

May/June 2016

Volume 4 Issue 3



Palm Beach County
Chapter

The Palm Beacher

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President's Message



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

It is hard to believe that summer has arrived! Hopefully everyone is busy planning or is already enjoying a wonderful summer vacation! I know I can't wait for mine!!

Once again, our educational luncheons did not disappoint. In May, Rosy Lopez and Aleksander Jovicic from Rosy Strategies gave us some valuable information on websites, search engine optimization and content marketing. And in June, Dr. Steve Sobel's motivational presentation was empowering. His enthusiasm and positive message was perfect for our three scholarship winners. I believe we all left that day saying "Yes You Can!" Congratulations to our scholarship winners, Gianni Lotz, Madeline Sands and Jordan Shaw. I see bright futures for all of the recipients!

The Board has been busy planning events for the rest of the year. Our next educational luncheon is August 9, 2016, when Allison Kahn from Carlton Fields will be speaking about new wage and hour laws.

Mark your calendar now; this is one meeting you definitely do not want to miss.

Also, the Attorney Appreciation Luncheon is scheduled for September 7, 2016. Make sure to put it on your and your partners' calendars. We have an excellent speaker lined up for this event! I encourage you to invite your partners to show how much we appreciate their support for you and our chapter. Be on the lookout for more information on future educational luncheons and events.

Your committees are also hard at work. The Community Connection Committee is holding a school supply drive to benefit Crosspointe Elementary in Boynton Beach. Crosspointe Elementary is a Title One school, which means that 97% or more of their students (700+) qualify for free or reduced lunch due to their families' financial situation. We will be collecting the supplies at the August 9th luncheon. If you can't shop for supplies, please send gift cards or money to Laura Shaw. Laura and the committee will be happy to shop for you. Dina Lotz is also busy planning our next Social. I guarantee you it is going to be great! In addition, Kim Ayers and the board are working with Paperstreet to ramp up our website! Great things are happening this summer!

Remember, our chapter is here for each of you. If you do not participate in events then you are missing out on one of the best benefits of the ALA! Where else can you be with a group of peers that totally understand the crazy job that we do! In my opinion, the networking is invaluable!!! So, I look forward to seeing all of you at our upcoming events!

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Annual Conference



By Susan Goldstein
Cole Scott & Kissane, P.A.

I was excited to attend my first ALA Annual Conference. I was able to experience the luxury of being totally immersed in the educational sessions without the stress of having to rush back to the office after our normal monthly lunch meeting. It was great to pick and choose topics that were useful or interesting to me. Even though I was largely familiar with the subject matter in many instances, sometimes hearing the speaker express an opinion in a different way was very helpful. There is one specific approach to secretary/attorney relationships that I'm going to try!



I didn't know that the ABA had an extensive travel program which is available to us and our firms even though we, as legal administrators, are not ABA members. Might have to try that out one of these days!

Everyone should have the opportunity to attend at least one Annual Conference. It was educational and invigorating. People in my office keep telling me how well-rested I look, although the conference days are incredibly busy. The rest came after the conference during a weekend vacation in the OC!

We are all lucky that the Palm Beach County Chapter realizes that for some of us and our firms the expense of attending might be prohibitive. We give away one scholarship each year to any Chapter member who attends a Chapter event and submits a card into the raffle basket. This year's lucky winner was Brenda Danaei of Akerman.

Next year it could be you! Come to meetings, drop a card, maybe you'll get to Denver next April!!

(Continued on page 5)

Annual Conference



By John Hopkins

Searcy Denney Scarola
Barnhart & Shipley, P.A.

Back in the '70's and '80's, I started my career with lawyers working for me; I hired, I supervised and I fired. I remember the '70's and '80's very fondly!

In the 21st Century, I serve and so, I was very happy to have been invited to the meeting of the Personal Injury Administrators Idea Exchange on Sunday, and that may have been my most interesting experience. To have the opportunity to hear from highly experienced, competent and seasoned professionals who deal with the exact same problems as we encounter every day was valuable.

Going to Los Angeles for a newbie (it was my first conference) was both eye opening and exhausting. I mean, where in the world does Jim Menendez get his energy!

The educational sessions were just that – very educational. I learned a great deal of useful information and, since I am working to sit for the CLM exam, I gained continuing education credits.

In terms of self-discovery, Tracy Spears' presentation on "Why People Do What They Do", was interesting and insightful. I learned something about my positives and negatives; as well as dealing with others.



Annual Conference



By Gloria E. Hernandez, CLM
Burlington & Rockenbach, P.A.

