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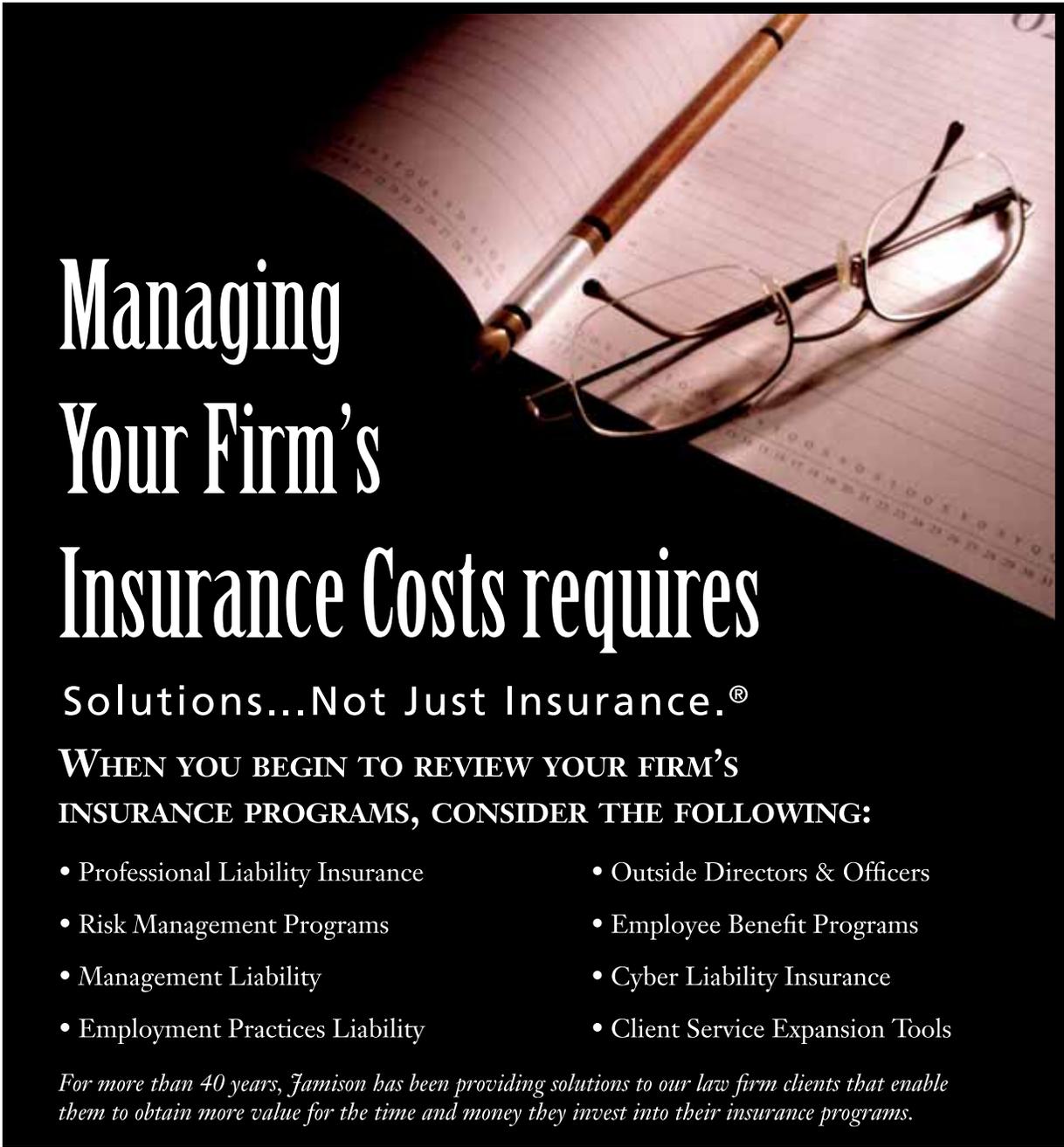
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ON THE COVER

This year's ALA Conference and Exposition in Hawaii did not disappoint, and we hope you will enjoy the articles and photographs provided by our members in attendance. The beautiful harbor photograph on the cover of this edition was taken by our own Sara Diaz.

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ALOHA, OR SHOULD I SAY HELLO AND GOODBYE

BY GAYLE P. ENGLERT

ALOHA! It seems only fitting to begin my final newsletter article as NJALA president with this greeting. Not only have I just returned from the ALA National Conference in Hawaii, but this one word sums up my feelings about my term as NJALA president. *Aloha* in the Hawaiian language means affection, peace, compassion and mercy. Since the middle of the last century, it also has come to be used as an English greeting to say goodbye and hello. Currently, it is mostly often used to say hello.

Attending a conference in Hawaii was very interesting. How can you possibly concentrate on education and networking when you are surrounded by a tropical setting? I reflected on my prior trips to Hawaii when I visited on vacation, and realized what a contrast my current experience was to when I had been there in the past. There was some comfort and also some disappointment when I saw things that reminded me of home. A McDonalds restaurant, or a Macy's department store. These places did not exist the last time I had visited the island and now if I looked around, I could have been in New Jersey (minus the palm trees of course!).

I began to wonder if residents of Hawaii are aware of their surroundings, or if somehow like the rest of us, they become immune. I made certain assumptions that based on the climate, they must be happier than those of us who suffer through difficult winters (okay, so we got lucky this year).

My curiosity got the best of me and I did some research. In fact, according to the recent Gallup Healthways Well-Being Index, Hawaii is ranked as the happiest state in America. In case you are interested, New Jersey ranks 29th. However, whether the sun shines regularly or not does not necessarily impact whether people in a particular state are happy or not. Utah has also been ranked as the happiest state in America. The index measures what it is that people believe constitutes a good life, who is feeling good about life, and who is in need

of a helping hand. The fact is, it is all about perspective, which can change depending on a variety of circumstances.

I have had the honor of serving as president prior to my current position with the NJALA. I was president of my sophomore class in high school. I can still remember the ad campaign, "Let GE Light up Your Life." My campaign included posters with bright light bulbs that carried the slogan, along with light bulb shaped balloons. This was a play on the initials of my first and last name and certainly not intended to infringe upon General Electric's marketing campaign at the time. Even then I was thinking like a lawyer! I guess it was inevitable that I would find myself in law firm administration as a career.

My next term as president came in 2003 when I served as president of the NJ Morris County chapter of the Society for Human Resources Management. This role prepared me well for my current position. People who have known me for a long time say that I have not changed much. (I hope that is a good thing!) In each of these experiences I have learned to value everyone's perspective (even though it may change) and respect differences, and learned that a leader is only as strong as the members of his or her team. I have enjoyed my tenure as president, particularly the opportunity to work with a talented and dedicated board of trustees, and developing relationships with members and business partners.

I would like to thank you for giving me this opportunity, or as they say in Hawaiian: Mahalo.

Gayle P. Englert is the Director of Human Resources of Cole, Schotz, Meisel, Forman & Leonard, P.A., in Hackensack



HOLIDAY STAIRS: ON CREATIVITY, HEALTH BENEFITS, INFORMATION TECHNOLOGY, AND HOLIDAY JOY

BY GREG DEATZ

Recently, Hoagland, Longo, Moran, Dunst & Doukas, LLP, did something a little out of the ordinary. During the holidays, we converted one of our staircases into a piano, so that each stair represented a note on the piano. That's right—our staircase was a piano. Every time someone walked up or down them, the stairs played notes just as if you were running your hand down a piano. We called them our Holiday Stairs.

“Why,” you may ask, “would a law firm do such a thing?”

Without doubt, it was a very fun project, and it generated an infinite number of smiles over the holiday season. If this entire story was simply one of fun and increased employee morale, the story would still be worth telling. But, there is some very serious stuff going on here.

Our firm has a culture of thinking outside the box and encouraging thoughtful risk-taking. One result of this culture: We have developed a self-insurance and health and wellness program that is saving the firm thousands of dollars per employee per year compared to what we believe we would be spending in the fully insured market. Another result: We have a particularly geeky (in a good way!) IT department that has faced the firm's infrastructure challenges with creativity, developing custom solutions that have yielded significant long-term savings for the firm.

This is a story of how our Holiday Stairs came into being, how our health and wellness program and our IT department have contributed to the bottom-line of the firm, and how it all came together; and we even put a smile on everyone's face.

Bringing the Holiday Stairs to Life

Over the summer last year, one of our legal assistants forwarded me a video of a “piano stairs” project in Stockholm. A group of engineers had decided to transform a subway staircase into a piano, providing a fun and interesting incentive for subway riders to use the stairs instead of the neighboring escalator. The net result was that far more people used the stairs. The video (<http://www.youtube.com/watch?v=SByyamar3bds>) of that project is an inspirational story of how smart and fun engineering can create positive incentives for people to make smart and healthy decisions.

When I saw the video, it was clear that we had the necessary

skills to take on a project like this. After some meetings with IT, Marketing and HR, we came up with a plan to present this project as a top-secret surprise that would encourage our employees to take the stairs instead of the elevator, giving them just a little more of an incentive to take that step toward a healthier lifestyle. Through a series of meetings with our Managing Partner and Executive Committee, I was able to get approval for the project to move forward.

In secret, over the next several months, our IT department spent countless hours engineering a custom piece of hardware and software that would play piano sounds when a sensor was pressed. Together with our maintenance people, they retrofitted the stairs with hidden sensors and created a musical staircase. Meanwhile, our Human Resources department came up with a rollout plan for the stairs, and our Marketing department worked to prepare public relations items. During these months, we had a local film-maker document the process.

The morning of the rollout, the firm's employees arrived to an office that had been magically transformed from a simple law office into a delightful space where music and the holiday spirit were able to generate happiness and joy for everyone.

The Firm's Health Plan

Of course, health and wellness has been a key component of our firm's cost containment strategy for years. Given our long history of strong health benefits management, the Holiday Stairs project didn't just deliver smiles. It delivered a reminder to all of our employees that the health of our employees matters to us.

Our health benefits plan is a comprehensive self-insurance program that integrates health and wellness initiatives and health compliance. A recently completed trend analysis conservatively suggests that we are currently saving over \$2,000 per member per year. For a firm our size, that translates into about \$250,000 per year. Without doubt, wellness initiatives can have an impact on overall costs to any health plan; however, just like the self-insured world has some larger risks associated with it than the fully insured world, it also sees a more immediate impact from wellness initiatives. Why? Because every initiative has a direct impact on the firm's claims experience, and since the firm pays those claims directly, a dollar saved in claims today is an immediate reduction in the firm's expense. By helping our

(Continued on page 6)

Holiday Stairs

(Continued from page 5)

employees get healthy and stay healthy, and by paying claims directly, we realize savings in a transparent and measurable way.

In the last year, our health and wellness plan included the following components:

- A tiered health premium structure for nicotine users and non-nicotine users, compliant and non-compliant members;
- Compliant members were required to participate in an annual blood screening and health-risk assessment, and they were required to have all age- and gender-appropriate tests done—the typical stuff: mammograms, colonoscopies, annual physicals, etc.;
- Healthy lifestyle competitions for staff and attorneys, awarding prizes to people who have maintained their weight during the holidays and to those who participated in a six-week fitness challenge over the summer;
- On National Running Day, over 20 of our staff and attorneys, together with our health benefits consultants, ran a 5k, meeting the rest of the firm for a healthy lunch;
- Discounted membership to a local fitness center, in which the firm shares the cost with the employees.

