

**SPECIAL RECOGNITION  
2017 SPONSORS**

**Chapter Diamond Sponsors**



**Adaptive Solutions  
mindSHIFT**



**Chapter Sapphire Sponsor  
All-State Legal**



**Chapter Emerald Sponsors  
EBC Carpet Services  
Graffen**

**Minnesota Lawyers Mutual**

**IN THIS ISSUE:**

**FEATURED SPONSOR:**

Adaptive Solutions \_\_\_\_\_ 2 & 3

**INDEPENDENCE CHAPTER:**

President's Message \_\_\_\_\_ 4

Save the Date! \_\_\_\_\_ 6

Upcoming Webinars \_\_\_\_\_ 6

2017 ALA Annual Conference & Expo \_\_\_\_\_ 7

Board Members, Committees  
& New Members \_\_\_\_\_ 8 & 9

Member Profile: Brenda Pennington \_\_\_\_\_ 10

ALA National Podcasts \_\_\_\_\_ 10

**COMMUNITY CHALLENGE EVENTS:**

Keystone Opportunity Center \_\_\_\_\_ 11

Cooking for a Cause \_\_\_\_\_ 12

Ronald McDonald House \_\_\_\_\_ 13

**EDUCATIONAL EVENT:**

Wearing the Marketing Hat  
While Doing Your Day Job \_\_\_\_\_ 14

**INDEX TO BUSINESS PARTNER SPONSORS**

Adaptive Solutions \_\_\_\_\_ 2

All-State Legal \_\_\_\_\_ 16

Graffen \_\_\_\_\_ 13

Minnesota Lawyers Mutual \_\_\_\_\_ 15

Morgan Wentworth, LLC \_\_\_\_\_ 5

**25<sup>TH</sup> ANNIVERSARY CELEBRATION  
FINDING  YOUR HAPPINESS**

*By Sandy Caiazzo, Regional Office Manager,  
Marshall Dennehey Warner Coleman & Goggin*

On Tuesday, March 21, 2017, members of the Independence Chapter of The Association of Legal Administrators came together to celebrate the Chapter's 25th Anniversary. The festivities began with a cocktail hour and then dinner at Plymouth Country Club in Plymouth Meeting, PA. The room was festively decorated with the Independence Chapter colors of red, white and blue, and each attendee received an engraved wine glass. Our founder, Ellen Freedman attended along with many of the Chapter's past presidents. Additionally, our new Board members were inducted. The celebration was topped off with an uplifting presentation by Christin Smith Myers on "Finding your Happiness."

Christin's presentation focused on why some people seem naturally happier than others and addressed the question of whether they are born that way, or do they make choices that increase their own happiness. Christin also spoke to the group about "which comes first – success or happiness?" The presentation was interactive and provided the audience with proven strategies to increase our own happiness. Congratulations Independence Chapter on a successful celebration.





# ADAPTIVE SOLUTIONS

**ADAPTIVE SOLUTIONS, INC.** is a global provider of consultancy, cloud and managed services for law firms. We understand the mission-critical environment within which law firms must operate in order to meet client and judicial deadlines. We provide firms with a high quality of service by combining a comprehensive understanding of legal IT requirements with a team of highly skilled engineers. Law firms in particular have unique business needs, and today's technology solutions are not one-size-fits-all. Our comprehensive portfolio of services give firms the flexibility they need to adapt as their IT needs change. Our goal is to work with firms to maximize their IT capabilities while reducing both their capital and operating expenses. We believe that a tipping point has been reached in the cloud market wherein highly commoditized services, like email, no longer make sense to house on premise. Offerings like Microsoft's Office 365 provide significant savings over individually licensed versions of Microsoft back office services, remove the need for capital expenditure on build-out and support, have infinite elasticity and scalability, are highly reliable, and going forward will have a greater feature set than their on premise siblings.

