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Palm Beach County
Chapter



The Palm Beacher

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President's Message



Michelle Parcelis
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Hello Everyone!! Yes, another calendar year is coming to a close and this will be my last President's Message. It is hard to believe that my year as President is almost over. First and foremost, I want to thank my fellow Board and Committee Members for all your help during the year. I couldn't have done this without you. I feel that we have accomplished some great things this year and we are hard at work on the upcoming year. Of course, we couldn't keep this running without all of you, the members. If you have any suggestions or would like to become involved, please feel free to contact myself or any board member. The Board wants to make our Chapter the best that it can be!!!

Please remember that our annual Legal Expo is being held on Thursday, March 30, 2017 at the Airport Hilton. This year's theme will be Sports. Come dressed as your favorite player or team attire. In order to make this event as successful as possible, **WE NEED YOUR HELP!!** Please make sure that you reach out to your business partners to see if they would like to exhibit in our Expo. Also, make sure that you invite your colleagues, attorneys and paralegals to join us on March 30th. I hope to see all of you there!!

The beginning of the year has been busy. Our January luncheon featured Rachel Beige from Cole, Scott & Kissane. Rachel discussed how to properly tailor our employee handbooks. Rachel's presentation was both informative and relevant. Also in January, we rolled out the BP & Member Referral Program which is a great opportunity for our valuable BP's to meet with members.

In February, our chapter held a Member Social at Revolutions in CityPlace. Bowling, food, drinks and socializing – what more can you ask for! Thank you to Dina Lotz for planning this fun event. Our February luncheon featured Debbie Foster from Affinity Consulting. Debbie discussed law firm leadership - what good leaders do and don't do. In my opinion, this was one of the best presentations we have had in a long time. Also, congratulations to Dave True for winning the scholarship to either an Annual or Regional Conference!!

As always, our Board and Committees are hard at work getting ready for the upcoming year. Our next educational luncheon will be on April 18th. We are bringing back the Roundtable discussion. Get your topics ready, this is a luncheon you will not want to miss!! Also at this luncheon, we will be swearing in the new 2017-2018 Board. Laura Shaw will be President, Kim Ayers will be Vice President, Dina Lotz will be Treasurer, Cheryl Sollenberger will be Secretary and Susan Goldstein and I will remain on the Board as Past President and Immediate Past President. We are looking forward to another successful year!!

Lastly, I want to thank you all for the opportunity to serve as your President this past year. It has been a pleasure as well as an honor.

February Member Meeting



Debbie Foster
Affinity Consulting

By: Laura Shaw
Rudolph & Associates

At our February luncheon meeting, we had a speaker from Affinity Consulting, Debbie Foster, who spoke to us on Law Firm Leadership – What Good Leaders Do and Don't Do.

One area that Debbie brought up which I found most interesting was the fact that we are coming to a situation whereby we have 4-5 generations in the workplace, a/k/a multigenerational workplace. Let that sink in — 5 different generations of people who have had different things impact their lives. We have entered a time where we communicate via text or email and during that process we lose the ability to communicate. Here is the reality: in a given message there are 7% words, 35% tone and 58% body language. What does that mean? When you send a text or email, the person receiving the message is only

getting 7% of your meaning. This fact alone was HUGE to me. I am guilty of trying to correspond with people via email or text more often than not because, let's be honest; do we really have the time to communicate with everyone? Most likely not, but when you think about the message, realize that what you are sending is only coming across to the receiver as 7% of the message. That is a lot that they are missing and truly not getting the full meaning of your message, so you are then left to explain yourself down the road.

Debbie mentioned what "Good Leaders" do: They identify their weaknesses and make a conscious effort to work on them; and they don't use the weakness as an excuse for their behavior. Let that sink in. "Don't let your weakness be used to excuse your behavior." HUGE! For those who attended



the meeting, there was SO MUCH information presented that I am sure you will have brought back a thing or two to share with your office (my office just received an email from me about one little tiny thing that Debbie talked about "The Revenue Thief"). For those who could not attend, I hope you take a moment or two to review her presentation. I don't

always get excited about a speaker, but today I walked away with a vast amount of things to use at my firm!

You can review her presentation along with a few others that are available to us for FREE on the Affinity Consulting website: www.affinityconsulting.com/pbcala

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Chapter Social!

