

The NETWORK

INTEGRATING KNOWLEDGE AND CONNECTIONS

The Power of YOU

Part 3



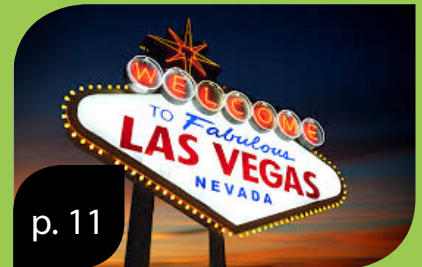
p. 9

Records Management



p. 12

The Questionnaire



p. 11

HR Conference

THE NETWORK IS PUBLISHED QUARTERLY BY

South Florida Chapter,
The Association of Legal
Administrators

EDITOR: Gary Smith
Richard and Richard, P.A.
gsmith@richardandrichard.com

CREATIVE: Laura Crovo-Lane
lcrovolane@pagmiami.com

THE NETWORK

The Network is published to provide information for the education and benefit of legal administrators, law office managers, managing partners of law firms and others interested in law firm management. Any article or advertising published here or in any prior issue of this newsletter should not be considered to be an endorsement by the South Florida Chapter of the Association of Legal Administrators of the opinions expressed therein or any products(s) advertised. Contributing writers are asked to disclose interests and affiliations that may influence their writing position so that those facts may be obtained upon request.



FSO Onsite Outsourcing - Delivering Innovative Onsite Outsourcing Solutions To Firms Nationwide

With an emphasis on Hospitality and White Glove service, FSO alleviates firms nationwide from the burdens of managing their front & back office functions.

From Front of House, Security and
all Back Office Operations,
We guarantee to:

- ▶ Save You Money
- ▶ Improve Service
- ▶ & Take Care of the People

It doesn't hurt to look.



Mitch Weiner
Founder, Chief Happiness Officer & Owner

CONTACT NICOLE SMITH TODAY

404.804.6029 | smith@fso-outsourcing.com
1700 Peachtree St, Suite 1200, Atlanta, GA 30309

4



The Power of YOU - Part 3

9



Records Management

Knowing when a partner
is right for your firm

12



The Questionnaire

Get to know one of the
chapter's members

11



HR Conference

What happens in Vegas,
stays in Vegas

22



Upcoming
Events

16



Out and
About with
the SFC

23



Book Review

19



Why I
Joined ALA



VICKI L. SMITH-BILT, SPHR, CLM
GREENBERG TRAURIG

The Power of YOU

Part 3

As I contemplate my penultimate President's Column, I am struck by the opportunity each of us has to harness the Power of You!

I shared with you in my last column my planned adventure in Colorado, to hike a 14er (a 14,000 foot mountain). My plan was to go all the way to the top, to summit. I did not achieve this goal. My guide had told me at the beginning (in the dark and in the snow – on September 10th!) that she hoped we could summit, but that we had a time limit and at the time halfway mark, we would turn around, no matter where we were. At the turnaround time, we were just a bit over 12,000 feet.

What did I learn?

- Although I am very goals-driven, it didn't bother me at all that we turned around before the summit. The entire experience was so wonderful, and I was so empowered by every step I took, that it really didn't bother me.
- There is a big difference between "fit" and "mountain fit." I need to be "mountain fit" before the next attempt.
- There will be a next attempt, and there will be a summit.

What does this mean?

We are all far more resilient than we realize. We can have a goal, attempt to reach the goal, fail, and try again. The difference is in the attitude we carry throughout the process.

The other thing I learned is the Power of You can be increased, not just multiplied, but exponentially increased, if it is enhanced by the Power of Team. I achieved far more with my guide by my side than if I had been alone on this attempt.

CLM STUDY GROUPS

Form lasting friendships while you prepare to take the CLM exam

VOLUNTEER

Give back to the community and network with ALA friends at the same time

LEADERSHIP

ALASOFLA needs your leadership in 2015! Please consider a committee or leadership role

This is especially true in your ALASOFLA! I'm happy to provide you with examples.

CLM Study Groups

There are currently CLM study groups in process, and members are studying together to take the CLM exam. I studied for the CLM alone, and I know of several members who studied together in groups. Those who studied together had far more fun than I had, and formed lasting friendships far beyond the time frame of the study group.

Volunteer Opportunities

The ALASOFLA has offered some hands-on volunteer experiences in 2014, and we have several

more planned for 2015. These one-time events are a terrific opportunity to give something back to our community while getting to know your fellow ALASOFLA volunteers (members and business partners) a bit better.

