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IN THIS ISSUE:

BUSINESS PARTNERS:

Business Partners and ALA Members Enjoy a Wonderful Evening	1
In Memoriam: Gerard P. Grandzol	2

INDEPENDENCE CHAPTER:

CLI Meeting	3
President's Message	4
Lame Duck Dinner	5
Save the Date!	6
Upcoming Webinars	6
Delaware Valley Legal Expo '17	7
Board Members, Committees & New Members	8 & 9
Member Profile: Margaret Smith	10
Independence Chapter Summer Luncheon	10
Chapter Member News	11

EDUCATIONAL EVENT:

Quarterly Educational Event on Alternative Compensation	12
--	----

COMMUNITY CHALLENGE EVENT:

Back to School Supply Drive	13
-----------------------------	----

"HOW TO" ARTICLE:

3 Rules for Effectively Integrating Electronic and Printed Materials	14
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INDEX TO BUSINESS PARTNER SPONSORS

Adaptive Solutions	16
EBC Carpet Services	11
mindSHIFT	15
Morgan Wentworth, LLC	13
USI Affinity	5

Business Partners and ALA Members Enjoy a Wonderful Evening

By Janet Molloy – Administrator, Sweet, Stevens, Katz & Williams LLP

Members of the Independence Chapter, including guests from Philadelphia Chapter of ALA, enjoyed a lovely evening with business partners on June 6th at City Works Eatery and Pour House in King of Prussia. We enjoyed the evening catching up with old friends, and making new ones. It was a wonderful evening overall.

Ten gift baskets were donated by Board Members to be raffled in support of Family Service Association of Bucks County. This wonderful organization was the recipient of \$960 from the proceeds. The organization provides many programs throughout Bucks County including school-based counseling, programs for opioid use disorders, housing for people who are HIV positive, emergency homeless shelters, a suicide hotline, guardianship for adults, DUI programs, and a teen center as well as many other programs for adults and children. Please go to www.fsabc.org for more information about this organization.

Special thanks to Heather Godley, Lindsey Goldberg and Joan Wean for organizing the event. Thank you to the Independence Chapter Board for their help as well in gift baskets donations and selling raffle tickets. This was truly a group effort!



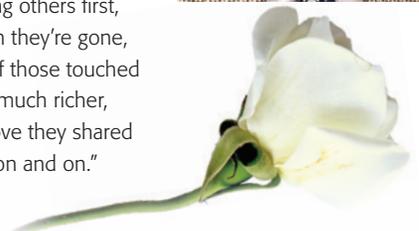


Business Partners and ALA *continued from page 1*



**In Memory of Our Friend
GERARD P. GRANDZOL
(1978-2017)**

“Love lives on
Some people’s lives
Can truly make a difference
However long or short
Their lives on earth.
They give the gifts
of kindness and of caring.
They sow the seeds
Of friendship and self-worth.
Some people’s lives
Are beautiful examples
Of putting others first,
And when they’re gone,
The lives of those touched
Are so much richer,
And the love they shared
Lives on and on.”



A Go Fund Me page (<https://www.gofundme.com/gerard-grandzol-memorial-fund>) has been created to contribute to his young family.



CLI

By Lisa A. Blair – Eastern Regional Office Manager, Burns White LLC

Attending this year's CLI at the invitation of the ALA Independence Chapter was a highlight of my Summer 2017. The leadership event ran from July 20th to July 22nd and was held in Minneapolis, Minnesota. Our Chapter President, Diane Burkhardt and fellow Board Member, Heather Godley joined me for a number of leadership sessions, thought-provoking general session speakers, break-out idea exchange sessions and, of course, networking opportunities.

Keynote Speaker, Dan Negrone, started the conference with a discussion on *Empowering Chapters to Understand and Create Relevance with the Next Generation*. He stated that Millennials have shifted the mindset towards treating others how *they* want to be treated. We talked about ways to engage this next generation into our Chapters and into leadership roles. All attendees received a copy of his book, *Chasing Relevance* (2016).

