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 A Chapter of the Association of Legal Administrators

JER-Z JOURNAL

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ON THE COVER

We invite you to peruse the special section of our annual Conference edition of the *Jer-Z Journal*, as we present a recap of this year's ALA Conference and Exposition that was held in May, 2011. The cover shot, provided by NJALA member Elli Albert, is a tranquil setting at the conference hotel, the Marriott World Center in Orlando, Florida.

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Jer-Z-Journal

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* As awarded by the Association of Legal Administrators at the 2009, 2007, 2005 and 2003 International Conferences.

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FROM THE RESIDENT'S DESK

BY FRAN PUNTILLO, CLM

I joined the Sandwich Generation when my parents came to live with my son, David, and me during the last year of my Dad's life. My small Cape Cod home got even smaller as we rearranged my furniture to accommodate my parents and their stuff. Mom and Dad took my bedroom on the first floor (it was closest to a bathroom). I moved upstairs. Life, as I knew it, was rearranged along with all the furniture. David and I got used to tiptoeing around the house on weekend afternoons when my folks napped. David, bless him, solved the heating issue by pointing out that if he and I wore shorts and T-shirts around the house all winter, we wouldn't melt when my folks turned up the heat because they felt the cold more than we did.

My shopping list changed dramatically. I began buying Ensure, pink fake-sugar packets, Depends, tons of tissues, toilet paper, and boric acid (I never found out what that was for) for Mom and Dad, and considerably more wine for me. I learned to hate Angela Lansbury who starred in my Mom's favorite TV show, which seemed to air 24/7. But despite all the necessary rearranging and accommodating needed to put our two family units together, I count myself incredibly fortunate to have been sandwiched between my beloved parents and child.

One of the clearest memories I have of that period in my life was a seventh-inning conversation I had with my Dad. Mom had gone off to bed with a book while me 'n Dad watched a Yankee game together. Dad began the conversation that evening by telling me how much he loved his family and how proud he was of all of us. He said if he died that night, he'd have no regrets: He had lived a good, long life. Through tears that I tried to hide from him, I insisted that he live forever and never ever speak to me again about dying! He seemed to want to reminisce, so we talked about the people and events he remembered most over his lifetime. Dad described in detail high school baseball games he played with buddies he thought he'd have forever. He remembered the speech that began, "*A date that will live in infamy...*," as if it happened yesterday and how his life was turned completely upside down by The War. He remembered names and faces of friends who never returned home from Europe. He remembered K-rations, specifically peaches, which he refused to eat ever again.

Mom and Dad had three children, but Dad was alert and kind enough, even at age 87, to mention things he remembered about me

during our conversation that evening. He asked me if I remembered that Saturday morning was "our time" when we lived in the Bronx. Dad got paid on Fridays, so while my Mom did the food shopping on Saturday mornings me 'n Dad would go roller skating in Metropolitan Oval, a park across from our apartment building. We talked about the current, newfangled in-line skates; we decided we preferred the old-style parallel "training wheels" that we wore back then. He apologized again for the bruises and cuts on my knees and elbows as if they happened yesterday, instead of on one of those Saturday mornings so many years ago. He asked if I still had the set of pink jumper cables that he bought for me when I got my first car (I did). He remembered cheering for his daughter when she blocked a shot that would have cost her high school team the basketball game. That was my Dad—he never mentioned all the foul shots I missed because I hated to practice anything that required me to stand still. He remembered giving his daughter away when she got married, although he insisted that it was "just a loan." He remembered how cold it was the January I brought his first grandchild home from the hospital.

I asked my Dad if he remembered lifting me up to sit on his lap to help him steer the car as we drove down the bumpy road to the little house he built at the lake. I was probably three years old at the time. He did. I told him I did the same thing with my son as soon as he could see over the dashboard. Dad was pleased. He smiled as he told me he remembered the first time he tossed a baseball to my son to catch, so many years ago. He remembered teaching his oldest daughter to use power tools and how much he had enjoyed making a TV cabinet with her. We ended that evening by watching the rest of the Yankee game on the TV that sat in the cabinet we had made together.

As I write this last "presidential article," I find I too want to reminisce about a part of my life that is coming to a close—my term of office ends on June 30th. I fondly remember Mary Bogart who started me on this journey by inviting me to attend my first NJALA meeting with her more than 18 years ago. The Manor, the educational session, and most of all the people I met that evening, hooked me.

When I joined NJALA, I realized what a blessing it was to be a member of an organization made up of people who truly understand what it's like to work with lawyers! I had thought networking with

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From the President's Desk

(Continued from page 4)

dinner/drinks was the best part of my NJALA membership until Ron Henry encouraged me to serve on the NJALA board.

I remember how Sue Buchanan-Leone took me under her wing and explained how NJALA worked and then forgave me for withdrawing from the board in order to prepare for the CLM certification exam.

And what would I have done without the strong shoulders of Sara Diaz to lean as we passed through the ranks of NJALA officers together? Sara, I can't thank you enough for the mentoring and support you offered.

I've enjoyed the privilege of working closely with NJALA officers Gayle Englert, Mary Ellen Dolan, Audrey Serban and Lisa Cuffari and others on the board. What a great group of members our chapter has elected to carry the baton of leadership to move our chapter forward!

I remember Karen Steinberger and Rita Thompson (of NYCALA) giving me much needed pep talks when I was studying for the CLM exam. I distinctly remember my astonishment when I read the letter from ALA that said I had earned the CLM designation.

I remember working with Pat McGovern and Habitat for Humanity to build a home for a young mother—phew, how many feet of molding did we paint that day?

I remember the tingle of excitement and pride I felt when our chapter won First Place for Educational Excellence at ALA's annual conference in 2010.

I remember Elli Albert's encouragement as I toiled over these newsletter articles.

I remember learning, laughing and even shedding a few tears with many NJALA members during chapter meetings and ALA conferences over the years.

So many NJALA people have touched and enhanced my life and offered to share of bit of theirs with me: Tim O'Connell, Rose English, Nancy Fosina, Sarah Clark, Ken Bailey and Audrey Young, to name just a few. I could go on and on. I have such wonderful memories of friends I've made through NJALA and the events I shared with them—I will cherish the people and these memories for the rest of my lifetime.

So in closing, as I look forward to moving back to the sidelines where I'm most comfortable, I want to say to NJALA's membership, **thank you all** for the privilege and honor of serving as your president this past year. As my Dad would have said, "It knocked the ball right out of the park!"

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

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ENTITLEMENT

BY DOREEN MARINO

Dealing with “entitlement mentality” is difficult, frustrating and costly. Many employees deserving of entitlement take their expectations far beyond the realms of reasonableness. When we manage people, we need to balance the right entitlement for the right reasons. Solidifying the reasons (setting criteria) and establishing the expected entitlement is the only way to have some sort of control.