Chapter social held at Revolutions. A night of bowling brought out our members' type "A" personalities! We all wanted to win!



Michele Parcels and Brian Betron showing us how it's done!



**Sue Recchia
and Terri Imai**



**Benita Koch-Maupin
and Bob Bell**



**Cheryl Sollenberger
and Kim Aumen**

Breathing New Life into Aging Receivables

By: Jake Krocheski
Client Connection

Behind most receivables more than 90 days past due is a story about why the account has not been paid – cash flow problems, complicated transactions, and many more. Understand those stories, get to the bottom of them – and you will have a better understanding of how to get paid.

Firms find themselves facing a dilemma. On one hand, they truly want to embrace institutional thinking and run as a business, putting structures and procedures in place and holding people accountable. On the other, they are reluctant to hold the individual attorneys accountable and deprive them of their autonomy because of the different circumstances that impact payment from clients.

It is hard to have clear-cut procedures while poking holes in them with plenty of exceptions. The truth, though, is that your firm must. You need to make it clear to our attorneys and staff – as well as your clients – what your policies and your expectations are. Yet, there needs to be a fair amount of latitude for decisions based on individual client relationships.

To ensure that your receivables are not enjoying a ripe old age, take these steps:

1. Start on the older, harder-to-collect backlog of receivables. It may be necessary to dig deep to understand just how old they are. Many firms do not differentiate between receivables that are 90 days past due and those that are much older. Look to see if there is any recent billing activity on the account, when the last payment was received and for how much. It is surprising how firms continue to do work for clients without considering whether they are paying their bills.
2. When managing the backlog of receivables, look first at your oldest receivables and work your way back to those that are newer.
3. Ask all attorneys to review their clients with outstanding balances and ask them to be truthful. Have them take decisive action: make the collection themselves, get help from the firm's accounts receivable management team or clear the books. The attorneys are best able to assess whether a receivable should be kept on the active list or written off. However, they are often reluctant to follow through with the write-off process.
4. Evaluate each account and determine the likelihood of payment if the firm invests more time and effort to collect. But recognize that when a receivable exceeds 180 days past due, there is only a 50% chance that it will be collected,

(Continued from page 6)

- and the likelihood drops off dramatically after that point. There may be a logical reason why it has not been paid. Perhaps the client does not have the ability to pay. Maybe the attorney has worked out an arrangement with the client whereby he can pay after the matter has been completed. Make sure the responsible attorney communicates what arrangements have been made with each client.
5. Urge firm leadership to be decisive and step in to take action. Management must work through receivable issues and not just take the attorney's word for it. Get your arms around the problem by creating – and empowering – a committee.
 6. Evaluate the firm's overall collection efforts. Ask yourselves: Did we do the job right, or did our processes and procedures allow receivables to age far longer than they should have? Review the firm's policies and procedures concerning receivables that go beyond 90 days. Determine if policies exist only on paper. Implementation is the key. Do you have the right people in place to



move the ball forward, and are they empowered to do so? Many firms receive their older receivables with the goal of determining why accounts have not paid and if they have collection problems. Often they learn they have long had problems, but did not detect them earlier in the aging process.

7. Make the most of staff whose job is to focus exclusively on receivables. Ensure they have the skills and talents that can

help attorneys reduce the backlog of receivables. Also,

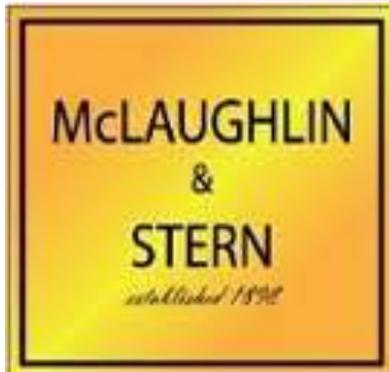
measure the staff's performance to ensure progress is being made and sufficient time is being devoted to working directly with accounts receivable, as opposed to other administrative duties.

8. Write off the account after all efforts have been exhausted. If efforts have been made to collect that do not bear fruit, accept the

fact that there is little chance of getting paid and write it off. If the attorney continues to hold up the write-off process, firm leadership needs to step in and get the account written off.