There were numerous sessions geared toward increasing membership engagement, navigating the ALA website and online communities, best practices in building business partner relationships, strategic planning for Chapters, and utilizing technology to increase Member connectivity, etc. Since I am on our Chapter's Membership Committee, I attended sessions geared toward building membership and increasing member participation within the Chapter. As a Member of the Business Partners Committee, Heather focused on enhancing

business partner relationships as well as leadership and technology. Diane was engaged in leadership, technology and financial sessions. I personally found all of the sessions very informative, and I took back with me some great new ideas and some renewed old ideas for engaging membership and also engaging employees at my firm.

The final speaker, Paul Axtel, shared with us ways to take our meetings from average to remarkable by using the *4 C's: Clarity, Candor, Commitment and Completion*. Everyone who attended the last session came away with Paul's book, *Meetings Matter – 8 Powerful Strategies for Remarkable Conversations* (2015).

As I mentioned, there was plenty of time for networking with our peers from all across the country. Attendees from the Philadelphia and Independence Chapters gathered together for two great dinners, the Region 1 Representative invited us to a wonderful Happy Hour with fabulous appetizers, and, a few of us even attended

a Minnesota Twins baseball game Saturday evening to cap off a great weekend (the Twins won)! Thank you to the Independence Board Members for selecting me to attend this year's conference.

4 C's for Successful Meetings: Clarity Candor Commitment Completion





DIANE BURKHART

It's hard to believe that summer is coming to an end! Kids will be back to school, routines will be restored, leaves will be changing, and days will get shorter. I always enjoy the change of seasons.

Chapter Members and business partners are once again participating in the Back to School Supply Drive. The drive provides new school supplies for children of clients of the Crime Victims' Center of Chester County. This organization distributes the supplies through other community service agencies. The Chapter has participated in this drive for the past fifteen years. The generosity and compassion of our group is remarkable.

It's back to school for Members as we kick off the fall season with a quarterly education breakfast event on September 20th at the Plymouth Country Club. Mark McCreary, Fox Rothchild's Chief Privacy Officer, will present on Risk Management. Watch your email for further details.

"Autumn, the season that teaches us that change can be beautiful."

—Unknown

Education continues at the Region 1 Legal Management Conference from October 12th to 14th in Nashville. Visit the ALA international website for more information including the agenda, session details, and travel/hotel options. The regional conferences are a terrific opportunity to network with fellow Members and business partners from other chapters in our region.

Save the date for Legal Expo to be held on November 16 at the Sheraton Valley Forge. This is a great event! Tell your business partners about it and direct them to the Business Partners' page on our website at www.ala-independence.org for exhibitor information. Our Chapter partners with the Montgomery Bar Association for this annual, well attended event, which is specifically unique to the legal community.

Visit our Chapter website often to learn about upcoming events.

Hope to see you at an event soon!



Please take a moment out of your busy day and like and follow us on Facebook, follow us on Twitter and join us on LinkedIn.



Our Facebook page is The Independence Chapter of the Association of Legal Administrators at <https://www.facebook.com/pages/Independence-Chapter-of-the-Association-of-Legal-Administrators/454195598030125?ref=hl>. Please "Like" our page and "Follow" us.



Our handle on Twitter is [@Independence ALA](https://twitter.com/Independence_ALA). Please "Follow" us.

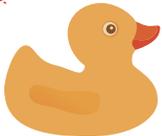


Our LinkedIn address is www.linkedin.com/in/independencechapterala. Please join us.

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www.ala-independence.org



Lame Duck Dinner



By Heather L. Godley – Regional Office Manager, Stradley Ronon Stevens & Young, LLP

On June 28th, the Independence Chapter Board held its annual Lame Duck Dinner to pass the Presidential torch from outgoing President, Sharon O'Donnell to incoming President, Diane Burkhardt. Our dinner this year was held at Cerdo in Conshohocken where Italy and Spain battled for the coveted title of best vino and best dish. Each course paired an Italian and Spanish wine with an Italian and Spanish dish. The evening was filled with wonderful company, exquisite wines and delicious food. We applaud Sharon O'Donnell for her fearless leadership and welcome Diane Burkhardt to her term as Chapter President.




