the state because it's a

perfect destination to visit, have fun and enjoy the perfect weather! Come visit us now! **LS**