What about those specialized practice apps where the cloud just isn't a viable solution? The firm requires the flexibility of an on premise solution but wants the fixed costs and predictability of a cloud offering. Traditionally the firm would have hired in-house expertise to monitor the systems and provide end user support. However, justifying such an expense may be difficult and finding and retaining qualified engineers can be a constant battle. Our managed service offering provides a flat monthly fee that not only delivers a predictable budget, but can help reduce overall operating costs by keeping your systems running in good working order. More uptime means fewer headaches and higher productivity. As a consultancy, we are a market leader in enterprise content management, virtualization, network design, installation and security, serving more than 200 firms and offering a 24/7/365 support operation. When major projects or highly specialized needs arise, our clients look to us to engineer solutions. Rounding out our offerings are our learning and support functions. The ultimate success of a new technology rollout is measured by the increase in efficiency and productivity of the personnel. And

*Continued next page*

## Mobile Device Management

Our MDM solution, one of our Managed Service offerings, allows firms to empower attorneys with mobility and BYOD, yet still enforce firm security policies.

- ✓ **Protect your client's data** - selectively wipe corporate data or wipe the entire device.
- ✓ **Recover lost devices** - geographic positioning easily tracks down lost or stolen devices.
- ✓ **Enforce security** - ensure best practices for minimum passcodes are met or restrict access to certain device features.
- ✓ **Simple management** - provision, track and manage your mobile devices from a single pane of glass.

**Adaptive's MSP solution is a one stop IT shop for server, workstation and network device management and support. You get a consistent IT champion, complete insight into your tech environment and the confidence of a consistent, predictable bill – no sick days, no vacation, and no excuses.**

☎ 1-610-489-9872  
 ✉ [asi-info@adaptivesolutions.com](mailto:asi-info@adaptivesolutions.com)  
 🌐 [www.adaptivesolutions.com](http://www.adaptivesolutions.com)





while everyone gives lip service to the importance of training, few support their words with actions. Why? Because it's difficult to combat the fact that most attorneys feel that they cannot lose billable hours attending a training session and even with firm management support, the words "mandatory" and "attorney" just don't mix. Our blended learning philosophy along with our YourCloudRoom.com learning management platform overcome attorney objections by offering self-service task based

e-learning modules that allow just in time training that can be taken anytime, anywhere on virtually any device. We believe that the modern firm is no longer a cookie cutter environment of traditional on premise networks with unpredictable costs and unforeseen downtime. The modern network needs to work for the attorney by liberating them from their desk, respond when asked, expand when needed, and most of all, pay its own way.

## Barbarians at the Gate *The Case for a Comprehensive Security Posture*

Former CEO of Cisco, John Chambers, made a sweeping claim that there are only two types of companies; those who have been hacked and those who don't know they've been hacked. Given the almost daily revelations of new incursions at even the largest companies, it would be difficult to disagree with this assertion. As the I.T. frontline for a small, medium, or even large firm, what can you do against the combined weight of today's cyber-threats? While I wish there was an easy answer to this question, we believe that our mothers were on the right track, wear layers.

As a legal specific consultancy, we are exposed to firms of all sizes and specializations. In nearly every instance, the firm has concerns regarding its security posture and wants to harden its attack surface. The problem we see, however, is that the technology and work habits are mutating faster than the organizations ability to keep up.

It was not so long ago that a well configured firewall and complex passwords which expired every ninety days represented the acme of network security. Today these aren't even table stakes. As our applications march inevitably to the cloud, we must respond to meet the challenge. We must become more sophisticated and more nuanced in how we view network security as we expand our understanding of what exactly makes up a network.

To begin a realistic assessment of your security exposure you must begin with the question, do I know exactly where all my data lives? Even when all your data sat within your four walls it still found a way to "leak" out. As access to corporate data becomes more distributed this situation only gets worse.

A modern security posture must place equal importance on both data repository, be it public or private cloud, and endpoint. Tens of thousands of dollars spent in security at the datacenter is of little value if nothing is invested in the attor-

ney's increasingly mobile workstation. This machine should be just as secure off the network as on. To control access to local data we have a plethora of choices ranging from hard-drive access via Bitlocker, the deployment of one of the many MDM solutions, enabling two factor authentication with RSA or Duo, or investing in the new kid on the block, Windows Hello for Business.

Moving up the stack, think about how connections are made to your data. As we move to the cloud will your users be well served by a Citrix, VMware or remote desktop connection to a datacenter? Will this even make sense when they would simply be making a hop back out to the cloud? We must embrace the reality that the local workstation becomes the hub for data transfer, not the datacenter. Again, look at layering your solutions with tools like Duo/RSA, ADFS, Azure AD, Direct Access and Auto-VPN.

