

May/June 2015

Volume 3 Issue 3



Palm Beach County
Chapter



The Palm Beacher

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President's Message



Susan Goldstein
Cole, Scott & Kissane, P.A.
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Welcome to the dog days of summer! The temperature outside is heating up and things at ALA Headquarters are also heating up.

There is a great deal of anticipation at the national level as the time is drawing near for the official unveiling of the details of the ALA re-branding. The new proposed name of the Association of Legal Administrators will be unveiled at the Chapter Leadership Institute in Grand Rapids, Michigan on Friday, July 24th between 11:45 a.m. and 1:15 p.m. CST. The launch of the re-branding will be announced via webinar so all ALA members have the opportunity to be part of the new initiative. Membership will actually vote on the new name in November. For more information, go to: alanet.org/rebrand to watch the video, "The Road to a New Brand."

Thank you to all of our members who turn out for lunch meetings. We continue to present informative educational sessions. If you missed Adriana Linares speaking on metadata risks in May, you won't want to miss Stephen Kuska on August 11th. Stephen

is affiliated with Computer Solutions Unlimited and is presenting a session on Cyber Crime. If you missed the session on Substance Abuse in June, you can reach out to me and I will provide you with the information handed out by the speaker, Elaine Taule of NMS Management Services. July's session is a roundtable. If you have any topics you would like discussed, please send me an email and we will try to include your topic. Your Board is excited to present an ALA conference favorite, Dr. Dale Henry, for the Attorney Appreciation Luncheon on September 16th. Dr. Henry will be speaking on Ethics. Look for your invitation shortly.

It's not too late to join us at the new member social which takes place this week on Thursday, June 25th at Uptown Art in West Palm Beach. Please reach out to Dina Lotz if you are interested in attending this fun and different event. Finally, one of our business partners, STORE Self Storage & Wine Storage, is inviting everyone to a Wine Down Wednesday event. Look for your invitation for this event on August 5, 2015.

As always, we could not continue to provide the educational and social events we do without the assistance of many of our members. If anyone is interested in volunteering a little time to the Chapter, kindly contact Laura Shaw. Laura will let you know what committees need assistance.

Take care to all. Stay cool and enjoy the rest of your summer!



May/June Member Meetings



**Elaine Taule and
Shannon Gilbert-Kearney**

Adriana Linares of LawTech Partners was the speaker at the May membership meeting. Adriana's topic was "Protecting Your Firm from Metadata Risks."

As always, Adriana's presentation was well received by the members. A copy of her presentation outline was later distributed to the members, as well as a couple of helpful tips. If you have not already read it, take a minute to do so as there is very valuable information in there.

Following the presentation, raffle prizes were handed out that were donated by Palm Tech!

At our June meeting, after the presentation of the educational scholarships, Elaine Taule, from NMS Management Services, presented the topic of "Reasonable Suspicion Training." She was joined by Shannon Gilbert-Kearney, from Arthur J. Gallagher & Co., for the subsequent Q&A.

A lot of valuable information was presented about drug and alcohol screening, signs of abuse as well as how to handle these difficult situations. This topic raised a lot of questions from our members and Elaine took the time to answer each person. A well received presentation!!!

Education Scholarships

By Debbie Giordano

Every year the Education Committee has the task of selecting students to receive the Chapter's annual scholarship awards.

The committee members this year consisted of Lori Ann DeMayo, Michele Parcels and Debbie Giordano. The committee interviewed six students in May. It is really a pleasure to meet these kids and hear about their dreams for the future and their individual family circumstances. It also makes such a difference to put a face to what you have already read about them. They are always a little nervous, but they are all so bright and funny, not to mention very appreciative for the opportunity. I am always so impressed with their accomplishments, community involvement and their commitment to family and friends.

This year the Board agreed to three \$1,000 scholarship recipients. It was really difficult to select only three out of the six students to receive the scholarships.

Lori, Michele and I discussed it at great length and we were all pleased with our decision. This year's scholarship recipients are: Olivia Townend, Holly Jones and Alyssa Ashworth. Olivia and Holly will be attending Florida Atlantic University starting in August, and Alyssa is currently attending University of Florida.