Committee Membership and Leadership Roles

Please make a New Year's Resolution to take an active role in your professional association, the ALASOFLA. Every committee could use your help. What interests you? Is it community service? Volunteer for the Community Service/Charity Committee. Is your time limited? Volunteer for one event only – perhaps the next Capes for

Superheroes event, or the next bike ride, or the next donation drive for a needy organization. Do you want us to have the best Legal Expo ever? Volunteer to help Judi Pawloski – as President-Elect, the Legal Expo is her responsibility, and it's a big job. You can tailor your volunteerism to your interests and your available time. Volunteers are the foundation to our future Boards of Directors. We reach out to committee chairs when seeking officers for the Board. Start your path to the Board of Directors by volunteering now!

The Power of You – increase it exponentially with the Power of Team ALASOFLA!



CLMSM
Certified Legal Manager

"Becoming a Certified Legal Manager transformed my career while exposing me to resources I didn't know I had. It has given me a steadfast conviction in my skills as a manager and credibility as a leader within my profession. As a CLM, I know that I have what it takes to handle the day-to-day operations of my firm and can respond to any challenge that finds its way to my desk."

The ALA Certified Legal Manager (CLM)SM program has been helping legal managers chart their courses to personal satisfaction and professional success for more than 15 years. Find out how CLM is right for you at www.alanet.org/clm.



www.alanet.org/clm

Camaraderie. Leadership. Motivation.
Barvie Koplow, CLM



South Florida's most professional support company
providing a full range of outsourcing services!



**CONTACT US TODAY TO REDUCE THE COSTS OF
LITIGATION SUPPORT AND DOCUMENT MANAGEMENT!**

- Cutting-Edge eDiscovery Solutions
- Paper Discovery Services

- Forensic Collection/Analysis
- Trial Support

West Palm Beach
561.651.7676

Boca Raton
561.368.3676

Ft. Lauderdale
954.239.4540

Miami
305.967.5104

www.picterasolutions.com

Washington, D.C. ● Jacksonville, FL ● West Palm Beach, FL ● Boca Raton, FL ● Ft. Lauderdale, FL ● Miami, FL



**Bill doesn't know
his technology very well.**



**We can help them build a
long-lasting relationship.**



Hi!



Introducing Technology Audits;
the best way to know what you own!

Visit: www.affinityconsulting.com

THANK YOU TO OUR 2014 BUSINESS PARTNERS FOR THEIR CONTINUED SUPPORT

[Affinity Consulting Group](#)
[Aramark Refreshment Services](#)
[Arthur J. Gallagher & Co.](#)
[Beacon Hill Legal Staffing](#)
[Bekins of South Florida](#)
[Beltmann Relocation Group](#)
[Brown & Brown](#)
[Burke Process Service](#)
[Cintas Document Management](#)
[Commercial Flooring Solutions](#)
[Convene Cloud Technologies](#)
[CopyScan, Inc./recordSHRED, Inc.](#)
[Copytech Solutions](#)
[CORT Workplace Solutions](#)
[Credence Corp](#)
[Cresa Partners](#)
[Daily Business Review](#)
[DLE Process Servers](#)
[Dockside Market](#)
[Document Technologies \(DTI\)](#)
[Execu-tech Business Systems Inc](#)
[Frosch Travel](#)
[FSO Onsite Outsourcing](#)
[The Gourmet Coffee Co.](#)
[Grove Networks](#)
[Harvey Bilt Photography](#)
[Hi Touch Services](#)
[Humanscale](#)
[Infinisource](#)
[International Data Depository](#)
[Internos](#)
[IST Management Services](#)
[Kahn Carlin & Company](#)
[Kelly Law Registry](#)
[Kouwenhoven & Associates](#)

[LAN Infotech, LLC](#)
[LawDocsXpress](#)
[Legal Search Solutions](#)
[LexisNexis](#)
[Marca](#)
[MIS Benefits Consultants Inc.](#)
[My Office Products](#)
[Nuance Corporation](#)
[Orange Legal](#)
[OTS Legal](#)
[Palindrome Consulting](#)
[Personnel Management Solutions, Inc.](#)
[Pictera Solutions](#)
[Pinetree Benefit Solutions](#)
[ProServe USA 2, Inc.](#)
[Ricoh USA](#)
[Robert Half Legal](#)
[Royal Cup, Inc.](#)
[Sabio Information Technologies, Inc.](#)
[Sanford Barrows Group](#)
[Services On Site](#)
[Solomon Search Group](#)
[Special Counsel](#)
[Sprechman & Fisher, P.A.](#)
[Steelcase](#)
[Strategic Professional Staffing](#)
[& MyMotionCalendar.com](#)
[TriNet](#)
[U.S. Legal Support](#)
[United Capital](#)
[Universal Court Reporting](#)
[UPS](#)
[Veritext Legal Solutions](#)
[Western Digitech](#)
[White Rabbit Marketing](#)

MITCH WEINER, Founder & Chief Happiness Officer
FSO Onsite Outsourcing Services



RECORDS MANAGEMENT IN THE DIGITAL PRACTICE OF LAW:

KNOWING WHEN A PARTNER IS RIGHT FOR YOUR FIRM

Finding the right onsite outsourcing partner is time consuming and difficult. There's a lot on the line, not just for you but also for your firm. Outsourcing to the wrong partner can be risky.

