THE RETURN OF CASINO NIGHT

BY JACKIE PAMPINELLA

On Thursday, June 9th, the NJALA hosted the 2011 Spring Social at the Rock Spring Country Club in West Orange. This year brought back an old favorite, casino night, to the NJALA.

Although this was not my first Spring Social, this was my first time being involved with the board of trustees. I quickly learned to heed the guidelines and reminders sent by seasoned board members, especially Elli Albert, our expert photographer. As a "rookie," I made sure to follow directions carefully. I arrived on time for the board of trustees photo and, although the heat was oppressive, I wore the preferred pant suit. However, my jacket stayed in the car since I started to melt once I left the comfort of my climate controlled office. Veteran NJALA member and chapter president, Gayle Englert, dared to defy direction and decided to wear a skirt.

Members of the 2011-12 board of trustees are sworn in.

Cocktails and appetizers immediately followed the photo shoot. We took advantage of the opportunity to mingle and catch up with friends and colleagues while enjoying a delicious variety of hors d'oeuvres in the parlor. Shortly thereafter, we were summoned into the dining room for dinner and to address chapter business.

After warm welcome and a brief opening statement by Audrey Serban, who coordinated the evening, we focused on the business at hand. Scholarship winners were announced, previous board members were recognized for their service, outstanding members were recognized for their contributions to the chapter, and Pat McGovern officially installed the new members of the 2011-2012 board of trustees:

- Gayle Englert, President
- Lisa Cuffari, CLM, President Elect
- Mary Ellen Dolan, Vice President
- Robbin M. Dolan, CLM, Secretary
- Audrey Serban, Treasurer
- Fran Puntillo, CLM, Immediate Past President
- Sara Diaz, Trustee
- Elli Albert, Trustee
- Doreen Marino, Trustee
- Michael Harrison, Trustee
- Mary Beth Donoghue, Trustee
- Sarah Clark, CLM, Alternate Trustee
- Jackie Pampinella, Alternate Trustee

Finally, outgoing President, Fran Puntillo, had a few parting words for the group. She shared with us how the NJALA, and its members, have touched her life and, although she claimed to be uncomfortable in the spotlight and prefers to be on the sidelines, she has demonstrated that she is a natural leader.

After dinner, it was time to press our luck at the gaming tables. All participants received $1,000 in chips and were turned loose on the tables. We could choose from craps, roulette or blackjack. This year, I was determined to learn at least one of the games, and I chose blackjack!

With that goal in mind, I set up shop next to an experienced gambler, Mary Ellen Dolan. For those who don't know, Mary Ellen **loves** to gamble as much as Fred Flintstone! I learned this in 2009 during my first National ALA Conference in New Orleans. I didn't know how to gamble and didn't want to waste my money trying to learn, so I agreed to hold Mary Ellen's purse while she gambled at the casinos. The arrangement worked out well for both of us. Mary Ellen focused on her game, while I drank her complimentary cocktails. Winning!

Armed with my stack of chips, a Blackjack for Dummies cheat sheet, and a gambling buddy, I was ready to place my first bet. After about an hour of play, I learned that I am terrible at blackjack and I win more money when I am away from the table, or when someone else places my bet.

Kim, our blackjack dealer, was patient and charitable. She must have felt bad about the cards she was pulling, because she asked us trivia questions so that we could win back some of the chips we lost. Here are a few of the trivia questions she asked:

- Name a state that ends in K—New York
- Name the President who appears on the $100 bill—Ben Franklin is on the $100 bill, **not** a US President!
- Name the bully on Little Rascals—Butch

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The Return of Casino Night

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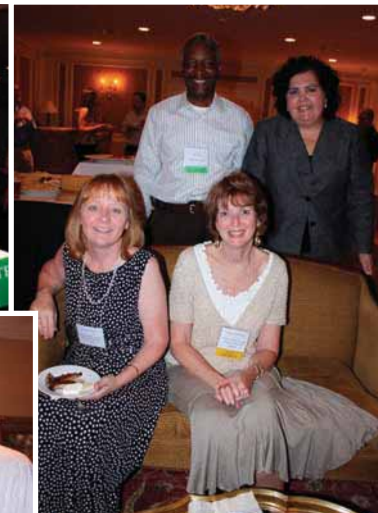
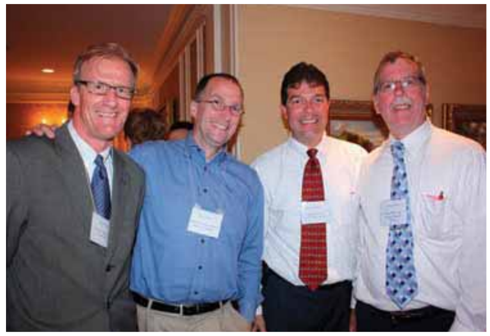
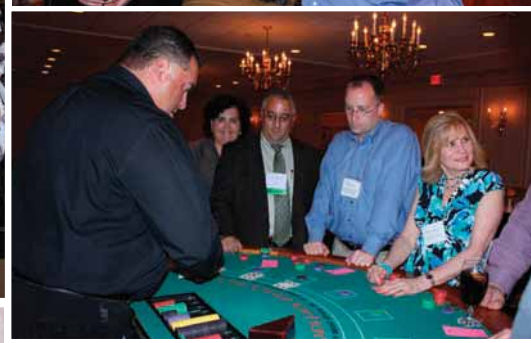






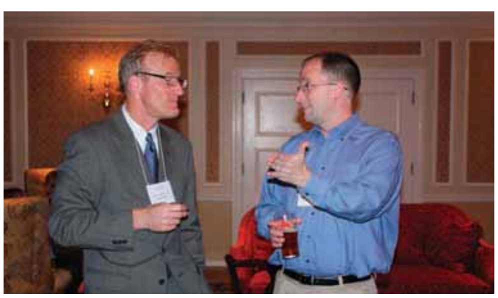
Before I knew it, it was time to cash in our chips for raffle tickets. I walked away from the table with an arm's length of raffle tickets, which was more than the $1,000 I started the night with. I was proud of myself until I saw that everyone else had enough tickets to wrap around their shoulders and touch the floor—twice!