While this article may have painted a fairly bleak picture of the security landscape I believe we have cause for hope. Increasingly, our vendors and partners are adopting a security first mindset in their development and implementations. Rather than an afterthought, security is a baked in part of the solution. Access to these solutions is also becoming much more democratized. Superior security is no longer the privilege of those with the deepest pockets. Truly excellent results are well within the reach of every firm and just like momma said, remember your layers.

*Adam is a partner and CIO at Adaptive Solutions, Inc. He oversees the company's Professional Services, Cloud and Managed Services and Support Services teams to pair the appropriate technology portfolio with a firm's culture and business needs, ensuring projects and outcomes provide significant value to the organization.*



## PRESIDENT'S MESSAGE



It's been a busy spring so far! The weather is keeping us guessing.

The annual ALA Conference was in early April in Denver. It was well attended and the Conference Committee knocked it out of the park with education this year. Tracks were defined by basic, intermediate and advanced as well as by competency and certifications for CLM, HRCI and SHRM. The Independence Chapter was represented by 9 members.

Also, at the conference, the Independence Chapter was recognized for achieving the 2017 Presidents' Award of Excellence under the leadership of Sharon O'Donnell. Thank you to Sharon and her board for serving our Chapter.

Our Business Partner Happy Hour will be held on June 6 at City Works in the new King of Prussia Town Center. It will



DIANE BURKHART

be a great event at a great venue. If the weather cooperates, there is nice outdoor seating around a gas fire pit to enjoy. Come out to celebrate our Business Partners who support our Chapter all year long. We can't do what we do without them!

We will be kicking off summer with a quarterly education breakfast on June 20. Our speaker, Mark Santiago from SB2 Consultants will present on Alternative Staff Compensation. Do you have long term employees? Mark will talk about creative compensation ideas to keep these employees engaged and happy.

You don't want to miss these events! Visit our Chapter website and register now.

*Hope to see you there!*



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](http://www.linkedin.com/in/independencechapterala). Please join us.

**EDITORIAL POLICY** This newsletter is published by the Independence Chapter of the Association of Legal Administrators. Opinions expressed in articles and advertisements contained herein are strictly those of the contributors and advertisers, and do not necessarily reflect the opinions of the Independence Chapter or its members. Reprinting of any portion of this newsletter by any means including photocopying, recording or any information storage and retrieval system, is prohibited without permission of the Editor and Author.



[www.ala-independence.org](http://www.ala-independence.org)

## 25th Anniversary Celebration *continued from page 1*





## Meet Your New Board Members



L-R:  
Diane Burkhardt, President;  
Cristin Buccaglia, President Elect;  
Sandy Caiazzo, V.P.;  
Alissa Hill, V.P.;  
Conni Sota, Treasurer;  
Lisa Blair, Secretary;  
Sharon O'Donnell, Past President

### **ATTENTION:** *Firm Administrators*

## Need Superior Staffing?

**Don't waste time trying to put the pieces together yourself.**

*Karen Ash, our Director of Staff Recruiting, will deliver ONLY the most qualified, on-point candidates to meet the needs of your firm.*



*KarenAsh@morganwentworth.com*

PROFESSIONAL  
LEGAL  
RECRUITING

**Morgan**  
**Wentworth LLC**  
SPECIALISTS FOR CAREERS IN LAW

2501 DeKalb Street  
Norristown, PA 19401  
Tel: 610-783-0900  
www.MorganWentworth.com



## 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)

### JUNE 6

#### **BUSINESS PARTNER APPRECIATION EVENT**

5:30 to 7:30 pm – City Works, King of Prussia Town Center

### JUNE 20

#### **EDUCATIONAL EVENT**

8:30 am Breakfast – Plymouth Country Club

Speaker: Mark Santiago, SB<sub>2</sub> Consultants

### JULY 12

#### **INDEPENDENCE CHAPTER, ALA LUNCHEON**

12:30 pm

Philadelphia Aviation Country Club (Wings Field)

1399 Narcissa Road, Blue Bell, PA

*Please check our website for additional details.*

  
[www.ala-independence.org](http://www.ala-independence.org)

## UPCOMING WEBINARS OFFERED BY ALA NATIONAL

Wednesday, June 21, 2017	Communication for the Brave, the Meek and Everyone in Between
Thursday, July 6, 2017	A Profession on Notice: The Ethical and Liability Case for Why Law Firms Must Get Serious About Substance Abuse
Wednesday, July 19, 2017	Better Self-Management Through Type
Thursday, August 3, 2017	Mindful Mentoring
Wednesday, August 16, 2017	Attorney and Matter Profitability
Tuesday, August 22, 2017	eMod Patent Center Update
Thursday, September 7, 2017	Finding the Balance Between Technology and Real Estate
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