You want a partner that is a great fit - one that meets your specific needs. But how do you really know that your "final" list of potential partners and outsourcing criteria will uncover what's truly best for your firm? Don't be afraid to ask them tough questions. You should be looking for a partner that won't just show up but innovate!

Especially in the legal industry when the results of a Chief Legal Officer's survey showed that firms needed greater cost reduction (52%) and more efficient

project management (52%). With the ever increasing demand for access to information, managed records services have the potential to drive significant business transformation and thereby drive significant cost reductions.

Your records management partner should work with you to implement outsourced document and records management strategies and to offer significant reductions in paper. Here are a few examples:

For one law firm, a reduction of the record's department's real estate footprint from 26,000 square feet down to 9,500 square feet, thus providing the firm with a cost savings of \$ 50,000 annually.

This was achieved by:

- Cross-training the entire records staff to improve efficiency and coverage needs.

- The destruction of 2,400 boxes and another 15,000 sent to offsite storage

- A floor by floor audit and clean-up of all eight of the firm's floors to insure compliance with new policies.

At another firm, famed Asbestos litigator, Weitz & Luxenberg, a massive 3 ½ year project freed up an entire floor of premium Manhattan office space. Details included:

- 35 million pages of paper were migrated

to an electronic format.

- Because Weitz & Luxenberg deals with Asbestos cases, the law still requires paper records be retained for 30 years, some 30,000 bankers boxes were sent offsite to low cost storage.

Some of the benefits of working with a records management partner to develop a defined strategy are:

- Smart environmental and corporate stewardship helping to make a better planet.
- Cost savings! Documents shipped off site for pennies on dollar or shredded to free up office space.

- Reduction of footprint reduces costs.

- Improved efficiency in locating records leads to more productive billing.

- Keyword traceable if you use OCR, which helps find the smoking gun within a haystack of documents and can help win cases.

- More accountability with a better chain of custody to identify document locations.

When seeking a resource for this kind of project, make sure to align yourself with the right partner that sees eye-to-eye on what is important to you in order to develop a long-term,

mutually beneficial relationship.

FSO has a great offering which would help your firm improve service, reduce cost and take care of people. As business moves into a digital world, FSO leads the way with end-to-end information management services that enhance every stage of the entire document lifecycle. FSO works closely with our clients to develop continuity programs that provide our clients with a good night sleep when it comes to the safety of their records. FSO's strategy to take our clients to a digital platform is a long-term dedicated approach to ensure long-term success. Want to find out how FSO can help your business? Call me directly: 212-204-1193 or email MWeiner@fso-outsourcing.

WE FIND THE RIGHT FIT FOR YOU!

Direct Hire, Temporary and Temp-To-Hire
Attorneys • E-Discovery
Document Review
Paralegals & Legal Secretaries
Support Staff

LS LEGAL SEARCH SOLUTIONS
YOUR LEGAL SEARCH PARTNER

Miami Dade | 305.358.3337
Broward | 954.523.7600
Palm Beach | 561.391.3331

TOPLAWJOBS.COM



VICTOR MAS
Podhurst Orseck, P.A.

HR CONFERENCE

LAS VEGAS, NOVEMBER 2014

As a new member of the ALA, (May 2014), I was fortunate to have the opportunity to attend my first conference in Las Vegas this past November. It was both a privilege and pleasure to meet and socialize with the 200 other ALA members who attended this event.

Jackie Benito and I had the honor of representing the South Florida Chapter. Attendees hailed from all over, including California, New York, Ohio, Texas and even Brazil. The welcome reception was a great experience and included food, drinks, and was very entertaining on both social and professional levels. And yes, "The King of Rock 'n Roll," Elvis, was in the building.

Over the course of the three-day conference 27 educational sessions were conducted. The sessions consisted of topics such as staffing paradigm, boosting employee morale, trends and challenges, and many more. Every session I attended offered valuable information for Human Resource Managers and Administrators. The speakers were all very informative and covered areas from wellness and good health in the office to tech solutions. The sessions were also very innovative, for example, the "Boosting Employee Morale and Embracing Good Health" session was a "Walk and Talk" meeting. The session was conducted while we walked around Las Vegas, enjoying the wonderful weather

and scenery while we discussed various topics. The walk and talk included some low impact exercises, such as walking up and down stairs and push-ups.