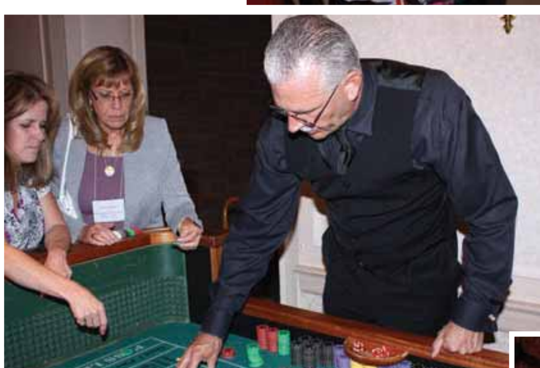
Thinking I didn't have a chance to win a prize, I sheepishly approached the prize table. I knew the odds were stacked against me so, I deposited my handful of tickets in only two buckets: the ALA Scholarship bucket and the iPad bucket. We waited patiently while the big winners ripped their rolls of tickets and picked the prizes they hoped to win.

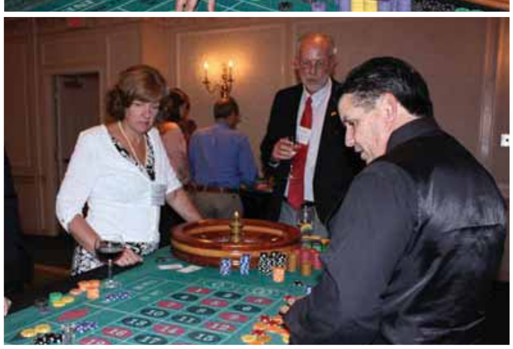
I don't recall all of the winners, but the most memorable raffles winners were: Tom Kaminski, Audrey Serban and myself! Tom said the only prize he really wanted was the Keurig Coffee machine. He even offered to buy the machine from the winner. Audrey mentioned that she has been waiting to buy herself a Kindle, and I said I wanted to get my hands on an iPad so I could play Angry Birds on a big screen. Lady Luck must have been listening to us because each of us won the prizes we had wished for!

All in all, casino night was a great success and everyone walked away from Rock Spring Country Club a winner. I would like to extend a special ***thank you*** to our Business Partners for their continuing support of the NJALA, to our outgoing president, Fran Puntillo, for her hard work and leadership over the past year, and to Audrey Serban, our hostess with the most-ess, for organizing and coordinating such a wonderful event!

Jackie Pampinella is the Office Administrator of Fox Rothschild LLP in Roseland







Moving Your Records Department? Don't Panic—Plan It

By Debra J. Ferguson

As with any project, whether you are relocating a records center within your current office space, or relocating during an office move, moving a records center requires planning, preparation, and follow through.

Begin your move planning as soon as you learn of a potential relocation. First, ask a few questions:

- When is the move date (even a tentative date will help you).
- Who is your facilities contact?
- Is there a moving committee or will there be meetings to coordinate the move? Who will be on that committee or in those meetings? If you're not in that group, who is? Make sure lines of communication are open and you know what is going on.
- What is your scope of responsibility regarding the Records Department? Find out what is expected of you!
- Will you have any input in to the size or lay-out of the new central records department?

This information will give you a starting point for planning. Next, it is time to get your facts together. What do you have, how much to you have, and where is it?

An accurate current linear foot measurement of shelved records in your center is a must. If you do not already have this information, do a measurement now. A linear foot measurement is a straight line measurement. For example, if you take a tape measure and stretch it across a desk top and it is three and a half feet long, then the linear measurement is three and a half feet.

You also need to account for growth in addition to your current measurement. One commonly practiced way to tackle this is to take your final measurement and add one third.

Keep in mind that in addition to the records themselves, you'll need to have shelving space for supplies, shelving for sorting and processing of document/interfiling, a staging area for boxes of records ready for storage or to-be processed (preferably separate locations), open space or storage space for carts, and enough space for workstations. Don't forget these items, as you may be currently making do without them.

Bring this information to your manager and facilities contact as soon as possible, so that your department's needs will be adequately met. Also identify special technology requirements (*i.e.*, label printers, barcode scanners, etc.) within the department so that it can be integrated appropriately in the space planning. Once you have identified the space needs of your department and have made them known to the appropriate contacts, begin the clean-up of your department. The more time you have for this the better, so even if the move is not slated for several months, begin now.

Identify inactive records that can be processed and sent to storage. If you already have an established process for this, advance it if necessary. If part of your process is receiving individual approval/sign-off before specific matters can be sent to storage, seek approval from your manager to have this requirement waived during this move preparation period.

If you do not already have high density mobile shelving in your records department, ask for it. While it may not be feasible due to floor-weight limitations or cost, the use of high density mobile shelving will reduce the floor space required for records by up to one third.

Inside the Records Center

To ensure optimal use of the new space, files associated with closed/inactive matters should be pulled from your shelves and sent to off-site storage before the move. If you have an established process for closing files, review it now and determine if you should accelerate the closing schedule. If you do not have an established process for identifying records in your department that are associated with inactive matters, and are unable to generate an related report, at minimum you need to consult with the appropriate department in your firm and get a report identifying closed/inactive matters. Then have your staff pull all files in your records center for those matters, and process them for storage.

Beyond the files within the records department, there will be an influx of material coming into records as the move date nears. You and your staff must be prepared to receive and process this material. The volume of this material will depend on a number of factors, the primary one being whether or not the new office space has less or more capacity for records and personal storage at individual work areas (outside of the records department). You

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Moving Your Records?

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will need a workflow plan for receiving and staging this material, as you may not be able to process all of it before the move.

Assess the ability of your staff to handle the related increased workload in a timely manner, without interrupting the normal daily workflow of your department. If you determine that your current staffing ratio is too tight, be prepared to discuss with your manager any viable options regarding interim staffing.

If your records are shelved in a complex or difficult-to-manage method, consider incorporating reorganization in to the move. This may be your prime opportunity, as you will have resources (movers, etc.), and will be filling empty shelves.

As soon as you know the measurement and layout of your new space, begin planning how to fill it. How much space can you leave in the shelving units? Where will your supplies be kept, your carts, printers, etc.? Once you are given the floor plan, look at it carefully. Is there anything important that you do not see on the floor plan?

Outside the Records Center

Find out what records material is residing in work rooms, unassigned offices and work stations, closets, and under the stairs. Are you currently responsible for this material? If yes, then make sure your inventory is current, and that any material that can be removed is either integrated in to the records center or processed and sent to off-site storage. Give your facilities contact details regarding volume, what is in each location and who the contact is for the material.

If you are not currently responsible for management of the material in these unassigned and/or flex areas, how much of this will become your responsibility? How much will mysteriously appear in the records department during the move? This frequently happens both during the pre-move clean up and the actual move, and you need to be prepared for this. At a minimum, identifying the material in these areas, and the current owner of it, will aid you in ensuring you can immediately re-route "mystery" material to the appropriate home when it appears in your department. More importantly, your familiarity with this material will enable you to help your firm by encouraging those responsible for this material to ship to storage any part of it that is inactive.