# 2017 Association Of Legal Administrators' Annual Conference & Expo

*By Lindsey Goldberg, Office Administrator, Fox Rothschild LLP*



From April 2nd - 5th, we attended the 2017 Association of Legal Administrators' Annual Conference and Expo, held in Denver CO. From thought-provoking educational sessions to the latest innovative trends presented by our business partners, we enjoyed a few days of learning, dining and dancing with colleagues in the Mile High City.

Our adventure began with a delightful welcome dinner amongst members of the Independence Chapter as well as members of the Philadelphia Chapter. We enjoyed Italian delights at Venice Ristorante & Wine Bar alongside longtime members as well as newer members and we were able to share personal stories and collaborate professionally.



The conference officially began on Monday and one of the sessions, presented by Lora Haines, called "Old School, New School: Engaging, Retaining, and Managing Change in a Multigenerational Workplace" really hit home with me. It is a constant challenge to create a successful workplace that can also be a welcoming and motivating environment for the various generations within it and Lora taught us how to navigate the treacherous waters.

That evening MilliCare hosted a lovely happy hour at Pizza Republica, which was just a short walk from the main hotel. We enjoyed wine and Italian finger foods while we mingled with our business partner friends. We then took a party bus to DTI and Royal Cup's event at The View House where we listened to a singer/guitar player and enjoyed with live music with our moscow mules. We ended the evening with some dancing at Jazz at Jacks with MCS.



Tuesday's noteworthy session was presented by Ellen Krug, JD on the topic of "Gray Area Thinking: Understanding Diverse Humans and Welcoming Transgender Attorneys, Coworkers and Clients." Ellie spoke from her personal experience on how best to be inclusive of transgender employees and people in general. We closed the evening by joining Ricoh's team for dinner at Earl's Restaurant and Bar. From good food to good conversation, a nice time was had by all.



Wednesday evening's wrap-up dance party at the convention center featured DJ Roonie G. A very special congratulations to Sharon O'Donnell and our Independence Chapter on receiving the President's Award of Excellence!





# Independence Chapter

*A Chapter of the Association of Legal Administrators*

**DIANE BURKHARDT** President  
*Lewis Brisbois Bisgaard & Smith LLP 215-977-4079*  
[burkhardt@lewisbrisbois.com](mailto: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](mailto: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](mailto: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*  
[aohill@fishcrphillips.com](mailto:aohill@fishcrphillips.com)



Alissa Hill is the Office Manager at Fishet 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](mailto: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*  
[csota@htts.com](mailto:csota@htts.com)



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.

## ALA MISSION STATEMENT



ALA is the undisputed leader for the business of law, focused on the delivery of cutting-edge management and leadership products and services to the global legal community. We identify and provide solutions to the most strategic and operational challenges our members and customers face today, while we prepare them for the opportunities and challenges of tomorrow.

## COMMITTEES & MANAGEMENT TEAM

### EDUCATION

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

Brenda H. Pennington.....*Brenda.Pennington@jmus.com*  
*Manager – Legal Administration – Johnson Matthey, Inc.*  
435 Devon Park Drive, Suite 600, Wayne, PA 19087  
610-971-3080

Michele F. Denninger.....*micheled@kingspry.com*  
*Firm Administrator*  
*King Spry Herman Freund & Faul, LLC*  
One W. Broad Street, Suite 700, Bethlehem, PA 18018  
610-332-0390

Suzanne Nicole Randall ..... *suzanne@jjrlawfirm.com*  
*Office Manager – Law Offices of Jennifer J. Riley*  
585 Skippack Pike, Suite 200, Blue Bell, PA 19422  
215-283-5080

Allyson Lowe.....*Allyson.lowe@gmail.com*  
*Firm Administrator – Drake Hileman & Davis*  
PO Box 1306, Doylestown, PA 18901  
720-472-0344

Philip J. Mullen ..... *pmullen@mullen.law*  
*Chief Operating Officer – Mullen Coughlin LLC*  
1275 Drummers Lane, Suite 302, Wayne, PA 19087  
267-930-4792