What an exciting ALA Annual Conference in Los Angeles! An inspirational keynote by none other than The Shark, Daymond John! I did not know about his rags-to-riches story and was blown away hearing about his early years and the struggles he endured.

The conference was packed as usual with terrific educational sessions in communication, finance, HR and IT. I loved the session on personal finance by Brittney Castro of Financially Wise Women.

Also, ALA's VIP business partners did a great job of putting together this year's concert! More than a few songs took me down memory lane!



Daymond John



**Region 2 Representatives and
Oliver Yandle, Executive Director of ALA**



**Jamie and Kent Stanton
Ed Ratka
Gloria E. Hernandez, CLM
Maria Morejon
Tellie Settmi**

Show your support and stay on top of the latest PBCALA events and news!!

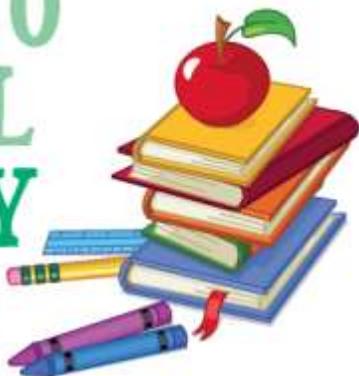


Expand your professional network by joining our group today!!



Community Connection

BACK TO SCHOOL SUPPLY DRIVE



We are again holding a school supply drive! Crosspointe Elementary in Boynton Beach will benefit from your generosity!

Items can be collected through the first week in August. At our next luncheon meeting on Tuesday, August 9, 2016, please bring any school supply items with you and a representative from the school will pick them up at 12:15 p.m. at the Hilton. The tax-free weekend is August 5-7 for those that are looking to get more bang for your buck!

For those non-shoppers out there who would like to help...feel free to send gift cards to Laura Shaws' attention and she will be happy to shop on your behalf. Gift card ideas: Walmart, Target, Amazon, Visa, MasterCard, American Express, etc.

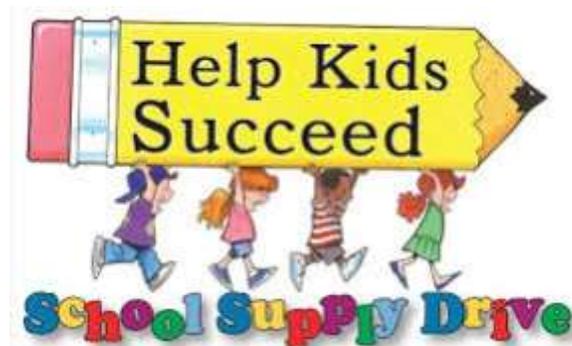
Crosspointe Elementary is a Title One school, which means that 97% or more of their students (700 students were registered last school year) qualify for free or reduced lunch due to their families' financial situation. Below are three different lists that give specifics of needs for the students, teachers and classrooms.

The first list is called the "Happy to Receive." These are items that all children need yearly to be successful in the classroom. The second list is called "If I had a Magic Wand," which are supplies needed by the teacher on a yearly basis; some consumable and others are reusable. These items are a bit more expensive so parents are not able to send them in. Teachers usually purchase these items with their own money or try to do without. Then there is the third list "Wish Upon a Falling Star." These are items that would be wonderful for the teachers/students to use to improve their success from year to year, but are out of financial reach.

Contact:

Laura Shaw

lshaw@rudolphandassociates.com



Community Connection

<u>Happy to Receive List</u>	<u>If I Had a Magic Wand List</u>	<u>Wish Upon a Falling Star List</u>
<p>Pencils Crayons Markers glue sticks colored pencils student scissors Expo markers Stickers baby wipes Awards folders with prongs tempra paint (all colors) water color paints highlighters (any colors) Gallon Ziplock bags Post-It's (any size/color) Play dough Plastic animals any size/kind Magnetic letters (Upper/Lower case for 2 Pre-K classes) 30- magnetic cookie sheets (for 2 Pre-K classes) 3 prong plastic folders</p>	<p>800-navy blue 2 pocket folders white boards (dry erase) AstroBright multi-colored copy paper Flash drives for students Card stock paper (any colors) 800 White sticker address label Pre-K dress up clothes (ex: fireman/police) 2-Pre-K classes class set head phones for computers giant Post-It notes (poster size) Pre-K board books Copy paper (white/any colors) 800 Manila envelopes Large file folders letter-sized (manila/red/yellow) Chart tablets</p>	<p>mini iPads keyboards for iPads stability ball seats Grill coolers for field trips classroom rugs Smart Boards</p>



June Member Meeting



L-R
Michele Parcels
Gianni Lotz
Debbie Giordano
Madeline Sands
Lori Ann DeMayo
Jordan Shaw

Dr. Sobel and
David True, CLM



Below: Dina and Gianni Lotz, Janice and
Madeline Sands, Jordan and Laura Shaw



Dr. Steve Sobel was the speaker at our June membership meeting. Dr. Sobel gave an inspiring presentation about what he indicated were “Rules of the Road.” He spoke on the benefit of surrounding yourself with people who are positive. He spoke about being your own biggest cheerleader.