Increase awareness outside the records department and make sure everyone knows that anything that cannot be sent to storage must be taken home (such as personal material), or thrown away. This includes records material inside and outside the records department. Duplicate copies, drafts no longer needed, and personal files that are not company/firm records should be properly destroyed.

Be sure your technology department is aware of any special equipment in your department. Remind them (yes, even if they are the ones that set the equipment up!) of special label printers, scanners, designated PCs and anything else unique to your department.

Clean Up Days and Related Move Preparation

Containers (boxes, crates, or bins) will be provided by the moving company for everyone to pack their areas. Discuss this with your facilities coordinator to ensure that they are communicating this message to everyone. Do not allow employees to use off-site storage boxes for packing. Your off-site storage boxes should be used only for their intended purpose.

As the move date nears, your firm should conduct clean-up days. Work with your facilities contact and department managers to schedule these activities. Your facilities contact should arrange to have large trash receptacles available during these scheduled clean up days. If your office uses secure shredding, you or your office services department (depending on who is responsible) should make arrangements with the vendor to have secure shredding containers provided on those days. If you already have containers on site, you may need to temporarily add additional containers or have them switched out immediately prior to, and then immediately after, each scheduled clean up.

At least two clean up days are advisable. Conduct the first one about one month ahead of the move, and the second clean up day one to two weeks before the move. If time allows, an additional clean up day about two months ahead of the move is ideal.

Notifications to Vendors

When changing location, vendors must receive notification of address change. Find out if you are responsible for notifying your vendors. If so, then send out letter of notification at least one month prior to move. A week ahead of the move, send out a reminder e-mail to your vendors. Additionally, confirm internally that your facilities group is coordinating Certificates of Insurance if your new building requires it for any of your departments' vendors. If they are not handling this process, then you need to confirm with your vendors that they have Certificates of Insurance filed at your new location.

Location Identification Labels

As the move date approaches, you will receive from your facilities department location labels for the materials in your staff's workstations, your records, supplies and equipment. These labels will need to be filled out and applied to everything so that the movers know where to put things in the new site, under the direction of your facilities team. If no one is talking about labels and you are within a few weeks of the move date, ask. The information on these labels should correspond with the locations on a floor plan for your new office.

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Moving Your Records?

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You should put these labels on the carts as they are loaded, in addition to your sequential labels. Be clear on the proper location that you want items delivered to. Records should be marked for the records center. If there are separate areas on the floorplan for records-related supplies, carts, equipment, or unprocessed material, put those locations on the labels—not the generic records center location. Everyone needs to put their designated new workstation location on the labels for material that belongs in their workstations within your department. This may seem obvious, but if it isn't done you will have a mess at the end.

Pre-move Partial Shut-down of the Records Center

One way to ensure a smooth transition is to close the records center prior to the move. This actually means limiting services, not stopping them entirely (since that is obviously not an option in most firms). For a certain number of days prior to the move, the records department would not accept any material. Until after the move is complete, you would not accept any new material—either files to be checked in and shelved, documents for filing, or material to be processed and sent to storage. You would continue creating new files to be delivered to requestors (if that is a function of your department), pulling files housed in records or retrieving files in storage and delivering them to requestors.

The main advantage to this approach is that you will be maintaining an orderly workflow. Optimally, you will be able to complete the processing of all files and document filing in your departments' possession before the move takes place. Realistically, since that may not be possible, you will be able to organize everything in your departments' possession, even if some of the material is not fully processed.

This partial shut-down should start the day after your final clean-up day takes place. It would be announced as part of the move preparation communications. A reminder communication regarding the shut-down should also be sent out. Once the close is in effective, do not make any exceptions.

The Move

Moves are often conducted during off hours, including over the weekend. Whenever the move is scheduled to take place, you need to be there. You may need staff support, so discuss with your manager at the first opportunity and make your case, then either select appropriate staff or call for volunteers.

You cannot depend on the movers, even if you have been assured that the move team assigned to you will be experienced in records moves. At minimum you need to have yourself and one other person supervising your assigned move team. Also, the entire move will go much smoother if you have the same move team throughout the move—unloading at the old site, and loading at the new site. Make sure your facilities contact knows this in advance of the move and remind them before the move begins and again during the move.

Moving is a physical activity for everyone involved, but you will not typically be required to do the actual packing and unpacking of the files—this is normally a responsibility of the movers. Discuss this with your facilities contact and your manager and make sure your role is clear in your mind. Your responsibilities during the move need to be focused on supervising the process, insuring the files are properly loaded on to the carts and unloaded at the new location, assuring that no materials under your umbrella of responsibility are left at the old site (such as exhibits, supplies, unprocessed material or materials ready for storage that were not picked up by your storage vendor).

Some moves are conducted simultaneously, meaning movers are loading at the old site and un-loading at the new site at the same time. Ask if this is going to happen, and if you are told yes, make it clear that you must be present at the new site before the movers begin unloading your records. Be prepared to leave a dependable second in charge at the end of the loading process at the old site so that you can travel to the new site to meet the movers.

Loose files (records not in boxes) should be packed onto book carts or moving carts, then shrink wrapped by the movers. Boxed records are typically palletized by the movers, and then shrink wrapped. If you have a mix of loose and boxed records and intend to integrate them at the new location, you need to determine the best way to proceed. Consider integrating them on the carts as they are loaded. This will take some pre-planning and the loading onto the carts will be a bit slower. The advantage is that at the end, your team will be able to straight load onto the shelving without having to continually stop to look for boxes to integrate, which may have become scattered at the new site or might not have been delivered to the new site yet when you need them. This same process will work for integrating overflow records and records from ancillary rooms/spaces.

The key to a seamless loading is to have everything clearly and sequentially marked as it is carted or palletized. Number the carts as they are loaded so that all carts can be easily staged at the new location. Also, if using two-sided carts, identify which side is the 'start' side. For example, the first cart loaded is # 1, and the start side is A, a large label should be taped to the cart at the start point marked 1A, then the start point on the opposite side of the cart should be marked 1B. The second cart should be marked 2A and 2B. Whenever possible, attach your labels before the cart is shrink-wrapped to prevent your labels from being torn off in transit. Make your labels large and easy to see.

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Moving Your Records?

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As carts are loaded, flag sections where you will need to leave extra space when the files are unloaded in the new location. Especially be aware of active and growing matters, and the end of categories where growth is expected. How much space you can allow depends on your total new linear feet. As noted earlier, you should begin planning your unload as soon as you have the specific measurements and layout of your new space.