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SAVE THE DATE!



BROWN BAG LUNCH SESSIONS: MONTHLY

Bucks County – 1st Wednesday
(Diane Scholl, Law Offices of William L. Goldman, PC)

Montgomery County – 2nd Wednesday
(Joan Wean, Hamburg, Rubin, Mullin, Maxwell & Lupin)

Chester/Delaware County – 3rd Thursday
(Diane Burkhardt, Lewis Brisbois Bisgaard & Smith LLP)

West Chester Area – 4th Wednesday
(Susan Ondeck, Unruh, Turner, Burke & Frees)

SEPTEMBER 20, 2017

EDUCATIONAL EVENT

Risk Management – 8:00 AM
Plymouth Country Club
888 Plymouth Road, Plymouth Meeting

NOVEMBER 16, 2017

DELAWARE VALLEY LEGAL EXPO – 3:00 PM – 7:00 PM
Sheraton Valley Forge in King of Prussia, PA

DECEMBER 2017

HOLIDAY DINNER – TBD

Please check our website for additional details.


www.ala-independence.org



UPCOMING WEBINARS OFFERED BY ALA NATIONAL

Wednesday, September 20, 2017	The Mindful Law Office: Strategies for Reducing Attorney Stress and Improving Productivity
Thursday, October 5, 2017	Communication Strategies that Build Trust in the Workplace
Wednesday, October 18, 2017	Five Principles of Productive Email
Thursday, November 2, 2017	Workplace Violence: How to Keep Your Organization Safe
Wednesday, November 15, 2017	How to Build a Budget You Can Count On
Thursday, December 7, 2017	Analyze Data Quicker and Easier Than Ever Before with Excel Pivot Tables
Wednesday, December 20, 2017	Difficult Decisions: When Ethics & Orders Cross



Delaware Valley Legal Expo 2017

Submitted by Fay B. Hunsberger – Administrator, Powell Trachtman, Logan, Carrle & Lombardo P.C.

It's unbelievable, the summer has slipped away and we are talking about pumpkin pies and our annual fall event, the Delaware Valley Legal Expo! This year's Expo will be held on Thursday, November 16th at the Sheraton Valley Forge. The Delaware Valley Legal Expo is a joint venture between the Association of Legal Administrators Independence Chapter and the Montgomery Bar Association. The funds raised through this event support the many educational and networking opportunities provided to the Members of the Independence Chapter.

Each year the Expo provides a wealth of information and fun for everyone who attends. You may not be in the market for a new phone vendor, IT consultant or copy service right now, but you may be sometime soon. Just coming out to the Expo and meeting with the vendors, gives you a great opportunity to network and obtain information should a situation arise where you need assistance. You also have the opportunity to learn of new services that you didn't even know existed.

In addition to the information that you can gather, at the Expo, you can catch up with old friends and develop new contacts. The Expo attendees include law firm administrators, judges, lawyers, paralegals and support staff from the area.

As always, there will be tons of free giveaways from the vendors and fabulous door prizes. Last year the prizes included the Surface Pro 4, Google Home units, Fit Bits, gift cards, wine, tickets to sporting events and more. There will also be FREE hors d'oeuvres, food and a cash bar for drinks.

The Sheraton Valley Forge is located right across the street from the new King of Prussia Town Center, the region's premier upscale experiential center, where outdoor shopping, dining and entertainment converge. After you have visited the Expo, stop by and enjoy some of the fabulous new restaurants and shopping options at the Town Center or the nearby King of Prussia Mall.

Hold the date for November 16th. Make a night of it. Come out to the Expo in King of Prussia and enjoy all of the opportunities available. You may even go home with a great prize! Follow the Montgomery Bar Association on Facebook and Twitter to get updates on the 2017 Delaware Valley Legal Expo.





