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Palm Beach County *Chapter*



The Palm Beacher

In This Issue...

PRESIDENT'S MESSAGE

3

**OCTOBER MEMBER
MEETING**

4

REGION 2 CONFERENCE

6

**BEST, MOST EFFECTIVE IT
PROTECTION -
YOUR EMPLOYEES**

8

BIRTHDAYS

12

CALENDAR OF EVENTS

13



President's Message



Laura York
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So here I sit on a Friday afternoon and thinking of how quickly the past 6 months have gone...half way through as President and as everyone had told me it would, it has flown by.

I am glad that everyone fared fairly well from Hurricane Irma and I know how thankful we all are that we didn't receive the direct hit that we were forecast to get. Unfortunately, Hurricane Irma ran havoc with our Attorney Appreciation Lunch. Due to scheduling conflicts with the hotel and our speaker, and not being able to line up a date this year to reschedule, we were left with the only choice of cancelling the lunch, but have no fear, we will be full force ahead with a grand event next year! We also had to cancel the wine tasting that we were going to have that week as well, but we will look to move that to a date in 2018! Did you check out Mary's post on the Community Connection events coming up?! Lots of opportunities for each of us and our firms to give back to the community!

Kim Ayers and I attended the Regional Conference in Nashville! We attended several sessions that brought valuable information back to our firms. My favorite session was actually one of the last ones that I attended on Saturday and it was on Time, Billing and Collections. I realize that sounds very "dry", but honestly the

speaker was great and made it entertaining and informative. For those who haven't attended a Regional Conference, I highly recommend trying one out. While I enjoy the National Conference, the Regional Conference is just a little more low-key, a little less overwhelming and the sessions are different from what they have at National, so if you haven't been to a conference yet...try one out! I guarantee you won't come back empty handed (lots of handouts from the vendors) or without something valuable that you can use in running your firm!!!

We did manage to have a little fun too while we were there by going to breakfast before the conference started on Thursday morning at the Loveless Café (highly recommend those biscuits)! And we were also able to go to the Bluebird Café (if you have seen the TV show Nashville, you will know exactly what I am talking about), it is a must do when you are in Nashville if you can get tickets!

The Board along with Sandy Bolin (Chair of the Business Partner Committee) and Dawn Tasca (Chair of the Legal Expo Committee) hosted a lunch with the Business Partners where we rolled out our new Business Partner Program. Special thanks to Dina Lotz, Michele Parcels and Gloria Hernandez for taking on this HUGE task and putting together a new program that we hope will attract even more business partners!

What do we have coming up?! Well, a luncheon in November along with our Food Drive and Angel Tree! Our Holiday Party on SATURDAY, December 2nd at the Palm Beach Kennel Club!!! And so much more coming in 2018! Don't forget to be on the lookout for a pop up happy hour. Look for one in November in the North County end of things!!! The rest of the year is going to fly by, so take a moment and relax and ENJOY!!!

October Member Meeting



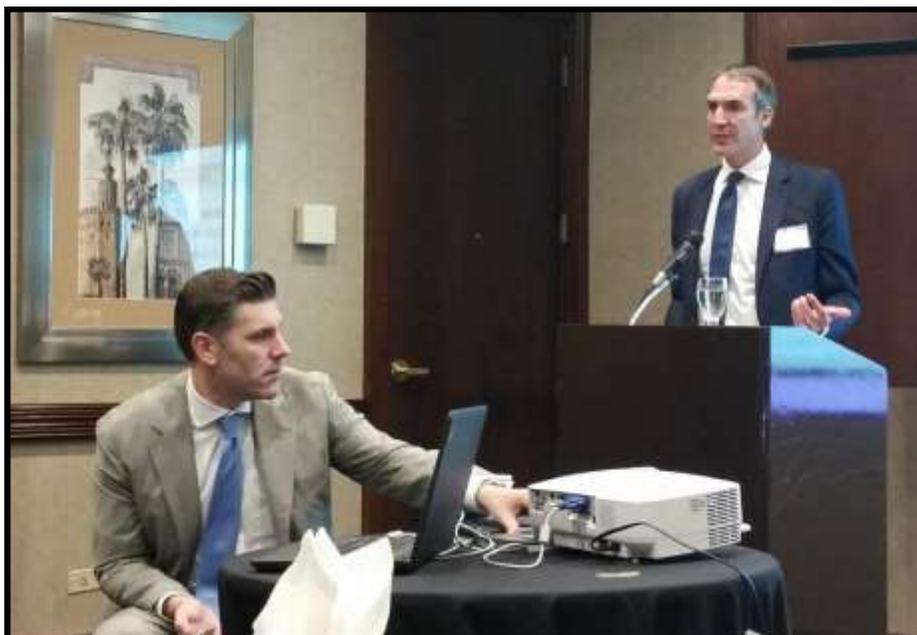
**L-R: Theodore Nittis, Esq.
David B. Kramer, Esq.
Oswald Companies**

