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Palm Beach County Chapter

The Palm Beacher



In This Issue...

PRESIDENT'S MESSAGE	3	BUSINESS OF LAW	9
SEPT/OCT MEETINGS	4	MEMBER NEWS	12
CROSSING THE POND	5	CALENDAR OF EVENTS	13
BP HAPPY HOUR	8		



President's Message



Sue Recchia
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The holidays are coming up faster than you think! Our Community Challenge committee has come up with two great ways for us to share the holiday spirit this year...

Food Drive & Gift Card Collection for Families First of Palm Beach County

Be sure to share this opportunity with the rest of your firm! We are collecting nonperishable food and Publix gift cards to help families with their Thanksgiving meal. Please bring your donations, both food and gift cards, to the November 12th meeting. If you are unable to attend the meeting, please contact Laura Shaw at (561) 655-1901, as she has graciously offered to make arrangement to have donations picked up.

You can also mail gift cards and checks (payable to "Cash") to Laura at Rudolph & Associates LLP, 315 Fifth Street, West Palm Beach, FL 33401. This is a great opportunity for members of your staff to help someone have a happy holiday!

Christmas Angel Program for the PEPPI Head Start Program

I think the Community Connection Committee is doing a wonderful job of providing us ways to impact various members of the community!!

This year we will be providing Christmas Angel support for the **PEPPI** Head Start Child Development Center in Belle Glade. The school serves a very poor clientele, from preschool through third grade. We are asking each Angel to provide an article of clothing suitable for school and a toy, with a total expenditure of around \$25-\$30. Keeping the amount per child low should enable us to help more children. We have volunteers willing to do the shopping for those who wish to make a cash donation. The lower limit may also make it possible for staff members to participate. More information to come on this great program!

Also, don't forget to mark your calendars for the Holiday Party on December 9th, at the Grandview Gardens Bed and Breakfast. We are going to have a great time with food and drink for all and steel drum music around the pool! I look forward to seeing everyone there!



September/October Member Meetings



Diagnosed a quadriplegic since 1984, Scott refused to be sidelined in life. Through the principles he espouses today, Scott took charge of his recovery and achieved numerous personal and professional goals that were seemingly unattainable.

The Attorney Appreciation Luncheon Meeting was held in September at the Kravis Center in West Palm Beach.

Nationally recognized speaker, Scott Burrows, was our guest speaker. Scott spoke on the importance of having three strong principles in life: Vision, Mindset and Grit. His life story of overcoming incredible physical, personal and professional challenges through sheer determination inspired those in attendance.



Dustin A. Cole

Dustin Cole, President of Attorneys Master Class, was the guest speaker at our October member meeting.

Dustin spoke on ways attorneys can avoid being caught up in the “technician” trap of doing the work, but failing to grow their firms. Dustin suggested that attorneys should shift their perspectives about the practice of law from one of “technician” to one of “entrepreneur.” Change is a comin’ and some attorneys will be run over if they don’t make changes or move out of the way (retire). “No one retires successfully from a failed firm.”

Crossing the Pond

European differences when marketing legal services

By Sue Bramall
Managing Director
Berners Marketing, England

You have bilberries, while we have blueberries. You stroll on the sidewalk, while we walk on a pavement. Pants are something English grandparents wear under their trousers - and as for suspenders, these are worn (mostly) by ladies this side of the Atlantic.

Cultural diversity is great, and one of the great joys of travelling is exploring the differences in this wonderful world of ours, and adopting the ones that we like. Coca-Cola, blue jeans, US entertainment shows and free refills of coffee or soda are a few that come to mind.

But, can I be so bold as to suggest a few European marketing trends that US law firms might like to consider?

Over the last few years we have been working with a growing number of US law firms, helping them with their marketing in Europe and beyond. We thought it might be of interest to members of the Palm Beach County Chapter of the Association of Legal Administrators to share some insight into the European approach to legal marketing.

In particular, the UK legal market has changed dramatically over the last decade, driven mainly by the

impacts of the recession. Fierce consolidation and external investment has forced firms to up their game in their marketing in order to differentiate themselves and establish a strong position in the market.

As a result, many UK firms are pushing the envelope with successful marketing strategies that might be worth considering within your own practice.

Less is more

Usability tests show that the best documents and websites include plenty of white space, as it improves readability and website performance. Think of the Google home page, or the simplicity of Apple products.