Independence
Chapter 

A Chapter of the Association of Legal Administrators

DIANE BURKHARDT President
Lewis Brisbois Bisgaard & Smith LLP 215-977-4079
burkhardt@lewisbrisbois.com



Diane Burkhardt is the Office Administrator for the Philadelphia and Miami offices of Lewis Brisbois Bisgaard & Smith LLP. Diane has been a Member of ALA since 2006 and is a Past President of the Philadelphia Chapter and also served as Vice President of Education. She enjoys cooking, knitting, traveling with friends, and spending some couch time with her lazy English Bulldog, Mack. She resides in Langhorne, PA with her son Eric and their dogs Mack and Jeter.

CRISTIN BUCCIAGLIA President Elect
Saul Ewing LLP 610-251-5061
CBucciaglia@saul.com



Cristin Bucciaglia is the Office Manager at Saul Ewing LLP's Chesterbrook Office. She has been a Member of ALA since 2003 and has served as President as well as on the Technology, Member Services and Community Relations Committees. She loves to travel and cook. Cristin resides in Boyertown, PA with her dog, Moose.

SANDY CAIAZZO Vice President
Marshall Dennehey Warner Coleman & Goggin
610 354-8250 | sbcaiazzo@mdwgc.com



Sandy Caiazzo is a Regional Manager and Lateral Integration Coordinator for Marshall Dennehey Warner Coleman & Goggin. Prior to holding her current positions, she was an office manager as well as a staff supervisor. As an active ALA Member since 2009, Sandy has attended many ALA National Conferences. Sandy resides in Philadelphia and has been the Past President of the Roxborough Kiwanis Club, Past Treasurer for Hunter Soccer Club and is currently President of the Roxborough Symphony Orchestra.

ALISSA HILL Vice President
Fisher & Phillips LLP 610-230-2175
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Alissa Hill is the Office Manager at Fisher & Phillips' Philadelphia, Baltimore and Washington DC offices. The firm is headquartered in Atlanta. Alissa has been a Member of ALA since 2014 and been a Member of the Business Partner Committee and is currently on the Newsletter Committee. Alissa enjoys traveling and cooking. Alissa lives in North Wales, PA

LISA BLAIR Secretary
Burns White LLC 484-567-5658
lablair@burnswhite.com



Lisa Blair is the Eastern Region Office Manager for Burns White LLC and has been with the firm since they opened their first Philadelphia region office in 2004. The firm is headquartered in Pittsburgh. Lisa has been a Member of ALA since 2014 and has served on the Legal Expo Committee. She lives in Eagleville, PA with her husband, Mike and daughter, Emily.

CONNI SOTA Treasurer
Heckscher, Teillon, Terrill & Sager 610-940-2600
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Conni Sota is the Financial Manager at Heckscher, Teillon, Terrill & Sager, P.C., located in West Conshohocken, PA. The firm specializes in trusts and estates along with estate litigation and special needs trusts. Conni has been a Member of ALA since 1997 and has been a Board Member since 2000. She has served on the Bar Liaison Committee as Committee Member and Committee Chair. Conni is a resident of Cherry Hill, NJ.

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Sandy Caiazzo & Megan Marnie

MEMBER SERVICES

MEMBERSHIP:

Joan Wean & Cristin Bucciaglia

BROWN BAG:

Joan Wean – Montgomery County
Diane Burkhardt – Chester/Delaware Counties
Diane Scholl – Bucks County
Susan Ondeck – West Chester Area

TECHNOLOGY

WEBSITE: Cristin Bucciaglia & Sharon O'Donnell
LISTSERV: Cristin Bucciaglia & Sharon O'Donnell
NEWSLETTER: Alissa Hill & Kate MacArdle
SOCIAL NETWORKING: Lindsey Goldberg
WEBINARS: Lindsey Goldberg

COMMUNITY RELATIONS

COMMUNITY CHALLENGE: Amy Coral, Dena Lyons & Maureen Stankiewicz
PUBLICITY/PHOTOS & NAMETAGS: Sue Cressman
PUBLICITY/PRESS RELEASES: Linda Andrews

VENDOR RELATIONS

LEGAL EXPO: Joan Wean, Sue Cressman, Faye Hunsberger & Lisa Blair
BUSINESS PARTNERS: Janet Molloy, Lindsey Goldberg & Heather Godley