Oversized items such as exhibits, miscellaneous supplies or partial cartons of storage boxes, should be brought to the attention of your facilities contact. Find out how they and the movers want such items labeled. Sometimes movers provide large bins for oversized items. There will also be a pre-move walk through with the facilities team and movers. You want to be present when they come to the areas you are accountable for, and bring their attention to anything requiring special handling.

After the movers have carted up your areas of responsibility, walk through on your own space and make sure nothing has been missed. If anything was left behind, bring it to the attention of the appropriate persons immediately. There should be an official walk through as the movers complete the loading process, but you may miss it or they may miss you.

Mark the starting points for each bank of shelves in the new space. If you have the space allowance for it, leave at least one shelf empty per unit in addition to the extra space needed where you have flagged the carts. Pay close attention to how the movers are unloading the files in the beginning of the process and at the start of each cart. Make sure files are not being unintentionally reversed as they are shelved, and that the movers do not start with the wrong side of a two-sided cart.

Finally, once the movers are finished in the new space, look at the space carefully. Note any damage to walls or doors, unfinished shelving units, missing door handles. Bring these items to the attention of your facilities contact to be added to their post move punch list of items requiring. Remind your facilities contact as often as necessary until these issues are resolved.

By following the above agenda, you will assure that your office move is performed in a smooth, safe, and secure manner.

Debra J. Ferguson is the Senior Records Manager of Duane Morris LLP

SHE MADE ME DO IT!
THE NJALA GOLF OUTING

BY MARY BETH DONOGHUE

I have always loved the game of golf. I know people who ask, "What is so thrilling about a little white ball rolling into a small hole on large piece of green grass," but it is thrilling to me. The truth is that it takes a good amount of skill, analysis, and physical strength to get that little white ball across 300-400 yards of green grass, and have it roll into the cup.

You would think that having attended many amateur and professional golf events that I would have taken up the sport that I love to watch, but, in fact, I am just a faithful spectator! I have played thousands of holes of miniature golf over the years, and I have even taken golf lessons, but I never been brave enough to follow through on the links. That is, until Pat McGovern convinced me—after five years of her attempts—to sign up for the annual NJALA Past Presidents' Golf Outing.

Of course as the day drew closer, I kept asking myself, "Why did I agree to play?" but it is hard to say no to Pat. After all, the outing is the perfect time to get out on the course and have fun with our fellow administrators and business partners. Pat explained that I didn't need to be an expert in order to have a good time, because everyone would be willing to help me sink the little white ball into the hole, and that it was a day for experienced golfers as well as beginners.

Pat further explained that the outing was "Best Ball." This means that each player would start at the tee and hit the ball. Then, for everyone's next shot, they would go to the ball that was hit the closest to the hole and everyone would take their next shot from there. Pat told me all I would have to do is show up, wearing my sneakers and sunblock. The club would even provide golf clubs for the players who—like me—who did not have their own set. It sounded easy!

On June 20th, we gathered at the Hyatt Hills Golf Course in Clark. Hyatt Hills is a scenic, nine hole, regulation golf course with a full service pro shop and handsome bar and restaurant. It was a beautiful sunny day—perfect for a golf outing. As I approached the entrance to Hyatt Hills, I was greeted by NJALA golf outing veterans, Sarah Clark and Anita Setaro, who assured me that I was about to have a really fun afternoon. I registered and was given a gift bag filled with golf balls, tees, water, snacks, and other gifts provided by our business partners and fellow law firms.

We were then served a delightful buffet lunch, which gave us time to sit and chat with our fellow players and business partners. Then the fun began—the golf clinics. We spent the next two hours with the course professionals, who covered several clinics that included putting, driving, chipping, and working with irons and fairways. Each group in the clinic was filled with those of the same skill set—which meant the beginner's group for me. For players who have never held a golf club in their hand, this was a good way to get a feel for the game and learn how important it is to have the correct grip on the club. The beginner's group was feeling pretty good about our abilities at the end of the clinics—and then they announced the 3:00 p.m. shotgun start.

Suddenly as I stood at the first tee, any confidence I had of getting my ball off the tee escaped me. Needless to say, in a Best Ball outing, you only need one good golfer to carry the group from green to green. Luckily for me, my team mates (Jim Veraldi and James Howlett of Microstrategies, and good friend, Ron Henry) are really good golfers. Thanks to their patience and encouragement, the game went pretty well and we had a lot of fun. Before we knew it, we had finished our nine holes and were we heading to the club house to cool off and freshen up for dinner.

As each group came into the club house, we gathered to talk about our games: the great hits and the not-so-great swings of the day. A delicious buffet dinner was served and, of course, the golf conversation continued. It was fun to be in the company of our fellow administrators as well as our business partners in such a relaxed setting.

After dinner, prizes were awarded to some of our golfers:

First Place Team
Bill Gascoigne of Capital One Bank
Sarah Clark
Michael LaFrance
Paul Zadnik

Second Place Team
Nancy Minette of Somerset Hills Bank
Brian Hines
Jim Van Leir
Audrey Young

Most Honest Golfers (a/k/a Last Place)
Dave Flamini of Equitrac
Libby Bernier-Spiess
Ken Bailey
Tom O'Connor

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NJALA Golf Outing

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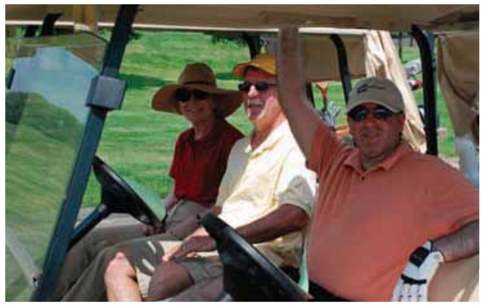
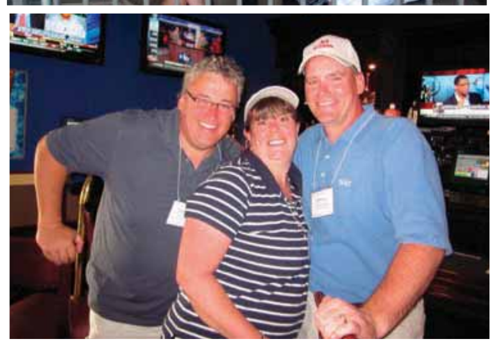
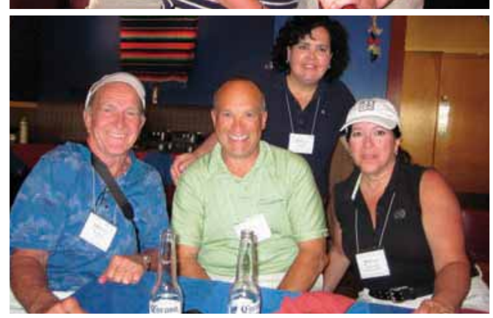






<u>Closest to the Pin</u>
Harvey Schulman

<u>Longest Drive Male</u>
Jim Veraldi of Microstrategies

<u>Longest Drive Female</u>
Susan Carrigan

Three scholarships to our Region 1 Conference in Pittsburgh this year were also awarded in a random drawing.