Consider ways that your firm might incorporate more white space or clean space of any color into your websites and marketing documents. Often every centimetre is crammed with text (sometimes too small), accolades and calls to action. Pages can be so full and busy that it is hard for a reader to take it all in, or see where to focus. UK firms are combating this by incorporating more white space, which is intended to make the read easier on the eyes and mind, and testing with usability software.



When it comes to submitting proposals and tender documents, the weight of a document and the density of text does not always give you an advantage.

Inspired by magazines, an alternative approach is to aim for less information overload and more for a ccessibility. Aim to cut out the waffle, slim down the boilerplate and focus on the needs of your client. Keep it on point and you will have a document that is more quality than quantity.

What do your proposals indicate about your communication style? Sometimes in-house counsel need a quick, concise executive summary so that they can make a commercial decision rapidly.

Faced with several identical heavyweight proposal documents, a slimmer volume that is easy on the eye but still gets the key points across could give you the edge.

Imagery

A picture is worth a thousand words.

Photography is a key element in your online marketing activities, so we place a lot of importance on creative profile pictures for individual lawyers and the choice of any photography and other imagery used on web sites and brochures.

Many (but not all) US profile pictures appear to be formal studio shots against a background reminiscent of school yearbook portraits. Creative photographers are not so hard to find. So, step out of the studio and try

alternative locations or lighting, a full length shot or an informal picture to highlight your individuality.

When it comes to building an image library for a law firm, a modern look can be achieved by staying away from artwork involving the scales of justice, a gavel, courtroom steps or pillars.

Not only do these seem like legal clichés nowadays, but they also do little for helping you stand out from all the other law firms with similar stock images.

There are so many other great options for photography and artwork that you can choose from today. Commissioning original artwork may not be as expensive as you think. It will really set your firm apart.



Direct language

Normally us Brits are known for being reserved, while we admire your direct approach to saying exactly what is on your mind.

But, when it comes to writing for marketing purposes – in proposals, articles, websites, blogs, feature articles – our roles seem reversed. We have shed our reserve and our best practice is now seen as writing in the first person, speaking directly to the client.

Instead of corporate speak and how “we are the greatest law firm since sliced bread”, the focus has shifted to explain to the client how “you will benefit from working with us”.

[Go to Page 2](#)

(Continued on page 7)

(Continued from page 6)

Addressing clients as if you are in conversation with them has the immediate effect of making you appear more approachable and interested in their needs.

We see many US lawyers writing great blogs in the first person, but this style does not always seem to have transferred to other pages of the firm's website.

Names

A quick Google search for "law firms in Miami" threw up several firms with brand names involving five or six partner names.

It is not that long ago that entertainment lawyers Ziffren Brittenham LLP could claim the longest law firm name with Ziffren, Brittenham, Branca, Fischer, Gilbert-Lurie, Stiffelman, Cook, Johnson, Lande & Wolf.

We like short brand names, on the basis that they are easy to pronounce by clients and receptionists, and many AmLaw100 firms have adopted this approach too.

In practice most firms with very lengthy names get called by the first one or two names on the list anyway – or they resort to a string of initials for practical purposes. The use of initials can be risky.

Have you ever Googled the alternatives that your firm's initials also stand for?

Long names appeal to partners, rather than clients, and they are less easy to market. If you have ambitions to expand internationally, how easy is your firm name to pronounce?

[Go to Page 2](#)

I shall just end by clarifying that a faucet will always be the blond Charlie's Angel with big hair, buns are for eating with afternoon tea and, of course, football is played with a round ball...

About Berners Marketing...

Berners Marketing was set up in 2004 by Sue Bramall, who was formerly Head of Business development at Pinsents, and had previously spent a number of years in senior marketing positions with chartered accountants and management consultants. Sue identified a need for marketing and business development support specifically for the legal profession.

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Business Partner Happy Hour!



Bill Karp, Sherry Zabriskie, and Brittany Conlyn from Legal Search Solutions, Inc, hosted a Happy Hour for the members of Palm Beach County ALA on October 2, 2014.



The party was at City Cellar in City Place, a favorite of the legal community. The turn out was great, and everyone seemed to really enjoy the food, drinks and opportunity to get together and socialize outside of the office.