To begin with, let’s define the “entitlement mentality.” Employees develop a sense of entitlement in exchange for what it is they believe meets the firm’s expectations. A simple example—an employee (paralegal, attorney, secretary, clerk) is an excellent performer, majority of feedback confirms it, compensation confirms it, bonuses confirm it, etc., so they become privileged and expect special treatment. Employees then create their own special treatment. Most decide that they are above the policies or procedures imposed on everyone else. They become special. The understanding is the employee is meeting (or even exceeding) the firm’s expectations, so they do not have to be burdened with the rules. As a matter of fact, rules are insulting.

If you haven’t identified the problem yet, take a look at these:

- Employees criticize how a firm spends money—such as money on a holiday party or an attorney retreat. They believe they would be entitled to the money instead. Actually, if we let them manage the money, the firm would be much better off.
- You want to develop a program of workflow and certain senior secretaries resist and do not participate. They are supported by their partners. Your workflow system fails. They paid their dues and feel that they are no longer required to do their jobs.
- You have issues with a protected secretary (we all know what that means) and you are unable to reprimand that secretary. If you do, it’s political suicide. It impacts all the staff and influences their behavior to emulate the same rights. Your management ability is being questioned.
- You implement a software training program to enhance technical skills. Certain staff members (typically those that need it the most) refuse to participate in the training. They are supported by the partners they work for. After all, they managed this long to be successful without unnecessary training.
- A successful associate imposes unreasonable demands upon the staff. What happened, he/she use to be so nice to work with?

- An employee does not have to abide by the attendance rules—they are special and do not have to do what everyone else has to do.

- You throw in a perk for hourly employees letting them have a free afternoon off during the summer. The following year you have employees complaining that the firm is not offering the same perk. You, of course, in your meanest hour took a benefit away from them. Better yet, you get complaints from exempt employees as to why they can’t have the same benefit.

The “entitlement mentality” is different for different generations.

- Baby Boomers have historically worked hard and, therefore, have the expectation that working hard reaps some sense of entitlement—such as job security. They value intrinsic rewards other than money. Happiness at work is vital. Therefore, work hard and you are entitled to happiness. (The recent economy has displaced many Baby Boomers since job security has become very questionable.)

- The Generation X’s expect support for their success. If you give them the tools to succeed they will likely succeed. The tools typically make them look successful before they are. They work because they have to and expect material rewards if they succeed. They are entitled to the whistles and bells in exchange for their hard work.

- The Generation Y’s (also referred to as Millennials) are actually closer to the Baby Boomers with the major difference being the entitlement. Where Boomers expect return loyalty from a company, Y’s expect much more rewards—more money, more benefits and more perks.

Historical work experiences also influence employees’ sense of entitlement. This is very apparent every time you hear an employee detail how their former firm did things much better. How people are treated in prior employment, especially when treated well, remains an expectation when moving to other jobs.

Now taking all the information on how entitlement exists—you need to keep in mind that decision makers in the law firm have an “entitlement mentality” themselves. That’s why it is hard to alter. If a partner feels that loyalty is very valuable, and projects that, it is very difficult to alter the behavior of his long-time secretary whose skills have gone down the drain. Also keep in mind the mispercep-

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Entitlement

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tion that entitlement projects importance (e.g., we are exceptions because we are so important to the firm). So yes, we are dealing with egos as well.

So what is so bad about “entitlement mentality”? I would bet if we interviewed firms that have closed their doors over the past couple of years we would see rampant entitlement problems. No, the “entitlement mentality” didn’t close those doors, but it certainly contributed to a combination of wasted costs and drops in productivity. When we give into the “entitlement mentality,” we hinder morale, productivity and impact the profitability of the firm. A privileged employee either becomes an unproductive employee him/herself or becomes “morale busters” (behavior that negatively impacts other employees’ productivity). The costs to the firm are considerable: Employees lose skills and/or productivity, additional people are hired to absorb the work, morale goes down and productivity goes down even further, and turnover increases.

Let’s learn from our mistakes and move forward on nurturing a healthier work culture.

1. Spend the time studying your “entitlement mentality” culture. Make a list of what the expectation is in exchange for what value. For example:

Person	Expectation	Exchange
Employee A	No attendance rules	20 years of loyalty
Employee B	Excessive time-off	Proficient Performer
All Employees	Extra Holiday time	A perk previously provided
Employee C	More money	Completing a major project

2. Once you have your list, you can start to identify some cures. You need to start with the **exchange** because that is where the problem is. For example, loyalty (longevity) should receive a specific benefit from the firm such as incrementally increased time off, a bonus, profit sharing, etc. The point is to provide what the **expectation** should be.

3. Educate your employees on compensation and market trends. The firm’s viewpoint on compensation should be clear—such as “we don’t pay the highest, but our compensation is fair.” The reason for this is that when employees believe they are undercompensated, they expect more entitlements. Most employees assume they are undercompensated.

4. Implement your list of cures. The larger the firm, the more formal this needs to be. You need to communicate it to the relevant partners and it should have a format close to the following:

- Explain how entitlement causes demotivation—if not the employee him/herself, then the employees impacted by the “entitlement behavior.” (Do not confuse this with unmotivated employees. A demotivated employee was very self-motivated at

one time.) Demotivation causes a drop in productivity. It would be best to provide examples.

- Explain the entitlement(s) that is/are occurring. It might be obvious to you but do not assume it is obvious to everyone.
- Explain the real exchange and why the firm believes it is a very good exchange (e.g., Employee A receives 30 days paid time off in exchange for 20 years of service; recognition program for helping others; recognition for team efforts, etc.). Whenever possible, the exchange should be a reward tied to compensation—either directly or indirectly.
- Explain the benefits to the firm of clearing up the confusion and creating a positive environment (e.g., if Employee A is able to get to work on time, the other employees impacted will get to work on time, we could probably not replace the mailroom clerk since staff will now be around to handle the incoming mail).

5. Communicate out to employees the firm’s understanding of the exchange and the misconceptions.

6. Pay for Performance—there is a reason why you are seeing this phrase pretty regularly. Develop an actual rating or grading system which includes criteria beyond the skill set so that areas that creep into the “entitlement mentality” are included. Some examples,

- regularly displays a positive attitude
- abides by attendance policies
- readily participates in helping out others
- proactive in refreshing and enhancing skills
- works well with management
- clearly understands the business need for efficient billing practices

Obviously, there are different criteria for different positions. Publish the criteria to the applicable employees. Everyone in the firm should be aware of what the expectation of the firm is.