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

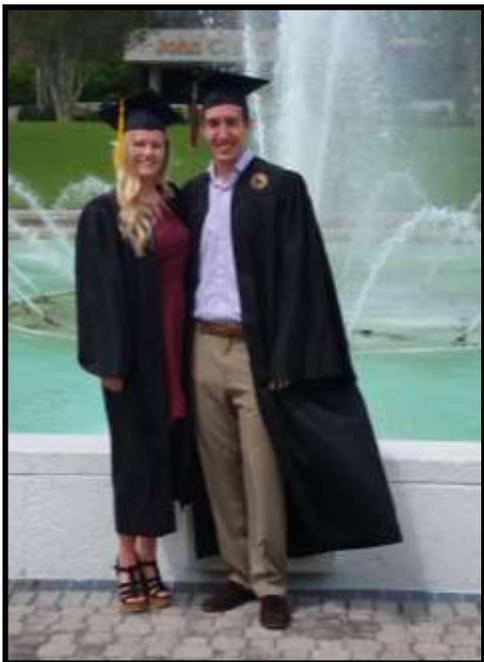
David Kramer, Esq., Senior Vice President, and Theodore Nittis, Esq. of Oswald Companies, were the speakers for our member luncheon meeting held on October 10, 2017.

The law firm practice at Oswald Companies provides comprehensive risk management solutions to law firms nationwide. They analyze policy language, limits, and deductibles to advise each law firm on their optimal insurance program structure. The title of David’s presentation was “Navigating the Lawyers Professional Liability Insurance Maze.”

Please save the date for our next member luncheon meeting, which is scheduled for November 14, 2017. Hope to see everyone there!



Member News!



LaBovick, LaBovick & Diaz
LAW GROUP

In August, Lucas Lotz (son of Dina Lotz, Principal Administrator for the firm and Chapter Treasurer), graduated from UCF Magna Cum Laude (top 5% of his class) with a Business Major and a double minor in Finance and Marketing.

We couldn't be more proud of his drive and determination to achieve that goal. It seems like yesterday the PBCALA was awarding Lucas his Trisha McNamara Scholarship, but four years has passed with the blink of an eye.

At this point, Lucas has chosen to work in the family business in order to begin applying some of the fresh, new, creative ideas that he learned while attending UCF. His first goal was getting the company optimized on Google and now he is rebuilding the website!



T-Rex (a/k/a Danny Marquez, Jr.)
scaring up some fun!



Region 2 Conference



By: David True, CLM
Searcy Denney Scarola
Barnhart & Shipley, PA



By: Laura York
Rudolph & Associates LLC

I really enjoyed this particular meeting and it really was a pleasure attending on "scholarship" from the Palm Beach County Chapter. I have attended quite a few regional meetings in the past, but felt that this meeting in Nashville was one of the best regional meetings I have attended.

Attending the Joint Council Meeting for Regions 1, 2, and 3 on October 12th was very interesting, since it included an overview of ALA national plans for 2018 and beyond. They also stressed the availability of the Regional Officers to visit and speak with local chapters.

The session choices were also some of the best I have seen from a selection standpoint. I think the choices in coverage were particularly well thought out and quite applicable to my work at a Plaintiff Personal Injury Firm. There were several times I had to make a choice between sessions that I felt were very applicable to my position at Searcy Denney Scarola Barnhart & Shipley.

I highly recommend attendance at a Regional Conference as a way to get to know the Region 2 Leadership Team and our representatives. At the Council Meeting they recognized Gloria Hernandez, CLM as the outgoing Regional Representative. I want to thank you all for the opportunity to attend this meeting.

[Go to Page 2](#)

Conferences are for learning, but they are also FUN! For those that have attended a National or Regional Conference, you know what I am talking about; but for those that haven't attended a conference yet, well there is more than learning that takes place.