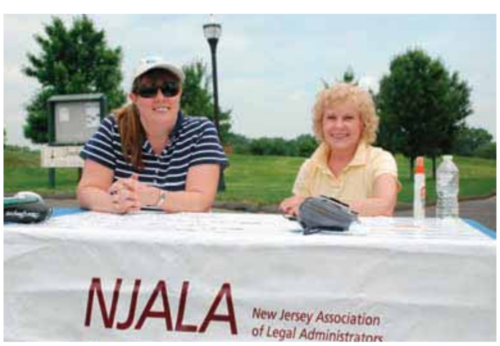
Several members also won the following prizes from our generous business partners:

- Tiffany's Gift Certificate from **Capital One Bank**
- $100 Amex Gift Certificate from **LAN Associates**
- A putter from **MCS**
- Gift Certificate for corporate carpet cleaning from **Millicare**
- $200 NJPAC Gift Certificate and a $100 Amex Gift Certificate from **Micro Strategies**
- Gift Card to Golfsmith from **Update Legal**

So for all of our members who have not ventured to sign up for this event in previous years, because they don't know how to get "the little white ball into the hole," my advice to you is to sign up for a great day of fun with your fellow NJALA members and business partners. I know that next year, when Pat approaches me for the golf outing, I will be happy to sign up!

I would be remiss if I didn't acknowledge our business partners again. This amazing outing, our three Regional scholarships, and our other prizes would not have been made possible without the continued generosity of our business partners. We thank each and every one of them for making this day possible.

Mary Beth Donoghue is the Director of Administration of Day Pitney, LLP in Parsippany



New Member Spotlight

Introducing Our Newest Members of NJALA

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ALA's Value in Partnership (VIP)SM Program

By Sarah Clark, CLM

The right products and services are key to successful legal administration. Did you know that there is a section on the Association of Legal Administrators (ALA) website that provides links to information supplied by consultants, suppliers, manufacturers, service providers and training organizations? On the ALA home page, look for ALA Value in Partnership (VIP) Program.

ALA has enhanced the services and benefits available to ALA members because it continues to be one of ALA's top priorities. With that goal in mind, ALA has a series of benefit programs that are of value not only to members, but also to their employers and families.

ALA is pleased to offer its line of member benefits, providing an array of resources and services at discounted rates from nationally known companies. ALA members, their employers and their families have the opportunity to enjoy the savings these benefits provide. To secure your benefits, identify yourself as an ALA member and provide ALA's customer number/code (when requested). In some instances, you may also be required to present your current ALA Membership Card.

ALA offers no direct endorsement of products and services represented by business partners. Likewise, ALA assumes no responsibility for the currency or accuracy of information, or the availability of any products or services, noted in any business partner materials. However, this may be a great place to start if you are researching a new product or service.

The VIP programs listed below are for the exclusive use and convenience of ALA's members.

- ABA Retirement Funds
- Affinity Consulting Group
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Sarah Clark, CLM is the Office Administrator of McElroy Deutsch Mulvaney & Carpenter, LLP in Newark
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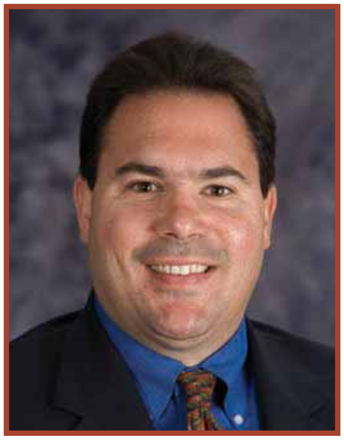

Legal Marketing: Now Sitting at the Adult Table!

By Ed Miller

This past year, the Legal Marketing Association celebrated its 25th birthday. This means that institutional marketing in law firms is still relatively new. I have been fortunate to watch and participate in the evolution of marketing since graduating college over twenty years ago. The legal industry has changed from a noble profession run by an "old boys' network" into an ultra-competitive business. Today, there are over 1.2 million practicing lawyers in the United States. With so many lawyers competing for clients, it is only natural that marketing has risen to a top priority for so many law firms.

Of course, with such an evolution taking place, the role of the law firm marketer has changed significantly. In the 1980's, the marketing responsibility often fell to a secretary who planned client events and parties; or on the individual attorney, thereby taking much valuable time away from working on billable matters. Today, for a firm to thrive, non-lawyer marketers should play an integral part in firm management and participate in the strategic planning process. Within the marketing departments (yes, marketing departments) of many law firms, there are professionals with subspecialties. Some of these include webmasters, communications specialists, market researchers, niche industry specialists, business developers, event planners, and public relations experts. As a Chief Marketing Officer, I head a department of four, including myself, where we wear all of these various hats. This is quite the change from the party planning days.

Many people also credit the changing role of marketing with loosening of ethics rules. Not long ago, advertising in any form was strictly banned. Today, you hear lawyer ads on the radio and on television, and not only by plaintiffs' law firms but also from well-known commercial firms. This loosening of the rules, along with rapid technological advances, like the Internet, has made attorney advertising commonplace. However, the ethics lines have been blurred. One should exercise extreme caution to ensure the line is not being crossed.

Do you remember the days before the Internet? It seems like a lifetime ago when Al Gore invented it, but in reality, it was not that long ago. The Internet and related technology have changed law firm marketing more than anything else. Back in the day, clients could find a firm by looking in a Martindale-Hubbell, which looked like an encyclopedia set. Now, by doing a quick and narrow Internet search, a prospective client can easily find an attorney to suit his or her needs. (Also, do a search to see what an encyclopedia set looks like.) I spend a large portion of my day working on SEO ("search engine optimization"). I have to think of all the ways prospective clients may search on the Internet for legal services in our jurisdictions. This requires thinking like a prospective client and figuring out what Internet search terms they may use. Then I have to make sure our website shows up at or near the top of the results page. I remember a day when another term beginning with SE crowded my brain. How things have changed.