Holly and Olivia were able to attend the luncheon in June with their parents to receive their scholarship certificates. Alyssa was attending summer classes in Gainesville, so her mother, Natalie Ashworth, accepted the scholarship on her behalf.

Congratulations to all!



Debbie Giordano, Holly Jones, Olivia Townend, and Michele Parcels



Natalie Ashworth



My CLM Journey

**By: Cheryl Sollenberger, CLM
Jones, Foster, Johnston & Stubbs, P.A.**

While enjoying a satisfying 31-year career heading up the accounting department at Jones, Foster, Johnston & Stubbs, P.A., and having raised a daughter who is now married and has children of her own, I decided that I'd been out of school quite long enough. With both hesitation and excitement, I sought out a school that advocated "lifelong learning" and pursued my Bachelor of Business Administration degree. It took three years of determination, scheduling around work-related deadlines, and attending classes and studying at night. As graduation day neared, I knew I wanted more.

I wanted to continue my education in business administration, but with a focus on the law firm environment. Through online research, I discovered the Certified Legal Manager (CLM) program. As many of you know, the Association of Legal Administrators is the credentialing body of the CLM certification program which "allows a qualified legal administrator to

demonstrate, through an examination process, the mastery of the core areas of knowledge identified as essential to the effective performance of a principal administrator."

Having made this discovery, I joined the Association of Legal Administrator's International Chapter as well as my local Palm Beach County, Florida Chapter. Additionally, I joined the Cyber Chapter for their CLM study group, educational content, and webinars. ALA membership is not mandatory for CLM certification, but after researching these organizations, I knew I wanted the education, support, camaraderie and friendships that could come from being part of this network.

I met all of the educational requirements by the application deadline, but based on the pass/fail statistics brought to my attention through my research, I knew the exam would be difficult. In order to pass, I needed to launch into full-study mode. The two months prior to the "big exam" found me studying on my lunch hours, in the evenings, and on weekends. I

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AS A **CLM**,
YOU'LL CREATE A
BRIGHTER FUTURE.

CLMSM
Certified Legal Manager

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attended educational webinars, participated in the Cyber Chapter study group, read the recommended books, studied flash cards, and severely neglected my husband, whose cooking skills have improved dramatically.

Exam day finally arrived on May 4, 2015. Everything was now riding on a drive to a professional testing center in Plantation, Florida for one test, one day, all the chips were in. And then, the wait. Four to six weeks of anticipation for one letter – all or nothing.

When the envelope arrived four weeks later and CLM was not next to my name on the envelope, I was afraid to open it for fear that I had failed. My heart sank as I walked away from my un-opened mail. Finally, a few dozen chocolate chip cookies later, I worked up the nerve to open and unfold the letter which began: “Cheryl Sollenberger, CLM.” I am certain the rest of the letter was lovely, although my “title” was all I needed to see and absorb. Joy! I had reached the finish line. Success!

No doubt attaining this designation was hard work, but it was a fantastic learning experience which complements the knowledge that I have acquired through on-the-job and formal education. I look forward to staying current through

my ALA membership and the continuing education requirements for recertification. Finally, I am proud and honored to carry the CLM designation.

For more information regarding the CLM Program, go to <http://www.alanet.org/clm>.

A Single Bottle of Water Can Be the Key to Your Reinvention

By: Ari Kaplan
Ari Kaplan Advisors

I was in a taxi one day and after sitting down, the driver generously offered me a bottle of water. A few questions later, he admitted that he always provides water for his passengers because it increases the potential tip an average of 15-20%. It also encourages a future call.

And, just like that, he exceeded my expectations by reinventing what it means to be a cab driver. He did not create the next iPad. He did not give me a deep discount. He simply raised the bar ever so slightly on customer service. As he predicted, of course, I increased the tip even though I did not drink a sip of water.

In a recovering economy, administrators are often considering ways to reestablish what they offer their colleagues and firm management. That effort requires some realignment and a more holistic approach to engagement. Here are five ways to reinvent yourself in the recovery.

Be Grateful

One of the most overlooked techniques for leveraging the power of social media is simply saying: “thank you.” Consider sending a short tweet to your Twitter followers acknowledging their interest in your commentary. Or, contact

each LinkedIn connection to recognize his or her endorsement.