7. Your last step is to develop the change. Consider regular circulating training information or, alternatively for the larger firms, hold training classes focusing on employee behavior. Educate employees on what “entitlement” means and how behavior is altered due to the “entitlement mentality.” The goal is to make them want to change, so you need to get them to understand the negative connotation associated with having an “entitlement mentality.”

Changing an “entitlement mentality” is not easy and can be a very overwhelming task. For the most part, you need to remember that “entitlement mentalities” take years to develop—you are not going to cure it overnight.

Doreen Marino is the Director of Human Resources of McElroy, Deutsch, Mulvaney & Carpenter, LLP in Morristown

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AN FDIC INSURANCE UPDATE

BY NANCY MINETTE

There has been a lot of news coming out of Washington since the first of the year. However, not all of it makes the evening news. With the battle of the budget commanding a lot of the media spotlight, updated FDIC Insurance rules have not received much media attention.

In the last few months, there have been changes to the FDIC Insurance rules that affect all depositors, but there were some changes that are of particular interest to the legal profession. Questions have been raised as to how these changes apply to accounts maintained by attorneys for their own practice, for their attorney escrow accounts, escrow management accounts and IOLTA accounts. In this article, I will address how each type of ownership is currently covered by FDIC Insurance.

First, here's a bit of background. The Federal Deposit Insurance Corporation (FDIC) is an independent agency of the United States government that protects the funds that depositors place in banks and savings associations. FDIC insurance is backed by the full faith and credit of the United States government. Since the FDIC was established in 1933, no depositor has ever lost a single penny of FDIC-insured funds.

FDIC insurance covers all deposit accounts, including checking and savings accounts, money market deposit accounts, and certificates of deposit. FDIC insurance does not cover other financial products and services that banks may offer, such as stocks, bonds, mutual fund shares, life insurance policies, annuities, or securities.

The standard insurance amount is \$250,000 per depositor, per insured bank, for each account ownership category.

The FDIC provides separate coverage for deposits held in different account ownership categories. Depositors may qualify for more coverage if they have funds in different ownership categories and all FDIC requirements are met. (For details on the requirements, go to www.fdic.gov/deposit/deposits.)

Interest bearing accounts owned by the law firm are insured to a maximum of \$250,000 per firm. The firm's interest bearing attorney trust account or individual clients' interest bearing escrow management sub-accounts are also insured up to \$250,000

per depositor for each account ownership category. Non-interest bearing accounts owned by the law firm (typically attorney business accounts, payroll accounts), as well as non-interest bearing attorney trust (IOLTA exempted), are covered with temporary, **unlimited** FDIC Insurance coverage through December 31, 2012, as authorized by section 343 of the Dodd-Frank Wall Street Reform and Consumer Protection Act (Dodd-Frank Act).

Now let's take a look at IOLTA accounts. Fiduciary accounts are defined to include, but are not limited to, an agent, nominee, guardian, executor, or custodian. Common fiduciary accounts include Uniform Transfers to Minors Act accounts, escrow accounts, Interest on Lawyers Trust Accounts and deposit accounts obtained through a broker.

Of particular interest to the legal profession is the final special rule established for Interest on Lawyers Trust Accounts (IOLTAs) that reversed an earlier definition that did not extend the unlimited FDIC coverage on these accounts. On December 29, 2010, the President signed legislation that amended the Federal Deposit Insurance Act (FDI Act) to include Interest on Lawyers Trust Accounts (IOLTAs) within the definition of a "noninterest-bearing transaction account." This expanded the temporary, **unlimited** insurance coverage authorized on these accounts provided by the Transaction Account Guarantee Program (TAGP).

On January 18, 2011, the FDIC issued a final rule revising its deposit insurance regulations to reflect this amendment, thereby providing IOLTA accounts with **unlimited** FDIC Insurance coverage through December 31, 2012. Here is a link to the FDIC: <http://www.fdic.gov/news/news/financial/2011/fil11002.pdf>. The final rule also required that by no later than February 28, 2011, each insured depository institution (IDI) that offers non-interest-bearing transaction accounts must post prominently an amended notice in its office lobbies and on its website. The notice explains that IOLTA accounts will be fully insured through December 31, 2012.

The following chart shows **standard** insurance amounts for FDIC account ownership categories. All deposits that an account holder has in the same ownership category at the same bank are added together and insured up to the standard insurance amount.

(Continued on page 10)

An FDIC Insurance Update

(Continued from page 9)

FDIC Deposit Insurance Coverage Limits¹ by account ownership category	
Single Accounts owned by one person	\$250,000 per owner
Joint Accounts owned by two or more persons	\$250,000 per co-owner
Certain Retirement Accounts includes IRAs	\$250,000 per owner
Revocable Trust Accounts	\$250,000 per owner per beneficiary up to 5 beneficiaries (more coverage available with 6 or more beneficiaries subject to specific limitations and requirements)
Corporation, Partnership and Unincorporated Association Accounts	\$250,000 per corporation, partnership or unincorporated association
Irrevocable Trust Accounts	\$250,000 for the non-contingent, ascertainable interest of each beneficiary
Employee Benefit Plan Accounts	\$250,000 for the non-contingent, ascertainable interest of each plan participant
Government Accounts	\$250,000 per official custodian
To calculate your deposit insurance coverage Use the FDIC's Electronic Deposit Insurance Estimator (EDIE) at: www.fdic.gov/edie .	
For questions about FDIC coverage limits and requirements Visit www.FDIC.gov/deposit/deposits , call toll-free 1-877-ASK-FDIC, or ask a representative at your bank.	
¹ Note: From December 31, 2010 through December 31, 2012, at all FDIC-insured institutions, deposits held in non-interest bearing transaction accounts will be fully insured regardless of the amount in the account. For more information, see the FDIC's comprehensive guide, <i>Your Insured Deposits</i> , at http://www.fdic.gov/deposit/deposits/insured/index.html	

In conclusion, non-interest bearing accounts and IOLTAs have **unlimited** FDIC Insurance coverage until December 31, 2012. Interest bearing accounts have the standard \$250,000 maximum per depositor for each account ownership category. Hopefully, this will answer any questions or resolve any concerns that you may have regarding FDIC Insurance coverage on your accounts.

Nancy Minette is Senior Vice President and Director of Professional Services at Somerset Hills Bank. Nancy's department provides financial solutions tailored to the legal profession that include a comprehensive escrow management account, an expansive array of financing options and deposit products. If you would like more information about how Somerset Hills Bank can assist your firm, your attorneys, your employees and your clients, please contact Nancy Minette at 908-630-5017 or email her at nminette@somersethillsbank.com.