The conferences generally start with a great Keynote Speaker, generally someone that is motivational and gets you inspired to soak up all you can from the conference experience. After the Keynote Speaker, you have your choice of numerous sessions to choose from and they last about an hour, or just over an hour each. Sometimes you run into a conflict as I did this year where there were two sessions you wanted to attend during the same time slot. This year I just downloaded the materials from the one I couldn't attend and that gave me the information I was looking for in that session. Other years I have gone to half of one and then snuck in for the second half of the other. It is all about flexibility with the sessions and they make it really easy for you.

At various times you also have the ability to go into the Expo where numerous vendors are available to talk to regarding services they might have that can benefit your firm. After a long day of conferencing you have the opportunity to attend a networking reception. Then the day starts

(Continued on page 7)

Region 2 Conference Cont.

(Continued from page 6)

all over again the following day and usually ends with a half day on day three. The sessions are on so many topics, there is bound to be a topic of interest in each breakout session from HR issues, to Cyber Security, to Budgeting, to Billing, to everything in between. But remember what I mentioned about the FUN...there is tons of that.

Getting to speak with other administrators is always enjoyable as you can get insight from them on things that might help you run your office even better! The nights are usually open (although at national conferences there are event opportunities at night with vendors, etc.) and that is when you have the opportunity to explore the city, the restaurants, and the culture. Kim Ayers and I attended on behalf of the Board, and I can tell you that we fit in as much as we could into our off hours!!!



**Steve Kuffner, Kim Ayers
Laura and Richard York**

Nashville is named Music City for a reason. The culture is amazing with so much talent that is just waiting to be discovered!

Looking to attend a conference in the future, remember that we give out two scholarships each year to attend one of the conferences. How do you get a chance to win a scholarship? Each time you attend a luncheon or a social you drop your business card into the basket and you are entered for a chance to win. The more you attend the more chances you have to win!

I will be attending the National Conference next year in National Harbor, Maryland from May 3-6, 2018; right across the river from DC! It's a conference I am excited about and I hope to see many Palm Beach County Chapter Members attending as well!!! You still have at least 3 opportunities to drop your business card into the basket for your chance to win one of the scholarships. The drawing takes place during our January 2018 lunch meeting!



Best, Most Effective IT Protection - Your Employees



John Hopkins
All Things Digital

Every day, law firms across the country face attacks on our computer systems. Most are unseen and, fortunately, most unsuccessful.

But, it only takes one to wreak havoc and cause what is potentially catastrophic loss.

Phishing, hacking and cyberattacks have become all too common place and the cost is incalculable, but very high.

Brute force cyberattacks will have be defended by the best design and settings of your firewall. The selection of a quality and effective firewall is essential and not a place to cut costs.

[Phishing attacks](#), (attempt to obtain sensitive information such as usernames, passwords, etc.) can be addressed in part through spam filters.

What is both the weakest link and the strongest weapon you may have in this “invisible war”? It is your employees – your users, as most IT people refer to them. Users may be your best defense; even above strong

firewall defenses, virus programs, spam filters and smart IT people.

One area of greatest vulnerability is also one of the most annoying for users of technology – the password. What we want to use is our dog’s name followed by 1234 or our name followed by our date of birth or anything EASY! We also do not want to change that password all the time either; after all, how often can you scratch out the password written on the sticky note glued to your monitor?

As a result, what is the world’s [most popular password](#)? 123456.

And the second most popular password? You guessed it, 123456789.



Changing your passwords everywhere on a periodic basis is not only a smart practice, it is the only practice. Those of us involved in law firm operation should mandate changing passwords regularly, at least every 90 days, and in a perfect world, never permit the same two passwords twice. Those passwords should be a minimum of (8) characters, require numbers and have special symbols.

Prohibit the grant of administrator privileges to only necessary personnel.

(Continued on page 9)

(Continued from page 8)

Those are in the capacity of IT people and firm administrators. Prohibit employees from installing programs on their computer profile security. That means telling lawyers, even partners, they must call IT to add programs (and allowing unique programs is an entirely different subject).

Educate employees. Reminders regarding phishing attempts should be circulated regularly. Those scoundrels using phishing emails have become sophisticated to a point where top IT professional sometimes have trouble differentiating real from phish.

Give examples to employees of phishing attempts as they are found and warn against being lured into clicking simply because...well, because you can. These people prey on we human's natural curiosity and need for answers. Encourage users to report those questionable emails before they click on anything; think before you click should be their credo! Here are some good questions to ask ourselves about an email suspected of being a phishing attempt:

- Do you know the sender?
- Were you expecting an email or other contact from this sender?
- Is there an attachment you expected?
- Does the attachment have a file extension ending with ".exe"?
- When you mouse over links in the

email (**DO NOT** click) does it show an unusual and unfamiliar email address or a URL address?