Andrea Kochan Neagle ..... *andreaneagle@designip.com*  
*Managing Partner – Design IP, PC*  
5050 W. Tilghman Street, Suite 435, Allentown, PA 18104  
610-395-4900

#### NEW SECONDARY MEMBER:

Maureen Austin..... *Austin-M@BlankRome.com*  
*Blank Rome LLP*  
One Logan Square, 130 North 18th Street  
Philadelphia, PA 19103  
215-988-6981 | Fax: 215-832-0456

  
[www.ala-independence.org](http://www.ala-independence.org)



**2017 REGIONAL**  
**Legal Management**  
**CONFERENCE**  
**Las Vegas • Nashville**  
SEP 7-9      OCT 12-14



*Brenda Pennington*

*Interviewed by Joan Wean, Membership Co-Chair*

**Brenda Pennington** is the Legal Administration Manager for Johnson Matthey Inc. The Legal group is made up of 18 attorneys with seven support staff.

Brenda's legal career began as a complete fluke. She was working as an employment placement associate for Kelly Services (*back when they were still called Kelly Girls*). There was an attorney who worked in the building and they began a conversation in the coffee bar of the building, and became friendly. One day, he offered Brenda the position to be his receptionist. Since she was working on commission, a regular paycheck sounded good, so she accepted. From there, the rest is history.

After beginning her legal profession as a receptionist for a criminal defense attorney, she worked as a legal assistant for a Probate and Estate solo practitioner, a property management company, a retired District Judge, and the Yoakum County Community Supervision & Corrections Department (adult probation). In 1998, she decided to go back to school to obtain her paralegal degree. She then worked as a Corporate Paralegal for Conoco Inc. and then BP America Inc. Brenda moved into a management role while at BP, and that led to her current role at Johnson Matthey. She said that she was fortunate to have worked for her current manager while at BP, so when he called her about this job opportunity, she immediately accepted.

Brenda moved to our area from Houston, TX, where she was born and lived until packing up and moving to Pennsylvania. She has two children, a son (34) and a daughter (38) along with six grandchildren. They were the hardest thing to

leave, but she's looking forward to family visits here and she plans to go back several times a year. She is an avid scrap booker, reader (she was in three different book clubs in Houston), and loves going to live music events (primarily, Maroon 5 concerts because she has a mad crush on Adam Levine). Brenda also enjoys traveling and has several friends who are ready and willing to pack up and go whenever they have the opportunity.

During the past 20 years, Brenda has seen a great deal of change in the legal industry, and it just continues (she started back when we she used an IBM Selectric typewriter and thought that she had hit gold because she could save three pages at a time and make corrections/changes without retyping the entire document). She now believes that we need to be ready to respond as quickly and efficiently as possible by staying in the loop of what others are doing and listening to what is trending. With the advent of social media, it has made it easier and more difficult, at the same time. The information that is out there can seem overwhelming at times, so she tries to balance it with what "like" companies/firms are doing and being an active member in organizations including ALA, NALA and NALS.

Brenda joined the Independence Chapter at the invitation of her predecessor, April Fugate. April, who was a chapter officer, shared with Brenda how the friendships and information assisted her in her role. Brenda is happy to be part of our organization and anticipates learning from our chapter members about the legal industry as well as becoming educated about what's happening in the area. We are happy to have her with us.



## ALA NATIONAL PODCASTS AVAILABLE NOW



- **The Latest in Hiring and Background Screening**  
*Kevin Prendergast, Research Associates, Inc.*
- **Get Your Firm On Board with Workflow Technology**  
*Eric Wangler, BigHand*
- **Administering a Retirement Plan in a Changing Environment**  
*Ginger Brennan, ABA Retirement Fund Program*
- **Get the Most Out of Your Exhibit Hall Experience**  
*Marc Adler, PerfectLaw Software*
- **Inside the Paper Pyramid Scheme**  
*John Gilbert, nQueue*
- **Attorney Substance Abuse: Ethics and Liability Concerns**  
*Link Christin, Caron Treatment Centers*
- **Risk Management and Cybersecurity in the Legal Industry**  
*Al Marcella*
- **Stress Management for Career and Personal Success**  
*Kristen Brown*
- **Minimization versus Authenticity**  
*Ritu Bhasin*
- **Building Resilient Lawyers and Leaders**  
*Paula Davis-Laack, JD, MAPP*
- **Creating a UPBMS Taxonomy for the Legal Industry**  
*Bill Mech, Cunningham Meyer & Vedrine, PC*
- **Think Out Cloud**  
*Jobst Elster, InsideLegal*
- **Legal Lean Sigma**  
*Catherine Alman MacDonagh, JD*
- **Recovery, Renewal and Reinvention**  
*Ari Kaplan*
- **Fast Forward: Driving Revenue Growth**  
*Jill Weber & Sally Schmidt*
- **Disability Etiquette**  
*Sarah Babineau, MHR, PHR, SHRM-CP*



