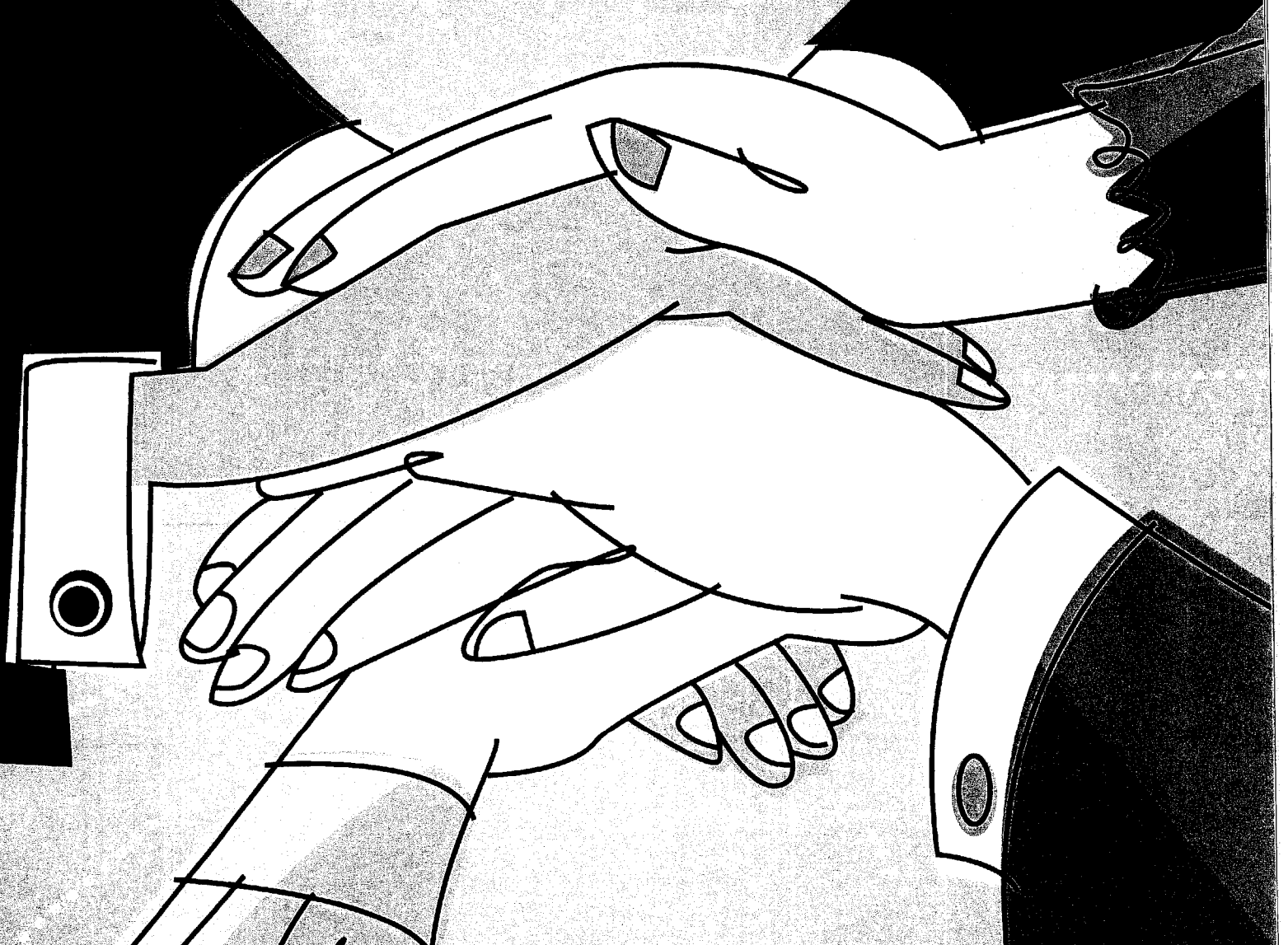


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# LEGAL MANAGEMENT NEWS

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## GO TEAM!

Setting ambitious—but attainable—  
goals for your executive team.

# Ideas for Administrative Professionals Week



**A**DMINISTRATIVE PROFESSIONALS WEEK WAS ESTABLISHED IN 1952 by the National Secretaries Association (now known as the International Association of Administrative Professionals). Some 53 years later, the idea continues to be celebrated at workplaces around the world during the last full week in April. The goal is to honor the contributions of today's administrative workforce.

The initial destination featured a wildlife safari, where travelers enjoyed a collection of fresh fruit and Odwalla juices. From here, passengers jetted off to East Asia for "Pagoda Pastries" and sampled doughnuts in the towering mountains and epic landscapes of the room next door. The final stop was ancient Greece for "Bacchus Bagels" in marvelous Mediterranean landscapes, where participants mingled among

whisked off to the beaches of Paradise Island for a complimentary Caribbean lunch. Each packet also included a passport that served as a raffle ticket for a travel-related prize drawing.

Organizers of these activities are challenged to generate programs that benefit a diverse audience. I find it helpful to begin by compiling a list of the various interests and hobbies within the target audience. These ideas can evolve into potential

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## Virtual vacation

Despite popular belief, it does not take a huge budget to plan a successful week. A little creativity can go a long way in providing special recognition to a deserving administrative team. In planning activities for Miller Nash, I challenge myself to come up with ideas that money *cannot* buy.

For example, the theme used three years ago centered on a "World of Thanks." This adventure sent staff on a dream vacation, without ever leaving the office. A simple text-only itinerary, similar to what one would receive from a travel agent, was enclosed in a travel packet. On Monday, passengers departed on a first-class, nonstop flight to South Africa to kick off a whirlwind tour of "Breakfast Around the World."

Greek gods and goddesses in the 8,000-year-old civilization that transformed the employee lounge. In each of the imaginatively decorated conference rooms, select attorneys were available to meet, greet, and serve these "VIP Gold Members."

The days that followed led to new journeys. Tuesday's flight landed in Mexico for "Build Your Own Nachos" next to a live mariachi band. On Wednesday, staff members discovered dessert in the desert of Egypt with "Red Sea Ice Cream Sundaes" featuring Cleopatra Chocolate, Sphinx Strawberry, and Valley of the Kings Vanilla.

Thursday's highlight was a stopover in Paris for catered espresso drinks and French pastries. Just before the onset of jet lag, the group was

themes for events and activities. It is often useful to ask a few coworkers for their thoughts and suggestions for each topic under consideration. Several options may be tempting, but it can be advantageous to go with your gut feeling regarding which single idea seems the most feasible.

Once a theme has been chosen, you can begin to focus on developing the details of your agenda. It is easier to start with small ideas and build out from there. A successful appreciation program is not necessarily elaborate and expensive. Simple, sincere efforts are often appreciated the most. **LMN**

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