

21ST ANNUAL CONFERENCE
 CELEBRATING CALDA'S 22ND YEAR!
 OCTOBER 17-19 — FRESNO, CA

Access Newsletter — Fall 2008

FROM THE PRESIDENT'S VIEW

Are your profits suffering during these difficult economic times?

This is why it is a *must* that you attend the 21st Annual CALDA Conference October 17-19, 2008 at the Ramada University Inn, Fresno, CA!

Learn how to:

- ◆ Sell more;
- ◆ Identify what your customers want;
- ◆ Expand your services; and
- ◆ Have fun as we learn together.

My philosophy is this, "If you come away from the conference having learned one new thing, then you are ahead of the game!"

You are guaranteed to learn something new! What are you waiting for? Register now at www.CALDA.org!



*Tina Sandoval,
 CALDA President*

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BEING A BUSINESS OWNER . . .

requires a lot of time, ingenuity, patience, processes, procedures, knowledge, skill and more. The list can go on forever; however, to make it, we all settle somewhere on the pendulum as to our business practices. Going to the CALDA Conference October 17-19, 2008 is a good time to learn and employ new "best practices" for our businesses.

At the conference you will be among many professionals with whom, by and large, you do not compete directly and who experience similar issues developing best business practices to streamline processes/procedures and maximize efficiency. For the new year, commit yourself and your business to learning and integrating new "best practices."

Definition: Best Practice is an idea that asserts that there is a technique, method, process, activity, incentive or reward that is more effective at delivering a particular outcome than any other technique, method, process etc. The idea is that with proper processes, checks and testing a desired outcome can be delivered with fewer problems and unforeseen complications. Best practices can also be defined as the most efficient (least amount of effort) and effective (best results) way of accomplishing a task, based on repeatable procedures that have proven themselves over time for large numbers of people.

Carl Knoll, Professional Standards Chairperson

FIVE TIPS TO GROW YOUR LDA BUSINESS IN A SLOW SEASON

Using down time is the best time to reevaluate the progress, strengths and weaknesses of your business and to form new strategies. It's also a time to reconnect with your customers and colleagues to thank them and find new opportunities.

Our business is cyclical. Use the down times to tune-up and refresh. This profession has grown and changed, and in order to stay on top you will have to be proactive. You can sit back and complain when work slows down or you can use the opportunity to grow strong.

1. Track the results of your business activity. Carefully review all the details of your income and expenses. Get rid of what doesn't work and pay more attention to what does work.

2. Call, email or send cards to your customers and colleagues. When you're drowning in work, it's easy to forget to thank those who helped you in your success. The amount of good communication and information going out is in direct relation to the amount of money coming in.

3. Expand your network. Meet new professionals with whom you can share referrals or with whom you can align for similar services.

4. Increase your lines of service. This is the time to learn something new and implement it into your business.

5. Sign up and attend CALDA's 2008 conference October 17-19, 2008.

You can do all of the above in a short period of time.

Annette Gomez, CALDA Secretary

FROM HERE TO THERE

I hope you are looking forward to our annual CALDA conference as much as I am! I remember attending my first CALDA Conference in Los Angeles in October 2002. I had just finished my Paralegal program at Cal State Hayward and had been working for about seven months as a Paralegal for a law firm in San Francisco (where I was not very happy with either the job or the commute). I joined CALDA as a student member that year because I knew early in my paralegal studies that becoming an LDA was my ultimate goal, and although working for law firms for six years I learned a few things along the way, it has been attending the annual CALDA conference each year that has had the largest impact on my LDA career. Each year I look forward to meeting new colleagues from all over the state and to seeing familiar faces from previous years' conferences. It is nice to be able to put a face with a name and meet members with whom you've talked on the phone and/or those who've posted on the CALDA Forums.

CALDA is such a great resource because our members possess such a wealth of experience and knowledge, and attending the conference each year has not only given me

the opportunity to meet many of the members but to also attend great classes that give me knowledge in new services that I can add to my business. After attending classes on Evictions at two previous conferences I finally had the courage to try a few Unlawful Detainer Complaints. I have one Property Manager now that has used me in about a half dozen evictions in the last year alone. The first eviction I prepared nearly paid for my conference fee for that year, so the rest were icing on the cake. Last year I attended Ann Malane's class on Mechanic's Liens. Do I offer them yet? No, but if I wanted to do them, this would have been and likely continues currently to be a great service to offer to contractors given today's real estate market. I attended Lynne Stein's class on QDROs one year at Asilomar and now offer that service to clients. This year I am looking forward to Helen Bellamy's class, "How To Make Money Doing Probate." No matter what is going on with the economy, people unfortunately still die without an estate plan, so we can be there to help them save money by preparing their probate forms and small estate affidavits.