Jake Krocheski is President of Client Connections. He has more than 25 years of experience as a management consultant, working with law firms. Client Connection assists law firms of all sizes throughout the United States by furnishing accounts receivable management services and developing practical receivable programs. He can be reached at jakek@clientci.com.

Member News!



McLaughlin & Stern celebrated its 10th Anniversary of its West Palm Beach branch on February 15, 2017, with a party for the firm's approximately 120 guests. The celebration was lively and fun, and the food provided by Chez Gourmet caterers was delicious. One of the highlights of the party was attorney Bill Abel's beautiful daughters providing the entertainment. Jennifer Abel on violin and Elizabeth Abel on cello.



The firm is one of the older law firms in New York, having been established in 1898. The West Palm Beach office opened in 2007, the first office outside of New York. Since that time the firm has opened additional offices in New York, Naples, Florida and Westport, Connecticut.

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Rosenthal, Levy, Simon & Ryles is proud to announce that attorney Marc E. Golden has been appointed Director of Workers'

Compensation. Marc received his B.S. in

Psychology from Tulane University and his J.D. from Nova Southeastern University. He has been practicing in the area of Workers' Compensation for 20 years. Marc is an annual speaker at the Workers' Compensation Convention moderating the case law update.



REDGRAVE & ROSENTHAL^{LLP}
ATTORNEYS AT LAW

Lana Goldberg has been the Firm Administrator at Redgrave & Rosenthal since August 2016. Lana has a Bachelor of Science Degree in Business Administration/Management from California State San Marcos, has a Paralegal Certification (CP) from Florida Atlantic University, and is a Legal Studies Program Graduate.

Member News!



**CARLTON
FIELDS**

Tom Hanson, Esq.

By: Dawn Tasca, MBA
Carlton Fields

After working with my managing shareholder, Tom Hanson, for 20 years, he has decided to retire in 2017!

Tom and his family hail from Cleveland, Ohio and moved to Florida in 1986. Yes, he was proud to have the Cleveland Indians in the World Series and the Cavaliers win the NBA. He came to Carlton Fields in 1994, and works in the transactional practice area.

Tom worked in Miami prior to joining the firm but, after Hurricane Andrew, his family decided to move further north. He lives in Boca Raton with his wife Kathy, and they have two daughters, Kristy and Lauren.

His daughter Kristy lives in California and is an American singer-songwriter, who has released a number of folk-pop albums. She had her first child, a daughter named Lily, about six months ago, which I believe contributed to Tom's decision to retire.

His daughter Lauren was a Rhodes Scholar and is now attending school in Austin, Texas, completing her Ph.D.

Tom has been saying over the last few years that he wasn't going to work much longer, but we didn't believe him as he is still young. However, with the digital world we live in now he feels you can never take time off and truly be "off". "Clients nowadays expect you to respond no matter where you are," he said. Recently, Tom took a Viking Cruise vacation for several weeks and as soon as he was on land, the calls and emails started. When he visits his children for the holidays and other special occasions, client demands don't stop.

Tom plans to purchase a home in California to be closer to his daughter Kristy and his new granddaughter. Happy for him, but sad for us as it was great working with him!

Our new managing shareholder will be John Hart, who gives me fourth row seats to the Patriots/Dolphins game each year, so I think have job security for a few more years!



LEGAL EXPO 2017

HILTON PALM BEACH AIRPORT
 150 AUSTRALIAN AVENUE
 WEST PALM BEACH, FL 33406

THURSDAY - MARCH 30, 2017
 3:30 P.M. TO 6:00 P.M.



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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

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- 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

- January 10, 2017 Member Meeting
- January 24, 2017 Board Meeting
- February 14, 2017 Member Meeting
- February 28, 2017 Board Meeting
- March 30, 2017 Legal Expo
- March 28, 2017 Board Meeting
- April 2-5, 2017 Annual Convention—Denver, CO
- April 11, 2017 Member Meeting
- April 25, 2017 Board Meeting
- May 9, 2017 Member Meeting
- May 23, 2017 Board Meeting
- June 13, 2017 Member Meeting
- June 27, 2017 Board Meeting
- July 11, 2017 Member Meeting
- July 25, 2017 Board Meeting
- August 22, 2017 Board Meeting
- September 12, 2017 Member Meeting
- September 26, 2017 Board Meeting
- October 10, 2017 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

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