

Mar/Apr 2016

Volume 4 Issue 2



Palm Beach County
Chapter



The Palm Beacher

In This Issue...

PRESIDENT'S MESSAGE

3

RACE FOR THE ARTS

4

MEMBER NEWS!

5

LEGAL EXPO

6

LITIGATION SUPPORT

8

APRIL MEETING

11

CALENDAR OF EVENTS

13



President's Message



Michelle Parcelis
Nason Yeager
Gerson White & Lioce, P.A.
MParcelis@nasonyeager.com

It is hard to believe that another year is behind us. I am honored to take over as President of our Chapter. I am looking forward to a great year. This year's Board is a group I am both proud and honored to serve with. First of all, a big THANK YOU to Susan Goldstein for all her hard work and dedication over the past year. It hasn't been an easy year and Susan handled it wonderfully.

As I get more and more involved in our Chapter, I realize how wonderful all our members are. I encourage everyone to get more involved. The Chapter can only get better but needs involvement to do so. My goal is to continue what Susan started and bring some change to the Chapter. The Board and Committees are hard at work trying to come up with new topics for luncheon educational meetings, different and fun ideas for Socials, worthwhile events for Community Connection and, of course, planning a bigger and better Legal Expo.

At our last meeting, Carl Tortaro and Alan Pascal from The Florida Bar spoke to our group about Trust Accounting. As we all know, this is a very important topic to all of us and was well received by those who attended. Our next meeting will also cover another important topic, Marketing. Rosy Lopez from Rosy Strategies will be speaking about websites and content marketing. This is one you won't want to miss.

The Legal Expo held on March 3rd was a huge success. Thank you to the committee for all your hard work!!! Planning this event is not easy and the committee did an excellent job!! Of course, a special thank you to our business partners who once again outdid themselves. We continue to have some great business partners. Please try to utilize our business partners when you can. We couldn't do all we do without them.

In June, the Chapter will present the winners of this year's scholarships and motivational speaker, Dr. Steve Sobel will be speaking. Some other great events to look forward to this year are the June Social, the Attorney Appreciation Luncheon and, of course, our holiday party in December. The Community Connection Committee is working on some great fundraising events to give back to our community. The Race for the Arts 5K Run/Walk in January was one of our most attended events. Lets keep it up and show our community how much the PBCALA cares!!!

I hope all of you are as excited as I am for the coming year. Together, lets make this a year to remember!!!!

Community Connection ~ Race for the Arts!

The Chapter participated in the Race for the Arts 5K and Color Run held at Dreher Park Zoo, which benefited area schools' art programs.



Stacey and Susan Goldstein



**Nason Yager Gerson White & Lioce, P.A.
John McDivitt
Third Place Winner!
(In his age group)**



**Burlington & Rockenbach, P.A.
Gloria Hernandez, Nichole Segal,
Kara Tipping, Fresa Atienza,
Leslie Baltunado**

Member News!

ACKERMAN LINK & SARTORY ATTORNEYS AT LAW



A ckerman Link & Sartory, P.A. is pleased to announce that founding partner Wendy Sartory Link has been named as a recipient of the annual Women in Leadership Awards by the Executive Women of the Palm Beaches Foundation. Link was

selected from a group of 11 nominees in the private sector category, one of four categories in which honorees are chosen.



RUDOLPH & ASSOCIATES LLP ATTORNEYS AT LAW



R udolph & Associates LLP is pleased to announce that Jaelyn Soroka has been promoted to partner.

Ms. Soroka has been with the firm for four years, focuses her practice on all aspects of marital and

family law. She is an active member of the Palm Beach County Bar Association and its Young Lawyers Section, the Palm Beach County Chapter of the Florida Association for Women Lawyers and the Junior League of the Palm Beaches.

WILLIAMS, LEININGER & COSBY, P.A.

TRIAL LAWYERS TO INSURANCE, GOVERNMENT & BUSINESS



C ongratulations to Sue Recchia on completing her first half Marathon on March 6, 2016! Her two goals were to run, not walk, the race in less than three hours. She ran all of it in 2:56:34 time!



Legal Expo!

Once again, the Palm Beach County Chapter of ALA hosted the annual Legal Expo, highlighting the Chapter's business partners. Our business partners are an integral part of our association and we thank them for supporting our Chapter!



A special thank you also goes to our Legal Expo Committee, who worked very hard to make this year's event fabulous!