# COMMUNITY CHALLENGE EVENT

## Keystone Opportunity Center

By Amy Coral, Office Administrator, Pepper Hamilton LLP

On Saturday, January 7th, a number of Independence Chapter members, spouses and Lindsey's son, Alex Goldberg, braved snow and cold to volunteer at the Keystone Opportunity Center in Souderton, PA. We worked in their food pantry, sorting donated food to check for expiration dates and dented cans. Then we organized and stocked shelves, organized boxes and marked boxes of food and personal paper products for future use. It was interesting to learn what they do and how many families they serve each month. We learned that the donated food had to be kept on separate shelves from the food given to the Keystone Center by the government. It was a lot of fun and we had great support. The director of the food pantry told us that the next time they have a food drive, they are going to ask us to come back and organize the donations for them! Independence board member Sue Cressman is on the board of the Keystone Opportunity Center. We were grateful for the opportunity to help such a worthy organization.





**Keystone Opportunity Center**  
Providing Help • Offering Hope

March 13, 2017

Sue Cressman  
Association of Legal Administrators Independence Chapter  
PO Box 1277  
Lansdale, PA 19446

Dear Association of Legal Administrators Independence Chapter,

Thank you for your donation of food to Keystone Opportunity Center's Food Pantry. Did you know that your donation helped us to serve 188 families during the month of January? Your donation has been able to help make a difference in the lives of our families that come to our pantry each month.

Yes, everyone who comes to the pantry lives in the Souderton School District and comes from all walks of life just like you and me. These families appreciate that we are able to help them with at least 7 to 10 days worth of food when they come to the pantry once a month. Last month, we distributed over 17,500 lbs. of food!

Just the other day, one mom who came in was so happy that we had milk because she had just ran out and wasn't getting paid for another few days. We were also able to give her chicken for dinner and fresh fruit and snacks for her 3 children. One older gentleman who came in was very grateful that we had eggs and cheese because he has some health issues and is limited to what he can eat.

On another note, if you are in the process of planning your garden, 'Grow a Row for Keystone': Our families LOVE when we have fresh vegetables that they can use for their meals. Also, through the generosity of 2 local churches, we are able to offer 21 pantry families the opportunity to grow their own vegetables this year. What a blessing!

After 7 years of faithful service to the food pantry as Coordinator and Assistant, Carol Doyle has retired but you may still see her around volunteering once in awhile. She has blessed many lives over the years serving our families with her desire to help those in need of food through her dedication. So in case you see a new face in the pantry when you drop off your next donation, join me in welcoming Arlin Delp, who is working with us as our new Food Pantry Assistant.

We look forward to seeing you again soon and thank you for being part of nourishing our community with food. For your convenience, we have listed your donation on the back of this letter.

With sincere appreciation,

Cindy Dembrosky  
Food Pantry Coordinator  
cdembrosky@keystoneopp.org  
215-723-5430, Ext 101

*Thank you, Sue, for organizing a food drive for the pantry!*

104 Main Street • P.O. Box 64183 • Souderton, PA 18964  
Phone: 215-723-6430 • Fax: 215-799-0739 • Email: [office@keystoneopp.org](mailto:office@keystoneopp.org) • [www.keystoneopportunity.org](http://www.keystoneopportunity.org)






MAR 17 2017



**Keystone Opportunity Center**  
Providing Help • Offering Hope

April 13, 2017

Suzanne Cressman  
Association of Legal Administrators Independence Chapter  
PO Box 1277  
Lansdale, PA 19446

Dear Ladies,

Keystone Opportunity Center would like to thank you for your recent donation to the Food Pantry. With your donation, we are able to make a difference in the lives of many families who live in our community.

When Maggie came to the pantry last week, she was so grateful that we had some extra cereal we could give to her since she has 3 growing teenage girls. She is a single mom who works full time and receives no other support to help her with her rent, electric and food bills.