REGIONAL COUNCIL REPRESENTATIVE

IMMEDIATE PAST PRESIDENT: Sharon O'Donnell

FINANCE

Board

WELCOME NEW MEMBERS

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Chief Financial and Administrative Officer
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101 W. Elm Street, Suite 220
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267-546-0272

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Margaret S. Smith msmith@starfieldsmith.com
Post-Closing Assistant
Starfield & Smith, PC
1300 Virginia Drive, Suite 325
Ft. Washington, PA 19034
267-470-1231

WE HAVE A NEW SECONDARY MEMBER:

Krista Hart, SHRM-CP..... KHart@panitchlaw.com
HR Manager
Panitch Schwarze Belisario & Nadel LLP
Intellectual Property Law
215-965-1227

IN ADDITION, WE HAVE A LATE RENEWAL OF A FORMER MEMBER:

Robyn Harris rharris@templeton.org
John Templeton Foundation
610-941-2828


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Margaret Smith has been a music teacher for 20 years. While she loved the small school at which she was teaching, the work was part time. Two years ago, she decided to add a second job. Starfield & Smith, located in Fort Washington, was happy to hire her on a part time basis, enabling her to coordinate her law firm hours with her teaching schedule. Over the past two years, realizing that she enjoyed her work in a legal environment, she decided that it was time to make a career switch. In September 2017, Margaret will be joining the firm in a full time position as a Special Projects Manager. She will be in charge of overseeing projects for the firm such as developing a records retention policy,



Margaret Smith

Interviewed by Joan Wean, Membership Co-Chair

expanding an ongoing office initiative to be paperless, and improving procedural coordination between the firm's four office locations. She does anticipate many other interesting assignments in the near future including a review of the overall office efficiency.

She lives in Emmaus in a refurbished barn with her husband, two children, and two dogs. Margaret also enjoys taking care of their flock of chickens (which do NOT live in the barn), gardening, and, of course, making music.

Margaret stated that she is finding many parallels between setting up a classroom so students can succeed and setting up an office so lawyers can succeed. She is looking forward to becoming more heavily involved in the legal community and participating in ALA.

Independence Chapter Summer Luncheon

By Ellen Freedman, CLM – Law Practice Management Coordinator, PA Bar Association

Founding President of the Chapter

On Wednesday, July 12, 2017, Chapter Members gathered to celebrate our 5th annual summer luncheon. I thought we have been enjoying this tradition much longer, but our hostess, Michelle Scarpone, informed me that we enjoyed our first year in 2012.

As in previous years, it was held at the Aviation Club at Wings Airfield in Blue Bell. Chapter Members are grateful for the gracious sponsorship of the event by Michelle Scarpone and her administrative partner, Ken Roos, from Wisler Pearlstine, LLP. The Aviation Club is a lovely location; available only to club Members. Without their sponsorship, we could not enjoy this unique venue. Chapter Members may not realize that not only did Michelle's firm allow us to celebrate at the Aviation Club, but they paid for our event in entirety for many years. They still underwrite a large portion of the expense. Thank you!

This year we had approximately 17 Chapter Members in attendance; almost a record. The weather was brilliantly sunny, but not too hot. There was a gentle breeze. Many of us fought to resist the siren's call of the sparkling blue water in the empty swimming pool. A few planes came and went while we were there.

We filled several long tables. Conversation was animated at each table, with ripples of laughter punctuating the hum of our voices. Members old and new took the opportunity to learn more about each other. Phones were frequently passed around to share photos of family, pets, gardens, vacations, and special events.

Our custom menu offered many delicious choices from

which to choose. It was topped off by a large family-style serving of different desserts. At our table a few of us had sorbet in addition. Here's a funny tidbit of information: Aviation Club buys one container of sorbet for the entire summer, according to our server. When it's gone, that's it. It must be one huge container! Our server checked, and we were fortunate that there was still some available. I don't even recall the flavor — lemon? — but I remember that it tasted delish, satisfied my sweet tooth, and quieted my French-fry-induced thirst.