- Gloria E. Hernandez
- Awilda Carozza
- Dawn Tasca
- Sandra L. Bolin
- Susan Goldstein
- Cheryl Sollenberger (not pictured)
- Mary C. Aguiar (not pictured)



**Cheryl Sollenberger
Best Costume Winner!**

Awilda Carozza

- Becky Cook
- Susan Jennings
- Audrey Yeager



Legal Search Solutions:

- Sherry Zabriskie
- Bill Karp



Legal Expo!



**Debbie Giordano, Jamie Stanton,
Susan Gavsie**



**OTS: Maria Massinello,
Annette Quimper, Lisa Lape**



**PalmTech:
Chuck Poole
Winner of Best
Booth Contest!**

**Aracely Mayorga
Sally Slaton**



Halo:

**Ilene Bennett
Mark Bennett**



Litigation Support Managed Services Marries Risk Mitigation, Flexibility, Savings & Cost Recovery: Here's How

Managed Services around litigation support (and more specifically eDiscovery) has garnered enormous buzz in the industry in the past couple of years. From national to regional providers, law firms are increasingly presented with options to off-load all (or components) of their internal litigation support offering including infrastructure, software, and people when paired with a guaranteed time and revenue commitment (going beyond the traditional transactional models).

In a 2015 Managed eDiscovery and Litigation Support Survey (reported on by LTN here), 28% of respondents indicated that their firm had entered into some form of Managed Services arrangement concerning their litigation support offering. 46% of respondents indicated that their firm is considering the use of Managed Services for litigation support moving forward. There are a number of factors driving firms to consider such an arrangement:

- ◆ Risk Mitigation
- ◆ Security
- ◆ Disaster Recovery
- ◆ Flexibility
- ◆ Technology Obsolescence
- ◆ Staffing Expertise
- ◆ Cost
- ◆ Pricing Model

Risk Mitigation, Security and Disaster Recovery Addressed by Outsourcing

Many firms are looking to exit the business of hosting client data. With data breaches constant front-page news, firms have decided that using their own infrastructure is not worth the risk for hosting client data. Instead, they are looking to providers that have all the proper security protocols, certifications, uptime and bandwidth guarantees, and disaster recovery fallback that the firm cannot possibly justify the investment (nor want to offer to their clients as a business). Firms have been able to shift a former sunk capital expenditure to more of an on-going operational expense that can be passed along to their clients.

Some firms have looked to an Infrastructure-as-a-service model that allow them to maintain control with their own staff. This allows them to avoid creating their own data centers and incurring the cost of servers, exploding storage requirements, and security while still directly licensing and running their internal software systems. This has also allowed the firms to move legacy systems to a hosted environment while maintaining complete administrative control at the application level.

(Continued from page 8)

Obsolescence

Firms have discovered that the tools they invested in only a few years ago have now been replaced with the latest review tool, analytics engine in support of Technology Assisted Review (TAR), or workflow automation—which is another reason firms are leaving it to a 3rd party provider. The outsourced party is in the business of being an expert, market leader in their offering: the onus shifts to the provider to keep up with the investment in the latest and greatest while offering their clients a complete tool box with a number of options to provide the best fit.

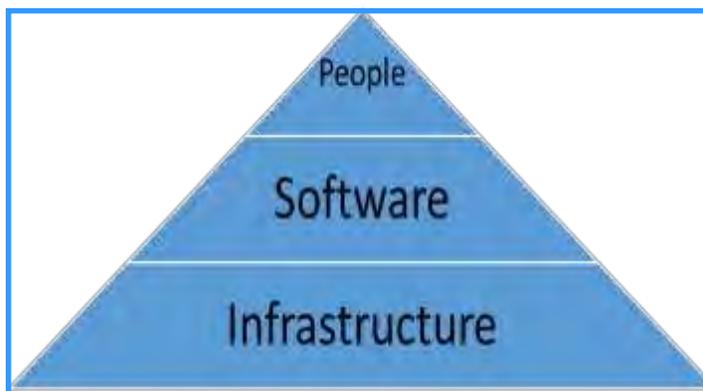
Layered on top of Infrastructure-as-a-service, a Software-as-a-Service model allows firms to have the latest technology in a secure environment while freeing their staff to provide high-level service to the end-users (data loading, review batching, productions, etc.).