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UP TO THE MINUTE . . .

SUMMARY OF MINUTES OF THE NJALA EXECUTIVE BOARD MEETINGS HELD JANUARY THROUGH APRIL, 2011

BY AUDREY SERBAN

NJALA 2010–2011 Board Members are: Fran Puntillo, President; Gayle Englert, President Elect; Lisa Cuffari, Vice President; Mary Ellen Dolan, Treasurer; Audrey Serban, Secretary; Sara Diaz, Immediate Past President; Rose English, Trustee; Elli Albert, Trustee; Doreen Marino, Trustee; Robbin Dolan, Trustee; Rosa Verna, Trustee; Sarah Clark, Alternate Trustee; Michael Harrison, Alternate Trustee; Tom Kaminski, Alternate Trustee

President's Report

The board agreed to purchase the ALA webinar package which allows for CLM credit if members attend a "live" webinar.

Treasurer's Report

Mary Ellen Dolan reported that we have a healthy reserve of funds due partly to the cost savings from limited speaker fees this year.

Membership

Lisa Cuffari reported that as of April 12, 2011 we had 153 members and 6 life members.

Business Partner Relations

Rose English presented a list of all Business Partner Sponsors and reported that there are two possible new Partners and others who are interested in becoming sponsors.

The board discussed reminding all members that we rely upon our Business Partners to maintain our organization and that out of courtesy should return a vendor's call.

Business Partner Expo

Mary Ellen Dolan reported that the Business Partner Expo is scheduled for the second Tuesday in September. Business Partners will be provided a special incentive if they register by July.

Publicity/Newsletter

Elli Albert reported that the *New Jersey Law Journal* was still including our photos and various listings. Another article by Ed Miller from the *Jer-Z-Journal* was picked up and published by *New Jersey Lawyers Magazine*.

Doreen Marino reported on the income that was collected for newsletter advertising in 2011 (including carryovers).

Past Presidents' Council

Sara Diaz reported that The Above & Beyond awards were successful and generated a good deal of publicity in the *New Jersey Law Journal*, including four free ads promoting the contest. NJALA also paid for five more ads in the Legal Briefing email sent to *NJLJ* subscribers. A few of the winners' firms published the contest information on their websites, and two local papers published the information on their town's winner. We extend appreciation to Legal Vendors Network for their sponsorship of the contest.

Sara also reported that the Past Presidents will host another golf outing on June 20th at the Hyatt Hills Golf Course in Clark, New Jersey.

Nominations

Sara Diaz discussed having an "Open House" for our members to provide them with an opportunity to sit in on the March board meeting. It was agreed upon by all board members, and two members ultimately visited the open meeting.

Bar Relations

Sara Diaz circulated a list of programs to be offered at the NJSBA's Annual Meeting at the Borgata Hotel Casino & Spa in Atlantic City, New Jersey from May 18th through May 19th.

Website Liaison

Rosa Verna reported that we are still looking at Star Chapter as a possible host for our website; however, she will continue to research other comparable vendors.

Rosa will explore the suggestions that we include a "blog" section within the website so that questions could be raised and addressed and everyone can see the answers, similar to the discussion forum on the ALA website.

Other Business

A motion was made and passed to increase the amount for the National ALA scholarship from \$2,000 to \$2,250, as well as an increase to the stipend for board members.

CLM ribbons were ordered for the monthly meeting nametags.

*Audrey Serban is the Office Manager
of Fisher & Phillips, LLP In Murray Hill*



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THE NLRB SIGNALS NEW ROADBLOCKS TO EMPLOYER SOCIAL NETWORKING POLICIES

BY KATHLEEN M. CONNELLY, ESQ.

With the explosion of social media such as Facebook, LinkedIn and Twitter, employers have growing concerns about employees' use of these outlets to make disparaging communications about the company or its employees, clients or others. To combat the problem, employers are increasingly implementing social media policies prohibiting such disparagement in the blogosphere.

In the fall of 2010, the National Labor Relation Board (NLRB) shook the employment community by filing a complaint against a Connecticut company, American Medical Response (AMR), alleging that its discipline of an employee for her disparaging Facebook posts in violation of the company's social media policy constituted an unfair labor practice under the National Labor Relations Act (NLRA). The case was settled early on in the proceedings, with the company agreeing to revise its social media policy to ensure that it did not restrict employees' right to communicate freely about their working conditions and agreeing not terminate those employees who engaged in such activity.

Employee Rights Under the NLRA

Section 7 of the NLRA makes it an unfair labor practice for an employer to interfere with employees' rights to engage in "concerted, protected activity," *i.e.*, to freely communicate *with co-workers* about the terms and conditions of employment. Thus, it is commonly understood that policies prohibiting all criticism of the employer or its management clash with protections under Section 7. Historically, the case law suggests that employees' comments that rise to the level of disparagement or disloyalty are not protected by Section 7 and are the proper foundation for discipline.

The Intersection of NLRA Rights and Social Media

Against this backdrop, many employers such as AMR adopted social media policies that attempt to restrict employees from making disparaging or disloyal comments in social media, both in the workplace *or off duty on their personal computers*. Specifically, AMR's policy provided: "Employees are prohib-

ited from making disparaging, discriminatory or defamatory comments when discussing the Company or the employee's superiors, co-workers and/or competitors." Another provision of the policy prohibited employees from depicting the company in any way over the Internet without the company's permission.

According to the allegations of the NLRB's complaint against ARM, employee Dawnmarie Souza, following a customer complaint, was directed to file an incident report and was denied union representation in connection with that incident. Thereafter, Souza posted negative remarks about her supervisor on her Facebook page from her home computer, which prompted several co-workers to post additional negative comments about the supervisor and in support of Souza. Souza was fired three weeks later. The Complaint alleged that Souza's Facebook communication was "concerted, protected activity" under Section 7 and that her termination was therefore unlawful.

Whether a court would have found that Souza's comments in fact rose to the level of unprotected disparagement remains an unanswered question in light of ARM's settlement with the NLRB. A more troubling aspect left unresolved by the ARM settlement is the NLRB's position that the mere existence of a social networking policy prohibiting employees from making disparaging remarks about the company or supervisory employees when communicating with co-workers is itself a violation of the NLRA because of its potential "chilling effect" on employees' rights to freely engage in protected concerted activity. Should the NLRB's current position be upheld by the courts, an employer that adopted such a policy would be subject to liability under the NLRA *even if it never imposed any form of discipline for a violation of the policy*.