Another woman, Donna has been going through chemo treatments and is trying to eat as healthy as possible to maintain her strength. She was also struggling to put gas in her car to make it to the hospital for another treatment. She was so appreciative when she saw that we had some fruit and vegetables to give her. It was a real encouragement to her and we were glad we could help her out due to the generosity of donors like YOU.



St. Maria Goretti Parish Volunteers delivering five car loads of food – that is 1,823 pounds.

Through your kindness, we are able to help families like Maggie and Donna through these tough times. Thank you for blessing them by donating to our food pantry!

We look forward to seeing you again soon! For your convenience, your donations are listed on the back of this letter.

With sincere appreciation,

*Cindy Dembrosky*

Cindy Dembrosky  
Food Pantry Coordinator  
cdembrosky@keystoneopp.org  
215-723-5430, Ext 101

Arlin Delp  
Food Pantry Assistant  
adel@keystoneopp.org

*Thank you for all of the laundry soap!*

104 Main Street • P.O. Box 64183 • Souderton, PA 18964  
Phone: 215-723-6430 • Fax: 215-799-0739 • Email: [office@keystoneopp.org](mailto:office@keystoneopp.org) • [www.keystoneopportunity.org](http://www.keystoneopportunity.org)

This Month's Giving Statement				
Date	Pounds /Amount	Gift Description	Gift Type	Check #
3/23/2017	110	Laundry Soap	Goods	



# COMMUNITY CHALLENGE EVENT

## COOKING FOR A CAUSE To Benefit the Ronald McDonald House

*By Lindsey Goldberg, Office Administrator, Fox Rothschild LLP*

On Thursday evening, February 23, 2017, Independence Chapter members met at the Blue Bell County Club for a fun teambuilding exercise, sponsored by Alevistar Group, to benefit the Ronald McDonald House. We enjoyed cocktails while waiting for everyone to arrive for the Cooking for a Cause event. The country club's executive chef, Drew Smalbach, welcomed us, explained what the evening would consist of and introduced us to his wonderful team who assisted our group throughout

the night in the Club's kitchen. We broke into four teams and proceeded to cook two pans-worth of meals; one to be sent to the Ronald McDonald House and the other for us to enjoy later that evening. Our Members were sent home with the recipes for the dishes we made: Artichoke Casserole, Mexican Lasagna, Tuna Noodle Casserole and Smokey Chicken and Cheddar Mac & Cheese. It was a rewarding night for a great cause!





# COMMUNITY CHALLENGE EVENT



## Ronald McDonald House

By Amy Coral, Office Administrator, Pepper Hamilton LLP

On March 26th, a group of members and several family members from the Independence Chapter cooked breakfast for families staying at the Philadelphia Ronald McDonald House. The menu included a breakfast casserole, scrambled eggs, oatmeal, French toast sticks, pancakes, sausage, bacon, cereal, yogurt, bagels, Danish, muffins, breakfast bars and much more. The families were very appreciative and certainly did not leave hungry!



In fact, we stored most of the left overs for them to eat over the course of the week! After we cooked and cleaned up, some of our members took a tour of the house. Then we all posed for a photo with Ronald McDonald and then went off for a fabulous brunch! It was heartwarming to be able to give these families a little bit of TLC. It is one of our favorite community service events!



Creating a No Bull Environment

### Managed IT & Cloud Services

Tired of hearing from the same old IT providers? Most of their cloud services are clumsy and inflexible.

Our 360 Cloud Workspace is simple to use, affordable and simply works.

Our IT Support philosophy was crafted around strategy and discipline, but driven by technology.

- Implementation of industry standard best practices so your organization operates like a Fortune 100 company
- Long range vision, planning and partnership
- Dedicated vCIO for constant support and communication
- Cutting-edge technologies, including Disaster Recovery, Business Continuity and VoIP

### Copiers, Printers & Document Solutions

World-Class Equipment and Software, Backed by Awesome Service

- 3-Hour Copier Service Response Pledge
- 3-Day Purchase/Lease Cancellation Policy
- Equipment Replacement Guarantee
- Loaner Equipment – On Your Terms
- Innovative Supply Recycling Program
- Automated Supply Inventory & Delivery Program
- Managed Print and Printer Fleet Support Services
- Best of Breed Scanning and Document Management Solutions



### VoIP Made Easy

Simplifying Office Telecommunications

- Great technology, great prices
- Supported by Graffen, locally here in Philadelphia
- Productivity features:
  - Follow Me communication
  - Voice mails to e-mail
  - Call conferencing
  - Employee Coaching Tools



Integration | [info@graffen.com](mailto:info@graffen.com)  
[graffen.com](http://graffen.com) • 610.825.3737



## EDUCATIONAL EVENT

# Wearing the Marketing Hat While Doing Your Day Job

By Donna Day, Firm Administrator, O'Donnell, Weiss & Mattei, P.C.