Websites have replaced glossy brochures. Blogs and direct email have changed the way newsletters are created and distributed. Social networking is replacing, well, networking. Networking used to mean attending bar association events and trade group meetings. Now what is it? Traditional networking is still important, but social networking certainly has taken over the day. Educational client seminars have always been effective for gaining new business, creating cross-marketing opportunities and adding value to existing client relationships; now we also do webinars. Even the language we speak has changed. We conduct cheap and easy online research and are able to do competitive analysis. We can quickly and effectively respond to RFPs. We can get alerts when our clients are mentioned in the media.

Certainly technology has given us more or enhanced marketing tools. It also has raised the bar with regard to client service. For years, the number one client complaint was that his lawyer was either not responsive or not available, or both. The rule of thumb was that it was acceptable to get back to the client within 24 hours. Now with smart phones, the client expects immediate access and responsiveness. Those lawyers who have not embraced this technology are putting themselves at a competitive disadvantage. We all like to say we are in a "service" industry. This is true, so use technology to excel at client service.

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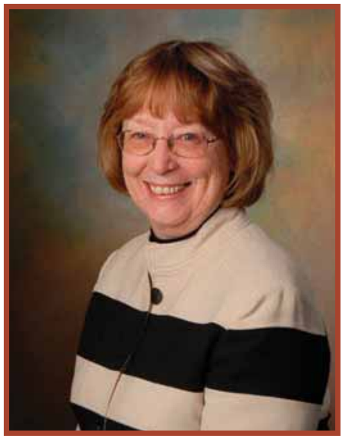
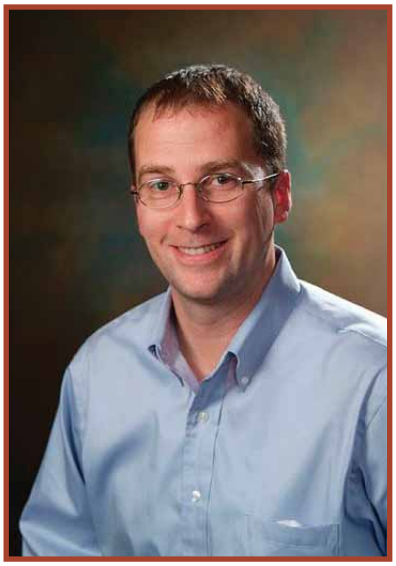


MEET GREG DEATZ

BY FRAN PUNTILLO, CLM

Greg Deatz is the Director of Operations of Hoagland, Longo, Moran, Dunst & Doukas. Greg moved to New Jersey after completing the 8th grade in Louisville, Kentucky. He attended high school in Hackensack and earned his bachelor's and master's degrees from Rutgers University.

Greg, his wife and three children (two sons, 13 and 11 years old, and one daughter, 8 years old) enjoy taking family vacations. This month, the Deatz family is driving down to Florida for a family reunion. During their trip south, they are planning stopovers in Virginia Beach and Savannah to enjoy the sun, sand, and sites. Since Greg also enjoys cooking (you might ask him for his pasta puttanesca recipe—I hear it's pretty good), maybe he can drop in on Paula Deen and give her a few cooking tips while he's in Savannah!



Greg Deatz

Greg also enjoys biking and running. He is currently working to get into shape in time to participate in the 2012 New York Marathon (Greg last ran in the 2009 NY Marathon, but was sidelined with an injury). He confessed that he's been obsessing over the idea of planning a "bike ride" across the United States. I'm not sure cycling about 70 to 100 miles a day and camping along the way across our country is my idea of a "bike ride," but you go, Greg! Are there any other cyclists in the chapter who might be able to dissuade him of this idea? Hasn't he seen the tornados, floods, wildfires, and bear attacks that have terrified us on the evening news lately?

When his family can get him to sit down and (really) relax, Greg enjoys movies. His top movie picks include *Amadeus, Shawshank Redemption, Jacob's Ladder, Ghostbusters, Braveheart, Lord of the Rings, Austin Powers, The Empire Strikes Back* and *Stand By Me*. As you can see, his eclectic movie choices are a combination of drama, fantasy, gore and humor (really, Greg, don't you get enough of that at the office)?

Speaking of the office, Greg started his long-time employment relationship with the New Brunswick law firm of Hoagland Longo Moran Dunst & Doukas in 1991 while he was a college under graduate. He worked in their mail room and helped out in their IT department. He left the Hoagland firm but returned after a brief time away. Upon his return, he worked as a programmer, designing custom software for the firm. Over the years, additional duties and responsibilities were added to Greg's job description. He is now the Director of Operations at Hoagland, Longo, Moran, Dunst & Doukas, heading up their HR, IT, Facilities and Marketing departments.

When asked about challenges he is facing at work this year, he reported that his firm is currently in the process of building out and moving its administrative staff to a new space. Greg is overseeing this project and is enjoying the task immensely. He reports that the project is going well. He hopes to have everyone settled in to their new locations by September of this year.

Greg joined ALA and NJALA in 2005. He, like most of us, values the monthly meetings, but he especially enjoys the social hour beforehand. While he feels the educational portions of the monthly meetings are very worthwhile, he rates the relationship-building opportunities with his peers during the dinner hour as the most beneficial part of his chapter membership. When I asked him what he would suggest to the NJALA board and officers to improve the chapter, Greg said that we should make the next golf outing a full day event. Maybe that would improve his golf game (that's a direct quote from Greg—I didn't say that!). Greg also suggested that NJALA and the New York City chapter of ALA should consider doing more joint projects over the year. Great idea, Greg!

NJALA has been hoping to tap into some of Greg's talents by making him a permanent fixture on our Newsletter

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Legal Marketing

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The one constant throughout all the years is that the key to having a successful practice is having the ability to create and maintain deep, meaningful relationships. Whatever form marketing takes, its number one priority is to open doors to new relationships and to enhance existing ones. These relationships, whether with clients or referral sources, are the key to driving revenue. Marketing cannot, nor should it, replace getting out and connecting with people. Too many lawyers make this mistake. Marketing will give your lawyers credibility when building relationships ("he must be the expert, he wrote 25 articles on the subject"). Marketing expands the pool of potential relationships. Think about it this way, back then we could fish in the local pond. Today, without much more effort or expense, we can fish in every stream, pond, lake, sea and ocean.

What is next? The next 25 years should be exciting.

Ed Miller is the Chief Marketing Officer of Norris McLaughlin & Morris in Bridgewater

Meet Greg Deatz

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Committee (Greg has written articles for the *Jer-Z-Journal* in the past). However, Greg is serving his second term on the Board of Education in Highland Park, so NJALA may have to wait a little longer before we can add him to the *Jer-Z-Journal* roster. The Highland Park Board of Education has kept Greg quite busy dealing with charter school issues, a highly volatile topic in his district.