The NLRB's position in the ARM case appears to be at odds with a December 9, 2009, Advisory Memorandum from its General Counsel's Division of Advice, which found that a social media policy adopted by Sears, Roebuck & Company prohibiting disparagement of the company's "products, services, executive leadership, employees, strategy, and business prod-

(Continued on page 15)

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Get Out of My Facebook

(Continued from page 13)

ucts” was lawful. The NLRB’s apparent change in position may be attributable to recent appointments by the Obama administration, which resulted in the placement of union lawyers in three of the five board positions.

So What’s An Employer to Do?

It remains to be seen whether the courts will sanction the NLRB’s broad interpretation of Section 7, making it an unfair labor practice to adopt a social media policy prohibiting employees from making disparaging remarks about the company or its management. Until this issue is decided, employers with policies that prohibit disparagement should proceed with caution before disciplining employees for violations of that policy. Whereas “concerted activity” under the NLRA is limited to (1) communications with co-workers (2) about the terms and conditions of employment, discipline for disparaging communications to third parties or those that do not involve the terms and conditions of employment does not implicate Section 7 rights.

However, if arguable concerted activity is involved, employers may choose to suspend all disciplinary action until this issue is resolved. A more prudent approach would be a revision of social media policies to delete prohibitions against non-disparagement or in the alternative, inserting language to assure employees that the policy will not be interpreted or applied to prohibit concerted activity under the NLRA. In the latter case, the employer may still be subject to a challenge that the policy nevertheless has a “chilling effect” upon employee rights.

A final word of caution. Disciplinary action against employees for social media activities also implicates employee free speech and privacy rights that have yet to be defined by the courts. Moreover, some states have adopted laws protecting employees from disciplinary action for off-duty conduct that would trump the employer’s policy. Given the uncertain terrain in this evolving area, we strongly encourage you to consult with employment counsel before taking adverse action for social media activities.

Kathleen M. Connelly is a Labor and Employment Law partner at Lindabury, McCormick, Estabrook & Cooper, P.C. She has represented management clients in all aspects of litigation involving claims of sexual harassment, discrimination, wrongful discharge, breach of contract and whistle-blower retaliation and other employment claims before the New Jersey state and federal courts. Kathleen regularly provides counsel and training to clients on a wide array of employment matters and conducts investigations into allegations of sexual harassment or other forms of workplace misconduct. For more information, contact Kathleen at kconnelly@lindabury.com.



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What's on Tap

ALA and NJALA 2011 CALENDAR OF EVENTS

Wednesday, July 20, 2011 (2:00 PM)

ALA Webinar. Topic: "Finance for the Non-Financial Manager," presented by Stephen (Pete) M. Peterson, CEO of the accounting and advisory firm, Maxfield Peterson, P.C

Wednesday, September 21, 2011 (2:00 PM)

ALA Webinar. Topic: "Ethics in the Wireless World," presented by Michael P. Downey, Esq., of Hinshaw & Culbertson, LLP.

Wednesday, August 17, 2011 (2:00 PM)

ALA Webinar. Topic: "Focus on Profitability: Advanced Budgeting and Ratio Analysis," presented by Richard J. Nigon, CLM, CFO of Robins, Kaplan, Miller & Ciresi L.L.P.

October 13-15, 2011

So you don't think you'll be able to convince your firm to send you to the ALA conference in Hawaii next year? Then consider attending the **ALA Region I Conference & Exposition** at the Omni William Penn Hotel in Pittsburgh, PA! Regional conferences offer all the benefits of the national ones, but in a more intimate setting. Attend workshops, hobnob with business partners, and enjoy plenty of social events with your ALA peers. More information to follow.

Tuesday, September 13, 2011 (6:00-8:30 PM)

The Business Partner Expo returns to Mayfair Farms in West Orange. Always one of the highlights of the NJALA season, come and network with over 70 local business partners. Meet new vendors, preview innovative products and services, and enjoy a great evening with your NJALA friends. This year's Expo will feature a scholarship drawing as well as great prizes provided by our business partners. Prior to the Expo, educational workshops will be offered (TBA). A buffet dinner will be served.

Wednesday, October 19, 2011 (2:00 PM)

ALA Webinar. Topic: "Your Firm's Risk Insurance Needs: Professional Liability Coverage," presented by Jennifer A. Ritman, President and Founder of Ritman & Associates, Inc.

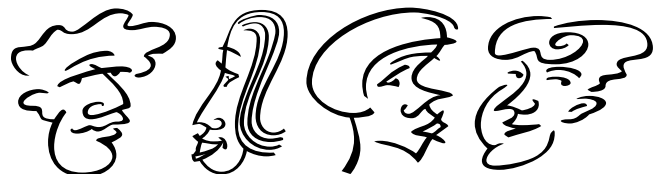
For information about:

Monthly meetings – Please contact Gayle Englert of Cole Schotz Meisel Forman & Leonard at 201-525-6307.

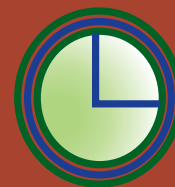
Educational Workshops – Please contact Robbin Dolan, CLM, of Laddey Clark & Ryan at 973-729-1880.

NJALA Socials – Please contact Audrey Serban of Fisher & Phillips at 908-516-1050.

ALA Webinars: Registration and general information is posted on the ALA site, www.alanet.org/education/reg-conf/telesem.html.



A Quarter Past



January, 2011

The January Monthly Meeting and Workshop was held on Tuesday, January 31, 2011, at the Highlawn Pavilion in West Orange. Randi Kochman, Esq. (Cole Schotz Meisel Forman & Leonard, PA) and Galit Kierkut, Esq. (Greenbaum Rowe Smith & Davis, LLP) presented an informative workshop on “How Technology is Changing the Face of Employment Law: What You Need to Know to Protect Your Company in a Digital Age.”

An Educational Workshop was led by Fran Puntillo, CLM, and Robbin Dolan, CLM, on Tuesday, January 25, 2011, at Weiner Lesniak in Parsippany centering around “The ABC’s of CLM.”



February, 2011

The February Monthly Meeting and Workshop was held on Tuesday, February 8, 2011, at the Highlawn Pavilion in West Orange. Sidney Dawson and Pamela Scarpa of Business Management Consultants, Inc. examined the different types of leaders in “Diverse Leadership: What’s Your Style?”

March, 2011

The March Monthly Meeting and Workshop was held on Tuesday, March 8, 2011, at the Highlawn Pavilion in West Orange. Ed Grubb and Silas McCullough of MindSHIFT reviewed some of the hottest topics in Information Technology in the presentation of “2011 Trends in Law Firm Technology.” (See article in this edition.)

The NJALA board of trustees held an “Open House” board meeting on Tuesday, March 8, 2011, prior to the regular monthly meeting. The goal of the open house was to allow members to view what transpires at an actual board meeting.

