

Minimize Risk, Maximize Opportunity

by Christine M. Blackstun, ALPS Corporation, Marketing

Today is an exciting time in the legal profession—a time of rapid change. Law firms are under continual pressure to boost efficiencies, decrease costs and sustain effective lines of communication with their legal teams and clients. These pressures require law firms to develop new strategies that promise radical improvements in the way the firm functions.

ALPS, the endorsed malpractice insurance carrier for the Virginia State Bar, takes a deep interest and active involvement in the evolution of the practice and business of law. While many of you may know us for our stability and unmatched customer service to the legal profession through liability insurance, continuing legal education programs and strong commitment to state and local bar foundations—our resources don't stop there. Today, we continue our tradition of excellence by integrating our conventional services with new and innovative solutions that help clients build more productive and risk-free practice environments.

ALPS Services and Solutions include two areas of focus—Insurance Services and Professional Support Services. ALPS Insurance Services deliver stability, security, guidance, and protection to our clients. ALPS Professional Support Services give clients strategic direction, increased efficiency, and practical tools to create a more successful and profitable firm environment. To familiarize your firm with the comprehensive nature of ALPS services, below is an overview of our offerings.

ALPS Insurance Services

ALPS Professional Liability Insurance for law firms and solo practitioners is available in 27 jurisdictions and endorsed by 11 states. The ALPS Risk Retention Group is owned and operated by attorneys, to serve attorneys. As your malpractice provider, ALPS offers stability, dependability, guidance and security when customers need it most.

Big Sky Captive Management is a resource for attorneys representing associations and high net worth institutions who are asked to provide their clients with advice on insur-

ance and risk issues. Big Sky offers alternative insurance strategies when traditional coverage is unavailable, inflexible, unstable or financially prohibitive. Big Sky combines its captive industry expertise with an experienced management staff to advise clients on high deductible plans, association insurance programs and captive insurance options.

ALPS Professional Support Services

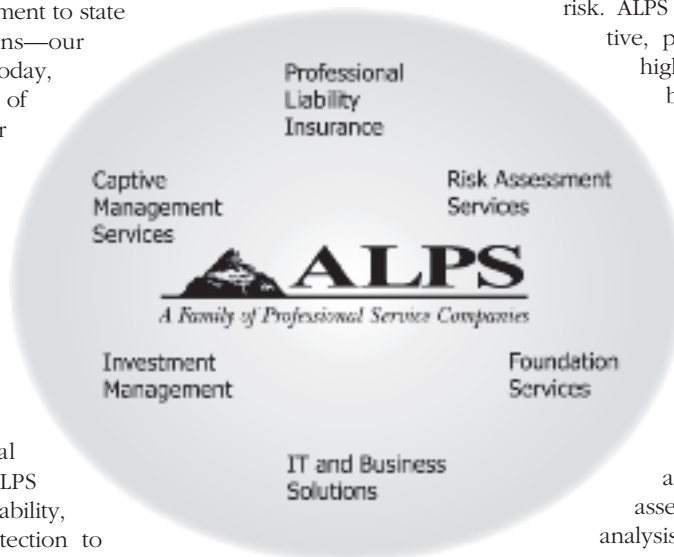
ALPS Practice and Risk Assessment Services combines years of malpractice claims knowledge with a practical understanding of how firms operate in order to recommend sensible, cost-effective solutions that reduce firm risk. ALPS Risk Managers provide objective, practical strategies that address high risk areas of your practice and business processes.

ALPS Information Technology (IT) and Business Solutions

responds to the law firm need for more efficient business practices, thereby lessening exposure to liability incidents and claims before they occur. ALPS IT and Business Solutions provides tools such as strategic planning, technology assessments, process and workflow analysis, and records management creation—as well as the necessary training for successful implementation. Through a comprehensive evaluation process our experts help your firm develop a blueprint for a cost-effective business and technology future. ALPS IT and Business Solutions helps firms meet their client's changing expectations by ensuring the firm makes the right technology investments at the right time.

ALPS Foundation Services offers assistance with fundraising, capital campaign coordination, planned giving programs and grants management. It serves state and local Bar Foundations, private foundations and non-profit organizations in achieving their goals and growth potential. Foundation Services supports attorneys in their volunteer efforts as board members on non-profit organizations nationwide.

Peak Investment Management helps institutional and private clients reach their investment objectives through cus-



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tomized portfolio management and a high level of client service. Clients turn to Peak to invest their corporate funds, foundation capital, trust and estate dollars, insurance reserves, and pension and profit sharing plans. Peak is adept at investing where complicated tax structures and investment regulations exist. Lawyers and law firms nationwide rely on Peak to help them meet their investment objectives.

From Professional Liability Insurance to Peak Investment Management, ALPS provides comprehensive services that minimize risk and maximize opportunity. It is ALPS's desire to establish long lasting, mutually beneficial partnerships with its clients.

How Our Integrated Approach Serves You

Recently, a thirty-lawyer firm asked ALPS to perform a Practice and Risk Assessment. During the review, it became apparent that the firm's increased risk was directly attributable to its technology infrastructure and business practices. As a result, the law firm requested that ALPS perform an IT Assessment to develop a technology and practice blueprint to help the firm evolve toward a more risk-free environment. Today, the firm has a case management system and remote computing tools that allow lawyers and staff to easily access and share information anytime, anywhere. Impressed by ALPS customer service and expertise, the firm also selected ALPS as its insurance provider. The firm is now experiencing the benefits of ALPS Professional Support Services through improved efficiency and a clear sense of direction, while also receiving the security and stability that ALPS provides through Insurance Services.

Also, ALPS insures a law firm in the Midwest whose managing partner is the president of the state bar. The state bar was struggling to develop a capital campaign. Through his business relationship with ALPS, the state bar president learned ALPS Foundation Services had the expertise to develop and manage a large-scale capital campaign. Today, the campaign is in full swing and is well on its way to achieving its goal. As

a result of this relationship, the state bar is considering investing its Foundation funds through Peak Investment Management. Peak understands the role and responsibility of investing Foundation funds and has proven this through its returns to current Foundation clients.

A Valuable Partner

ALPS is a full-service resource for our clients. With its in-depth understanding of the market, ALPS has established integrated services to meet the distinct needs of the legal profession. ALPS forms lasting partnerships with its clients, which allows us to identify and satisfy new or unmet needs. Through this exploration ALPS is helping shape the future of the legal profession by providing continuous value to our customers. With ALPS, your firm can be confident it has all the necessary tools to be productive and successful with the stability, protection and guidance that only ALPS offers.

For further information

please call 1(800) 367-2577 or email the following contacts:

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