What is most illuminating about the initiatives above is not that we are doing them, it's the outcomes. Here are just a few:

- As a result of rolling out a tiered rate plan for smokers, several smokers were incented to quit. Some have stayed that way.
- In the first year of our compliance program, the annual health-risk assessment identified a member with dangerously high blood pressure, while subsequent years have helped to detect, early on, a pre-diabetic and a developing thyroid problem. The high blood pressure discovery alone turned a potentially catastrophic situation into a manageable one. This sort of discovery has repeated itself year after year.
- Our healthy lifestyle competitions have caused some of our employees to change their lifestyle. One member, prior to the fitness challenge, was a relatively inactive person, but as a result, the member now walks several miles per day. Others have created teams and competed in races outside of the firm together.

When we combine the stories above (which paint a clear picture of healthier employees), and our measured savings, we think that we have a winning health benefits package.

Information Technology

On the information technology front, the firm has a long history of doing things a bit differently from the rest of the world. Where most law firms today have adopted commercial solutions for their legal technology, many of our solutions are custom developed by in-house developers.

It is utterly counterintuitive to imagine that in-house developers who build time/billing and case management systems could compete with both the cost-effectiveness of, and the man-years that go into, off-the-shelf software. However, the commitment that the firm has made over the last 20+ years to developing and maintaining detailed legal technology knowledge has yielded systems that stand on their own against the commercial market.

Furthermore, when we evaluated our IT group in recent years, we discovered that our attorney to IT staff ratio is on par with similar sized firms. Additionally, our annual IT budget, as a function of firm revenue, is significantly lower than industry averages, as a direct result of lower licensing fees.

Over time, our culture has allowed an IT “Geek Subculture” to flourish where innovation and custom engineering are valued. This “Geek Subculture” has yielded huge overall savings in terms of digital dictation workflow, disaster planning, and infrastructure design.

Conclusion

Our Holiday Stairs project was a tremendous success, and as a firm we are very proud of our successes both in Health and Wellness and in IT. We're particularly proud of the fact that our culture has helped initiatives such as these to be planted, to bloom, and to flourish.

And, perhaps most importantly, we were able to create a single day, where every staff member, every associate, and every partner smiled on their way into and out of the office. Not only were they reminded that their firm cares very deeply about them, but they were reminded that they cared very deeply about their firm, too.

If you are interested in seeing more about this project, see our two movies about the Holiday Stairs:

<http://www.youtube.com/watch?v=MGmd2G253MM>

<http://www.youtube.com/watch?v=rrARdivP7fc>

Greg Deatz is the Director of Operations of Hoagland, Longo, Moran, Dunst & Doukas, LLP, in New Brunswick, NJ

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*New York Law Journal and Legal Intelligencer Polls, 2010; Harvey Research Study, 2010



MARKETING, MARKETING, EVERYWHERE IS MARKETING: THINGS FOR THE LEGAL ADMINISTRATOR TO KEEP IN MIND EVERY DAY

BY ED MILLER AND CASSIE HOWLETT



By now, we all have heard about the Disney way, where all things, even the minutest details, add to the customer experience. For legal administrators, there are hundreds of marketing messages being delivered to your clients every single day. Many of these messages may be negative, and certainly not intended. The purpose of this article is to give the legal administrator some food for thought as he or she is walking around the office.

The classic example is the firm's reception area, as this is often a client's first interaction with the firm. It has been said over and over again that creating a good first impression is invaluable to starting the attorney-client relationship. So, every day, walk through the reception area and make sure it looks professional and clean. Is there clutter? Are the magazines relevant to the message you want to send? Are they up to date? Is this the place where staff congregates to discuss the day's gossip? Is your receptionist professional and helpful? Does the receptionist offer to take coats, get coffee, offer restrooms, a phone, etc.? In our New York City office, we have umbrellas for clients to take should they be stuck in the rain. Nothing too expensive, but certainly a nice and appreciated touch. Also, fresh flowers and healthy plants go a long way. The point is to take control of the reception area so that your clients will feel like they made the right choice by coming to your firm.

Your conference rooms also need careful consideration. Nothing irks me more than going into a dirty conference room. I have seen dusty tables, stained carpets, broken chairs, and dirty cups and silverware. Be a top-notch firm by making sure these seemingly little things get addressed. I was recently at a meeting at another firm, and the place mats were filthy. For some reason, this is how I remember my experience. Will your clients, potential hires, and others leave your firm impressed, or will they be put off because of such things? A couple of other recommendations for conference rooms are to remove clutter, have pads and pens available, use coasters, use bottled water, make sure artwork is in good shape and hanging straight, have appropriate chairs for the size and shape of the tables, and make sure blinds and windows are clean.

The next two issues relate to the appearance and behavior of your staff. These days, many firms have a relaxed dress code. Be sure the staff knows the dress code and be strict about enforcing it. Casual does not mean sloppy. Of course, when a client is coming in, everyone who will meet with him or her should be dressed professionally: This includes secretaries, lawyers, and paralegals. In addition to looking appropriate, people need to act appropriate.

Some employees have no idea when they are not exercising volume control. Remind people to be sensitive to volume they are in areas where clients will be, such as in the lobby and near conference rooms. Discussing personal matters and using inappropriate language anywhere near a client should not be tolerated. Also, remind your staff that clients ride elevators, too. How would a client feel overhearing an employee bashing the firm, a coworker, or a particular lawyer? Advise caution to your employees.

Walk the halls. If there is clutter and disorganization at work stations or in offices, work with the employee to get it straightened out. Even if a client may not see it, organization reduces the chances of lost files or other problems. Sloppiness and clutter send unintended internal marketing messages. I do not think anyone would want to be perceived as disorganized or inefficient because of a sloppy work area. You will be doing your employees and lawyers a great service by helping them. If your attorneys have client meetings in their offices, then cleanliness is essential. Would a client be concerned that their matter was lost somewhere in a mountain of paper or in some folder thrown about the office? How about a colleague? The answer is yes! Try to make this point to the lawyer.

Be hip by being green and healthy. Clients are hypersensitive to these issues. We wish we could have figured this out totally on our own, but we did not. We hold many client educational events at our firm. After receiving feedback from our guests, we started to offer healthier food choices like yogurt, fruit, and granola, instead of bagels and muffins. We also make sure recycling containers are available. The feedback we have received is very positive. Our clients also are impressed that we work to reduce paper waste. And believe it or not, we receive good comments when we simply turn off lights when leaving a meeting with clients.

The entire point of this article is to say that the little things matter. Every detail should be a focus, because your clients will pick up on things that you may not even see. Pay attention to these details and make sure your employees do, as well. Everyone at Disney, even the CEO, is responsible for picking up a candy wrapper. The burden of presenting your firm as a first-class operation falls on all.

Ed Miller is the Chief Marketing Officer, and Cassie Howlett is the Senior Marketing Coordinator, of Norris McLaughlin & Marcus, Bridgewater



LEGAL ETHICS FOR EVERYONE IN THE FIRM

BY DAVID H. DUGAN, III, ESQ.

On March 7, 2012, the New Jersey Supreme Court reprimanded a lawyer, Marc Deitch, for several ethics violations, including a failure to supervise his non-attorney staff.¹ The non-attorney staff in this instance was his wife, who worked for five years as his paralegal handling hundreds of real estate transactions. She prepared RESPA statements and closing documents and disbursed funds all virtually without supervision. The lawyer never checked the accuracy of the RESPAs that she prepared for his signature. When he attended real estate closings, he executed the documents exactly as she prepared them. When she disbursed funds from the attorney trust account, she did not bring the checks to him to sign. Instead, she either forged his signature or used his signature stamp.

Unfortunately for the lawyer, his failure to supervise his wife had major negative consequences. In 2010, she took the liberty of stealing \$14,400 from his trust account, which she attempted to conceal by overcharging fees charged to clients for recording deeds and mortgages and by understating counsel fees on the RESPA forms. Her theft came to light when several trust account checks she had written bounced, triggering an audit by the Office of Attorney Ethics. Ironically, the lawyer's failure to supervise included a failure to insist upon monthly trust account reconciliations. Had his wife performed those reconciliations, she would have had a more accurate knowledge of the balance in the account and could have avoided the insufficient funds problem that led to her detection.

Lawyer's Duty to Supervise

The New Jersey Constitution of 1947 grants jurisdiction to the Supreme Court over the admission and discipline of New Jersey lawyers. Pursuant to that authority, over the years the Court has developed a variety of ethics codes intended to govern lawyer conduct. The current code, known as the Rules of Professional Conduct (RPCs), was approved by the Court in 2004. The RPCs are part of the *Rules Governing the Courts of the State of New Jersey* and appear in the appendix to Part I of that volume.

RPC 5.3(a) and (b) state:

“With respect to a nonlawyer employed or retained by or associated with a lawyer:

(a) every lawyer, law firm or organization authorized by the Court Rules to practice law in this jurisdiction shall adopt and maintain reasonable efforts to ensure that the conduct of nonlawyers retained or employed by the lawyer, law firm or organization is compatible with the professional obligations of the lawyer.

(b) a lawyer having direct supervisory authority over the nonlawyer shall make reasonable efforts to ensure that the person's conduct is compatible with the professional obligations of the lawyer;”

The goal of RPC 5.3 is that the conduct of nonlawyer personnel in law offices be “compatible” with what is required of lawyers under the RPCs. Compatibility is, presumably, a somewhat lower standard than full conformity, the standard by which lawyer conduct is measured. Moreover, the rule does not require that nonlawyer conduct in fact be compatible with the RPCs, only that the lawyer make “reasonable efforts to ensure” such compatibility.

In the *Deitch* matter described earlier, the lawyer made no effort at all to ensure that his wife's work was compatible with his own professional obligations, which included a duty to safeguard client funds under RPC 1.15(a), a duty to refrain from dishonesty, fraud, deceit or misrepresentation under RPC 8.4(c), and a duty to manage his attorney trust account in full compliance with RPC 1.15(d) and R.1:21-6. “Reasonable efforts” in the matter surely should have included training his wife in the proper preparation of all documents associated with real estate transactions, carefully reviewing her work in each case, and personally signing every trust account check (as required by R.1:21-6(c)(1)(A)).

In the *Deitch* case, the lawyer stipulated to negligent misappropriation and received a reprimand. However, his wife's misconduct was intentional, not negligent. If her theft were attributed to him, it would constitute a knowing misappropriation on his part, resulting in certain disbarment under *In re Wilson*, 82 N.J. 451 (1979). There are situations in which a nonlawyer's

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¹ *Matter of Marc Adam Deitch*, DRB 11-293 (2011); 2012 WL 826172, N.J., (March 7, 2012)

Legal Ethics for Everyone in the Firm

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misconduct will be imputed to the lawyer, but those are generally situations where the lawyer had advance knowledge and failed to intervene. See RPC 5.3(c).

Supervision and Confidentiality

Another area in which supervision of nonlawyer staff is critical is confidentiality of office related information. Consider the following hypothetical. Gloria, a paralegal is employed with ABC, a local litigation firm. After two years, Gloria is hired away for higher pay by DEF, another litigation firm in the area. At the time Gloria changes jobs the two firms are representing adverse parties in a major lawsuit, which is finally coming to trial. While at ABC, Gloria spent some time on this case organizing exhibits and preparing witnesses.

What are DEF's ethical obligations associated with Gloria's becoming employed? What should DEF be doing to help ensure that Gloria's conduct is compatible with those obligations?

The fact that Gloria worked on this case at ABC is fundamentally important. In organizing files and preparing witnesses, she acquired "information relating to representation" of ABC's client, which is confidential under RPC 1.6(a). Her work was also part of ABC's representation of its client for conflict of interest purposes under RPC 1.7(a). If Gloria were a lawyer, her employment by DEF would probably prompt ABC to file a motion with the court to have DEF disqualified from the case under RPC 1.10(a). Since Gloria is not a lawyer, disqualification would be rather unlikely. However, DEF is under an ethical obligation to deal firmly with the confidentiality and conflict of interest issues represented by Gloria's side switching.