Review Your Contacts for Surprises

In fact, when was the last time you reviewed your connections on LinkedIn, Friends on Facebook, or followers on Twitter? Doing so will likely surprise you. There are probably individuals in your target audience with whom you would like to develop stronger relations, and they are already part of your network. Spend a few minutes studying network and identify those you are planning to reach out to in the next few months.

Take Advantage of Opportunity Alerts

Add those people whom you would like to meet or with whom you would like to build a relationship (within your firm or out in the broader community) to a Google alert (Google.com/alerts), which will inform you each time a person on your list is mentioned online. You will then have opportunities to connect in a meaningful fashion. Add their organization and area of interest to the alert as well. Each time an article in that field is published, for example, you will learn about it and have a reason to interact.

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Make Meaningful Introductions

Despite the new ways that technology allows one to reach out, many individuals in the current market struggle with this type of organic follow up. Another proven method for reconnecting with a contact with which you have lost touch, continuing the conversation with someone you just met, or initiating contact for the first time is to make an introduction. Doing so reflects your character and genuinely acknowledges the person to whom you are reaching out.

For instance, following a meeting with a colleague, supervisor, or prospective employer, most people will send a short e-mail thanking the person for his or her time. (Savvy networkers may even send a handwritten note.) Next time, consider materially expressing your gratitude with an introduction. Do you know a local journalist or blogger who may be interested in that person's work? Can you connect him or her to a potential client or referral source? Is there a member of the local community that he or she would like to meet?

S-W-O-T Strategically

From client service to individual growth, organizations should make 2015 the year to conduct an analysis of their strengths, weaknesses, opportunities and threats to properly position themselves in the market. Instead of seeking to study the entire organization, which is a long-term project, requiring significant resources,

begin the inquiry at the local level. Start by asking questions about successes and failures, allowing the responses to drive the nature of the discussion. The approach does not need to be perfect, but it should be relevant, responsive, and refreshing.

I recommend starting with a bottle of water.

Ari Kaplan is the author of *Reinventing Professional Services: Building Your Business in the Digital Marketplace* (Wiley, 2011) and founder of the <http://www.Lawcountability.com> business development platform. He speaks to legal administrators worldwide. E-mail him at ari@arikaplanadvisors.com for his free tip sheet on reinventing yourself in the recovery.

Annual Conference ~ Nashville, TN!

The 2015 Annual Conference was held in Nashville, Tennessee. As you can see by the photos on the following pages, everyone had a great time!



**Michele Parcels
at the Blue Jay Café!**



**David True, CLM
At the CLM breakfast!**

Nashville, Tennessee was an excellent host city! From the Honky Tonks with great live music, to the food, to the all-round festive atmosphere and friendly people—this was a conference not to be missed!



Congratulations to Gloria E. Hernandez, CLM, for being a part of the Business of Law Conference Committee, which was awarded a 2015 IDEA Award at the Annual Conference!

The BLC Committee was recognized for its innovative creation of BOLD (Business Of Law Discussions) Bites, which deliver meaningful information in quick bursts by multiple experts. The flexibility and scalability of this format allows it to be used in various contexts and formatted in different, creative ways.

Annual Conference ~ Nashville, TN!



**Michele Parcels
Gloria E. Hernandez CLM
at the Blue Jay Café!**

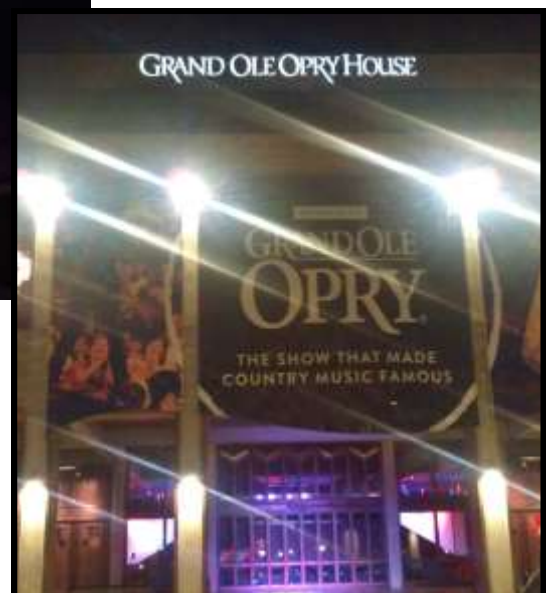


**Lori Ann DeMayo
Nicole Cutsinger**



Rick Springfield

Ryman Auditorium



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Annual Conference ~ Nashville, TN!



