Independence Chapter
A Chapter of the Association of Legal Administrators
EMAIL *alaindependence@gmail.com*

PATRIOT NEWS

ALA Platinum Level Chapter 2012

Spring/Summer 2012

Special Recognition 2012 Sponsors

Chapter **Diamond** Sponsor
mindSHIFT Technologies

Chapter **Ruby** Sponsor
Adaptive Solutions
& **USI Affinity**

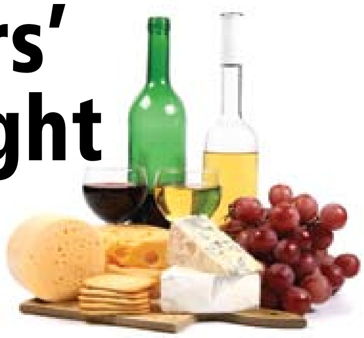
Chapter **Sapphire** Sponsors
ABA Retirement Funds

Chapter **Emerald** Sponsors
EBC Carpet Services
& **All State Legal**

In This Issue

INDEX TO BUSINESS PARTNER SPONSORS

Business Partners' Appreciation Night



By: Committee Chairs:
Dena Lyons, Firm Administrator, Gadsden Schneider & Woodward, LLP
Janet Molloy, Office Administrator, Sweet, Stevens, Katz & Williams LLP

On March 15th the Independence Chapter entertained many of our business partners by taking them on a Tour of Italy. As guests arrived at the home office of Brandywine Realty Trust in Radnor, they were greeted by committee members with a glass of sparkling blush prosecco and a great big *Thank You!*

Committee members worked very hard to coordinate this event so each guest would have an opportunity to meet administrators and other business partners. Guests were supplied with a guided tour of six regions including: Veneto, Tuscany, Abruzzi, Campania, Trentino and Piedmont. Tables were marked with maps of the regions and locations of towns with famous fermentations. Dave Greenstein of The Wine Merchant selected both red and white wines from each region and Paul DiBona of Pepperoncini Restaurants delightfully paired with complimentary finger foods. The marriage of these experts provided a true "taste" of Italy through the Italian tradition of food and wine at a table!

As guests sat in each region and tasted the pairings, Dave visited the regional visitors at the table to provide a brief description of what that region's geography could produce and what the visitor should look for when tasting the wines alone and then with the foods. Dave's descriptions of soil, air and terrain made you imagine

continued on page 5

Dave Greenstein explaining "Regions."

Wine and complimentary finger foods on every table.

Past Presidents: Barb Foley and Kitty Malcolm.

Empowering Business with Intelligent IT

ADAPTIVE SOLUTIONS, INC. is a strategic consulting firm which promotes the power of IT for business. Concentrated in the legal and professional services markets, our certified engineers design, deploy and support complex information systems, which stimulate business growth and increase productivity.

From in-house solutions to cloud-based managed services, partnering with **Adaptive Solutions** yields proven results delivered using best practices and focused processes.

Adaptive SOLUTIONS

CONTACT US
516 Dekalb Street
Norristown, PA 19401
Phone: 610.489.9872
Fax: 610.489.9873
Web: www.adaptivesolutions.com
Email: info@adaptivesolutions.com

Adaptive Solutions, Inc.

What's old is new again

In the world of technology, what's old often becomes new again. Such is the case when speaking about desktop delivery methods. In the beginning, long before law firms gave up their typewriters and correction ribbon, desktop access was delivered via terminal emulation. Simply stated, all information, applications and processing power were centralized on main frame computers, and delivered to terminal emulation devices – this was the age of the 'green screen'. Then, along comes Microsoft, who impressed upon us the concept of personal computers, and forged the way for placing PC's on the desks of business professionals world-wide. With the advent of Windows, operating systems and applications were now installed locally, on the physical workstation itself, and processing power and management were shifted from the datacenter to the edge of the network, direct to the end user's desktop.

Over the past 15 years, legal IT vendors have been directing us to purchase new computers, and to conduct traditional rip-and-replace desktop upgrades. Then, there was the trend of keeping old hardware in place, and delivering desktop services across the wire using server-based virtual desktop solutions, such as Terminal Server and Citrix. While these technologies were adopted by some firms, there were significant disadvantages and problems with this model, including lack of sound and video, and one-to-many effects on system performance, due mostly to the fact that all users were logging into a single, shared, server-based operating system. So, what did the industry do? It returned to the tried and true method of rolling out new computers every three to five years, and gave virtual desktop technology a break, leaving Citrix and Terminal Server in place mostly for remote office connectivity and telecommuter access to the network.

While physical desktops remain a viable and trusted delivery method, they themselves have significant management challenges including the laborious deployment process, and the management and upkeep of patches and applications on large quantities of physical hardware. Further, when a physical computer gets infected with a virus or malware, the clean-up process is time-consuming, typically resulting in a significant amount of support and lost billable time for a busy attorney.