As to confidentiality, DEF should make "reasonable efforts to ensure" that Gloria does not disclose to other DEF employees any information she acquired about the case during her employment at ABC. One such effort could be having Gloria execute an agreement with DEF, as a condition of her employment, in which she promises not to disclose anything she knows about the case.

Another effort could be having Gloria screened. When a lawyer switches sides during litigation, RPC 1.10(c) permits the lawyer's new firm to continue in the case if the lawyer is screened from participating in the representation. While screening of nonlawyers has not yet been addressed in New Jersey, it has

the support of nationally recognized ethics authorities.² If DEF were to screen Gloria following the New Jersey pattern for screening lawyers, the screening would have to conform to written screening procedures adopted by the firm. Under those procedures, all other DEF employees, lawyer and nonlawyer, would have to be informed of Gloria's disqualification and assist in screening her away from any participation in the case. Gloria would have to acknowledge in writing that she is being screened and she could not receive any portion of the fee DEF is paid by that client. Moreover, written notice of Gloria's employment would have to be given to ABC's client.³

Requiring Gloria to sign a confidentiality agreement and screening her away from participating in the case represent efforts by DEF to fulfill the firm's supervisory obligations under RPC 5.3. However, RPC 5.3(a) speaks of a firm's obligation to "adopt and maintain" efforts aimed at ethical compatibility on the part of nonlawyer personnel. This suggests the creation of policies and procedures which will be in place even before ethical issues arise. As to confidentiality, this could take the form of a written agreement that all firm employees are required to sign in which they pledge not to disclose case and client information.⁴ And as to screening, the New Jersey rule requires that the screening be "timely." To qualify, the procedure must be in effect when the side switching employee begins working for the second firm.

Conclusion

Protection of client funds held in trust and maintaining the confidentiality of client information are but two of a lawyer's duties that nonlawyer personnel must be trained to observe. In fulfilling their supervisory responsibilities under RPC 5.3, law firms should be proactive, adopting policies and procedures which are sufficient to ensure that the conduct of all nonlawyer personnel is compatible with those RPCs and rules of court which are relevant to the firm's type of practice.

David H. Dugan, III, is a sole practitioner in Medford, New Jersey. His practice is restricted to legal ethics matters and includes providing ethics counsel to other lawyers, serving as an expert witness in legal malpractice and lawyer discipline cases, and representing lawyers who face disciplinary charges.

David was the featured speaker at the NJALA's Managing Partner Night on May 8, 2012.

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² Hazard and Hodes, *The Law of Lawyering*, Third Edition, Sections 14.11 and 44.8 (Wolters Kluwer, 2012); *Restatement of the Law Governing Lawyers*, Section 123, Comment F. (American Law Institute, 2000).

³ RPC 1.10(c) and (f).

⁴ Rotunda and Dzienkowski, *Legal Ethics*, Section 5.3-1 (ABA Center for Professional Responsibility, 2011-2012).



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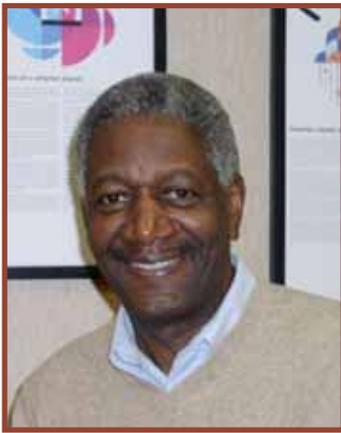
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ALA 2012 Regional Conferences & Expos

Region 1 Conference & Expo	October 18–20, 2012 MGM Grand at Foxwoods Mashantucket, CT
Region 2 Conference & Expo	September 27–29, 2012 Loews Atlanta Atlanta, GA
Region 3 Conference & Expo	September 13–15, 2012 The Depot Renaissance Minneapolis, MN
Region 4 Conference & Expo	October 4–6, 2012 Sheraton Denver Downtown Denver, CO
Regions 5 & 6 Conference & Expo	October 11–13, 2012 Disneyland® Hotel Anaheim, CA

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THE NEW MOBILE OFFICE

By JOSEPH JAMES, IV

Does this scenario happen in your office?

“Here is my new tablet; can you connect it to the network?”—said the attorney to the salesperson. “I connected to my office and did all my work off-site.”—stated the salesperson.

Did the salesperson actually talk to IT? Does the salesperson have any idea of the configuration of the attorney’s network? Odds are no. There are certain things that can be assumed in today’s offices, such as most have email and Microsoft Office among other applications. But what about the other applications? This happens all too often in today’s office environments: The IT department is asked to configure a device to “make” it communicate with the office.

Laptops, mobile phones, smartphones, iPads, Touchpads, Kindles and Nooks and so on. These devices offer one or more of the following:

- Phone
- Stored Contacts
- Bluetooth connectivity (later devices)
- The ability to work on files off line
- Access the internet/Wi-Fi and/or read almost anything, anywhere, at any time
- A camera

As these devices become more sophisticated, which one would be more useful and which one would be more practical?

Let’s begin with the latter. In today’s environment, an attorney wants a practical device that makes calls, accesses email, is able to read attachments, and can retrieve office documents. As for readability, earlier phones with their small screens made it somewhat difficult to read emails, especially in bright light. Today, these devices have larger enhanced color screens which

make reading emails and documents a little easier.

What is practical in the legal environment? One can define practical as being “effective, useful, sensible and appropriate.” Do all of these devices meet those standards? Some of these devices lend themselves to some disciplines better than others; an example is reading “*War and Peace*” on a Kindle or iPad as opposed to a smartphone. In essence, a practical device in the legal community should have three properties: one that’s easy to read, one that keeps you in touch with office (and sometimes clients), and one that allows editing.

“The attorney wants something lightweight and fully compatible with the office, easy to use, a full-sized or near full-sized keyboard with full Internet and Wi-Fi connectability.”

Because attorneys spend more time reading and writing than being in court, having access to case law, treatises and statutes, etc., is very

important. As technology has moved into the court room, having this information immediately available can make the difference between winning and losing.

The pros and cons of some of the above devices:

Standard Cell Phone—Often called “feature phones,” these are practical for sending and receiving phone calls, maintaining phone numbers and contact information. Later versions allowed texting, but have fallen out of favor with the introduction of smartphones. Some still use them because they do not require a data plan.

Smartphones—These have replaced PDAs and standard phones as the device of choice. They have Wi-Fi and Internet access; are excellent for sending and receiving phone calls, and for maintaining phone numbers and contact information. Smartphones allow you to sync with your office email system, browse the Internet, download “apps,” edit documents, create and view photos. Many have a proprietary operating system that allows these actions to take place. Current smartphones will actually become smarter because of API’s (application programming interfaces), which allow them to run third-party

(Continued on page 13)

The New Mobile Office

(Continued from page 12)

applications. Smartphones require data plans.

A major disadvantage of smartphones is that they lack a full-sized keyboard and sizeable screen. Working on a smartphone can be problematic over a long period of time. On the positive side, as intelligence is continually added to homes, appliances, supermarkets, stores, and other objects and places, you will soon not need cash or a credit card: a swipe of the phone past a scanner and away you go (coming soon to a theater near you ...)

Laptops, Notebooks and Netbooks (Portable Computers)

— these devices are the choice for portable computing. They have come a long way with features and functions. To complicate selections, many features are shared across all platforms and new applications are being offered daily. Original portable computers weighed as much as 15 pounds. Today's portable computers are far lighter, some weighing as little as 2 pounds, and Netbooks at less than 1 pound. The thinner devices like pads, Netbooks and notebooks lack a CD/DVD drive or other connectivity outlets. They all have Internet and Wi-Fi capability. They are far easier to carry than a conventional laptop. Individual functions of laptops and notebooks are becoming less clear as each continues to add features shared by the other. Netbooks are okay for limited mobile use. They often lack the full power of a laptop and may become sluggish when running multiple applications simultaneously.

Tablets—A Tablet PC is a modified mobile pc usually containing a special pen for writing and/or a touch screen. Tablets PC's are excellent in environments where writing or jotting notes is important. Tablets can usually decipher handwriting and convert into text. While somewhat thicker than a standard pad type device, tablets are more rugged, support form filling, and can upload captured data to a network on the fly. Apple has influenced the current operating systems of tablets, having them move away from the standard operating system, and more towards "cloud" computing via a browser. Viewing, editing and sharing files and photos, blogging, getting directions, accessing social media anytime, anywhere, is standard for cloud computing. Smartphones can access cloud apps, too. The "cloud" will continue to offer the standard office applications and continue with a plethora of new mobile apps.

Pads — "Pads," such as Kindle®, iPad®, etc., are a type of tablet computer designed more specifically for graphical audio-visual environments, such as reading (with sound) movies, and pictures. All have Internet and Wi-Fi access and support a wide variety of applications. They all multitask and have a battery life of 7 to 10 hours, depending on usage. In using a Pad as a full PC, earlier versions were somewhat cloggy because of limited keyboard and mouse functionality, although many have built-in touch screen keyboards. Today,

many Pads will accept Bluetooth keyboards and a mouse for easier editing. Connecting to the cloud is a given for Pads.

So, what is "useful" as it relates to these devices? They are all useful in their own right. But, the attorney wants something lightweight and fully compatible with the office, easy to use, a full-sized or near full-sized keyboard with full Internet and Wi-Fi connectability. "Useful" also means easy to use, intuitive, self-activating (quick startup), and web auto sensing. It may mean an office suite of programs for these devices like DataViz (an office suite for Windows mobile, iPhone and others). There is also QuickOffice, another mobile office suite. And, let's not forget Microsoft's Office 365, which allows you to work anywhere where there is web access.

But, it may not stop there. Does the attorney want to access "all" office applications while off site? Most likely, email is the only essential application needed for business while remote, with the ability to access to documents. Since we are talking about documents, let's not forget about data security.

What about data security? Today, data security is more important than ever. When using a portable device one should always be sensitive to data security on the device. All computers and mobile devices have a first level security option, whether it is a password or image recognition. But if the device is lost or stolen can you remotely disable the device? Does the device contain self-destructing data ability? Data security should always be considered and implemented on portable devices that store data.

What is the final answer to this on-going dilemma? As devices continue to add functions, the target will continue to move and thus the dilemma will continue. In the end, a good configuration is a laptop, smartphone and a pad; the laptop for raw computing power and a decent keyboard, a smartphone for calls and apps, and a tablet (thin) for videos, pictures, easy reading, and moving graphics. As the adage goes, "Here today, gone tomorrow." Won't it be interesting when these devices see one another? A laptop or pad with a built-in phone that sends files to the PC or pad? Dick Tracy would be amazed at today's gadgets.

Joseph James, IV, is the Project Support Manager at Micro Strategies. Micro Strategies is a Systems Integrator with expertise in Hardware, Software, and Services, and 29 years of success serving the legal industry. Micro Strategies has offices in Denville, NJ, and Malvern, PA, and covers the NY Metro and Mid-Atlantic regions.

For additional information, or to contact JJ, please email JJJames@microstrat.com or call Lee Anne Forbes-Doust at 973-625-7721.



UP TO THE MINUTE . . .

SUMMARY OF MINUTES OF THE NJALA EXECUTIVE BOARD MEETINGS HELD january to march, 2012

By ROBBIN DOLAN, CLM

NJALA board members are: Gayle Englert, President; Lisa Cuffari, CLM, President Elect; Mary Ellen Dolan, Vice President; Audrey Serban, Treasurer; Robbin Dolan, CLM, Secretary; 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.

Programs/Workshops

Lisa Cuffari reported that Managing Partner Night will be May 8th at The Manor. The speaker will be David H. Dugan, III, Esq., who will speak about “Legal Ethics for Everyone in the Firm.” CLE credits are available to attorneys who attend. Invitations have gone out to every member.