Thanks to all who attended, we can't wait to celebrate with all of you again!



Business of Law Conference ~ Philadelphia, PA



This year the ALA changed the format for their Regional Conferences. They are now called Business of Law Conferences. The same conference is held in four different locations at different times. We chose the one in Philadelphia that was held at the end of October. Not only did I get some great input and learn a few new things at the sessions, but this new idea for the conference was a refreshing change. I especially liked the “BOLD Bites” discussion held the first day. Five of the speakers participated in this special session and each did a brief 10-15 minute presentation on a topic pertaining to their field. It was quick, fun and informative.

It also helped me decide if I wanted to go to their full presentation the next day. Two of them I definitely went to see again. I met several administrators from different cities and it was nice to talk with them and learn about their firms and how they do things. Sharing ideas and getting new and different input is instrumental in our line of work.

Gloria, Kim, April and I arrived in Philadelphia on Sunday so we could enjoy the sights before the conference started. We had great sunny fall weather and got to check out the high points of the city on the hop on/hop off tour that we did during the day. With Halloween just around the corner at the time, we decided to do the Ghosts of Philly Tour Sunday night. Our tour guide was very energetic and she provided us with lots of historical information and some “spooky” stories about the city. There was lots of walking involved, but it worked out well after the Philly Cheesesteaks and specialty cookies we ate earlier that day! It was a wonderful three days...meeting new people, learning during the day, fun events at night and good company the whole time.



I attended the ALA Business of Law Conference in Philadelphia, PA October 27-29, 2014. What I found unique and very beneficial was the BLC Café. Members gathered with a facilitator to discuss various topics, while enjoying wine and hors d'oeuvres that were on the table when we arrived. What a good idea! I also really enjoyed the BOLD Bites. What a great way to deliver content in a quick manner. It kept my attention since the speakers changed every 15 minutes.

Getting to meet members from all over the country is priceless. I made some connections with my fellow ALA members who I look forward to seeing again in May when we head to the national conference in Nashville, Tennessee!

Business of Law Conference Cont...



Philadelphia...The city of Brotherly (sisterly?) love!!



It wasn't all fun and games! We also got down to business and enjoyed a great conference.

Business of Law Conference Cont...



Of course we did the “tourist” thing and huffed up the “Rocky” steps to the art museum and jumped up and down! Hey Adrian!!!



**Kim Ayers
Gloria Hernandez
Debbie Giordano
April Stack**

Member News!



Nancy Bostwick celebrated her 10th anniversary with Gordon & Doner this week as our Call Center Manager.



Doug Morris, Esq. has joined the Davie office of Gordon & Doner. He specializes in Medical Malpractice, Nursing Home Neglect and Wrongful Death Claims. He graduated from The University of Miami School of Law and has been a member of The Florida Bar since 1996.



The Law Office of Rosenthal, Levy, Simon & Ryles is proud to announce the addition of our newest attorney Luis A. Sosa.

Luis was born in Cuba and raised in West Palm Beach. After graduating from the University of Central

Florida with academic honors, he earned his Juris Doctor at Barry University School of Law. He will concentrate in the area of Personal Injury and will be based in our Port St. Lucie Office.



Happy Birthday!

September

- Erin Fisher
- Pattie McElvy

October

- Awilda Carozza
- Lori Ann DeMayo
- Laura Shaw
- Edwin Ratka
- Judith Pawloski
- Susan Jennings
- Susan Goldstein
- Debbie Giordano
- Terry Imai



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.

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Please contact:
 Dina Lotz
 Membership Chair
 for membership information
 (561) 625-8311
 DLotz@Labovick.com

Calendar of Events

- November 12, 2014** Member Meeting (Wednesday!!)
- November 25, 2014** Board Meeting
- December 9, 2014** Holiday Party at Grandview Gardens B&B
- December 23, 2014** Board Meeting
- January 13, 2015** Member Meeting
- January 27, 2015** Board Meeting
- February 10, 2015** Member Meeting
- February 24, 2015** Board Meeting
- March 12, 2015** Legal Expo
- March 24, 2015** Board Meeting
- April 14, 2015** Member Meeting
- April 28, 2015** Board Meeting
- May 12, 2015** Member Meeting
- May 17-20, 2015** Annual Convention - Nashville!
- May 26, 2015** Board Meeting
- June 9, 2015** Member 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