Dr. Sobel’s presentation was informative and interactive. He involved the entire group and made them a part of the presentation. In particular, he spoke to the scholarship winners and gave them pointers on envisioning a positive future. With humor and truth, everyone walked away with a little something! A thank you to the Speaker Committee who helped secure Dr. Sobel as one of our speakers!

Congratulations to our scholarship recipients!

June Member Meeting



Jordan and Laura Shaw

By Laura Shaw
Rudolph & Associates LLC

The Palm Beach County Chapter of the Association of Legal Administrators gives back to the community! I am so very proud to be a part of this wonderful group of colleagues.

Today, my son, Jordan Shaw, was awarded one of three scholarships to incoming/current college students from the Chapter's Scholarship Committee. To say I am proud of my son is a complete understatement! But I am also proud to be a member of this Chapter. I am a member (and the chair) of the Community Connection for a reason...I believe in giving back to the community! I am a strong believer in what you give out comes

back to you! Jordan has watched me give of my time to this group. He has seen me leave for conferences throughout the years for this Chapter and for myself. Today he got to witness the Chapter giving back! I am honored and blessed to be a member of this group!

Jordan will be attending Palm Beach State College in the fall of 2016, with aspirations to become the second, third-generation firefighter in the family. My eldest son, also a recipient of a scholarship in 2009, followed his dream and is currently working for Delray Beach Fire Rescue—a complete sign of what you give out comes back to you! The Chapter blessed him with a scholarship to follow his dream of being a firefighter and, in turn, that dream became a reality. He is now giving back to the community and saving lives! Jordan has a similar dream—to follow in the footsteps of his grandfather and father, as well as his brother, future sister-in-law and a couple of cousins. Firefighting is in his blood and he is so thankful for this scholarship to help him on the path to following his dream.

Jordan has fought hard to get where he is, having battled dyslexia (which he will continue to battle his entire life). He knows that hard work and determination are building blocks to making your dreams a reality. As a mother, a member and a colleague, I give my heartfelt thanks to you for honoring my son among the three recipients today! Watching him accept the scholarship warmed this proud mother's heart! **THANK YOU!** [Go to Page 2](#)

Siri-ously Patient and Kind



Talking to Siri and getting her to understand me has taken some time. Anyone who has used voice recognition software, or has watched somebody try and use voice recognition software, understands how people have to speak differently to these devices. “Directions to Home,” you say. “Read messages,” you say. In order to have effective communication with this machine, we have had to adjust how we speak and interact with it.

It is the reality that Siri only understands things when presented in a particular way. However, when we apply that same truth to other people, we lose our patience, pass judgment, and get upset that they do not understand us.

Perhaps we could show other people the same patience and kindness we show our phones by trying to say it another way and to see if we can adapt to their style instead of expecting them to adapt to our style.

Clear communication, in business settings, can mean the difference between a good decision or a bad decision. It can be the difference between happy employees and disgruntled ones. Clear communication can be the difference between helping a client or failing them. All of this can boil down to [Go to Page 2](#)

how well we are able to communicate with each other.

Do not misunderstand me. When I use the word communicate, I am not referring to your ability to get other people to understand your point of view. When I use the word communicate, I am not referring to your ability to persuade other people to your point of view. Communication, at its essence, is the art of connection between people.

In the case of an iPhone, it has its operating system which understands information in a very particular way. If you hope to connect with that device, you must adapt your thoughts and your language to its required format. Without your adjustment, there is wrong communication. You are not doing it a favor by changing how you speak and think; you are doing yourself and those you serve a favor by adjusting yourself.

When you take this same philosophy into a business setting you will discover that all of the people you interact with have their own operating systems, each understanding information in a very particular way. Their operating system also has a very unique way of sending information to you. Therefore, you have to be doubly flexible both when you are transmitting information to other people and when you’re receiving information from other people. This is where things can get tricky.

Things get tricky because sometimes their operating system accidentally triggers

(Continued on page 13)

something inside of your operating system. While they may be trying to communicate to you their thoughts about a particular office procedure, they may accidentally touch a part of your emotional operating system. If you do not have your emotional operating system under control, it may take over and send all sorts of signals which will cloud and confuse the message trying to be received.