NJALA Webinar Wednesdays: A webinar was held on Wednesday, March 16, 2011, at Orloff Lowenbach in Livingston. Those that participated heard Rachel Schaming (ALA Past President and Director of Human Resources for Radiology, Ltd.) present “Conflict Resolution: Why Can’t Everybody Just Get Along?”



An Educational Workshop was held on Tuesday, March 29, 2011, at McElroy, Deutsch, Mulvaney & Carpenter in Morristown. Caroline Record, Esq. (Secretary of the District X Ethics Committee and partner at Berman, Sauter, Record & Jardim, P.C.) presented “Attorney Ethics for the Law Firm Administrator” and focused on several topics, including conflicts, billing, retainers, and trust accounting.



NEED MORE CLIENTS? GET SUPPORT FROM YOUR FANS

BY ED MILLER

I am a true believer that all employees, especially non-legal managers of the firm, can bring business to his or her respective law firm. Every person in your organization knows many other people. Collectively, your staff probably has thousands of Facebook friends. Some of these people may represent prospective new clients and some may be potential referral sources. Do not underestimate this untapped potential.

However, in order to maximize chances for success, there are generally three conditions that should be met:

1. Employees must know what specific services the firms' lawyers provide
2. Employees must understand how services are delivered
3. Employees must understand the buying process

Of course with anything to do with practicing law in New Jersey, I must add a disclaimer. I am in no way suggesting that you have your people on the horn selling your firm all the time. What I am saying is that they should be in a position to identify and seize an opportunity when one arises. Please understand this distinction as I would not want to see anyone run afoul of ethics rules.

I would like to focus the bulk of this article on the concept of getting support from one's fans. Simply put, the definition of fan for the purposes of this article is somebody who would do anything for you. You have a mutual relationship built upon trust and friendship. A fan could be a spouse, a family member, a friend, a colleague, or just about anyone else who deeply cares about you. Fans can be the cornerstone for generating business for your firm.

While there is no one way, or a perfect way, to get support from your fan base, I will provide several practical tips. First, fans who are either potential clients or can direct work to your firm should be identified. Second, the needs of each fan should be determined. And last, a communication strategy for each fan should be created. An example of how this could work in practice goes something like this:

A firm's marketing director named Ed just had wills done for he and his wife, Barbara, by a partner in the firm, Mary. Ed and Barbara shortly thereafter hosted a dinner party for several of their friends. During the dinner party there was much discussion about

the kids and the cost of education. Ed turned the discussion to one of planning for the future and mentioned that he and Barbara just had their estate plans completed. He mentioned how terrific Mary was, how she explained all the ramifications of the different choices that needed to be made, and how she made a preconceived stressful process go smooth and painless. Not once did he try to sell Mary or the firm, but lo and behold, he received a couple of calls and referred his fans to Mary.

Do any of your employees have fans who own a business and may need an employment lawyer? Do they have any fans who are CPAs and may benefit from networking with any of your lawyers? Does anyone have a fan who may be changing a job and could use help negotiating a severance agreement? Are any fans thinking of a divorce? Do any fans have the desire to make you look good to your employer?

According to Raj Gupta, President and Founder of the Katalyst Impact Group, "Asking for help from friends is not a comfortable thing to do. However, establishing a format for enlisting your fans can yield tremendous results. At the end of the day, you will be considered a trusted source for solving problems and creating opportunities for people on both a personal level and a professional level." I could not agree more with these comments.

The administrator of a law firm should make a special effort to make sure all of the firm's people are knowledgeable about what services the firm can provide, what attorneys in the firm do what, and how both can satisfy the needs of prospective clients. Once knowledgeable, your people can effectively communicate with their fans. I recommend going one step further by creating some sort of incentive plan to get your staff to identify fans who could be clients and referrals, both on a proactive and a reactive basis. An incentive plan does not need to be a financial reward as ethical constraints will apply. The administrator can provide so much more value to his or her law firm by unlocking the huge potential of the firm's collective fans.

*Ed Miller is the Chief Marketing Officer
of Norris McLaughlin & Morris, with offices
in Bridgewater, NJ, New York City and Allentown, PA*



AN INTRODUCTION TO: MARY BETH DONOGHUE

BY LISA CUFFARI, CLM

I am pleased to bring you this profile of Mary Beth Donoghue, the Director of Administration for Day Pitney LLP. One of the many reasons I have enjoyed writing the quarterly profile articles for the newsletter is that I get to paint a picture of our membership, and show you the character and background of the professionals that make up our group. As always, I have a wonderful subject for this issue.

Mary Beth is a long-time member of the ALA and the NJALA, having joined both Associations in 1993 when she was the Office Manager for Lindabury, McCormick & Estabrook. During the course of her membership in the New Jersey Association of Legal Administrators, Mary Beth has served on the newsletter committee and has assisted with the annual salary survey. She has also participated in our educational meetings as a human resources specialist on several occasions. For our 2011-2012 membership year, Mary Beth will sit as a trustee on the NJALA board.

Mary Beth has enjoyed a very impressive career in the legal industry, from a part-time job in 1979 at the Lindabury firm as an office helper when she was a junior in high school, to now being responsible for the administration of the nine offices of Day Pitney LLP. Indeed, her high school job eventually led her to her role as the Office Manager with Lindabury, McCormick & Estabrook in the 1990's.

Mary Beth graduated from Rider College in Lawrenceville, NJ with a B.S. degree in Accounting in 1984. After a short stint working for the Controller at Lowenstein Sandler, she returned to Lindabury for the next 16 years. In 2001, Mary Beth joined Day Pitney (then Pitney Hardin) as their Human Resources Manager. In 2005, she became the Director of Human Resources and, by 2008, was named the Director of Administration.

Day Pitney is a firm with a large presence in the legal marketplace. Its nine offices span geographically from Boston to

Washington, DC. Its legal practice spans the globe. One of its practice groups works with Chinese companies with regard to intellectual property and tax issues arising out of international business transactions. Pretty heady stuff!

I asked Mary Beth about the challenges she faces in working for a firm the size of Day Pitney (350 attorneys and 410 support staff employees). Her response? The challenges are *always* present. She oversees the office managers of the eight other locations, and serves as the Office Manager of the Parsippany office, making sure that the firm's operations run smoothly at all times. This requires tact and diplomacy in interaction with the attorneys and staff in order to see that each office has the resources it needs to run a first-class law firm. Mary Beth says the job is always exciting, and no two days are ever the same. She finds fulfillment in being known as a person who will always get the job done.