Robbin Dolan reported there is one last workshop this year. A program on “Law Firm Diversity” will be presented by Latham and Watkins’ Chief Human Resources Officer, Joshua Friedlander. The workshop will be held on May 16th at Day Pitney.

Publicity

Doreen Marino reported publicity submissions were made to the New Jersey Law Journal and the ALA Region 1 News.

Newsletter

Elli Albert reported that the Spring/Summer edition of the newsletter will be the Conference Edition.

Past President’s Council

Fran Puntillo reported that board nominations were nearly complete and the new board would be voted on at Managing Partner Night.

Bar Relations

Sara Diaz reported that the chapter would again sponsor a booth and will moderate law firm management sessions at the New Jersey State Bar Association Annual Meeting from May 16 to May 18 in Atlantic City.

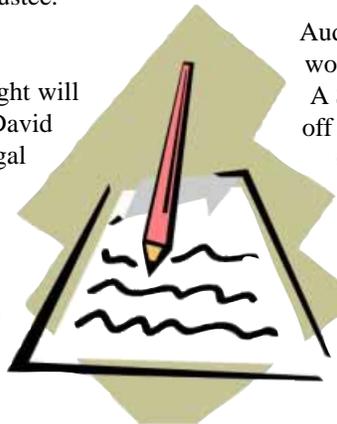
Surveys

Audrey Serban reported the Compensation Survey would be distributed in April, with a May deadline. A \$500 American Express gift card will be auctioned off to participants of the Compensation Survey. Lisa Cuffari reported the Equipment Survey dates would be moved to August, with a September deadline. A \$750 Region 1 conference scholarship will be auctioned off to members who participate in **both** the Equipment Survey and the Compensation Survey.

Socials

The Spring Social will be held on June 14th at the Rock Spring Club. The theme will be tied to the 1960s, in celebration of the Chapter’s inauguration year of 1967 and its 45th anniversary.

Robbin Dolan, CLM, is the Legal Administrator of Laddey, Clark & Ryan, LLP, in Sparta.





SOMEONE'S IN THE KITCHEN WITH KURT

BY DON PIERMONT, PHR

If you cannot find Kurt Brown at his desk, take a look in the kitchen!

The Executive Director at Einhorn Harris Ascher Barbarito & Frost, PC, became interested in food-related things when he was only 13 years old. Kurt was born and raised in Edgewater, New Jersey, “before it became the Gold Coast of the East,” and delivered milk prior to the start of the school day when he was in eighth grade. He continued the food-related career path by working in an A&P grocery while he was a high schooler. How many of us New Jersey natives remember E. J. Korvette’s? Kurt worked there while he was in college. While not related to Kurt’s culinary passion, there is nostalgia value!

Kurt was awarded a B.S. in Accounting and Economics at the Newark campus of Rutgers University, after which he spent seven years in various accounting functions at Motorola, and a year as Assistant Controller at Brooks International Corporation. During a 1987 interview lunch with Clive Cummis and Betsy Kalb of Sills Beck Cummis Zuckerman Radin Tischman & Epstein (now known as Sills Cummis & Gross), Kurt was introduced to the law firm world. This seems to have been Kurt’s “aha moment” because he has worked in the legal industry for 22 of the past 25 years. After seven years as the Controller at Sills, Kurt served as Executive Director at Scarinci Hollenbeck, LLC, for the next three years.

After ten years in legal management, Kurt decided to pursue his passion for food. He earned a Grand Diploma from the French Culinary Institute in New York, intending to open his own restaurant. He worked in a restaurant, and thereafter decided that owning a restaurant was not going to work for his family and him. He did some catering, and worked in executive dining at BMW.

Following the three-year sabbatical in which Kurt chased his culinary dream, he returned to legal management as Chief Financial Officer of Grotta, Glassman & Hoffman, PC, where he remained for seven years and oversaw the conclusion of operations when that firm merged with Fox Rothschild LLP.

Kurt spent the next three years as Chief Financial Officer/Chief Operating Officer at Clyde & Co. US LLP, the American arm of an international law firm. He commented on the three- to three-and-a-half hour round-trip commute, which influenced his decision to return to a New Jersey work site last year.



Kurt Brown

If you have been unable to find Kurt at his office or in a kitchen, then you’ll have to vastly widen your search, because he has two additional passions—clearly related to one another—traveling and photography. While many of us travel to resorts and spend our time reading (or, of course, catching up on e-mail) at the pool or at a beach, Kurt prefers more rugged, off-the-beaten-track travel in extreme weather conditions. His visit to Yellowstone National Park, where the nights are chilly to downright cold, even in summertime, was during February. He favors travel to Central and South America. His most recent trip was visiting the rainforests, cloud forests, and volcanoes of Costa Rica. On another memorable excursion he photographed

hummingbirds in the middle of a cloud forest in Tandayapa, Ecuador, then proceeded to a week of island hopping in the Galapagos. A favorite trip started in Lima, Peru, then to Inca, Ballestas Islands, flying over the Nazca Lines and, finally, a boat trip down the Amazon River. He mentioned a funny experience on that trip: Once he boarded the boat, he had no coverage on his BlackBerry until they passed a large village that had a cell tower. His device showed 150 new e-mails. Unfortunately, he lost signal before he was able to reply to even one. Kurt has a “bucket list” of future travel destinations that includes Africa, Papua New Guinea, Cuba, and too many National Parks to include in this article. One of those destinations may soon be crossed off, as Kurt tells me that he just sent in a registration form to be considered for upcoming trips to Cuba.

When he was in his teens, Kurt’s grandfather turned over his darkroom equipment. Kurt soon became tired of it, but his interest was rekindled when digital cameras were invented. (While I have not done any research, I would say general interest in photography has been greatly enhanced by the digital age.)

(Continued on page 16)

Someone's in the Kitchen with Kurt

(Continued from page 15)

The rekindling began when Kurt's wife, Karen, gave him a point-and-shoot camera as a Christmas gift. From there, he has progressed through prosumer cameras to multiple DSLR cameras and lenses. He builds his own frames because photo sizes have changed since the darkroom days but frame sizes have not.

The letter "K" is very important to Kurt. His two older siblings and his wife's names all begin with "K" —just as his does. Kurt told me that if I were to ask Karen about children, she would probably answer that she has one—and he is 55 years old! I also asked Kurt who does the cooking at home. He told me that Karen cooks during the week, but he takes over on weekends. He says he has told Karen: "You cook to live, but I live to cook."

Kurt has been a member of ALA and NJALA, off and on, for much of his career. He rejoined NJALA upon taking the post at Einhorn Harris and has found the time to attend many monthly chapter meetings since re-affiliating.

Try to catch up with Kurt when you see him at a chapter meeting. I am sure you will enjoy getting to this know this multi-faceted individual as much as I have.

Donald K. Piermont, Jr., PHR, has been a member of NJALA since 2008.

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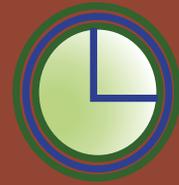


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A Quarter Past



January 2012

The January Monthly Meeting and Workshop was held on Tuesday, January 10, 2012, at the Highlawn Pavilion in West Orange. Law office management roundtable discussions were held on the topics of Marketing (hosted by Julianne Weinmann of Weinmann Marketing), Technology (hosted by Joe James and Tom Copeland of Micro Strategies), Leadership (hosted by NJALA members Michael Harrison and Mary Ellen Dolan), Human Resources (hosted by NJALA members Doreen Marino and Gayle Englert), and ALA Certification Process (hosted by NJALA members Fran Puntillo, CLM, and Robbin Dolan, CLM).



February 2012

The February Monthly Meeting and Workshop was held on Tuesday, February 7, 2012, at the Highlawn Pavilion in West Orange. Joseph Hannon, Esq., of Genova, Burns & Giantomasi led a very detailed presentation on “How to Comply with State and Federal Family and Disability Leave Laws.”



March 2012

The March Monthly Meeting and Workshop was held on Tuesday, March 13, 2012, at the Highlawn Pavilion in West Orange. Frederick J. Esposito, Jr., CLM, Director of Administration of Meyer, Suozzi, English & Klein, P.C., gave an informative presentation on “Law Firm Profitability – Navigating the New Normal,” which included items such as billing and collection practices, alternative fee arrangements, and related law firm planning and management.

NEW MEMBER SPOTLIGHT

INTRODUCING OUR NEWEST MEMBERS OF NJALA

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A THOUSAND POINTS OF LIGHT

BY FRAN PUNTILLO, CLM, SPHR

I'm not terribly fond of political speeches and American rhetoric, so I had to play around with Google to find former President George H.W. Bush's acceptance address given at the 1988 Republican National Convention. Way back in '88, President Bush coined the phrase, "a thousand points of light." The "light" he referred to were people and/or community organizations that spread like the stars throughout the nation, doing good. Do you remember that speech? Probably not, right? Maybe you'll remember Dana Carvey of Saturday Night Live using that phrase when he did his infamous Bush impersonations? Well, almost 25 years after that speech, I think I actually saw what our former President was referring to. Let me explain...

On March 9, 2012, Sarah Clark, Ken Bailey and I, members of NJALA's Past Presidents' Committee, presented a Career Day Program designed to identify and describe job opportunities at law firms to the upper classmen of the Christ the King Charter School. Christ the King is a college-preparatory high school in Newark, New Jersey. It is designed for young people with limited economic resources who have the potential to be successful in a college prep environment. The school offers a challenging academic program combined with a corporate internship experience that helps finance a significant portion of the tuition cost.

Our presentation was scheduled to start after the school's lunch hour. Ken and I arrived at the school a few minutes before Sarah, so we parked the car next to the school building, rolled down the windows, and waited for her to arrive. It was a beautiful spring-like day, and students of Christ the King were coming and going in front of the school. I was struck by the appearance of the school and its students. Despite what I had anticipated finding at this Newark address (shame on me), the school buildings and yard were remarkably free of trash, 'tags (gang signage) and graffiti. The students looked to be high school age but there was something *different* about them. They talked animatedly as kids are apt to do, but I didn't hear any inappropriate words or phrases. I didn't see any rowdy gestures or pushing or shoving in the school yard; I didn't hear loud music. The kids were all neatly dressed, smiling, and moving about with purpose. Their behavior actually struck me as wonderfully "odd."

When Sarah arrived, we entered the school and were greeted by a student who shepherded us to the auditorium. As we walked down the clean school halls, the students we passed smiled and greeted us. Every single young adult that I saw in the halls that day looked me in the eye as we passed each other, and actually welcomed me to their school. As Ken, Sarah and I set up our materials in the front of the room, the students arrived and filled in

the seats. I thought it was unusual that they didn't rush to the rear of the auditorium to be as far away from the speakers as possible. Yes, they sought out their BFFs to sit with as kids typically do, but their conversations were muted so as not to disturb others. I watched their interactions and thought again of Bush's speech. He said that life can be seen "in terms of missions—missions defined and missions completed." What I saw that day at the Christ the King Charter School were young adults on a mission.

I said a silent prayer that our presentation would speak to what they needed and wanted to hear, and would inspire them to consider a career at a law firm. I was the first to speak to the group. I remembered what an ALA expert suggested when speaking before groups—try to find someone to "connect" with in the audience... look for someone who appears interested in what you have to say and address your comments to that individual. So, during my introduction to our presentation, I told the assembled students how impressed I was with what I heard and read about the Christ the King school, and what I had seen for myself that afternoon. I noticed a young man in a front row who smiled and nodded back at me. "Good," I thought, "He's the one I'll focus on." But then, I realized all of the kids in the auditorium appeared to be listening and interested.