When I asked Greg to compare his position on the Board of Education with his position at the law firm, Greg said that the primary job of the Board of Education is to govern their district by creating and managing policy that reflects the needs of the district. After all, policy is supposed to be the concrete articulation of the desired management goals of the organization. In such a highly regulated environment as a Board of Education, policy drives everything. One of the benefits of having a strong policy is that the Board can simply monitor to ensure that a policy is being enforced rather than spending time on case-by-case situations. Greg thought that perhaps law firms could emulate Board of Education's structure by setting policy and then letting their firm's chosen administration enforce it.

In the meantime, Greg has promised to contribute future articles to the *Jer-Z-Journal*. That "bike ride" across the country won't get you off the hook, Greg. You can run… but you can't hide!

Fran Puntillo, CLM, is the Office Manager of Weiner Lesniak, LLP in Parsippany

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The Power of Logistics

Make your life easier and focus on running your firm

By Will Robertson

It's 7:45 P.M. A partner calls. Important original documents are on her desk. They are needed in Los Angeles at 8:00 a.m. tomorrow. She's in a panic. You however, are not.

In less than one minute's time you create a label and arrange a pickup. By 8:15 p.m., the documents are on their way, and you're able to get a good night's sleep knowing those documents will arrive by 8:00 a.m., guaranteed. You arrive at your desk the next morning to find an email at 8:15 a.m., alerting you that the package has been delivered and was signed by receptionist Michelle Smith in Los Angeles at 7:25 a.m. Crisis averted.

Four important things have occurred in the above scenario. Your client is satisfied. Your partner is happy. You look like a miracle worker. You have harnessed the power of logistics.

You may ask, "What does logistics have to do with me and my law firm?" In the legal world, logistics is about helping to get it there on time, every time, and saving time and money in the process. You've been challenged to do more with less. It is not enough to merely perform miracles. You must perform them on a budget. Logistics helps you do that because it saves you time and money.

All of you, whether you spend time thinking about it or not, manage logistics in your positions daily.

Successful firms accept their shipping vendor as a partner and expect them to create value for their firm. They should strive to help you by reviewing processes and implementing solutions that save time and money while improving client care.

The areas where logistics have the greatest impact on law firms are:

Process Efficiencies

Streamlining the shipping process with new automated methods will:

- Save you time
- Save you money
- Reduce errors that cause delays in the process

Creating more efficient practices and more productive employees allows you to focus on the core of your business—running a law firm and exceeding your client's expectations.

For firms with a significant amount of shipments arriving from multiple carriers everyday, there are several technology tools that enable efficient tracking internally within your facility. Inbounding systems allow firms to:

* Track assets and ensure compliance throughout the firm
* Know exactly when a shipment has arrived at the employee's desk

Bill & Cost Allocation

Ensuring proper billing and cost allocation can be a time consuming process for any size firm. There are electronic tools available to reduce the time spent on allocating client shipping costs. When implemented, they have been proven to show an 80% reduction in time spent allocating and reconciling the bill. The tools include validation of billing information and integration with a firm's billing software.

Validating client and matter codes upstream in the shipping process is a key component to this process. Ensuring that clients are billed correctly helps to enhance client care and eliminate

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The Power of Logistics

(Continued from page 41)

wasteful errors and costs. Firms that integrate shipping with their financial system make billing quick and easy, significantly reducing allocation and reconciliation time.

Enhanced Client Care

Everyone knows how critical it is that an important brief or key piece of discovery arrives in the other party's hands on time. A missed delivery can make or break a case. With many of the visibility tools available, you can:

- Easily track important packages throughout the process
- Be alerted to exceptions such as weather or security delays
- Be proactive rather than reactive when a partner or client has questions about a shipment

Sending proactive emails regarding a shipment with the expected time of arrival and a link to the tracking number allows the firm to easily communicate to their internal and external clients. This solution will:

- Eliminate manual tracking of shipments
- Reduce the worry about the status of the shipments
- Help to ensure timely problem resolution.

The best part about this is that most shipping applications will automatically send these e-mail alerts once you sign up for the free service.

Return Shipments

Your carrier's reliability and ease of returning shipments is tied directly to your firm's reputation. Poor service reflects poorly on your firm. Reliability and professionalism is very important when a vendor represents you.

Often times, you need to send an overnight letter to a client simply to get a signature on some critical documents, and have the documents returned to your office. Instead of folding up a return envelope and filling out a paper air waybill for the return address label, process shipments online. Online systems can create a return label immediately after the outbound label is created, eliminating the need to re-enter information or use a paper waybill. Use a reusable express envelope and you will not have to include a 2nd envelope in the outbound shipment. This reduces paper waste and makes a strong "green" statement about your firm.

Strengthen Your Brand

For some firms, there are options for branded envelopes and labels that can help increase the visibility of your firm's brand, and let your shipments stand out among all others.

Now the front of your express envelopes can make as strong a statement about your company as what's inside them.

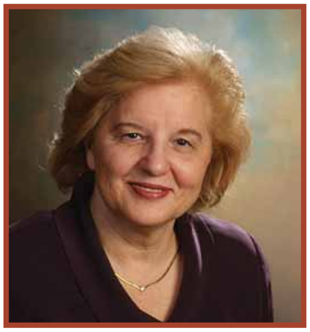
You can build brand equity by showcasing your company's distinctive imagery on the front of the envelopes you use to ship, and make a powerful impression on your clients.

Customizable reusable envelopes give your customers a convenient and green way to return documents back to you.

About UPS

With over 100 years experience, 400,000 employees, and $1B a year in IT investments, UPS knows logistics and understands the needs of our clients in the legal industry. Every day, UPS delivers over 1.1 million Next Day Air® shipments, on time, throughout the U.S. UPS's objective is to create competitive solutions to logistics challenges wherever and whenever they occur. UPS provides clients with technology solutions that save time and reduce cost related to small package transportation by improving business processes related to shipment preparation, visibility, cost allocation and bill reconciliation, enabling more focus on growing their firm, all while improving service to their clients. Whether you are a multinational firm or a local firm with 1 office and 5 lawyers, UPS can help your firm get on the path to saving time and money immediately.

Will Robertson is the Professional Services Industry Marketing Manager for UPS in New Jersey, responsible for providing value to clients through customized solutions that save time and money, mitigate risk, and improve client care. Will has more than 20 years experience with UPS, and has held multiple roles within operations, marketing and sales. He can be reached at 603-703-1516 or via e-mail at wrobertson@ups.com.