Attending the annual CALDA conference

"CALDA is such a great resource because our members possess such a wealth of experience and knowledge . . . "

each year is an investment in yourself, your business and your future. Even if you have to borrow the money, do it, as you likely will come away with at least one or two new services that you will be able

to offer your clients, if not more, and you can quickly pay back that loan! It's economical if you share a room with a CALDA member and you may make a new friend at the same time. At that first conference in LA I shared a room with Sheila Krebs, a CALDA member from Fresno, and we have shared a room at each conference since then.

So, if you haven't already registered for the 21st Annual CALDA conference, I strongly urge you to do so while you can still get the early bird discount before October 1. Just do it!

Robin Wilson, Newsletter Chairperson

PLEASE JOIN ME IN WELCOMING THE FOLLOWING NEW MEMBERS:

Christian Jutt	San Joaquin County	Mony Tok	Los Angeles County
Theresa McKenna	San Diego County	Anthony Shamrell	Riverside County
Madelyn Mikkelsen	Riverside County	Ana Orozco	Riverside County
Leslie Snyder	Mendocino County	Rai Sukhwinder	Alameda County
Leewong Song	Alameda County	Seung Pak	Los Angeles, CA*
Cecilia Dahl	Santa Clara County	Adelia Barros-Parker	Santa Cruz, CA*
Diane Montgomery	Fresno, CA*	Elizabeth Gomez	Solano County
Cynthia Severson	Los Angeles County	John Larson	San Luis Obispo County
Trudi Villarreal	Alameda & Santa Clara Counties	Anita Parga	Madera County
Robyn Cunningham	Sonoma County	Gwendolyn Jackson	Shasta County
Michael Jay	Los Angeles County	Michelle Manumaleuna	Los Angeles & Orange Counties
Szudy, Loretta	Chino Hills, CA*	Kellye Taylor	Los Angeles County

**Student or Sustaining Members*

NEW MEMBERS – WELCOME!

NEW MEMBERS – WE WANT YOU!

If you are interested in participating on a committee and helping CALDA with its mission, please give me a call at (559) 485-5445. I will make sure you will get connected with the right person.

Committees available:

- | | | | |
|--------------------|-----------------------------|--------------------------|---------------|
| * Public Relations | * Education | * Membership | * Technology |
| * Conference | * Newsletter | * Professional Standards | * Legislation |
| * Fund Raising | * Nominations and Elections | | |

Robin Schumacher, Membership Chairperson

TOGETHER: RISING

CALDA's 21st Annual Conference is fast approaching. We have new and exciting classes scheduled for you and YOUR participation is critical to our success.

COME AND HEAR:

How to Make Money Doing Probate - Helen Bellamy

Civil Complaints & Answers Using Judicial Council forms - Ann Malane

Living Trusts: Trust Administration - Debra Burton

Trademark It! - Steve Elias, Esq.

COME AND MEET our Keynote Speaker, Associate Justice M. Kathleen Butz, Mike McKeever, Nolo author of "How to Write a Business Plan" with over 150,000 copies sold, and Terri McCracken, Esq. speaking on Family Law: Collaborative Law, Child Abduction, and Parental Rights Termination.

EXHIBITORS, register for a booth and exhibit your products and services to offer business connections and networking – you'll be glad you did.

Vanessa Watson, Education Chairperson

ANNUAL CALDA CONFERENCE – OCTOBER 17-19, 2008

WHO should attend the annual Conference?

- Entrepreneurs - business owners, managers, CEO's, company presidents and other business executives;
- Managers - administrators, directors; and
- Others - individuals, teams, staff members.

WHY should you attend?

- To learn how to effectively maintain and increase your customer base, revenue and sales;
- To learn tools and strategies for career advancement;
- To incorporate varying networking strategies leading to visibility of your business, yourself and your organization;
- To lead by example and to understand the true qualities and work of a leader; and
- To implement easy measurable strategies to improve your business.

WHERE will you attend?

- Ramada University Hotel, 324 East Shaw, Fresno, CA 93710

WHAT should you bring?

- Questions and anticipation for learning something new; and
- An interesting example of how you met the needs of a client to share with other successful LDAs.

WHEN will you attend?

- Registration:

7:00 - 8:00 a.m. on Friday, October 17, 2008;

7:00 - 8:00 a.m. on Saturday, October 18, 2008; and

7:30 - 8:00 a.m. on Sunday, October 19, 2008.

SEE YOU THERE!

Nancy Newlin, Conference Chairperson