Staffing Expertise, Cost and Pricing Model

As well, firms continue to look to drive efficiency throughout all of their back and middle office service offerings (Copy/Print, Imaging, Records, Document Processing, Administrative Resources/Secretarial, Account Payable, etc.). One of the common questions is whether it makes sense to staff departments

for peak periods when a partnership with a 3rd party can alleviate bottlenecks, provide cross-functional synergies, and allow firms the staffing flexibility they need (while still having access to highly trained, highly skilled resources with a career path)?

This “people layer” when combined with Infrastructure-as-a-Service and Software-as-a-Service layers rounds out a complete Managed Services offering. The environment, the latest tools, combined with expert staffing allow the firm to concentrate on its principle practice of law. The ability to “flex” up or down in this model to meet the firm’s demand (often referred to as



“bursting”) is not easily accomplished in a firm-owned brick-and-mortar operation.

Lastly, as firms continue to struggle with the recovery of soft costs, a Managed Services model often allows the firm to

present a 3rd party hard-cost with a much higher client billable recovery realization. Clients are much more willing to pay a 3rd party invoice versus internally generated user fees, data storage, and project management hours.

In the same survey cited earlier (here), 80% of respondents indicated the ability to recover for 3rd party expenses related to litigation support and eDiscovery. As for cost, the annual or multi-year agreements behind these Managed Services arrangements allows for a significant savings when compared to traditional transactional models for processing and hosting of data. A

[Go to Page 2](#)

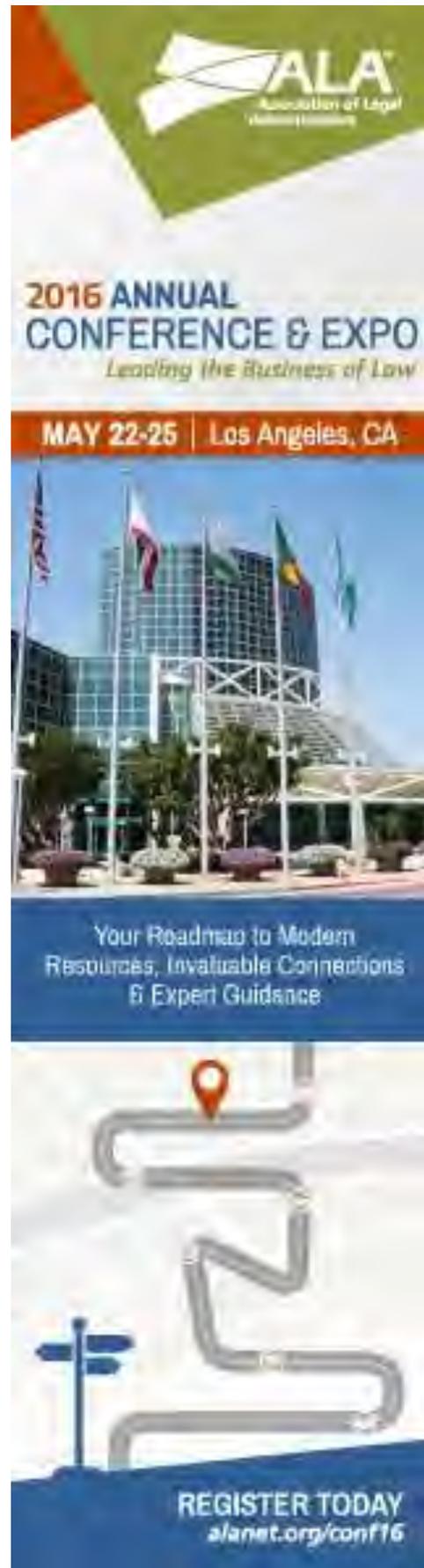
(Continued on page 10)

(Continued from page 9)

fixed level or “tier” of data consumption tied with users translates to guaranteed revenue that allows the service providers to offer a much lower cost-per-unit than otherwise available in a transactional model.

As mentioned, Managed Services for litigation support comes in a variety of forms and sizes. Some firms with expertise on staff and a desire to control the operation of the applications might only consider procuring the Infrastructure or the Infrastructure with Software in such a manner. Other firms might consider the ability to procure an entire end-to-end litigation support department (including the human capital) as an easy way to level the playing field when it comes to tackling the problem of employing automation in support of the litigation process. Either way, expect these models to become a more prevalent fixture in the litigation support/eDiscovery landscape.

Stephen Cole is Director, Client Technology & Strategy at Mattern & Associates LLC. Mr. Cole can be reached at scole@matternassoc.com. This article first appeared in Legaltech News.