For example, somebody may be expressing how they feel a proposed new process may cause lots of mistakes. The word mistakes, you may feel, was directed at you and your emotional operating system may swing into action prompting the desire to say a few words back. However, when you're able to avoid the triggers and look underneath at the real message trying to be communicated, you will be able to then make the decision not to react and to simply reply to the intent of the message.

The ability to avoid these types of situations takes no more thought or action than you would use when trying to speak to Siri on your iPhone. Before speaking to Siri, you may pause for a moment to think about how she needs to hear your words. After you think your words through, you push the button, speak, and watch to make sure she heard the words you intended her to hear. This is no different than the process you can use with humans.

When you are trying to communicate, simply pause for a moment to think about the best way to formulate your words, press the button in your head to speak, speak, and watch to see how the other person is receiving your words. If emotions, impatience, or judgment try to sabotage this process — stop them.

Paul Purdue is a principal at Attorney Computer Systems. He's a self-proclaimed "infrastructure nerd." Check out Paul's growing library of legal technology articles and videos on Attorney Computer Systems' web site.

Contact Paul:
(800) 475-8104
paul.purdue@attorneycomputersystems.com
www.attorneycomputersystems.com



The poster for the 2016 Regional Legal Management Conference features the ALA logo at the top. Below it, the text reads "2016 REGIONAL Legal Management CONFERENCE" with "Legal Management" in red. Underneath, it lists the cities: "Boston • Phoenix • Indianapolis". A map of the United States shows three regions highlighted in red: East, Central, and West. Below the map, the following information is provided:

- East (Regions 1 & 2)**
Sep. 8-10, Boston, MA
- Central (Regions 3 & 4)**
Oct. 27-29, Indianapolis, IN
- West (Regions 5 & 6)**
Oct. 6-8, Phoenix, AZ

At the bottom, the text says "Reimagined, regionally focused fall conference series." and a red button with white text says "REGISTER NOW" with the URL "alanelt.org/regional" below it.

Member News!



ACKERMAN LINK & SARTORY ATTORNEYS AT LAW

Ackerman Link & Sartory, P.A. celebrated their 20th anniversary with a party on May 19 at its law office in Phillips Point in Downtown West Palm Beach. More than 150 clients, colleagues and community leaders attended the festivities and enjoyed cocktails, hors d'oeuvres and live music provided by students from Dreyfoos School of the Arts.



RUDOLPH & ASSOCIATES LLP
ATTORNEYS AT LAW

Rudolph & Associates LLP is pleased to announce the addition of our newest associate Allison Kapner.

Ms. Kapner joins the firm with over 15 years' experience in family law. She graduated from the U. of So. California with an undergraduate degree,

and received her Juris Doctorate from Southwestern University School of Law. Admitted to the Florida Bar in 2000, Ms. Kapner is an active member of the Palm Beach County Bar Association, and is a Past President of the Young Lawyers Section. She is also an active member of the Junior League of the Palm Beaches.



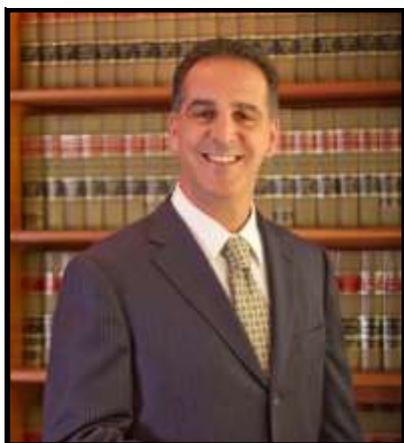
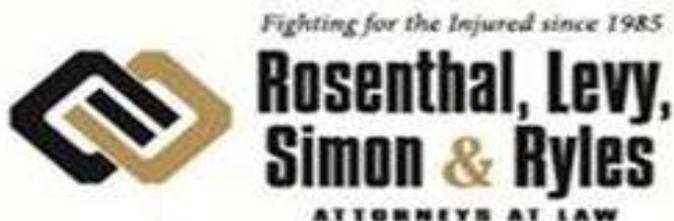
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from ALA's VIP Partners



AS AN ALA MEMBER, SAVE MONEY AND RECEIVE EXCLUSIVE BENEFITS
ALL YEAR THROUGH VIP PARTNERS.

alanet.org/vip

Member News!