On Thursday, February 2nd, several of our members started their day early to attend a breakfast/educational event at Cross Point Training Center in Wayne. What a perfect venue for this type of function – thank you Diane Burkhardt!

The program – *Wearing the Marketing Hat While Doing Your Day Job* – was presented by Elizabeth Mell of Mell Consulting. Elizabeth honed her skills in law firm marketing by holding several top level marketing positions at law firms such as Montgomery McCracken, Fox Rothschild, Buchanan Ingersoll and Rooney, and Morgan Lewis, as well as DuPont Legal and the Philadelphia Bar Association. After getting all of that experience under her belt, Elizabeth formed Mell Consulting as a resource for growing firms. Her office is located in Exton, however she and her team service clients throughout the country, including everything from brief one-time seminars, group and individual business plans, coaching, goal setting, comprehensive marketing and business development strategy, and everything ‘marketing’ in between!



Elizabeth started her presentation sharing data with us about billable hours worked in law firms, rate progression, and the declining demand for legal services. She updated us on current trends in law firm marketing and gave us a snapshot

of today’s legal marketplace, emphasizing the sophistication of potential clients and the instant access/need for speed mentality. This information also included an important reminder that Model Rule 1.1 now includes language stating that lawyers need to be competent not only in the law but also regarding “the benefits and risks associated with relevant technology;” therefore as Administrators, we have a responsibility to be sure our staff and attorneys are properly educated and informed about the technology utilized in our firms.

We were enlightened by Elizabeth about the differences between marketing, business development and advertising, and she stressed the need for our efforts in all three areas to be integrated and ‘integratable’ to make them most effective.

### A few of my Take-Aways:

- Marketing is one to many, Business Development is one to one
- Be Deliberate not Reactionary with your Marketing Plan
- Set a budget
- Start with where you are now and use the resources you have, don’t waste time and effort on pie in the sky ideas about where you should/could/would like to be
- Limit Sponsorships – Unless request is from client or Attorney is planning to attend event and network, DO NOT SPONSOR!
- Educate your team – Lawyers & Staff (because everyone can and should ‘Market’)
  - on all of your law firm practice areas
  - about the importance of cross-selling
  - to recognize opportunities for Marketing & Business Development

Our delicious breakfast and informative program were sponsored by Minnesota Lawyers Mutual Insurance Company and milliCare Textile & Carpet Care. In addition, ALA named a designated Charity for this event, which was the Keystone Opportunity Center in Souderton. Seminar attendees donated canned goods and cleaning supplies to the Center.

*Continued on page 15*





**Marketing Hat...** *continued from page 14*



You can trust 35 years  
of experience protecting lawyers.



**Emerald Sponsor of the ALA Independence Chapter**

*Put your trust* in the carrier  
created by lawyers,  
run by lawyers,  
exclusively serving lawyers.

- Works exclusively with lawyers professional liability insurance
- Specializes in solo to mid-size firms
- Returned over \$52 million in profits to policyholders since 1988
- Offers an array of services to mitigate risks

Protecting Your Practice is Our Policy.®



Get a fast quote today!  
**www.mlmins.com**  
or contact Jack Fleming  
215-275-6784 or [jfleming@mlmins.com](mailto:jfleming@mlmins.com)



Supporting ALA Since 1971

# Make Your Conference Room Work for You

Learn More Now at  
[www.ASLhearsay.com](http://www.ASLhearsay.com)



**ALL-STATE LEGAL®**  
800.222.0510 | [www.aslegal.com](http://www.aslegal.com)

## **Independence Chapter**

### **Association of Legal Administrators**

*Alissa Hill & Kate MacArdle, Co-Editors*

*c/o Fisher & Phillips LLP*

150 N. Radnor Chester Rd., Ste. C300

Radnor, PA 19087