Here's a bit of history. Mary Beth was born the eldest sibling in a family of four children in Watertown, Massachusetts, just outside of Boston. Watertown sounds to me like a pretty interesting place. It was established in 1630 by a group of settlers who rowed up the Charles River from Charleston and put down roots at the site. The town's official website boasts that for many years, the population of Watertown was greater than Boston's. Paul Revere and his family lived in Watertown after the Battle of Lexington and Concord in order to escape the British. Today, many historical buildings are still standing, including the Edmund Fowle house, dating from 1740, and the Browne House, which is one of the oldest houses in America, built in 1690 by Captain Abraham Browne. (I told you here's a bit of history!)

Alas, Mary Beth did not stay in Watertown. Her father worked for Western Electric (which later became AT&T) and he was transferred to Newark, New Jersey when Mary Beth was in elementary school. The family moved to Westfield, New Jersey and thus our profilee was destined to take her part time job with Lindabury.

(Continued on page 20)

Mary Beth Donoghue
(Continued from page 19)

Today, Mary Beth resides in Hanover Township with her husband, Ed, and their two children: Katie, who is 12, and Patrick, a fun-loving 8-year old. Oh, and I can't forget to mention Zoey, their Maltese. A quick fact or two about the Township of Hanover: it is comprised both of Whippany and Cedar Knolls, and the name was originally taken from the House of Hanover in Germany. King George I of Great Britain was a descendant of the House of Hanover and was on the throne when the town was settled in 1676. You see, you *do* learn something new every day!

Like many of us, the Donoghue family loves spending time at the Jersey Shore and, when Mary Beth has the time,

she likes reading mysteries. I hope she does find time this summer for some needed rest and relaxation, since I am sure the NJALA board will add new challenges for Mary Beth to tackle.

*Lisa J. Cuffari, CLM, is the
Office Administrator of Fox and Fox LLP
in Livingston, New Jersey*



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It's COOKING THYME!

BY JIM VAN LEIR

Let's assume that you belong to an organization. And that organization has a group of supporters that mean a great deal to



your organization. And furthermore, that your organization wanted to show their ap-

preciation for that support. What would you do? Dinner is always a nice gesture. So why not take it one step further and have them cook for you? Brilliant! As unorthodox as it may seem, the New Jersey Association of Legal Administrators (NJALA) did just that.



On Wednesday, April 27th, the NJALA board members treated our vendor and sponsors and member volunteers to the Annual Vendor and Volunteer Appreciation Night at Classic Thyme Cooking School in Westfield, NJ.

When I first learned of the venue, I hoped that my fellow "chefs" had more experience in the kitchen than I did—my experience being limited essentially to asking how it was going and providing positive encouragement, such as: "Mmm, smells great!" and "You really outdid yourself tonight!" But I really did not have to worry, as Chef David Martone and his staff had clearly done this before and the group was up to the task.

After grabbing a glass of wine—thank you, Sarah Clark! —we headed off to man the various stations in groups that event coordinator, Rose English, had broken us down into. Each group had at least one vendor, who was designated as the "team captain." There were stations for sauce, meatballs, sausage, peppers, salad, pasta, and rolls. After a brief and informative introduction from

David, the fun began!

But before we get to the fun, I would feel remiss if I did not share the wealth of my newly acquired culinary secrets. First, the answer to the age old question: Is it "sauce" or "gravy"? According to David, and David is unimpeachable since I know no other chefs, the pasty liquid of tomatoes and spices only is "sauce." Hence, marinara sauce. Once meatballs, sausage, or other chunky items are added, it becomes "gravy."

As confident and official as he sounded, though, I doubt that I will ever refer to tomato sauce as anything but "sauce." I don't care how thick it is or what is floating around in it. "Gravy" in my mind, is brown. It could be light brown or it could be dark brown. But it is brown and it goes on potatoes. But I am sure the "gravy" aficionados are equally unmoved, calling it gravy despite it's lack of meat or other bulky ingredients. And the fact that it is red, not brown.

The second thing that I learned was that one cooks with olive oil, not extra virgin olive oil, which is reserved for uncooked foods such as pouring over salads or used in dips. Unfortunately, I can't apply that tidbit in my kitchen because we have no un-



extra virgin olive oil. Being the non-domestic that I am, I fear that if I start suggesting what ingredients to buy, my wife might



(Continued on page 23)



It's Cooking Thyme!

(Continued from page 21)

suggest what I should do with those ingredients. Therefore, should the mood to cook overwhelm me, I will sauté with extra-virgin olive oil and pretend I never heard otherwise. At any rate, the tip might help you....

The third thing that I learned was that if the recipe calls for more than one egg, break the eggs one at a time into a small bowl, then pour the egg into the batter. Makes sense when you think about it. In our case, the recipe called for seven eggs. If the second or subsequent egg had been bad and been plopped straight into the mix, the entire mix would have had to be thrown out.

And finally, I learned that once the baked meatballs are added to the sauce, it is not to be stirred. I find that kind of scary, though. Not just because the sauce might stick, but also because that is one of my domestic chores in my supporting role—wander over to the stove, lift lids, smell and stir whatever is in the pot. Will I be able to refrain from now stirring the SAUCE? I don't know. And if I stand there sniffing without stirring? My wife is a stirrer of sauce, meatballs be damned. Would my suggestion to not stir be seen as encroachment on her territory? Would I be setting myself up for a lifetime without any more homemade SAUCE? I'm not sure I care to risk it. But again, the official word is "don't stir the sauce." Use at your discretion.

But then the fun! After David's briefing and a trip to the sink to wash our hands, we tackled our assigned elements of the meal under the watchful eye of him and his staff. Members quickly assumed subsections of the preparations—cans were opened, eggs cracked, garlic pressed, vegetables cut, ingredients mixed, and sausage stuffed. The classroom began to smell like a kitchen! Though the work was getting done, there was no shortage of conversation and bursts of laughter from one group or another.

In no time it seemed, the ingredients were mixed and ready to cook. At this point, David and his crew were a little more hands on, but that was fine—it gave us time to refill glasses, mingle, and help with the final touches. It also gave the crew time to convert our standing work stations into banquet tables

with settings for us to sit and eat. It also gave us time to do what I'm more accustomed to doing—savoring the aromas and poking at the food as it cooked. At this point, it looked like we hadn't botched it up entirely!



Then the meal. Served buffet style, we loaded up our plates and ate. Ate what turned out to be a really good meal—excellent even! Too many cooks may spoil the stew, but if *everyone* cooks, well, the Italian dinner is tasty.

I would like to thank the vendor sponsors for their participation that night and for their ongoing support. I hope they enjoyed the evening as much as I did. Attendees included Ashley Bombard (Canon), John Sabates (Capital One), Jason Evers (Cityside Archives), David Flamini (Equitrac), Andrew Haugen (Jamison), Clifford Hasin (LAN Associates), Dan Beck (MCS), Joe James (Microstrategies), Chris McCarthy (Océ), Will Robertson (UPS), Summer Shine (Archive Systems), and Ron Faas (Dri-Klean).