When Sarah and Ken took their turns to speak about secretaries, paralegals, lawyers, and other administrative job opportunities law firms offer, I watched the audience. The students **all** listened politely to Sarah, Ken, and me throughout the program. The kids had focus and determination—it radiated from them. I saw diversity, intent, maturity and confidence in the eyes of these motivated young adults. What a joy to behold! So, ok, maybe there weren't a *thousand* points of light that President Bush spoke of, but certainly hundreds of lights, all in the eyes that watched us from the audience. Looking at them, you just knew these kids were fearless and eager to get on the road that would take them forward toward their individual goals.

If any NJALA chapter member or organization needs an energetic, motivated and eager young person to fill a vacancy in your file room, copy center, or other entry level position, I'd urge you to consider the Corporate Internship program offered by Christ the King. Ask Sarah Clark about how well the program is working at her firm—she raves about it. And after meeting some of the Christ the King students, I can see why. They are a marvelous group of kids!

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



THE LEGAL ADMINISTRATOR AS A LEADER

BY ROBBIN DOLAN, CLM

Legal Administrators are in essence, “caught in between”—the classic Middle Manager. We have managing partners, equity partners and attorneys to whom we must report. We must look out for their best interests, which usually revolve around the bottom line. After all, a law firm is really a business just like any other, with the goal of returning profits to the shareholders. To our bosses, we are front line managers in the fight to gain profits for the firm.

On the flip side, administrators are leaders of the staff, paralegals, and often, associates. These employees have different goals—to put food on the table and work at an enjoyable place with room for advancement. Employees have a lot of personal goals that might not always reflect the good of the firm. It is the Legal Administrator’s job to balance the needs of the firm while looking out for the welfare of its employees.

Good administrators possess good leadership skills in addition to the management skills necessary to do their jobs. Leadership skills help bridge the gap between the upper and lower tiers of the firm. Leaders look at the big picture in addition to performing their daily administrative tasks.

The Manager

Administrators must be great at managing all aspects of a law firm. They are multi-taskers and decision-makers. They are adept at administrative tasks include managing procedures, developing schedules, seeing that deadlines are met, creating budgets and managing routine human resources tasks. These activities are really “small picture” tasks.

Administrators can be great at managing while being terrible at leading. More often than not, we have been trained in management or learned on the job. We have a knack for it. But the daily pressures of running a law firm often mask the more lofty duties of leadership.

The Leader

Leaders look at the big picture. They take the time to step back and consider what’s best for the organization. The ability to inspire and motivate employees to see beyond their personal goals and work for the good of the organization is what makes a great leader. Leaders have good communication and people skills. They are honest and trustworthy and their subordinates respect them.

Good leaders use positive reinforcement to inspire their employees. They lead their organization by bringing people along with them. They acknowledge good works through public praise. They make their employees feel important, like their contributions matter.

Good leaders care about their employees. They ask how their weekends were, and about their vacations. They spend a little time each day developing personal relationships with their employees. These actions are simple and free and go a long way towards increasing loyalty among workers.

The Marriage

The key for legal administrators is to meld the interests of the firm with the interests of the employees, and that is not easy. We aren’t taught leadership skills, we must develop them as we go, and hope that we have good mentors along the way. We are pulled in many directions, and what may be good for the firm may not always be good for the staff. We walk a tightrope and must be able to balance both the needs of the firm and its employees.

To the staff, you should be a mentor. After all, you really want them to succeed, don’t you? That makes your job easier and makes you look like a hero. Mentoring is not easy and it takes conscious effort. Take the time to look at employees’ professional development from their perspective, and take steps

“Perhaps the biggest challenge for a Legal Administrator is the understanding that they must make a conscious effort to become a good leader.”

(Continued on page 21)

The Legal Administrator as a Leader

(Continued from page 20)

to help them expand their knowledge. Help them identify their strengths and expand on them. Knowledge is beneficial to the firm as well as the individual. See that your staff feels they are given the opportunity to learn as much as they can about their position and the field of law.

Your staff also wants to feel like they are part of a team. Team successes boost morale and create excitement. The excitement often feeds on itself, creating a dynamic firm with loyal employees. Involve staff in decision making and trust them to act responsibly. Give them some responsibility and see them shine.

Your staff must also have a level of trust in you. They must be confident that you have their best interests at heart. This is difficult, as they know you represent management's vision. They need to know how they fit in, what to expect in their role, and that they can contribute to the needs of the firm. Communicate your expectations to them and they will develop a trust in you.

A good leader doesn't hover, gives staff adequate authority to make decisions and gives support and guidance. They give credit when due, are cognizant of morale, and are approachable. A good leader recognizes and applauds accomplishments. Write a personal note to staff or laud them in public when surrounded by their peers, when they do something well. Take them to lunch as a surprise. Making staff feel special goes a long way to creating the kind of work environment that will keep good employees coming back every day.

A good leader will also buy in to the firm's vision and goals. They exude enthusiasm for the firm and always look out for the good of the firm too. The good of the firm and the good of the staff are not always mutually exclusive. The staff often focuses on personal aspirations that may not align with the good of the firm. A good leader is able to help realign the employee's focus off of themselves and onto the organization.

Perhaps the biggest challenge for a Legal Administrator is the understanding that they must make a conscious effort to become a good leader. In many situations, there is no corporate ladder to climb, so leadership will not take them to the next level. Therefore they must develop personal reasons to want to become good leaders. It doesn't "just" happen and it doesn't happen without a lot of effort. The administrator must think of it as yet another ball to add to their ever-expanding juggling act. It is a worthwhile effort that leads to personal fulfillment, and one that is beneficial to all involved.

Robbin Dolan, CLM, is the Legal Administrator of Laddey, Clark & Ryan, LLP in Sparta

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A Look at the 2012 ALA

April 22



Conference in Hawaii

2-26, 2012





ALOHA! RENEW YOUR SPIRIT

BY DOREEN MARINO

The 2012 ALA Annual Conference & Exposition was filled with inspiration, motivation, and education, education, education! Being fortunate enough to be able to attend this year's conference in Honolulu as a result of winning one of the coveted NJALA scholarships, I cannot be more grateful for the experience. Since so few members were able to attend the long distance conference this year, I would like to give everyone a glance at the conference experience. In addition to this overview, I hope you enjoy the other session summary articles written by another 2012 scholarship winner, Sara Diaz, and those contributed by our generous NJALA members also in attendance, Fran Puntillo, CLM, and Nancy Fosina. All of our attending members contributed the photographs that you will enjoy in this Conference centerfold of the newsletter, and we thank them for their efforts.

First, I would like to share a little about the location. For those of you who do not know, Hawaii is a very spiritual place, which is why the theme for the conference was *Renew Your Spirit*. Aloha—the one word that personifies the entire Hawaiian culture, core values, and belief. How humbling to learn that? I always thought it just meant hello. The synonym for aloha is love, not hello. It represents the unconditional love for oneself and others—a love that comes from within. So I told many people that I loved them while in Hawaii. As a matter of fact, I recall a few instances when we were all screaming it.

The hotel accommodations were at the Hilton Hawaiian Village with the majority of the conference taking place at the Hawaiian Convention Center. The Village consists of six hotel towers, restaurants, pools, a lagoon, and beachfront. I am not supposed to talk about the bars available because that would be inappropriate. There was no real need to leave the Village if you did not want to. Everything was right at your fingertips, including lots and lots of shopping. Oh yes, there was a spa and fitness center. And if all of this didn't occupy you, you had the tours and activities desk.

Though there were events on Sunday such as the golf outing, committee meets, the CLM exam, and the regional meetings, the conference technically started with the Welcome Reception.

For those of you not familiar, the Welcome Reception is an opportunity for arriving ALAers to network with each other in a social atmosphere. As has always been, this event was fun. You get to mingle with other chapter members. There is always live musical entertainment available to kick off the conference.

I always look forward to the keynote address and this year's event was just as inspiring as ever. The opening keynote address was presented by Dewitt Jones, who is a top professional photographer, motion picture director, creative marketing guru, and author. The focus of the presentation was based upon his publication, *"A Clear Vision."* Mr. Jones demonstrated how we can access our passion and seize the day by learning how to change our perspective. In correlation to his profession, his message was that many times we need to change the "lens" to see things from a different perspective. How different things look when we change the "lens"! Read more about this session in Fran Puntillo's article that follows.

“The synonym for aloha is love, not hello. It represents the unconditional love for oneself and others—a love that comes from within.”

I absolutely loved my ALA conference journal this year. It was the best new thing! The journal contained summary information in the front for quick reference as to classes offered and locations, followed by notebook pages for class notes. It was compact in size (6½ by 9½ inches), and easy to carry around.

The selection of courses this year was abundant. We truly were torn between which sessions to attend. I can honestly say there was not one session I was disappointed with. So I will share with you a sampling of one-liner notes from the sessions:

- Angels can fly because they take themselves lightly.
- There is a difference between drug dependence and drug abuse.
- I need to ask myself every day how can I do my job better.
- No one on this planet actually knows what is going to happen with Health Care Reform.
- 26% of your workforce has mental issues.
- Retirement Plan sub-transfer agent fees are fees that go to the record keeper.
- Life is really that beautiful if we open our eyes to see it.

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Aloha! Renew Your Spirit

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- Salt and pepper **always** get passed together—no exceptions.
- People who are truly good at their jobs are good listeners.
- Saying “whatever” is really swearing at someone. (I apologize to mostly everyone I have said that to, because I say it all the time.)
- Medical Tourism is when companies send their employees to cheaper countries for medical services—this is showing to be profitable. Holy Cow!
- If Health Care Reform stays active, 2014 will be a very stressful year for employers.
- Retirement Plan 12b-1 fees are expenses that are related to recordkeeping and administration.
- When ALA raffles a gift of 500 clams, it actually means \$500.00, which I did not know. I thought it meant 500 clams, and had no idea what I would do with all that fish if I won it. And yes, I said that out loud to the entertainment of my chapter buddies who educated me on the real meaning of 500 clams.
- When dining with a client, you need to complement their food order by ordering something similar to what the client ordered. To do otherwise is inappropriate.
- Bullying behaviors in the office damage work relationships and slowly destroy organizational functioning. If those in power have their “head in the sand,” long term damage to the organization is imminent.
- Team building does not exist anymore; it has been replaced by personal interaction.
- There is a lot involved with letting people work from home. Do your homework, do your research, establish telecommuting policies or guidelines, establish business reason; electronicize files; and establish best practices expectations.
- The profession containing the highest rate of depression is lawyers.
- Don’t listen to anyone—your appearance means a lot, so make it count.
- When dining, your bread goes to the plate on your left side and always pass the bread to the left.
- 75% of drug abusers are employed.
- Coaching skills are imperative for each manager to have.

The closing session is another one of my favorite events at the conference. I like to end the conference with a message and was not let down in Rosa Say’s presentation of “*Managing with Aloha*.” Members got to see how the nineteen values that surround the core of aloha can be applied to the practice of management, and saw the nine key concepts of aloha culture building in business. This was the type of closing session that makes you think for a long time thereafter—reflect, so to speak—about your current managerial behaviors.

Also offered this year was “Business Matters” sessions, which were very widely attended. The buzz around the convention was clear that many members were looking forward to the Business Matters sessions. Just so some are clear, these are educational sessions orchestrated by the Business Partners.