Following our meal we gathered for a group photo. And then, in a blink, everyone made haste to get back to their office to finish out the day. Our jobs are all demanding and require intense dedication and focus. We normally spend our time together discussing issues and searching for solutions and fresh ideas to put into play. It's a special treat to have a small piece of time together to relax and get to know one another more personally.

If you've never attended a summer luncheon, consider putting it on your "to do" list for 2018. You deserve it!





On a sunny, pleasant day, August 5, 2017, Linda Andrews' daughter, Stephanie, married Matthew Arden at the Farm at Eagles Ridge in Lancaster, PA. Stephanie and Matt will be honeymooning in Bora Bora this October.

Congratulations to the happy couple!



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EDUCATIONAL EVENT

Quarterly Educational Event on Alternative Compensation

By Megan Marnie – Philadelphia Office Manager, Cipriani & Werner, PC

On Tuesday, June 20, 2017, the Independence Chapter of the Association of Legal Administrators hosted an educational event presented by Mark Santiago of SB2 Consultants on Alternative Compensation Ideas for Administrative Professionals. A well attended event, Members from both the Independence and Philadelphia Chapters enjoyed a hot breakfast held at the Plymouth Meeting Country Club in Plymouth Meeting, Pa prior to Mark's presentation. Mark focused on the evolving market and challenge of retaining long term employees and new hires engaged

and feeling properly compensated. Mark provided insight on different areas of compensation and what options could be considered in addition to salary increases. Another factor is that today's workforce has more generations than ever. Each generation values different things so therefore it makes the issue more complex. Following the presentation was a group discussion where the Members shared their personal experiences and solutions with each other.





COMMUNITY CHALLENGE EVENT

Back To School Supply Drive

By Amy Coral – Office Administrator, Pepper Hamilton LLP

Another banner year for our Back To School Supply Drive!

Lawyers, paralegals and staff employees from a number of our Member firms and also several business partners generously donated backpacks, pencils, paper, crayons, glue, gift certificates, etc. to benefit children of clients of The Crime Victims’ Center of Chester County, Inc. and other social service agencies in Chester County. In addition, we were able to give those agencies money that had been donated, so that the social workers of these agencies could buy new shoes, jackets or items they felt necessary to get a child off to a good start to their school year. Studies show that a good self-esteem sets the tone for how well a child does in school. The chapter was happy to once again support this initiative.

Thank you to all who participated!



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Karen Ash – Recruitment Director
Paralegals, Assistants,
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610-783-0900 X23



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3 Rules for Effectively Integrating Electronic and Printed Materials

Technology – and therefore electronic media – has taken over our lives. It seems everywhere you go people have their heads down interacting with their phones or tablets instead of with each other. Many have claimed that traditional printed materials are becoming extinct because of our advances in technology.

Take these statements for example:

1920s: *Radio will replace print*
1950s: *TV will replace print*
1980s: *The computer will replace print*
1990s: *The Internet will replace print*

While print media has declined, it's obvious that these predictions did not ring true. In fact, we are starting to see the opposite occur. The market is turning back towards print in order to stand out more in this electronic age. Using both print and electronic communications in an integrated marketing effort can add greater responses and return.

Learning the differences between the two and effectively coordinating them ensures the strongest branding effort and results. However, making your electronic and print materials “match” is not exactly the answer. There are many differences in the two mediums. We are going to focus on just two: viewing and interacting.

Viewing Printed & Electronic Communications

One of the biggest differences between print and electronic communications is how people view them. Holding something physical in your hand — a piece of paper, a business card, a brochure — is a much different experience than viewing something on a screen.

While print and electronic communications can share the same visual look, where and how these materials are viewed play a big role in how each will be designed and used. For example, a traditional business card has two sides that typically show contact information along with some limited additional information. However, a digital business card can more easily expand to include a photo and links to bio pages, social and blog sites to increase engagement.



Interacting with Printed & Electronic Communications

Printed materials add a tactile level of interaction which can affect the way a person reacts to the material. Using a textured or substantial paper stock or printing effects like engraving, embossing and foil-stamping adds to the tactile experience and increases memory. While electronic materials cannot include traditional tactile elements, they can include additional visual aids to increase the interaction such as audio, video and other types of animation.