A special "thank you!" to Sarah Clark for suggesting the setting, Rose English for coordinating the event, and to David Martone and his staff for their efforts and for the recipes. And thanks to all the NJALA volunteers who attended: Elli Albert, Ken Bailey, Sarah Clark, Sara Diaz, Mary Ellen Dolan, Gayle Englert, Rose English, Nancy Fosina, Michael Harrison, Susan Leone, Helen Lysa-

ght, Pat McGovern, Joanne O'Beirne, Cheryl Pessolano, Fran Puntillo, Audrey Serban, Anita Setaro, Judy Sotardi, Karen Steinberger, Jim Van Leir, and Rosa Verna. Apologies to anyone whose name was inadvertently omitted from this article.

If you would like to have the recipes from the evening, let me know and I will email them to you. It was an enjoyable evening. We really have to do it again!

Jim Van Leir is the Administrative Director of Epstein, Brown & Gioia in Chatham Township



WORKING OUT WITH MENSA

BY BEVERLY LOUGHLIN

Feel the brain burn. It's a workout, Mensa style.

You're hip to Mensa: the organization founded by lawyers and restricted to the best and the brightest. It was back in 1846 when an English barrister and a scientist/lawyer had an idea, perhaps while sipping a pint of ale, to form a society exclusively for bright people. The only qualification for membership would be a high IQ. Today, more than 160 years later, that qualifying standard remains unchanged. To qualify for Mensa membership, you must have a measurable IQ in the top 2% of the population.

It was a unique idea for its day, and its fascination continues. Today there are around 110,000 Mensans in 100 countries throughout the world. As a group, Mensans are more than just their wicked IQs. Reportedly, they also have a wicked sense of humor and they like to talk. And, usually, they have a lot to say. Anyone you know?

Mensa is also remarkably diverse. Consider a few of its members: One of the most noted is Marilyn Vos Savant, listed in Guinness World Records for having the world's highest recorded IQ (228). Other members include actress Geena Davis; Jean Auel, author of the *Clan of the Cave Bear* series; Terance Black, author of HBO's *Tales From the Crypt*; and Maurice Kanbar, inventor of Skyy Vodka. Two other Mensans of interest: a Radio City Rockette; and (drum roll please) a former Playboy "Playmate."

If you're not already a Mensan, are you interested? Flex your brain with this mini Mensa workout:

1. If two secretaries can type two pages in two minutes, how many secretaries will it take to type 18 pages in six minutes?

- 3
- 4
- 6
- 12
- 36

2. If it were two hours later, it would be half as long until midnight as it would be if it were an hour later. What time is it now?

- 18:30
- 20:00
- 21:00
- 22:00
- 23:30

3. What is the only word that can be made from all the letters of the word **INSATIABLE**?

4. What number is one half of one quarter of one tenth of 400?

5. If you count from 1 to 100, how many 7s will you pass on the way?

6. Continue the following number series with the group of numbers below which best continues the series:

1-10-3-9-5-8-7-7-9-6 ? ?

- 11-5
- 10-5
- 10-4
- 11-6

7. There are 1,200 elephants in a herd. Some have pink and green stripes; some are all blue and some are all pink. One third of them are pure pink. Is it true that 400 elephants are definitely blue?

8. Four years ago, Jane was twice as old as Sam. Four years from now, Sam will be $\frac{3}{4}$ of Jane's age. How old is Jane now?

For clues, not answers, to this Mensa workout, please turn to page 32. If you want a greater challenge along with answers, you can visit www.mensa.org.

Beverly Loughlin has been a member of the NJALA since 1991



CONFERENCE INTRODUCTION: IMAGINE THE POSSIBILITIES!

BY ELLI ALBERT

Just imagine ... 1100 legal administrators from across the globe, all gathered together for four special days of education, networking and camaraderie. Just imagine ... a beautiful hotel and conference center in sun-drenched Orlando, Florida, surrounded by palm trees, lush vegetation and a beautiful swimming pool. Just imagine ... attending interactive workshops, listening to renowned speakers, and participating in roundtable discussions with your peers. Just imagine ... connecting with old friends and meeting new ones from 50 states and over a dozen countries. Just imagine ... visiting an Exposition Hall filled with over 200 business partners. Imagine the possibilities!

Unless you have been asleep for the last six months, you know that "Imagine the Possibilities" was the theme of this year's 2011 ALA Conference and Exposition, held at the Marriott World Center in Orlando from May 22-25, 2011. And what a conference it was for the 24 NJALA members who were lucky enough to attend.

The NJALA has a long history of providing scholarships to its members for attendance at educational conferences. This year, seven lucky members from the NJALA were recipients of full scholarships to the national conference. Libby Bernier-Spiess was the winner of a drawing at the Business Partner Expo in September, 2010. The following additional, six members were selected in a drawing that was based upon their attendance at various NJALA meetings and workshops during the year: Mary Ellen Dolan, Nancy Fosina, Ron Henry, Don Piermont, Anita Setaro, and Rosa Verna. Keeping with NJALA tradition, the latter six winners were each asked to write an article for this edition of the *Jer-Z-Journal* about their own experience at the conference or summarizing an educational session that they attended. Those articles follow this introduction.

One of the highlights of every national conference is the annual Awards presentation. Each year, chapters prepare submissions for awards in numerous categories, and compete with other chapters around the country to celebrate their achievements. The preparation of the award submissions is a time-consuming and often daunting task, and we congratulate each of those members who helped to prepare entries on behalf of the NJALA.



This year's Award ceremony did not disappoint. The New Jersey chapter once again earned the coveted Platinum Award, the highest award given for a chapter's overall success, which is based on meeting numerous benchmarks during the year. In addition, we received the following awards:

Third Place

Newsletter Excellence
Visibility / Bar Relations

Honorable Mention

Education Excellence
Human Resources / Recruitment and Retention
Visibility / Professional Legal Management Week



Now I invite you to read through the next several pages, and enjoy our talented members' articles and photographs from the conference. If you were one of the New Jersey members who attended, you know what a memorable week it was. And if you weren't one of those members, perhaps next year you'll be able to join us for the 2012 conference in Hawaii. Yes, you read it correctly: HAWAII. Imagine *that* possibility!

*Elli Albert is the Administrator of
Berman, Sauter, Record & Jardim, P.C. in Morristown*

SCENES FROM
ALA CON
MAY 22



FROM THE
CONFERENCE,
-25, 2011