**Ed Ratka, David True, CLM,
and Jamie Stanton
horsing around!**

**Michele Parcels
Kent Stanton
James W. Menendez, CLM
Jamie Stanton**



**Judge and former U.S. Attorney General
Alberto Gonzales interviewed by ALA
President, Theresa Walker**



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Uptown Art Happy Hour!

Uptown Art happy hour was a huge success! Members and business partners came together to show off their painting talents!

It also didn't hurt that there was wine, pizza, chocolate chip cookies, and wine. Oh, and more wine!

Thank you to our business partners who participated!



Uptown Art Happy Hour Cont...



Member News!



Ashley Walker, recipient of the 2014 **Trisha J. McNamara Scholarship**, graduated from **The Florida State University** on **May 1, 2015**.

Ashley is the daughter of **Kim Ayers**, **Human Resource Manager**

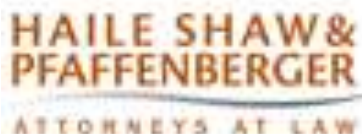
at **Lewis, Longman & Walker**. Ashley was accepted into **Teach For America** and will be teaching elementary education in the **Mississippi Delta**.



Burlington & Rockenbach, P.A. is pleased to announce that **Nichole Segal** has been appointed **Chairperson** of the of the **Palm Beach County Bar Assoc. Appellate Practice Committee**.



Nichole was also appointed to serve as a member of the **Palm Beach County Bar Association's Judicial Relations Committee**. This will be her second year as a member of that **Committee**.



Haile Shaw & Pfaffengerger, P.A. is pleased to announce that **Jaime Quick** has joined the firm, adding **Family Law** to its practice area.



Adam Richardson has been selected to be the **Chair-Elect** of the **Appellate Practice Section** of the **Florida Justice Association**. Adam's selection as **Chair-Elect** means he will serve as the **Section's Chair** in **2016-17**.

It is time for our Annual Compensation & Benefits Survey! You should have received a link to participate in this year's survey.

The survey format through Survey Monkey is quick and easy to complete once you have gathered your information. Many members find it very helpful to print a copy of the survey to use as a guide to assemble the data ahead of time. It typically takes 15-30 minutes and is an enormous benefit to all of us!



In addition to supporting the survey and your fellow chapter members, you will receive a free copy of the completed survey results, scheduled for release around the first week of August. You will also receive two entries into the drawing for the 2016 ALA National Conference in Los Angeles!

If you have any questions or problems, please do not hesitate to contact Jennifer Tracy via phone or email for assistance, jbt@paxsmith.com or 561-389-3468.

Happy Birthday!

May

Mary McDermott

Annemarie Robbins

June

Susan Jarvin-Williams

Carol Knight

Maryjo Lombardi

Dina Lotz

Danny Marquez, Jr.

Lisa Tierney

David True, CLM

Barbara Waldron



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

- Susan Goldstein, President
- Michele Parcels, Vice President
- Kim Ayers, Treasurer
- Laura Shaw, Secretary
- Sue Recchia, Immediate Past President
- Debbie Giordano, Past President

Membership Information

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

Calendar of Events

- May 7, 2015 Legal Search Solutions Social at City Cellar
- May 12, 2015 Member Meeting
- May 16-20, 2015 Annual Conference - Nashville!
- May 25, 2015 Memorial Day Holiday
- May 28, 2015 Board Meeting
- June 9, 2015 Member Meeting
- June 23, 2015 Board Meeting
- June 25, 2015 Happy Hour! Uptown Art
- July 14, 2015 Member Meeting—Roundtable
- July 23-25, 2015 CLI - Grand Rapids, MI
- July 28, 2015 Board Meeting
- August 11, 2015 Member Meeting
- August 25, 2015 Board Meeting
- September 10-12 Business of Law Central-New Orleans, LA
- October 1-3, 2015 Business of Law East-Atlanta, GA
- October 22-24, 2015 Business of Law West –Las Vegas, NV



Visit our website!
www.pbcala.org

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