Of course, there is no annual convention without the Chapter Awards program. Over the years, this program has become quite humorous, because our true pride and competitiveness comes out. Soon, I believe, we will show up with mascots and water guns. However, New Jersey has much to be very proud of. The only hole we felt was the idea that we typically have so many more members there to share our joy. The members that have or do contribute to the success of the chapter know how difficult it is to dedicate your time to an organization—it is a lot of work. Congratulations to all of you, because without everyone’s support, we know we would never achieve these winning positions:

Presidents Award for Excellence—Platinum Level (highest)
 Bar Relations—Second Place/Large Chapters
 Business Partner Relations—Second Place/Large Chapters
 Newsletter—Third Place/Large Chapters
 Education/Legal Industry—Honorable Mention

No Annual Conference is complete without a gala, and this year’s was a luau. How can you go to Hawaii and leave without a luau? We were a lot of people—and I mean a **lot** of people. It was a beautiful evening outside, so everyone was happy that the event was relocated to the Great Lawn. I am not quite sure there was any area big enough for us, so it was very tight. I managed to crawl my way to the front at one point (and I mean crawl) to get some pictures to try to capture the native historic presentation of Hawaiian cultures. Members enjoyed a sampling of typical luau cuisine and I have no idea how they managed to feed everyone. Did I mention we were a lot of people? We also had the pleasure of a Chief performing the fire dance, thankfully, over by the water where he was safe from us.

This was truly a great conference. To conclude, and so you always use your Hawaiian words correctly, Mahalo means to appreciate with gratitude. Mahalo for this opportunity to have a great learning experience both in and out of the conference center.

Doreen Marino is the Human Resources Director of Lerner, David, Littenberg, Krumholz & Mentlik, LLP



THE JUICE BOX CAMERA

BY FRAN PUNTILLO, CLM

I was one of the lucky people who went to the ALA Conference in Hawaii this year. I even stayed an additional week so I could enjoy two of the beautiful islands. What a wonderful place to visit and learn!

Earlier this year when the final 2012 Annual Conference brochure arrived in the mail, I browsed through it to pick out the sessions I planned to attend. I confess, I was a bit surprised to see that a professional photographer had been chosen by ALA to present the opening session. I wasn't too sure how photography related to law firm administration (other than both jobs occasionally inspire the desire to "shoot" something). However, I enjoy photography and I recognized the photographer's name and have seen some of his photos, so I decided to attend his session.

DeWitt Jones made a very effective presentation interspersed with some of his breathtaking landscape photographs. He talked about the importance of the camera equipment and how critical it is to know how to use it. But he said that wasn't the secret to taking great photos—or to having a great life.

He said he learned the secret during one of his field trips while on an assignment for National Geographic. As he carried his heavy tripod, camera and bags of equipment around the location, a young village boy followed him. Each time after DeWitt had set up his equipment to take a shot, the young boy stepped in front of him and the professional's camera, held a cardboard juice box in front of his face and said, "Click, got it." He then moved away and let DeWitt take his photo of the same scene. Throughout the day, the boy would wait for DeWitt to set up his shot, and then he'd step in front, point his juice box at the subject and say, "Click, got it." As they walked along, the boy asked DeWitt why he changed lenses and lugged all the camera equipment around. DeWitt started to explain the concepts of depth of field, apertures and shutter speed. The boy squinted up at him and said, "You

mean you just want to make a better picture?" The "KISS" method from the mouth of babes...

At the next location they stopped at that day, DeWitt was upset that he couldn't get the photo he envisioned because he was running out of daylight. The boy just said, "Try this," and turned around 180 degrees, pointed his juice box camera directly into the sun and "took" the picture. Rather than packing up for the day, DeWitt followed his young friend's advice. He showed the ALA audience both of the photos he took that day. The first one was good, but not outstanding (DeWitt was correct—he did need more light to make a dramatic photo from the image he saw). The second photo, taken after he followed the young boy's advice and turned around, was perfectly backlit and amazing.

"How wonderful it would be to learn to effectively use our "wide angle lens" for strategic thought and not limit our choices by using a "telephoto lens."

The moral of the story here is to break the patterns you're used to making and find the extraordinary viewpoint. Ask yourself "Why do I do it this way?" Then ask, "How can I do it better?" Consider changing your "lens" or your perspective on issues. Make sure you have the **right** lens on your camera for the shot you're trying to capture. "There's always more than one right answer in photography," said DeWitt. He encouraged and challenged his ALA audience to take risks and find "the next best shot." If you don't get enough sun for your shot, don't give up. Turn around and use the shade to create something exceptional. He showed us photographs he had taken that transformed the ordinary into extraordinary by simply breaking a pattern or changing a point of view.

He equated the young boy's "juice box camera" to an expression of passion and vision that will change a life. I don't believe he ever said "management style" or "short- or long-range goals" or any of the jargon we use daily in our professional lives during his presentation, but his message was clear. DeWitt said you must train and perfect your technique, learn from your mistakes and align your personal

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The Juice Box Camera

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and professional vision. You must keep your eye out for the opportunity to celebrate what's right with the world, create a strategy that aligns with your personal mission and add a touch of creativity to everything you do. That's the road to a great photograph and a great life.

Wouldn't it be nice if life was digital and not film ... if you don't get what you want the first time, you could delete it and try again? How wonderful it would be to learn to effectively use our "wide angle lens" for strategic thought and not limit our choices by using a "telephoto lens." We should "bracket all our shots" and take lots of "photos" while continuing to improve our technique. When life challenges us to look at and for the big picture, we must remember not to ignore the small stuff, or we may miss the "next best shot." And perhaps my favorite quote from DeWitt's presentation was: "Angels can fly because they take themselves lightly."

What do you know ... a photographer **did** have a relevant message for law firm administrators! And the message was artfully presented in and among a garden of beautiful photographs.

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

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PORTABLE TECHNOLOGY

BY NANCY FOSINA

After ten wonderful days of vacation in Hawaii, and three full days attending the 2012 Annual Conference in Honolulu, my last 90 minutes on the fourth day of the conference were spent at an informative and entertaining session entitled, “60 Apps and 30 Devices in 90 Minutes” (a/k/a, “The Bill and Phil Show”), presented by William Ramsey, J.D., of Neal & Harwell, PLC and Phillip Hampton of LogicForce Consulting, LLC. Bill and Phil are well known to ALA audiences for similar presentations that they have done in the past, as was evident by the packed room. They are quite the comedy team, indeed, but always manage to jam the session hour full of interesting and useful technology hints and tips. Bill and Phil not only enjoyed what they were presenting, but were quite knowledgeable about their subject matter—attorneys’ love affairs with their portable devices. Below is a sampling of some of the newest tech devices and applications that they can’t live without. Feel free to go to the various websites to find out more about items that interest you:

Technology for Lawyers

- Best Ultrabook (portable laptop) for lawyers: Samsung Series 9. Check out www.ultrabookreview.com.
- Best Smartphone: Samsung Galaxy Note. www.samsung.com/galaxynote.
- Tablets: Amazon Kindle Fire (\$199) beats the Nook Tablet—but don’t be fooled, it is no iPad.
- Speaking of the iPad—The latest version has a powerful processor, 5MP camera, 10-hour battery life, 4G LTE and WiFi (\$499).

Apps for Lawyers

- Internet advertising: www.lawyerupnow.com is a site that matches potential clients with attorneys. Take a few minutes to sign up and get referrals immediately.
- iJury (iPad) for voir dire: This app scores potential jurors and identifies problems with your panel (\$14.99).

- Expense tracking: Import expenses from credit cards and scan receipts for free. www.expensify.com.
- SquareUp is a free credit card reader for smartphone or tablet—2.75% per swipe. www.squareup.com.
- Enter billable time on iPhone/iPad with www.bellefield.com/itimekeep.
- Social Networking for a private organization where only co-workers can join—free from www.yammer.com.
- TrialPad presents electronic evidence in court—annotate and redact documents (\$89.99). www.trialpad.com.
- TrialTouch for iPad courtroom display—access exhibits, animations, videos, and documents. www.trialtouch.com.
- TrialDirector for trial presentation; video dep synch, and clip editing (\$695). www.trialdirector.com.
- GoodReader (iPad): Robust PDF reader—handles large files, syncs with DropBox, and iCloud, and annotates files (\$4.99).
- LaCie “itsaKey” USB Flash Drive—Keep this flash drive, in the shape of key, on your keychain. www.lacie.com.
- Adonit JotPro: Pressure sensitive stylus pen for your touchscreen (\$29.95). www.adonit.net.
- Worldox iPad App integrates with Worldox Web Mobile.
- Skype for iPad: Call, video chat or IM any Skype user—full screen video with free basic account; pay a fee for your own Skype number and ability to call landlines.
- SoundJaw for iPad is a simple clip-on attachment to iPad2 to enhance audio volume without external speakers (\$12.99). www.soundjaw.com.

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Portable Technology

(Continued from page 28)

- Conference Pad (iOS): Control presentations on up to 15 iOS devices wirelessly (PDFs only); a great alternative to paper handouts (\$4.99).

Cool Apps for All

- HistoryTools (iOS): See what happened on this day in history. \$.99 in Apple App Store.
- ION Water Rocker: A stereo, wireless, waterproof speaker system—listen to your favorite tunes while splashing in the pool, and stream music from an audio device transmitter (\$99.00). www.ionaudio.com.
- Fitbit Ultra: A wireless activity and sleep tracker—tracks calories burned; step and stair tracker; sleep pattern monitor (\$99.95). www.fitbit.com.
- Fake Conversation: Allows you to create a fake conversation on iPhone or Android; impress your friends! Free download from App Store.
- Ivey Personal Assistant: Voice activated bedside assistant; responds to 43 voice commands; calming sleep sounds (\$59.99). www.helloivee.com.
- DP Animation Maker: Got an artistic touch? Check out www.animationsoftware7.com.
- TVHat: Video viewing gear via hat, cap or visor. Enjoy a movie theater experience virtually anywhere. Increases your “GEEK” appeal exponentially (\$29.95). www.buytvhatnow.com.

All of the applications above that are listed for iPad can be found in the Apple App Store.

Whew—that’s it in a nutshell. If you would like a copy of the handout that lists **all** of the tips and hints presented in the session, please contact me at nfosina@mshenvlaw.com and I will forward a copy to you.

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



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GET YOUR ELBOWS OFF THE CONFERENCE TABLE? BUSINESS ETIQUETTE!

BY SARA M. DIAZ

I attended this business etiquette educational session, presented by Pam Chambers, while in Waikiki during the 2012 ALA Annual Conference and Exposition. I have to admit that the reason for attending was not that I had a great desire to learn more about this subject. The fact is that I needed to attend as many HR sessions as possible to get credits for my PHR recertification, and the other HR session during this time slot did not appeal to me. I was glad I attended because the speaker was very entertaining, and many things that I know, but do not always focus on, or take for granted, were addressed. I did learn that the “salt and pepper shakers” must always travel together. In other words, if someone asks you to pass the salt, pass both the salt and pepper shakers together.

While most folks of my generation and earlier generation take manners and etiquette for granted, we know that younger generations have been raised differently and do not understand the value of manners. The speaker indicated that manners have shifted over the last few generations from “caring for others” to “pleasing ourselves.” When we give more importance to pleasing ourselves, we lose respect for others, and consequently, incivility becomes more prominent.

Manners are considered “soft skills” which are often overlooked even though they are very important. There is a resurgence of focus on manners. Companies and colleges are planning training programs to help young people in the job market who need to brush up on manners. In the past, teachers were permitted to teach manners to students in his/her classrooms. Today, restrictions and laws prevent teachers from involving themselves in this area of child development, while at the same time parents have less time to focus on etiquette.

Ms. Chambers discussed a number of common mistakes that people make in their daily lives. For example, when it comes to body language, she recommended that men avoid standing in the the “fig leave position” (hands clasped in front). This is deemed to be an unnecessary protective stance. She reviewed the importance of eye contact with people to whom you speak. For men meeting women for the the first time, she suggested men should look no lower than a woman’s nose, focusing on

the triangle from the forehead to the nose. He also suggested that women avoid “up talk.” Up talk refers to a style of speech where every sentence ends with a rising tone making everything sound like a question. She suggested that when someone gives you their business card, you should focus on the card for a few seconds and say something about it. It can be as simple as “your firm has a nice logo,” or “I know that area,” etc. She also indicated that we should not write on a person’s business card in front of them.