Presenting... Our Business Partners

By Rose English and Nancy Fosina

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(Continued on page 45)

Presenting Our Business Partners

(Continued from page 44)

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-Debbie Ambriano, Office Manager, Fragomen

For more information on our Beyond Architecture program, please contact Stephen D. Quick at *squick@planetpsa.com*.

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For more information, contact Luke Mulholland at 732-225-8807 or *lukemulholland@priorityarchives.com*.

Rose English is the Human Resources Manager of Morgan Melhuish Abrutyn in Livingston

Nancy Fosina is the Administrator of Maraziti, Falcon & Healey, LLP in Short Hills

HATCHES, MATCHES & DISPATCHES

BY TOM J. KAMINSKI

Time keeps on ticking…into the future. Last night I went to a Sweet Sixteen for my friend's daughter. The scary part is that it seems like just yesterday that I was at HER Sweet Sixteen. Time marches on. My daughter, Zoe, will be going into the third grade this year, while her brother, Kody, will be starting first grade. My youngest, Wyatt, starts preschool this year. I guess I'd better start looking at colleges for all of them soon. Speaking of time, can you believe it has already been two years since I've been writing Hatches Matches and Dispatches? Time keeps on ticking…

Congratulations to **Susan Weinreb** on her new position as Director of Human Resources at Genova, Burns & Giantomasi.

Elli Albert (Berman Sauter), along with her husband Brent and sons Brian and Jordan, traveled to Punta Cana, Dominican Republic, in July for a much-needed vacation. Elli reports that, for the better part of seven days, she did little else but lay under a palapa (grass hut—see photo) on the beach, with her beloved Kindle at her side. As she put it, "A perfect vacation, indeed."

Congratulations to **Carol Zieleniewski (Tompkins, McGuire**) whose son, Michael, has recently become engaged to Leslie Dodson. Carol tells us that Michael proposed to Leslie via the "big screen" at Yankees Stadium, the site of their first date. Awwwww, ain't that nice? A New York wedding is in the works. We wish them all the joy and happiness in their future together.

Speaking of congratulations, **Ron Henry (Wilentz Goldman)** and his wife, Donna, have become proud grandparents for the first time! Norah Catherine Henry arrived on February 26, 2011. Ron's son, Christian, and his lovely wife, Liz, live in Cambridge, MA, and are enjoying the "bliss" of parenthood. If that isn't enough, at the end of August, Ron and Donna will be visiting their daughter, Amanda, and her husband, Pierre Louis Bazin, in Leipzig, Germany. In January, Amanda and "Pilou" started their five-year tour of duty at the Max Planck Institute in Leipzig, where she runs the Max Planck Research Group on Plant Foods in Hominin Dietary Ecology, and Pilou is a post-doctoral researcher in the Human Cognitive and Brain Sciences Department. Those are some smart kids, huh?

Angela Segal (Latham & Watkins) and her husband, **Steven (Podvey Meanor**), wanted to wish everyone a Happy Fourth of July from Barnegat Light (see photo).

Happy Birthday and many happy returns to **Brian Hines (Wilentz Goldman)**, who turned 50 in May.

Congratulations to **Helen Lysaght (McManimon & Scotland)** whose niece, Cheryl Wermer, gave birth to a beautiful baby girl on July 19. Her name is Eleanorah Beth Wermer (a/k/a Ella B) and she weighed in at 7 lbs. 3 oz., and 20 inches. Cheryl and her husband, Zac, also just bought a new home, so Aunt Helen will be going up to Boston to help them settle in.

Happy Birthday and Congratulations to **Carole Sanguino (Fein Such)**, who turned 70 on April 4th. She is still somewhat in shock at how quickly the years fly by. Additionally, Carole

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Hatches, Matches & Dispatches

(Continued from page 46)

is excited and proud to announce that she is awaiting the arrival of not one, but two more grandchildren. This will make Carole and her husband the grandparents of seven little ones within a five-year period (and with no multiples). The first grandchild was born in March 2006, and they are expecting the next two to arrive in October and December.

Well folks, that concludes another edition of Hatches Matches & Dispatches. I'd like to leave you with a quote I read and found exceptionally profound: "Sometimes, it's the smallest decision we make that can change our lives forever."

Until next time, Shade and Sweetwater to you all!

Tom Kaminski has been a member of NJALA since 2008

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Q&A: Today

By Anita Setaro

Q: ***Our theme for this issue is "Then and Now." Looking at how law firms have changed over the years, we wanted to know what you thought was better "back then"?***

Gayle Englert of Cole, Schotz, Meisel, Forman & Leonard, P.A.: When you left the office, you left the office. You addressed business items the next day or on Monday. You actually took a vacation and there was no expectation of a 24/7 communication, i.e., email.

Karen Hess of Peckar & Abramson: The one thing that comes to mind is the more personal service clients used to get. In other words, when they called the office, there was no voicemail or recording, they actually spoke to someone who would take a message, answer a question, and exchange pleasantries.

Sarah Clark, CLM, of McElroy, Deutsch, Mulvaney & Carpenter, LLP: If I had to suggest something that may have been better "then," I would say it was lower secretarial ratios and the availability of floater secretaries. We used to have a solid 2:1 ratio, and we always had a floater to fill in as needed. I agree that attorneys are becoming more self-sufficient, but on a busy day it would be nice to have that surplus of resources still available.

Ed Miller of Norris McLaughlin & Marcus, P.A.: Technology certainly has made life more efficient, but it has taken away much of the day-to-day human interaction that was around in a law firm—before email became the most used communication tool. The feel of intimacy seems to have been diluted from years past.

Barbara Hughes of Littler Mendelson, P.C.: No Black-Berry, no laptop.

Elli Albert of Berman, Sauter, Record & Jardim, P.C.: One thing that immediately comes to mind is the way telephone communications have changed. Back then, whenever you needed to communicate something—whether it was to people in your office, the courts, vendors, etc.—you picked up the phone and, 99% of the time, someone actually answered it! No email, no voicemail, no multi-layered recording loops (press 1 for this, press 2 for that). I really miss those days of making a simple phone call.

Ken Bailey, MBA, CPA, of Fishman McIntyre, PC: Overall, due to technology, many things in law firms are better now versus "then." However, one thing I really miss about "then" is the loyalty of the attorneys. For example, back "then," a new attorney (just out of law school) would come to a firm, learn, grow and continue with that firm for many years. There seems to be less and less of that happening today.

Karen Steinberger, CLM, of Saiber LLC: I don't think things were "better," but HR sure was easier! No FMLA, FSLA, or COBRA!

Anita Setaro is the Office Manager of Duane Morris LLP in Newark

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