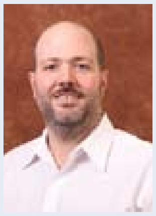
Introducing VDI

Allow me to introduce to you to the next generation of virtual desktop technology, often referred to as VDI (Virtual Desktop Infrastructure). So, what makes VDI a better solution for lawyers, when compared to old-school Terminal Server and Citrix systems? First and foremost, the technology itself is fundamentally different, as compared to server-based virtual computing. In the VDI world, a master workstation image is created and stored on a highly-available SAN (Storage Area Network) disk drive. This image contains both the operating system (e.g. Windows 7 Professional) and a complete load of all firm applications, such as Microsoft Office, Document Management, time and billing software, case management tools, etc. When a user logs into a VDI system, a highly technical process begins to occur. Upon login, the VDI servers assemble (aka: stream-out) a non-persistent, self-contained and individual instance of a Windows desktop, specific to each user. The image is cached on disk and assigned dedicated portions of processor and RAM memory. Each desktop session runs in a protected memory ring, thereby optimizing performance for each user and containing problems to individual desktop sessions. After login begins, the user's profile is copied down to the virtual session in order to deliver personal settings such as favorite fonts, website bookmarks and email configuration settings. When working on a VDI desktop, your desktop is your desktop, regardless of location or endpoint device utilized, and there is no longer the requirement to maintain old-fashioned remote access systems (e.g. Terminal Server, Citrix or VPN). So, when your attorneys want to work from home and insist on using their new MacBook Air, you can finally say yes to their request. Throughout the session, and thanks to new virtual desktop protocols such as HDX and PCoIP, a true 'high-definition' desktop experience is realized by the end-user including sound, video, flash websites and smooth scrolling through large PDF files. What about printers, local drives, jump drives and access to local CD and DVD drives? Check – got that too. VDI redirects local devices, offering complete access to local workstation and network-based resources. As a case in point, Adaptive Solutions recently deployed VDI into environments using digital dictation systems, complete with USB recorders and foot pedal controllers. And finally, when a user experiences a problem with their virtual desktop (e.g. malware, virus or error messages), you don't have to summon your IT vendor and spend countless hours cleaning and rebuilding workstations. The fix is now simple – all you have to do is instruct the user to logoff the network, and then to log back in. The secret – upon logoff, the user's virtual desktop instance is destroyed; and upon login, a new, pristine virtual desktop instance is assembled and delivered to the user for their own personal use.

Summing it up

If your firm is considering a desktop upgrade you must put VDI on your short list for desktop technology review. When evaluating this solution, expect to find the initial investment to be a bit more expensive versus new computers, due in part to the purchase of multiple 'super servers' and a shared storage SAN disk array. Also, VDI is not a technology which a firm administrator will manage in-house. When considering a VDI solution, keep in mind that you will need to rely on your technology partner to implement and support the centralized desktop environment over the coming years. While there are numerous technical advantages to VDI, perhaps the greatest is your ability to retain existing workstations and drive down support over the lifecycle of the desktop. Gardner reports that the implementation of VDI will reduce desktop IT support costs by up to 65% over a three year span. And when it's time to replace those old computers, you will not purchase new/costly HP or Dell workstations – no, you will replace them with low-priced thin client devices, which cost about $199.00 each. Wouldn't it be great if your attorneys could get a new computer every day? They can, if you upgrade your desktop using VDI technology.

About the Author:



Chuck Davis is the President and co-founder of Adaptive Solutions, Inc., a premier nation-wide provider of legal-specific systems integration and technology consulting services. Prior to founding Adaptive Solutions in 1998, Chuck held the roles of Network Manager at Wolf, Block, Schorr & Solis-Cohen and Systems Manager at Schnader, Harrison, Segal & Lewis; both firms are headquartered in Philadelphia, PA. Chuck is the former Executive Director of The Philadelphia Chapter of The Association of Legal Administrators and also served on the board of The Philadelphia Children's Alliance. As a principal of Adaptive Solutions, Chuck's primary responsibility is to consult with law firms and corporate legal departments specific to best practices for network system design, data storage, desktop virtualization, Windows 7 and Office 2010 upgrades, protection policies and the implementation of electronic content management systems. Chuck can be reached via email at: cdavis@adaptivesolutions.com

PRESIDENT'S MESSAGE

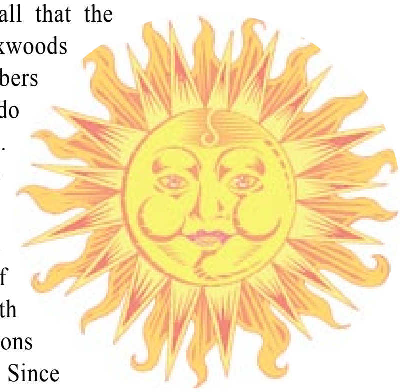

CRISTIN BUCCIAGLIA

I hope that everyone is enjoying these hot summer months and taking time away from the office to spend with your families. The last few months, I have been a "jet setter," attending the ALA International Conference in Hawaii in April, going to Sonoma, wine country, California in May for my own vacation and then attending the ALA Chapter Leadership Institute in Snow Bird, Utah.