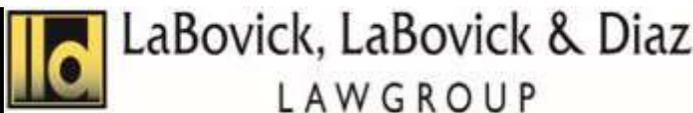


Rosenthal, Levy, Simon & Ryles is pleased to announce that Richard M. Benrubi has joined the firm. Mr. Benrubi represents

individuals and corporate policy holders in insurance coverage disputes, and also specializes in cases of significant personal injury, coverage disputes, bad faith actions, declaratory relief lawsuits, claims for insurance benefits and personal injury litigation.



To enhance and expand client service and support, Nason, Yeager, Gerson, White & Lioce, P.A. (Nason Yeager) has relocated its Boca Raton offices to larger and strategically located offices at Boca Colonnade II, 750 Park of Commerce Blvd., Ste. 210, at I-95 and Yamato Rd.



LaBovick, LaBovick & Diaz is pleased to announce the resurrection of our Workers' Compensation division with two top notch attorneys at the helm, Barry Aronin, Esq. and Elizabeth Seemann, Esq.

Mr. Aronin spent multiple years in the Workers' Compensation arena prior to joining the firm. Ms. Seemann is currently



the Director of Social Security Disability division, who recognizes the correlation and direct effect these two practice areas have upon our clients.

Member News!



JONES FOSTER

JOHNSTON & STUBBS, P.A.

Jones, Foster, Johnston & Stubbs, P.A. is pleased to announce that **Robert W. Wilkins** has been named **Chair of the 2016 Technology Law CLE Committee of the Palm Beach County Bar Association**. Mr. Wilkins has a broad-based complex commercial litigation practice with an emphasis on eDiscovery and Information Governance and the use of technology in the practice of law.



Grasford W. Smith was sworn in as a member of the Board of Directors of the Palm Beach County Bar Association at its annual Installation Banquet. He will also serve as Co-Chair of this year's Palm Beach County Bar Association Committee for Diversity and Inclusion. Mr. Smith, a firm shareholder, concentrates his practice on complex commercial litigation, intellectual property litigation, eminent domain and transactional matters.



Joshua L. Plager has joined the firm's Probate and Trust Litigation Group as an Associate. Mr. Plager practices in the areas of probate and trust litigation, trust and estate administration, guardianship law, and fiduciary litigation.

Additionally, 14 of the firm's attorneys made the 2016 list of Florida Super Lawyers:

David E. Bowers	Peter A. Sachs
Margaret L. Cooper	Sidney A. Stubbs
Tasha Dickinson	Allen R. Tomlinson
Scott G. Hawkins	Roberto M. Vargas
Thornton Henry	H. Adams Weaver
Theodore Kypreos	Robert W. Wilkins
Joanne M. O'Connor	

Rising Stars:

Grasford W. Smith

2016
CONFERENCE
SAVE THE DATE



ALA's Business of Law and Specialty Conferences provide access to knowledge, connections and market-ready solutions that transform change into opportunities.



Human Resources Conference for Legal Professionals

February 18 – 20, Orlando, FL



Annual Conference & Expo

May 22 – 25, Los Angeles, CA



Chapter Leadership Institute

July 21 – 23, Fort Worth, TX



Large Firm Principal Administrators Retreat

August 4 – 6, Napa, CA



Business of Law Conference – East, Regions 1 & 2

September 8 – 10, Boston, MA



Business of Law Conference – West, Regions 5 & 6

October 6 – 8, Phoenix, AZ



Business of Law Conference – Central, Regions 3 & 4

October 27 – 29, Indianapolis, IN



alanet.org/events



May

Vanessa Fuerte
Mary McDermott

June

Carol Knight
Maryjo Lombardi
Dina Lotz
Danny Marquez
Sarah Steele
David True, CLM
Susan Jarvin-Williams
Barbara Waldron

Happy Birthday!

ALA Association of Legal Administrators
LAW FIRM MANAGEMENT ESSENTIALS
August 24-26, 2016 | Hyatt Chicago Magnificent Mile, Chicago, IL
REGISTER NOW

2016 ALA Compensation and Benefits Survey
Your advantage for competing in legal management
ALA Association of Legal Administrators
PARTICIPATION OPEN
alanet.org/compsurvey



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

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 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
Sept. 13, 2016	Member Meeting
Sept. 27, 2016	Board Meeting
Oct. 6-8, 2016	Legal Management Conf.-Reg. 5 & 6
Oct. 11, 2016	Member Meeting
Oct. 25, 2016	Board Meeting
Oct. 27-29, 2016	Legal Management Conf.-Reg. 3 & 4
Nov. 8, 2016	Member Meeting
Nov. 22, 2016	Board Meeting



Visit our website!
www.pbcala.org

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