She addressed how important a receptionist is to a business, including the way they look at a person when they walk in the door, and how long it takes them to speak to the person who walks in. If the receptionist looks up and down at the visitor or looks at them, turns to the computer, or keeps working and then looks back, this conveys disrespect. The message is that the person is not important enough, and the receptionist will address her/him only when they are good and ready.

When someone you meet tells you it was a pleasure to meet you, respond with “the pleasure was all mine.” It is also important to speak at the right speed, not too slow or too fast, because of what the speed of your speech conveys to the listener (especially on the phone).

She discussed the importance of reviewing the company’s dress code during the employee orientation so when an employee strays from the dress code, the manager can easily remind them of the discussion during orientation. She suggested administrators in attendance consider conducting a weekly or monthly review of etiquette topics and cover things such as dress code, email and phone etiquette, etc. Young attorneys should be made aware of the importance that good manners has at your law firm.

If you invite someone to lunch to discuss business, bring up business after the entrée is finished, unless your guest brings it up first. If you are paying for the meal, make suggestions from the menu so your guest knows what budget they should stay within. There should be no argument over who pays. Men should not feel obligated to pay because they are going out to lunch with a woman. It shows there is “give and take” in the relationship and

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Get Your Elbows Off the Conference Table

(Continued from page 30)

sets the tone for the relationship if both parties can easily agree to split the bill. Of course, if you issue the invitation, then you should pay, and vice versa.

For specific table manners, Ms. Chambers gave a tip to remember which bread plate and drink is yours. If you make the okay sign with both hands (form a circle with your thumb and the next finger), you can see that the left hand forms a letter “b” for bread and the right hand, the letter “d” for drinks. Good etiquette says that you should not cut your food early, eat a small piece of bread at a time, and do not slice and butter your bread and eat it like a sandwich. If someone mistakenly puts bread on your plate, thank them and proceed to start eating it and thank them. They’ll catch on quickly. There are always exceptions to every rule, and I think that if the food is bad and you are eating your bread as your entrée, then you can butter it and eat it as a sandwich!!

Below are some of Ms. Chambers’ Top Etiquette tips:

- Sometimes we must set aside our own preferences in order to put others at ease.
- Replace the words “no problem” or “no worries” with “my pleasure” or “consider it done.”
- Give others the gift of your complete attention. Avoid glancing at your electronic devices or texting while in the presence of others.
- Do not attempt to finish other people’s sentences, you will usually be wrong and it’s annoying.
- Since people expect immediate action these days, send a prompt e-mail of thanks, followed by a handwritten thank you note. Use a real stamp instead of your company’s postage meter.
- You do not have to be interesting, as long as you are interested.
- Gesture with an open hand instead of pointing.
- Follow a guest’s lead when it comes time to order the meal. If your guest is a vegetarian, refrain from ordering the rare prime rib.

In closing, good manners is really about being thoughtful, using common sense and choosing civility in our daily lives. The Golden Rule to keep in mind is, “Do unto others as you would have others do unto you.”

For additional etiquette topics, visit www.pamchambers.com. Ms. Chambers is a speaker and coach offering training on public speaking and private coaching. If you register your email address on her website you can download her book, *Life is a Presentation*.

Sara M. Diaz is the Director of Administration at Chasan Leyner & Lamparello, P.C., in Secaucus



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What's on Tap

ALA and NJALA 2012 CALENDAR OF EVENTS

Monday, June 25, 2012 (12:00 noon)

The **Past Presidents' Golf Outing** returns to the Hyatt Hills Golf Course for an afternoon of golf and networking with our business partners. Enjoy a day of lunch, golf lessons, a round of Best Ball golf, dinner and, of course, prizes! All players from beginners to experienced golfers are welcome.

Wednesday, September 12, 2012 (6:00-8:30 pm)

Join us this year for the **Business Partner Expo**, which returns to Mayfair Farms in West Orange. The BPE is a great opportunity to network with business partners, new and old, preview new products and services, and enjoy a great evening with your NJALA peers. This year's Expo will again feature a conference scholarship drawing as well as great prizes provided by our business partners, so don't forget to bring a stack of business cards! Prior to the Expo, educational workshops will be offered (TBA). A buffet dinner will be served.

Wednesday, July 18, 2012 (2:00 pm)

ALA Webinar. Topic: "Change Leadership: A Boot Camp to Drive Organizational Change," presented by Rachel Schaming, ALA Past President, and Director of Human Resources for Radiology, Ltd.

Wednesday, September 19, 2012 (2:00 pm)

ALA Webinar. Topic: "Of Foxes, Hedgehogs and Law Firm Profitability," presented by Mark Santiago of Kerma Partners.

Wednesday, August 15, 2012 (2:00 pm)

ALA Webinar. Topic: "Records Management: The Bermuda Triangle," presented by Dana C. Moore, Records & Information Compliance Manager for Foley & Lardner, LLP.

October 18-20, 2012

This year's **Region I Conference** will be held at the fun and fabulous MGM Grand at Foxwoods in Mashantucket, Connecticut. Region conferences are a great opportunity to attend workshops, network with business partners and ALA peers, and enjoy social events—all in a more intimate setting. More information to follow.

For information about:

Monthly meetings – Please contact Lisa Cuffari, CLM, of Fox and Fox at 973-597-0777.

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

NJALA Socials – Please contact Jackie Pampinella of Fox Rothschild at 973-992-4800.

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





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IT'S "THYME" ONCE AGAIN FOR THE ANNUAL BUSINESS PARTNER/VOLUNTEER APPRECIATION NIGHT

BY TROY PATE

Most of us are familiar with the idiom "too many cooks spoil the broth." That is what one may have anticipated when the NJALA held their annual Business Partner and Volunteer Appreciation night at the Classic Thyme Cooking Studio in Westfield. Bring together many wannabe chefs, some fine wine (with some very unique brand names), and the paparazzi with cameras flashing: One would anticipate "spoiled broth." As it turned out, the night was a success and there was no spoiled broth. The NJALA set out to recognize their many supporting organizations and volunteers.

We had over 40 people attend the event from the NJALA, supporting business partners, and volunteers. The event was fun, entertaining and successful in recognition of the many individuals and companies that support the NJALA. I had a great time attending as a supporting business partner sponsor. Being able to mingle with some of the other sponsors and NJALA members is always beneficial for building critical relationships.

The night began with Chef David Martone, who was trained by the world renowned Chef Jacques Pepin (not by Dom DeLouise as many in attendance may claim), providing a narrative of the night's agenda along with some expert advice. David ran us through the "southern food" theme for the night. With that theme came some education. First up, what is the difference between barbecuing and grilling? If you did not know you soon would. Grilling is cooking over an open flame, barbecuing is cooking with indirect or low level heat, which could include an oven.

There is a difference in the type of meat you would use for each method. High quality meats are not desirable for low heat which can draw the moisture out of the meat, leaving it tough and dry. That is why we use these high quality meats for grilling. Barbecuing typically uses less expensive cuts of meat that must be cooked slowly for long periods of time to become tender. Cooking slowly can take all day or even several days to fully cook. That is why David had started early that day preparing whole chickens and ribs, slowing cooking them in his ovens. The oohs and aahs came out from all of us as David announced

this. David was clear in his method of preparation of the meats, including the proper use of rubs, the type of rubs, and "never apply sauce on the meat while it is cooking."

At this point most of us were showing signs of hunger. Some went for more wine, and the wine with the unique brand name seemed to be the most popular. Others started nibbling on the menu ingredients at one of the preparation stations. It was beginning to look like we might have a chocolate dessert void of the chocolate.

David then took us through a detail of the nightly menu. There would be a "mopping" sauce of David's own recipe for the chicken and ribs. There would be hand made pizza. Up to this point everything was sounding delicious; however, pizza with green beans and rutabagas was not my idea of what should be on a pizza. It did get better from here. Next on the menu would be lime shrimp, homemade corn chips and salsa, risotto, and chocolate chili cake for dessert.

It was time for everyone to wash up and staff their stations. Meanwhile, the cameras from the paparazzi kept flashing, and the chocolate chips continued to be consumed. Hunger pangs were really evident by now. More wine was being consumed and everyone was anxious to get started.

The room began to fill with the aromas of various ingredients being cut, chopped and squeezed for the different menu items. One could smell the onions, the aroma of lime, and especially the delightful smell of the barbecued meats as they began to permeate the air. David's crew swept around the room helping and ensuring things moved along smoothly.

At the dessert station (my station), David's team could see that we were not quite up to speed. The first order of business would be to learn how to crack and separate an egg. Crack the egg on a flat hard surface, not a corner, and separate the egg yolk in your hands. I tried to demonstrate my new found skill to my wife several days later as she was baking. She was not as appreciative of my new skill set as I broke the yolk in her mixture.

Everyone was laughing and having a good time talking,

(Continued on page 35)

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It's Thyme Once Again

(Continued from page 34)

sharing stories and learning new skills in the world of cooking. Meanwhile, the wine was about gone, everyone was wrapping up their stations (except the dessert station, where it was a good thing we had the help of David's team or there would not have been any dessert for the evening). By the way, did you know that chili powder and paprika can be used in a chocolate dessert recipe?

David's team began to set the tables with tablecloths and place settings. Everyone by this time was really ready to eat, some to the point that they were licking the bowls used to make the dessert.

First up was the pizza and risotto. It did not take long for the line to form and people to begin filling their plates. The group was impressed: Both dishes were YUMMY!

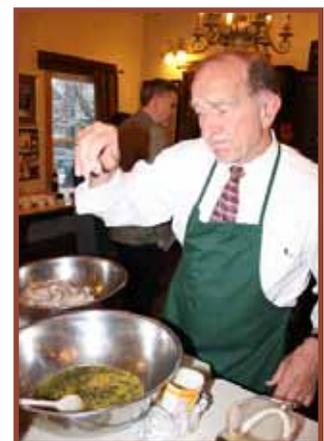
Next up was the shrimp, corn chips and salsa. There was no waiting, as all filled their plates once more. All were enjoying themselves, having a good time, cameras continued to flash, and I think the wine was definitely gone by this time. At my table, we learned about mixing different foods together and the art of mixing cereal. I am not sure how we got on that

subject, but we had a demonstration of mixing shrimp, risotto and pizza together.

It was finally time for dessert. Our palates got to experience the flavors of chocolate and chili powder baked in a cake. The chocolate chili cake seemed to be a hit ... even though it was missing a few of the ingredients. Yes, the crack team at the dessert station failed to put in a few of the ingredients into the cake. Everyone still seemed to enjoy it and were none the wiser.

All in all, it was a wonderfully successful evening of food, friends, learning, and recognizing those who support the NJALA. Thank you, NJALA, for a delightful evening.

Troy Pate is the Marketing Director for UPS in New Jersey. Troy has been with UPS for 28 years. As the premier business partner sponsor of the NJALA, UPS is here to bring value to your firm through customized solutions that can save you time and money, mitigate risk, and improve your client care. Tom can be reached at 201-330-7377 or by email at tpate@ups.com.