- Is it from the IRS, FBI, or similar agency? They do not send emails.
- Is it an offer of money or free services?
- Is it from your bank?
- Does the email ask for information or is the link such that it will undoubtedly ask for that information; such as, account information to get into a website the link may send you to, such as your bank.



Good employees are helpful and friendly; they want to be of assistance. This is another hole in the wall. Calls to an employee (usually to the direct phone number) like:

“Say, I am helping, Bob, in your IT department with an error found on computers at your firm. Bob

asked me to give you a call and ask you to go to an address where we have solution to the problem.”

These are “social engineering” attempts. They always have a name from the IT department or similar authority figure and they always sound very convincing. Teach employees to respond by advising they will take the person's number and call them back after verifying all this with IT.

The moral to the best IT protection is still human and is found right there in your office.

[Go to Page 2](#)



ALA Annual CONFERENCE & EXPO

Navigate Our Future Together

GAYLORD NATIONAL RESORT & CONVENTION CENTER
MAY 3-6, 2018 | National Harbor, Maryland

Join Us!

The Annual Conference & Expo in National Harbor, Maryland, is shaping up to be a celebration of diversity and an opportunity to overcome our challenges and navigate our future.

"The 2018 Annual Conference & Expo is an opportunity to deepen our relationships and learn from one another, bringing together legal management professionals and business partners with diverse backgrounds, experiences and job responsibilities."



Richard J. Nigon, CLM
Conference Committee Chair
2018 Annual Conference & Expo



Keynote Speaker:
John Quiñones

ABC News correspondent
and host of the TV show
What Would You Do?

Quiñones explores the dilemmas that leaders, employees and organizations face in this new world of transparency. His keynote focuses on his odds-defying journey, celebrates the life-changing power of education, champions the Latino American Dream, and provides thought-provoking insights into human nature and ethical behavior.

Your Firm Should be Represented!



RUN | BIKE | WALK
 John Prince Park
 Lake Worth, FL

Presenting Sponsor



Benefits for your law firm:

- Become a sponsor and incorporate this family-friendly, healthy event into your company **wellness program**.
- Promote **team-building** while supporting literacy programs in Palm Beach County.
- You will also have the opportunity to fundraise and **earn further recognition** for your law firm.

SPONSORSHIP LEVELS

GOLD.....	\$10,000
SILVER	\$5,000
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WATER STATION	\$300
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Saturday, February 3, 2018

CHOOSE FROM:

CYCLE: Roadside Ride – \$50.00
 Ride begins in the park at 7:00 a.m., course goes onto the road and then ends in the park. Approximately 40 miles.

RUN: Adult – \$35.00 | Student K-12 – \$15.00
 5k run begins at 8:00 a.m.

WALK: Adult – \$35.00 | Student K-12 – \$15.00
 5k walk begins at 8:15 a.m.

FAMILY FUN: Activities for all ages
 Adult– \$25.00 | Student K-12 – \$10.00
 Activities begin at 9:00 a.m.

Proceeds benefit the programs of the Literacy Coalition of Palm Beach County that ensure that adults, children, youth and families gain the literacy skills necessary to succeed in life.

LiteracyPBC.org

Happy Birthday!



S eptember

Pattie McElvy

Diana Rennie

O ctober

Sandra Borriello

Awilda Carozza

Lori DeMayo

Debbie Giordano

Susan Goldstein

Susan Jennings

Susan Paulin

Ed Ratka

Scott Wendel

Laura York



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

- Laura York, President
- Kim Ayers, Vice President
- Dina Lotz, Treasurer
- Cheryl A. Sollenberger CLM, Secretary
- Michele Parcels, IMD Past President
- Susan Goldstein, Past President

Membership Information

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

Calendar of Events

- October 10, 2017 Member Meeting
- October 12-14, 2017 Region 2 Conference - Nashville, TN
- October 24, 2017 Board Meeting
- October 24, 2017 BP Appreciation Luncheon
- November 3, 2017 Legal Expo Committee Meeting
- November 8, 2017 Board Meeting
- November 14, 2017 Member Meeting
- December 2, 2017 Holiday Party at PB Kennel Club!
- January 9, 2018 Member Meeting
- January 9, 2018 Board Meeting
- February 13, 2018 Member Meeting
- February 22, 2018 Annual Planning 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

[Go to Page 2](#)