Our Chapter has also been busy with various events. In March, we installed the 2012-2013 Officers and enjoyed a discussion on Voice Over Internet Protocol (VOIP). May was an even busier month. We offered an Excel 2010 class for the Administrator program at the offices of RatnerPrestia. Our trainer, Kim Ennis of PC Communications, did an excellent job training over 20 administrators. We had 5 members attend the International Conference in Hawaii, where our Chapter won the following awards: Platinum for the President Award of Excellence; Honorable Mention for our Newsletter; Second Place for our Website; and FIRST PLACE for our Bar Liaison event held in July of 2011 on "Tips 'n Tricks" – Microsoft Word 2010. Congratulations and thank you to all the board/committee members who worked so hard last year putting together these exceptional programs.

Here are a few upcoming events. I hope you will take time and attend or participate in them. The Chapter's Back to School Supply Drive will begin in late July. The backpacks and school supplies are collected for the Crime Victims' Center of Chester County and they will distribute these items to children of their clients as well as those of other social service agencies in Chester County.

The Region 1 Conference will be held on October 18-20, 2012, at the MGM Grand at Foxwoods in Mashantucket, Connecticut. This conference is a good way for you to feel re-invigorated. You can take away valuable information from educational and networking opportunities in a short period of time, while enjoying all that the MGM Grand Foxwoods has to offer. Many members feel that this is the "must do event" of the year *(see page 12)*. I hope that you will be able to join us this year in Connecticut.



Our Bar Liaison series is planned for the middle of August. We have partnered with the various county Bar Associations and will hold a lunch seminar. Since Word 2010 was so popular last year, we will cover this topic again this year and are planning to put forth another extremely informative program. This event provides an opportunity for your staff to network with other firms' staff.

The Chapter is also planning an educational seminar in early October, so please watch for more details on that later in the summer. Also, mark your calendars now for November 14, 2012, to attend the Delaware Valley Legal Expo being held at Presidential Caterers in Norristown.

Please check our website for the date and times of all these events at www.ala-independence.org.

Enjoy the rest of your summer and I hope to see you soon!

The Independence Chapter received the following awards at the Annual Convention in Honolulu, Hawaii for 2012:

President Award of Excellence – *Platinum Level*

Bar Liaison – *First Place*

Website – *Second Place*

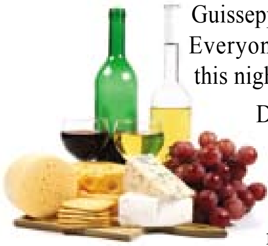
Newsletter – *Honorable Mention*

Thanks to all our members for their hard work in helping to achieve these prestigious awards!

www.ala-independence.org

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.

Business Partners' Appreciation Night *continued from page 1*



sitting on the portico and sipping with Guisseppe and AnaMria. Everyone was Italian this night!

Door prizes were offered as guests made their way to their next region. Winners received gift cards to various restaurants and a gift basket of wine and wine accessories.

The chapter is very appreciative for our Business Partners' never-ending support and we hope to continue the fruitful relationship for years to come. Thank you once again to all who came and helped make this evening one to remember.

In order to provide a recap of what you experienced that evening, or if you were unable to attend, here is the list of items presented:

Piedmont:
Ricossa Moscato D'Asti
and Damilano Nebbiolo

Veneto:
Anselmi San Vincenzo
and La Salette Valpolicella

Tuscany:
La Lastra Vernaccia
Poggio Vipere Chianti

Abruzzi:
Masciarelli Trebbiano
Cataldi Madonna Montepulciano

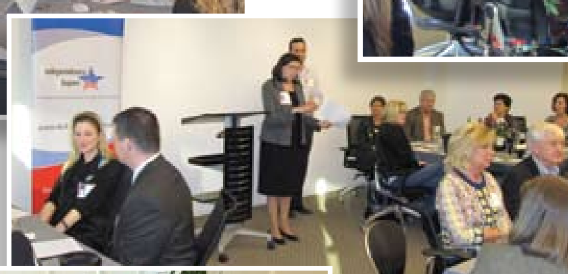
Campania:
Terre Dora Falanghina
Feudi di San Gregorio Rubrato

Trentino:
San Michele Pinot Grigio
Lechthaler Teroldego

FROM THE SCRAPBOOK

March 15, 2012

Janet Molloy, Co-Chair, introducing Dave Greenstein of "The Wine Merchant."



Various tables of Business Partners and IC Members

MONTHLY –

Brown Bag Lunch/Breakfast Sessions:

- Bucks County – 1st Wednesday *(Antheil Maslow & MacMinn, LLP)*
- Montgomery County – 2nd Wednesday *(Hamburg Rubin Mulin Maxwell & Lupin)*
- Chester/Delaware County – 3rd Tuesday *(RatnerPrestia)*
- Lehigh Valley – 3rd Wednesday *(King, Spry, Herman, Freund & Faul)*

Please check our website for additional details. www.ala-independence.org

AUGUST 2012

Bar Liaison Series: *Topic – "Microsoft Word 2010 – A Refresher"*

August 16 – Chester County Bar Association
August 17 – Montgomery County Bar Association
August 23 – Delaware County Bar Association
August 24 – Lehigh County Bar Association
August 29 – Bucks County Bar Association

Community Challenge Event:

July-August 2012 – *Back to School Supply Drive*

Board Retreat: August 10, 2012

OCTOBER 2012

Education Session:

October 3, 2012 – *"Disaster Planning; Communication and the Crisis Management Team"* – Marriott, W. Conshohocken, PA

Community Challenge Event: *To be Announced*

Region I Conference:

October 18-20 – Foxwoods, Mashantucket, CT

NOVEMBER 2012

Delaware Valley Legal Expo

November 14, 2012 – Presidential Caterers, East Norriton, PA

DECEMBER 2012

Community Challenge Event: Holiday Collection

Holiday Party

ALA Association of Legal Administrators

- **CONVENIENT** — Listen and participate from the comfort and convenience of your desk.
- **EASY** — A telephone and Internet access is all you need.
- **IDEAL FOR MULTIPLE LISTENERS** — Use a speakerphone and invite as many people as you want – for no extra cost.
- **AFFORDABLE** — Priced at a fraction of the cost of travel and attendance fees for a live conference or seminar.

Your connection to knowledge, resources and networking

WEBINAR *Wednesdays* 2012

Mark your calendar for the 3rd Wednesday of the month for ALA Webinars!

April 18, 2012
The Role of Legal Administrators in Legal Project Management – Unprecedented Opportunities & Current Challenges (LI)*

May 16, 2012
Safe Stress! (CM)*

June 20, 2012
Technology Management: The Good, the Bad and the Ugly (IT)**

July 18, 2012
Change Leadership: A Boot Camp to Drive Organizational Change (OD)**

August 15, 2012
Records Management: The Bermuda Triangle (LI)*

September 19, 2012
Of Foxes, Hedgehogs and Law Firm Profitability (FM)*

October 17, 2012
Marketing on a Shoestring Budget (LI)*

November 14, 2012 (2nd week of November)
Dealing with Substance Abuse in the Workplace (HR)*

Learn more and register
www.alanet.org/webinars

* 60 minutes
** 120 minutes

At the end of the day...

Who's Really Watching Your Firm's 401(k)?

And, what is it costing you?

	YES	NO
Does your firm's 401(k) feature no out-of-pocket fees?	☐	☐
Does your firm's 401(k) include professional investment fiduciary services?	☐	☐
Is your firm's 401(k) subject to quarterly reviews by an independent board of directors?	☐	☐

If you answered no to any of these questions, contact the ABA Retirement Funds Program to learn how we keep a close watch over your 401(k).

ABA Retirement Funds™

Who's Watching Your Firm's 401(k)?

IGOR FEDOSENKO Regional Vice President, Sales
(201) 917-3030 · Igor.Fedosenko@abaretirement.com

JAMES MARINI Regional Assistant Vice President, Sales
(401) 578-5587 · James.Marini@abaretirement.com

www.abaretirement.com

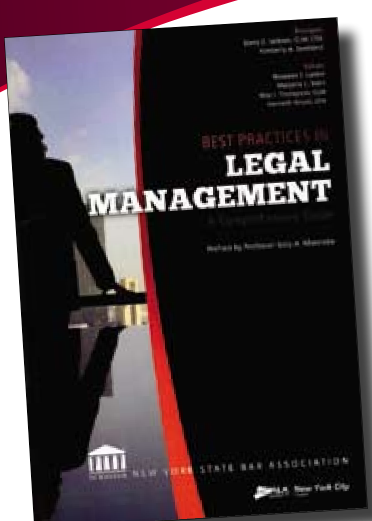
ABA Defending Liberty Pursuing Justice

ALA VIP *Value in Partnership*

The American Bar Association Members/Northern Trust Collective Trust (the "Collective Trust") has filed a registration statement (including the prospectus therein (the "Prospectus")) with the Securities and Exchange Commission for the offering of Units representing pro rata beneficial interests in the collective investment funds established under the Collective Trust. The Collective Trust is a retirement program sponsored by the ABA Retirement Funds in which lawyers and law firms who are members or associates of the American Bar Association, most state and local bar associations and their employees and employees of certain organizations related to the practice of law are eligible to participate. Copies of the Prospectus may be obtained by calling (866) 812-1510, by visiting the Web site of the ABA Retirement Funds Program at www.abaretirement.com or by writing to ABA Retirement Funds, P.O. Box 5142, Boston, MA 02206-5142. This communication shall not constitute an offer to sell or the solicitation of an offer to buy, or a request of the recipient to indicate an interest in, Units of the Collective Trust, and is not a recommendation with respect to any of the collective investment funds established under the Collective Trust. Nor shall there be any sale of the Units of the Collective Trust in any state or other jurisdiction in which such offer, solicitation or sale would be unlawful prior to the registration or qualification under the securities laws of any such state or other jurisdiction. The Program is available through the Association of Legal Administrators, an *ALA Value In Partnership Program Provider* as a member benefit. However, this does not constitute an offer to purchase, and is in no way a recommendation with respect to, any security that is available through the Program.

C12-0201-000 (2/12)

ALA® Association of Legal Administrators



Best Practices in Legal Management:
A Comprehensive Guide

Written by legal management professionals for legal management professionals, *Best Practices in Legal Management: A Comprehensive Guide,* covers all areas of law firm management, including strategic planning, business development, practice management, human resources, finance, disaster recovery, technology, space planning and more.