The poster for the 2016 Annual Conference & Expo is divided into several sections. At the top, the ALA logo (Association of Legal Administrators) is displayed in white on a green and orange background. Below this, the event title "2016 ANNUAL CONFERENCE & EXPO" is written in large, bold, blue letters, with the tagline "Leading the Business of Law" in a smaller, italicized font underneath. A red banner below the title contains the dates "MAY 22-25" and the location "Los Angeles, CA". The central image shows a modern glass skyscraper with several flags flying in front of it. Below the building image, a blue banner contains the text "Your Roadmap to Modern Resources, Invaluable Connections & Expert Guidance". The bottom section of the poster features a stylized, winding road graphic with a red location pin at the top and a blue directional sign at the bottom. At the very bottom, a dark blue banner contains the text "REGISTER TODAY" and the website "alanet.org/conf16".

[Go to Page 2](#)

April Member Meeting

On April 12, 2016, we had our monthly member luncheon, where the incoming Board was sworn in by me (a/k/a Laura Shaw).

The Board for 2016-2017:

- Michele Parcels, President
- Kim Ayers, Vice President
- Dina Lotz, Treasurer
- Laura Shaw, Secretary
- Susan Goldstein, IMD Past President
- Sue Recchia, Past President



Michele also presented the Volunteer of the Year Award to Dina Lotz.

This is Dina's second year in a row receiving this award and it was definitely well-earned!

Congrats to Dina as well as our new incoming Board!!!

Our speakers for this meeting were Carl Totaro, Branch Auditor, and Alan Pascal, Bar Counsel, for The Florida Bar,

who spoke on the topic of Trust Accounting.

Mr. Totaro spoke on many issues regarding trust accounting and the rules and regulations of the same.

He answered questions from the members/guests to help clarify some of the rules that go into trust accounting.

I believe that everyone left with knowledge they didn't have prior to the meeting!



After the new board was sworn in, Michele Parcels presented Susan Goldstein with a plaque as a thank you for her service to the Chapter the past year as President.



March

Mary Aguiar

Kim Ayers

Cheryl Freel

Meryl Frid

Paula Johnson

Joanne Klemow

Elizabeth Schwartz

April

May Tucholski

Jodi Weddington

Cathy Zaccardo



**Get the
VIP treatment
from ALA's
VIP Partners**

alanet.org/vip



**Business of Law
eLearning Center**

REGISTER TODAY
alanet.org/elearning



The Association of Legal Administrators (ALA) was formed in 1971 to provide support to professionals involved in the management of law firms, corporate legal departments and government legal agencies. ALA provides educational opportunities and services to more than 10,000 members representing more than 5,300 employers in 21 countries. ALA is structured into six regions with more than 100 chapters in the United States, Puerto Rico, Canada and New Zealand.

ALA’s mission is to improve the quality of management in legal services organizations; promote and enhance the competence and professionalism of legal administrators and all members of the management team. The Association’s members are law office administrators who manage such areas as finance, human resources, systems and technology, facilities, marketing and practice development.

BOARD OF DIRECTORS

- Michele Parcels, President
- Kim Ayers, Vice President
- Dina Lotz, Treasurer
- Laura Shaw, Secretary
- Susan Goldstein, IMD Past President
- Sue Recchia, Past President

Membership Information

Dina Lotz
 Membership Chair
 (561) 625-8311
 DLotz@Labovick.com

Calendar of Events

March 3, 2016	Legal Expo 2016 - Hilton Airport
March 4-6, 2016	ALI - Chicago, IL
March 22, 2016	Board Meeting
April 12, 2016	Member Meeting - New Board of Directors!
April 26, 2016	Board Meeting
May 10, 2016	Member Meeting
May 22-25, 2016	ALA 2016 Annual Conf - Los Angeles, CA
May 24, 2016	Board Meeting
June 14, 2016	Member Meeting - Scholarships
June 28, 2016	Board Meeting
July 12, 2016	Member Meeting
July 21-23, 2016	Chapter Leadership Institute
July 26, 2016	Board Meeting
August 9, 2016	Member Meeting
August 23, 2016	Board Meeting
Aug. 24-26, 2016	Law Firm Management Essentials
Sept. 8-10, 2016	Legal Management Conf.-Reg. 1 & 2
Oct. 6-8, 2016	Legal Management Conf.-Reg. 5 & 6
Oct. 27-29, 2016	Legal Management Conf.-Reg. 3 & 4



Visit our website!
www.pbcala.org

If you have news you’d like to see included in the newsletter, please email geh@flappellatelaw.com