Interaction with printed materials is usually limited to flipping or unfolding a page. Conversely, users can get lost clicking through links to find more information when using electronic media.

Now that we understand the differences between electronic and printed materials, let's discuss how they can work together to brand your firm.

RULE #1

Your Logo & Name Should Always Match Exactly

It really is the cardinal rule of branding – your logo and name should always match – no matter where they displayed.

Electronic communications are fairly easy to update and the update is immediate. Printed materials, on the other hand, take a little longer to come to fruition. Once an item goes to the printer, it's not going to change barring a decision to re-design and re-print, so more care is taken in proofreading, designing and updating printed materials.

While it is tempting to update or alter your logo and name in electronic formats either before or, perhaps, without updating your printed materials, your brand and business will suffer.

Picture this – one of your attorneys hands out a business card to a potential client. The potential client then searches the firm name on the card and is presented with a site that has the same firm name, but a different logo or a similar name with different colors in the logo. This will leave the potential client wondering, “Is this the same firm? And if it is, if they can't get the easiest details consistent – their own firm name and logo – how will they handle my business?” This could potentially damage your firm's reputation.

Do the logo and firm name on your website, blog and social media match your stationery, business cards and even billing statements?



Do they match what is printed on your announcements, invitations and brochures? Is it the same as the email communications you send out? Do they match your office signage? Are they the same shape and color (or an approved black and white version)? If the answer to any of these questions is no or if you are planning to rebrand, it's time to do a brand audit and build a plan to ensure that your materials will match.

RULE #2

Your Materials Should Complement Each Other Visually

Your printed and electronic communication materials should visually complement each other. Both use typography, images, shapes, lines, color, etc. So many of the same best practices apply to each. However, based on what we learned above, people interact differently with printed and electronic materials. Therefore the application of certain visual elements must be altered.

While your logo and firm name should be an exact match, the colors may need to be altered. Color displays very differently in printed formats versus on a screen. Plus, printed color may appear different based on the paper stock and print medium used. And the color on electronic materials may vary based on the individual device's settings for brightness, contrast, etc. Your designer and printer can easily adjust for this to ensure a cohesive look.

The same holds true for fonts or typestyles. For printed materials, a serif font can be more readable. However, clean sans serif fonts are easier to read in electronic format. Simply create

Continued on page 15



3 Rules... continued from page 14

standard complimentary fonts and use those consistently within each medium.

Images and other embellishments can be used consistently in each form. For instance, if you use periods in your phone and fax numbers in print – you can do the same electronically. And images that you use to reinforce your brand culture easily translate into both mediums.

When you review your materials, be cognizant of the answer to the questions, “Can I instantly recognize my firm?” and “Do I look different than my competitors?” If the answer is no, it’s time to redesign to make these items complement each other.

RULE #3 **Keep Your Message in Mind**

The main difference between print and electronic materials is that print retains its form until, of course, it is reprinted. In contrast, electronic materials, information, images and videos can change frequently. So be sure to use each medium for the right message.

Use websites and other electronic materials for alerts, news and other information that changes regularly. But be sure to add reference to the electronic materials in every printed piece to increase and drive readership.

Use more general information in your printed materials. This will allow these pieces to have a longer shelf life so you can print

larger quantities at a lower price per piece. Content that reinforces the permanence, culture and dedication of your firm is perfect for printed pieces. Strategically distributed print can help spread the news about a new partner or attorney, an event or seminar or a recently-won award. But, again, don’t forget to include short, memorable web/social media addresses to drive traffic and increase engagement with electronic content.

Use traditional business cards and digital business cards together for the greatest impact. Printing your digital business card URL on your physical business cards will encourage engagement. Often these are displayed with other contact information – e.g. phone, email and vcard for the digital business card.



Making it Work

In order to keep your printed and electronic materials in concert, create a brand standards manual that includes all approved logos, firm name references, colors, fonts, treatments and more. Consult your designer and printer for help.

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