Published by the New York State Bar Association in conjunction with the New York City Chapter of the Association of Legal Administrators.

Available from the ALA Bookstore — *www.alanet.org/bookstore*
Member — $139 • Nonmember — $179

Your connection
to knowledge, resources and networking

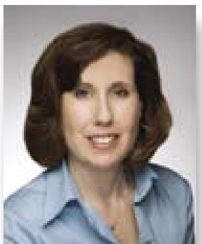
A Must Read for All Legal Administrators!

Independence Chapter

A Chapter of the Association of Legal Administrators

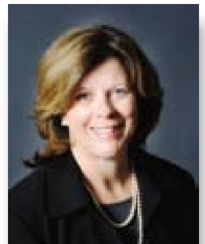
Board Members

CRISTIN BUCCIAGLIA **President**
Saul Ewing LLP



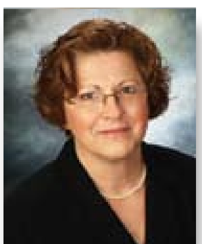
Cristin is the Office Manager at Saul Ewing LLP's Chesterbrook Office. She has been a member of ALA since March of 2003 and has served on the Community Challenge and Website Committees and as Vice President of the Board. Cristin resides in Boyertown, PA.

ANNE L. PAISLEY **President Elect**
Heckscher, Teillon, Terrill & Sager



Anne is Firm Administrator at Heckscher, Teillon, Terrill & Sager, P.C., in West Conshohocken, PA. She has been a member of ALA since 2005. She has been a Board member since 2008 and has served on the Publicity and Bar Liaison Committees. Anne resides in West Chester with her husband, Willie, and three children, Katie, Alastair and Andrew.

SHARON O'DONNELL **Vice President**
Health Care Law Associates

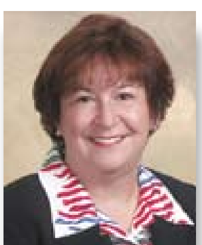


Sharon A. O'Donnell is the Office Administrator of The Health Care Law Associates, Inc., in Plymouth Meeting, PA. She has been a member of ALA and the Independence Chapter since 1997. Sharon has served the chapter as Publicity Chair, Second Vice President, Co-Chair of Quarterly Dinner Meetings, Chapter Secretary, and Co-Chair of Education Committee. Sharon resides in Harleysville, PA with her husband, Tom and son, Patrick.

BETH COLLINS **Vice President**
Mannion Prior, LLP

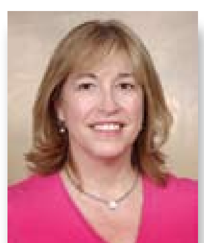
Beth is the Office Manager at Mannion Prior, LLP, located in King of Prussia. She has been a member of the Independence Chapter of the ALA since 2007 and serves currently on the Publicity Committee. This is her first year as an Officer. Beth resides in Chestnut Hill with her husband, Daniel, and their five children.

DENA DIBONA LYONS **Secretary**
Gadsden Schneider & Woodward LLP



Dena Lyons is Board Secretary and Co-Chair of the Business Partners Committee. Dena's work experience spans various positions with The Hay Group, Drinker Biddle LLP and Gadsden Schneider & Woodward LLP where she currently is Firm Administrator. Dena enjoys entertaining and gourmet cooking, travel, and the outdoors spent with her family and friends. She is married with three adult children and lives in Lansdowne.

CONNI SOTA **Treasurer**
Heckscher, Teillon, Terrill & Sager



Conni is the Financial Manager at Heckscher, Teillon, Terrill & Sager, P.C., located in West Conshohocken, PA. The firm specializing 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 Association of Legal Administrators

ALA MISSION STATEMENT

The Association of Legal Administrators' 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; and represent professional legal management and managers to the legal community and to the community at large.

***2012-2013 Members of the Board** – Anne Paisley, Pres. Elect, **Cristin Bucciaglia**, Pres., **Sharon O'Donnell**, Vice Pres.,*
***Dena Lyons**, Sec. and **Beth Collins**, Vice Pres. Not shown: **Conni Sota**, Treas.*

COMMITTEES CHAIRS AND MEMBERS

Education ....**Anne Paisley** and **Lynn Denitz,** *Co-Chairs*
Education Events and Quarterly Meetings:
Barb Foley and Adelaine Williams

Member Service ....**Joan Wean** and **Sharon O'Donnell,** *Co-Chairs*
Brown Bag: Barb Foley, Lynn Denitz, Joan Wean,
Susan Case and Donna Reimer

Technology..................................**Sharon O'Donnell,** *Chair*
Website: Sharon O'Donnell and Adelaine Williams
Newsletter: Linda Andrews, Beth Boyer and Amy Coral

Community Relations ....**Amy Coral,** *Chair*
Community Challenge:
Back to School – Amy Coral
October Event – Kerrianne Brady and April Fugate
December Event – Kerrianne Brady and Donna Day
Publicity: Beth Collins
Bar Liaison: Janet Molloy
County Coordinators:
Chester – Kerrianne Brady
Bucks – Janet Molloy
Montgomery – Conni Sota and Sandy Caiazzo
Delaware – Peggy Hayden
Lehigh – Donna Reimer and Kathy Miller