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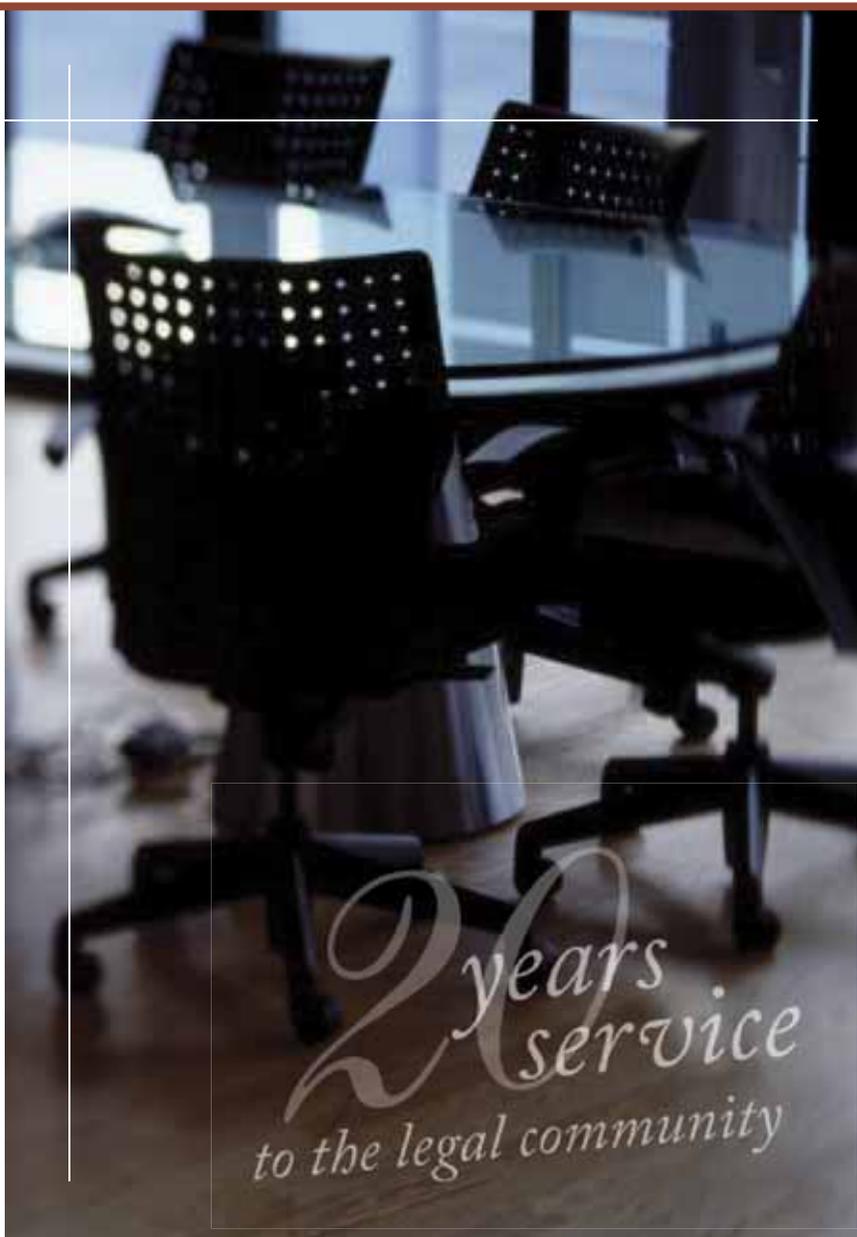
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(Continued from page 37)



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HATCHES, MATCHES & DISPATCHES

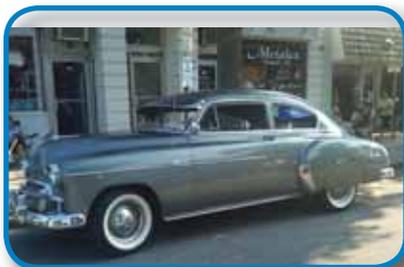
BY CINDY LANDIS

Greetings to one and all...

I have been asked by our editors, Elli Albert and Anita Setaro, to take over "Hatches, Matches & Dispatches" where Tom Kaminski left off. Great writing is an art which I always admire. I will do my best to fill the shoes of those who did it so eloquently before me.

My husband, Phil, and I started the never-ending project of re-doing our master bathroom. It began on January 20th, as he (not I) remembers the day well. Not only did we take everything down to the studs, but we took down a wall and put up another, doubling the size of the room. We are hoping our project is done by the end of May, at which time I plan on taking a long hot shower and going out for a nice dinner. Unfortunately for him, the next project I have for him is right around the corner.

And now for some announcements from our friends....



Bernie Merer (Saiber) has plans to go cruising with "Gertie" this summer. Who is "Gertie" you ask? She is Miss Trudy and Bernie's 1950 Chevrolet Fleetline Deluxe.

Although they normally drive her locally through Monmouth and Ocean counties, the plan is to bring her up the doo-wop concert in the Meadowlands this June. Depends on how she feels that day. After all, she's 62 years old you know!

Kathleen Cox is happy to spread some good news. She passed the SHRM certification test on January 26, 2012, and now has her PHR—Professional in Human Resources Certification. Way to go, Kathy.



Lindsay, the daughter of **Jim Van Leir (Epstein Brown)**, has accepted a position as a research assistant in the Math and Science graduate program at the University of Vermont. Lindsay is all smiles here at graduation with her BFF, Brittany.

Steve Segal (Podvey Meanor) and Angela Segal (Latham & Watkins) are heading to Boca Raton, Florida, in May to attend the college graduation of their son, Daniel. He will be receiving a Bachelor of Arts degree, and is planning to pursue a career in the special events industry.



It was a vacation in gorgeous Turk and Caicos for **Susan Weinreb (Genova Burns)**. What more could she need except for a bathing suit, book and boyfriend?

Ken Bailey (Fishman McIntyre, PC) is happy to announce his son and daughter-in-law, Mike and Marissa, welcomed a son, Connor Michael, on February 28, 2012. Connor weighed in at 9 pounds, 7 ounces and 22 inches long. Grandpa smiles just looking at him.



A change of scenery for **Libby Bernier-Spiess** as she announces that as of March 5th she is the Office Administrator at Epstein Becker & Green in their Newark office. She reports it is great to be back in Newark. Good luck to you, Libby!



Congrats to **Lisa Cuffari (Fox and Fox)**, whose eldest child, Elena Clare, was married on April 21, 2012, to George Nicholas Fourlas at the White Meadow Lake County Club in Rockaway, New Jersey. The celebration was enjoyed by an extended group of

(Continued on page 40)

Hatches Matches & Dispatches

(Continued from page 39)

family and friends! Soon, Elena and George will be relocating to San Sebastian, Spain, while Elena takes a two-year, post-doctorate fellowship with the Marie Curie Institute, TESIS.

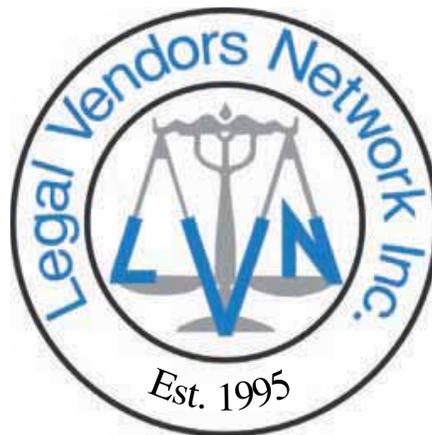
We are sad to say that **Sarah Clark (McElroy Deutsch)** lost her mother, Margaret Diana Clark, on March 28th after a short illness. She lived 81 fabulous years and Sarah reports that she will be terribly missed by all who knew her. We will keep Sarah and her family in our prayers.

The winter months were far from what I would call “winter.” When spring arrives, however, we are all happy planning

vacations, attending graduations, and all that come with this time of year.

And that concludes the most current member news. Just remember, when you are attending those vacations, parties, and festivities in the next few months, take a picture or two. We are all interested in seeing what is going on outside our four walls. So until next time....

Cindy Landis is the Office Administrator of Gennet Kallmann Antin & Robinson in Parsippany, NJ



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Q & A: TODAY

BY ANITA SETARO

Q:

Is your firm planning to continue summer outings? Is so, what event(s) do you have planned?

Kathryn Krylowski of Golden Rothschild Spagnola Lundell Boylan & Garubo: Absolutely. We will either host a picnic at a local park or take a trip to Monmouth Park.

Barbara Hughes of Littler Mendelson: Still deciding. In the past we have done bowling and attended minor league baseball games.

Joanne O'Beirne of Wolkstein, Von Ellen & Brown, LLC: Sad to say, this firm has never had a summer outing.

Elli Albert of Berman, Sauter, Record & Jardim: We always have some sort of summer firm outing. Last year one of our equity partners hosted a BBQ picnic at his house for the firm, including spouses and kids. It was great fun, and I expect we may repeat it again this year. Prior outings have included picnics in the park, theatre trips, and baseball games.

Louise Ruffo of Wilson Elser: As the firm grows, so does the cost for annual picnics; therefore, it has been decided to use the money for other employee events.

Mary Beth Donoghue of Day Pitney: At present, we have summer events planned only for the Summer Associate Program.

Karen Hess of Peckar & Abramson: Unfortunately, our firm has not done a firm-wide outing in many years. I believe the last attorney outing was more than five years ago, and the last partner retreat was four years ago.

Sarah Clark, CLM, of McElroy Deutsch Mulvaney & Carpenter, LLP: As far as I know, we are not. In past years, we have had a picnic.



Karen Steinberger, CLM, of Saiber, LLC: Unfortunately, we stopped having summer outings many years ago because our staff did not want to spend their time on Saturday or Sunday attending. The events were therefore attended mainly by partners and their families, and did not fulfill the purpose for which it was intended. However, we have been talking about surveying our current staff for their thoughts with a view toward considering it once again. Nothing is planned for this summer.

Cindy Landis of Gennet Kallmann Antin & Robinson: We are still in the process of planning a summer outing. I am looking into a winery tour with lunch. Here are a few outing we have done in the past: Lunch at a local pub followed by bowling; cooking classes at Classic Thyme in Westfield; Spirit of New Jersey cruise; AA ball game in Newark; picnic at a local park in Morristown. One summer we had planned a cookout in the park with a "casino" theme, which had to be moved to the office due to inclement weather.

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

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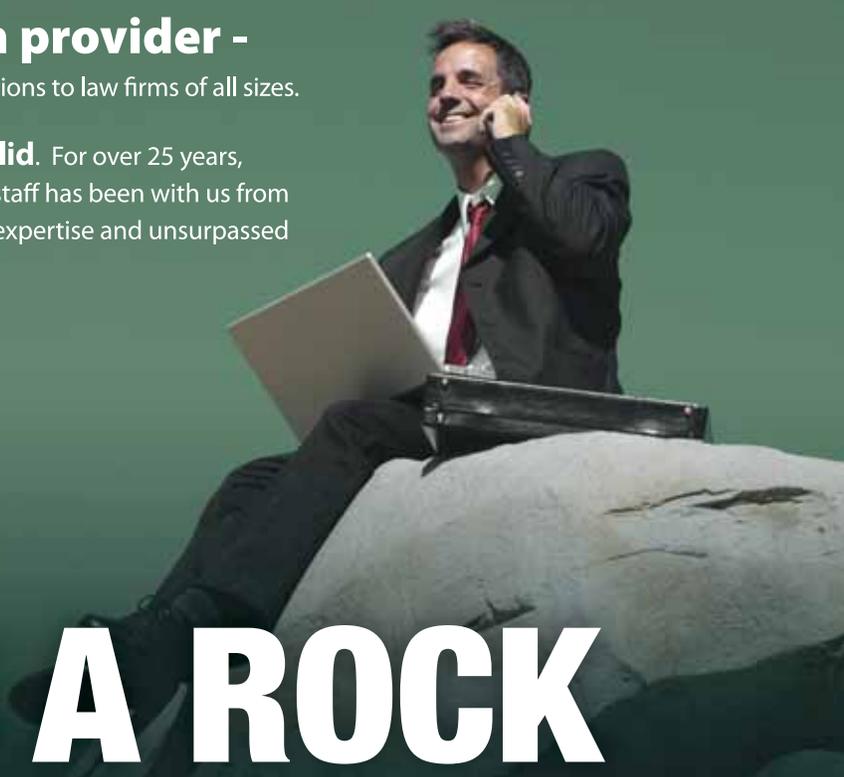
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