Business Partner Relations ....**Dena Lyons And Janet Molloy,** *Co-Chairs*
Legal Expo: Joan Wean, Sue Cressman
and Faye Hunsberger
Business Partners: Dena Lyons, Barb Foley,
Joan Wean and Janet Molloy

WELCOME NEW MEMBERS

Patricia J. Tuman ____________ **patriciatuman@gmail.com**
Paralegal/Admin. Asst. – Robert S. Balter, PC
1077 Kipling Road
Jenkintown, PA 19046
215-887-1167; Fax: 215-887-0290

Neil Cooper _____________**ncooper@sorinroyercooper.com**
Managing Partner – SorinRoyerCooper, LLC
Suite 220, 101 W. Elm Street
Conshohocken, PA 19428
484-362-2635; Fax 484-362-2630

Diane M. DiCarlo _____________ **ddicarlo@kanepugh.com**
Office Manager – Kane Pugh Knoell Troy & Kramer, LLP
510 Swede Street
Norristown, PA 19401
610-275-2000; Fax 610-275-2018

Susan L. Silenzi _____________ **ssilenzi@sheintochtodd.com**
Paralegal/Office Manager – Sheintoch Todd, PC
Suite 100, 1171 Lancaster Avenue
Berwyn, PA 19312
484-318-7582; Fax 888-506-3781

www.ala-independence.org

MEMBER Profile

Katelyn Johnson (a/k/a Katie)

Katie joined the Independence Chapter, ALA, earlier this year to assist in her professional development in the legal field. She has stated that attending monthly Brown Bag meetings and Chapter events has been a great resource for networking and gaining additional knowledge.

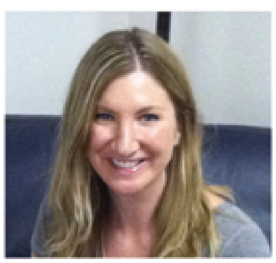
As the Recruiter/HR Assistant at Nelson Levine de Luca & Hamilton, Katie supports the Director of Professional Development and Human Resources. Her responsibilities include staff recruiting for all of Nelson Levine's offices as well as coordinating benefit enrollment and responding to day-to-day HR inquiries.

When she joined Nelson Levine, she did not have prior experience in the legal industry. When Katie became aware that the position drew upon both recruiting and HR skills, she knew it was in line with what she was looking for long term and that the opportunity would give her the hands-on human resource experience that she was looking for.

Katie graduated from Bloomsburg University with a B.A. in Business Communications. She found that her interest was in recruiting, staffing and human resources, and relocated to the Philadelphia area. She started her career at Delta-T Group, a national broker and referral service for specialized types of healthcare professionals based in Bryn Mawr. In that position, Katie provided administrative support to the lead staffing coordinator, learning the processes and procedures of recruiting. She then moved on to PeopleShare, a staffing firm in King of Prussia that specializes in administrative support and customer service placements. There she served as a staffing specialist for two and a half years, gaining experience in full cycle recruiting.

On the personal side, Katie lives in Conshohocken, PA. Katie is originally from York, Pennsylvania and her family still lives in the area. Her mom has two dogs that were rescued from Hurricane Katrina. In her free time, Katie enjoys taking her puppy, Brinkley, to the dog park, trying new recipes, and spending time with friends and family.

IS YOUR FIRM SEEKING TALENTED LEGAL STAFFING?



RACHEL KANTOR, Manager
Staff Recruiting at Morgan Wentworth, LLC

Rachel is skilled at recruiting "the best and the brightest" in the legal field

CALL RACHEL KANTOR 610-783-0900

If your firm needs
• I.P. Legal Assistants or Paralegals
• Litigation Paralegals
• High Level Legal Secretaries
• Other Legal Staffing

Morgan Wentworth, LLC
www.morganwentworth.com

www.ala-independence.org

ALA Management EncyclopediaSM

Now Included with Membership Dues
(formerly a $395 subscription)

The Knowledge You Need – When You Need It

Learn more at *www.alaencyclopedia.org*

Quarterly Dinner / VoIP Panel Discussion and 2012-2013 Installation of Officers

By Lynn Denitz, Office Manager, RatnerPrestia, P.C.

On March 28, 2012 the Independence Chapter held its Quarterly Education Event at the Plymouth Country Club in Plymouth Meeting, PA

Pictured from left to right are Robert Hybros, Jeff Grimes, Ethan Millroad, Barbara Foley, CLM, and Jonathan Godley.

The evening kicked off with a cocktail reception followed by a sit down dinner. After a brief welcome and introduction from the event's sponsor, Graffen Integrated Business Systems' Account Manager, Jeff Grimes, the 2012-13 Independence Chapter Board of Directors were introduced; Cristin Bucciaglia, President; Anne Paisley, President-Elect, Sharon O'Donnell, 1st Vice President; Beth Collins, 2nd Vice President; Dena Lyons, Secretary; Conni Sota, Treasurer.

The evening's main event was an informative and timely presentation on VOIP: Voice Over Internet Protocol. A panel of three experts, Robert Hyler, President of Hybros Technology Consultants; Ethan Millroad, Senior Network Services Specialist with Expert Technology Associates; and Jonathan Godley, President of H&R Telephones led the discussion on the benefits and drawbacks of a VOIP system. Chapter members were enlightened on how a VOIP system really works and many questions, such as whether our firms should consider making the move to this technology and abandon traditional telephone service, were addressed. The panel discussion was moderated by Chapter member and Past President, Barbara Foley, CLM, Chief Operating Officer of RatnerPrestia.

Sponsors and guests.

An "Excel"-lent Event

By Lynn Denitz, Office Manager, RatnerPrestia, P.C.

On Tuesday, May 15, 2012, Independence Chapter members and their guests joined together at the law firm of RatnerPrestia for a hands-on educational session on "Excel." Kim Ennis of PC Communications led the informative half-day session. Kim's special knowledge of law firms and her personalized and unique training style were key ingredients for this successful event.

The diverse audience consisted of Legal Administrators, Accounting Department personnel, Legal Assistants and more! Participants were encouraged to bring their laptops or to attend as observers. Kim shared numerous tips and tricks with the group and answered an endless number of questions to ensure that all attendees enhanced their knowledge of Excel.

The event was dually sponsored by Independence Chapter Ruby-level Business Partners, USI Affinity and Adaptive Solutions. In attendance representing USI Affinity was Brian McLaughlin; Chuck Davis and Steve Hatch attended for Adaptive Solutions.

SHOR ASSOCIATES

THANKS AND SUPPORTS:

Independence Chapter

A Chapter of the Association of Legal Administrators

We believe the success of our firm is a direct result of the strong relationships that we have the privilege to experience. *Yes, we see this as a privilege.* These relationships formed out of dedication and hard work have grown into a network we have the honor to call our clients.

Our clients' success is our success.

- Design
- Communication
- Advertising
- Marketing

240 Philadelphia Pike, Wilmington, DE 19809 | www.shorandassociates.com | Call Today: 302-764-1701

PLAN TO ATTEND:

ALA Association of Legal Administrators

Region 1 Conference & Expo

October 18–20, 2012
MGM Grand at Foxwoods
Mashantucket, Connecticut

www.alanet.org/region1/conf

Join us in Connecticut for the
2012 REGION 1 CONFERENCE & EXPO!

Come for the vital educational content, stay for the networking opportunities and leave prepared, informed and connected to build an even stronger future for you and your firm.

Your connection to knowledge, resources and networking

REPRINTED WITH PERMISSION FROM "AALA CONNECTION," THE NEWSLETTER PUBLISHED BY THE ATLANTA CHAPTER OF THE ASSOCIATION OF LEGAL ADMINISTRATORS, SUMMER 2012

To Blog or Not to Blog

By Marc C. Sanchez, J.D.

Perhaps, the two scariest words in the legal profession today are, "Start blogging."

The legal blog can strike fear into the hearts of seasoned partners, associates and support staff alike. When I provide workshops or trainings, I can easily sense this fear. Crossed arms, busily typing into a Blackberry or grimaced stares are not unusual. Common complaints include, "I don't have time" or "blogging is a waste of time," and still from others, "I don't get technology or social media."

In the next few paragraphs I hope to remove those obstacles and get you started blogging. Let me begin by telling you how blogging serves my practice. I'm a solo practitioner; daily I manage firm administration along with billable work. I empathize with a busy schedule, but still I daily blog. The time I spend blogging is among the most valuable in my day. Over the past two years of blogging, my practice grew from two clients in one state to a busy international practice, with invitations to present at conferences, along with articles and citations in well-regarded publications, like the Washington Post. All of this from blogging, all of it while completing billable work and firm administration. There is always time to blog!

Blogging is Quick

Blogging is as quick as reading the morning's headlines. Blogging takes time at first – everything comes with a learning curve – but it becomes easier, faster and seamless as you make it a habit. The best tip I can give to make blogging easy is to find a niche. I practice in medical device and food law, and my blog "Food Court" breaks down topics into four subcategories. This makes blogging much more approachable. Every morning I read the day's headlines from industry sources and the FDA and USDA. Headlines are then captured into a short blog. I've taken something I already do to serve my clients – reading industry and agency news – and turned it into a resource. It takes only an additional ten or fifteen minutes.

It's also important to set a blogging schedule. This is a great way to keep you committed and build the habit. It also sets an expectation from readers that your blog will be a go-to and updated resource. For example, you could commit to two short posts a week and one longer post. Stick to your schedule to keep readers engaged.

Blogging is Not Legal Writing

The biggest misconception about legal blogs is that the blogs are legal writing. Blogs are not a brief, memo, contract or any other form of legal writing. Approaching blogging as a professional, yet casual, style of writing makes the process less time-intensive. As with any good writing, know your audience – but write in an editorial style. It's also ok to write a blog for attorneys, but still avoid legal writing. Attorney-oriented blogs are great, because they help other attorneys who need a subject matter expert or a colleague to whom to refer a client when they can't take a matter. Also, keep your blog post short. We all read blogs, and I know that I appreciate blog posts that are short and to the point.

As part of developing a blog, don't be afraid to use others' work. When I'm in a hurry, I will post a blog that summarizes an article or news story in a paragraph, then copy and cite the source into the post. Other bloggers will also appreciate reposting or invitations to write for your blog. For example, I will repost and invite writing from bloggers who work with financing medical device start-ups. It not only helps me generate content, but also builds relationships with potential referral sources.

The Value in Blogging

Any legal practice depends upon recommendations and referrals. A recent study found that over 70% of participants made a purchasing decision based on positive anonymous reviews or recommendations. How many of us rely on reviews on Amazon or Google maps before deciding what to buy or where to eat? Finding and hiring a lawyer is no different.

Blogging helps with recommendations and referrals in two ways. The first is it positions you as an expert. Clients look for a lawyer who understands the nuances of their business, case or field. Blogging is a way to demonstrate your knowledge and expertise. It gives confidence to clients to hire you and to others to recommend you. A 2012 In-House Counsel Management survey found that in-house counsel and management read legal blogs more than any other source, and said it influenced their decision on whether to hire a firm. You've taken the time to build knowledge in a particular area of law; blogging is simply a dynamic way of broadcasting that expertise.

For associates, blogging is also a means of becoming an expert. Blogging will immerse you in current issues, regulations and statutory changes, and leading cases. Taking the time to read this material and blog about it will make you an expert in and outside of your firm.

Second, blogging increases your visibility. Clients are not only busy, but also increasingly accustomed to using social media and the Internet to read their news and information. Features like an RSS feed can bring busy managers and executives all the news they are interested in with little effort. If you think about how a potential client might find you, it's easier for them to ask a friend or to search on social media. If you are consistently blogging, you are higher up in search results or more likely connected with a reader. Nearly all my clients now come from someone who reads my blog or a referral by someone who does.

I will end by saying that, not only is blogging a great business development tool, it can also be a lot of fun. Since I began blogging, I've engaged more with my audience and explored my field in a way that my practice doesn't allow me to. When else would I have an excuse to write about Dr. Oz's warning about arsenic in apple juice? Blog posts like that help me connect with readers and give my practice personality that a static website simply can't offer. I hope these quick tips will get you started. As you delve deeper and take on the challenge, there are other tips – like a separate Web domain for your blog, podcasting and using images in posts – that can enrich your blogging.

Marc C. Sanchez is an attorney, regulatory consultant and avid blogger. Marc received his J.D. from Lewis and Clark Law in Portland, and has a Masters in International Communication and Policy from Valparaiso University. Marc is well-versed in building a practice through social media, as he has grown his solo practice in large part through his blogging, presence on Twitter, and expertise in use of social media.

Aloha from the 2012 Annual Conference in Honolulu Hawaii

What a beautiful setting for the 2012 ALA National Conference held in Honolulu, Hawaii. The theme for this year's conference was "Ignite Your Future, Renew Your Spirit." And what a special place it was to try and do just that!

Although it was hard to concentrate, there were very good sessions offered throughout our stay in Honolulu. Our opening speaker was National Geographic photographer, DeWitt Jones, who spoke on "Clear Vision," and who made us look at getting "the shot" in a whole new way! This was not just about photography, but the creativity that exits in all of us. Through his photographs, Mr. Jones took everyone on a journey, inspiring us to find our own creative potential.

In between the sessions, we were able to take time out to visit the Exhibitor Hall. There we met with the many Business Partners, perused the ALA bookstore, or wandered the silent auction area to bid on all of the great items donated by the individual chapters and business partners. There were a variety of events offered to the 900 attendees to allow everyone to mingle with other members and business partners such as the Welcome Reception; the Awards Ceremony (where the Independence Chapter won four awards for Presidents' Award of Excellence, Newsletter, Bar Liaison and Website); and the multiple networking meals. The Grand Finale Luau was the piece de résistance. It was held on the great lawn of the Hilton Hawaii Village and we had Mai Tai's, delicious food and great entertainment. The entertainment started out with a ukulele performance and ended with a Samoan Fire and Knife Dance which was outstanding.

The conference was a wonderful event. Some members had the opportunity to extend their stay and were able to enjoy all of the amazing things Hawaii has to offer.

If you were not able to attend this year's conference, I am hopeful you will be able to attend the 2013 Annual Conference April 14 – 17, 2013, being held at The Gaylord National Resort & Convention Center, National Harbor, Maryland (Washington, DC area).

Aloha!

Independence Chapter Dinner

FROM THE SCRAPBOOK

April 22-26, 2012 – Honolulu, Hawaii

Andrew Logan (First State) and Cristin Bucciaglia, IC Pres. – Acceptance of Platinum Award

Cristin Bucciglia, Pres. with Platinum Award

First State and Independence Chapter at Dinner

Denise Frawley, First State, and Cristin Bucciaglia, IC President

Cristin Bucciaglia, Linda (First State) and Steve Hatch (Adaptive Solutions)

Independence Chapter

Association of Legal Administrators

c/o Linda Andrews, Editor

Lentz Cantor and Massey Ltd.

460 E. King Road

Malvern, PA 19355