The vendor Expo was also a success and showcased a variety of services to suit all of our needs. This Expo gave members and vendors the opportunity to share information and ideas.

Hats off to the ALA and Jackie Benito for organizing such a wonderful event!

In closing, I must say Las Vegas continues to live up to its tradition. That said, I leave you with this thought...

"What happens in Vegas, stays in Vegas!"



THE QUESTIONNAIRE: CHAPTER MEMBER SPOTLIGHT

MEET BIANCA MOREIRAS



When we decided to become business partners of the Association of Legal Administrators, we realized that the best way to maximize our membership with the organization, was going to be by following two rules: First, to make the commitment to come to ALASOFLA for the long run, and second, by building genuine relationships with the members. We knew that by following those two rules we were going to get business and we were



Gonzalo Salinas

right. Now, the South Florida chapter of the Association of Legal Administrators has been the best choice for our company. Today and on every quarter, we will present "The Questionnaire" featuring one of the ALA members, so the entire chapter gets to know a little more about one of our members. Today we feature Bianca Moreiras, Legal Administrator at Wintter & Associates, P.A., in charge of Business Partner's Relations.

Gonzalo Salinas
DLE PROCESS SERVERS

DLE: Where are you from originally and how long have you been living in South Florida?

BM: I am from Brooklyn, New York and have lived here 36 years. You can take the girl out of Brooklyn but you can't take the Brooklyn out of the girl.

DLE: How long have you been working in the legal field and where have you worked?

BM: I have been in the Legal profession for over 31 years. I have worked at small and large firms. Bedzow & Korn, P.A. for 19 years, as well as several others. In addition I have my own company ADMIN911 which allowed me to consult with many firms for over 5 years.

DLE: Did you start as a legal administrator or you had to pave your way to there?

BM: I wouldn't say paved my way, I earned my way. Some other positions I held were in the Hospitality Industry, Retail, Banking and Insurance prior to become an office manager at Bedzow & Korn in 1983.

DLE: In your opinion, what are the 3 main traits of character that you think someone in the legal field must have

BM: Confidence, Reputation and Confidentially.

DLE: What kind of advice would you give to someone who is just starting in the legal field?

BM: Cross your "t's" and dot your "i's". Never think your ideas or contributions are too small or insignificant. You should always voice your opinion in a manner that is not offensive. Example: (I think that your idea is good however, I would



Bianca Moreiras

approach it a little differently. May I share my thoughts?) The worst thing you can do is "just do it" especially if you don't agree. In the end, you will gain more respect if you voice your opinion constructively and for the good of the organization. No one likes a "yes" person.

DLE: What qualities are legal administrators looking for in new hires?

BM: Integrity, honesty and due diligence. Law firms are filled with very intelligent people from all walks of life. No matter what the position is, everyone has a role to play and every human being brings their special talents to the table. We must embrace one another for those talents; however the legal field expects more especially the ability to trust. Whatever needs to be accomplished will get done, on time, efficiently and accurately.

DLE: Tell us something nobody knows about you?

BM: I would love to be a talk show host and a comedian.

DLE: What is your burning desire?

BM: To help people everywhere.

DLE: Tell us your favorite song and your favorite movie?

BM: "Gonna make a change" by Michael Jackson and Steel Magnolias.

DLE: What is your favorite city and why?

BM: Chicago in July... fun, music and great people.

DLE: If you had one super power what would it be and why?

BM: Appear and Disappear making time stand still while doing this. This will allow me to be everywhere and get much more accomplished without anyone knowing how it was done.

DLE: If you had the chance to have lunch with any person in History, who would that person be?

BM: Martha Washington... It would give me the chance to be with the very "first" "FIRST LADY". There can only be one "#1" and behind every great man is a "greater" woman.

DLE: When was the last time you had tears of joy?

BM: Watching my second son being born. Both my boys are adopted and my youngest I received in the delivery

room. Manny is now 18 ½ and Michael just turned 17. They were conceived in my heart, and they fill my life with joy.

DLE: What is your idea of happiness?

BM: Toes in the sand, drink in my hand and the mist of the ocean on my face. Simple! I love Florida.



What you should expect to pay for IT Support for your law office

And how to get exactly what you need without unnecessary extras, hidden fees and bloated contracts

Please visit www.pciicp.com/lawfirmcosts/ for your free guide

DOWNLOAD THE GUIDE AND YOU'LL DISCOVER:

- The 3 most common ways IT services companies charge for their services, and the pros and cons of each approach.
- A common billing model that puts ALL THE RISK on you, the customer, when buying IT services; you'll learn what it is and why you need to avoid agreeing to it.
- Exclusions, hidden fees and other "gotcha" clauses IT companies put in their contracts that you DON'T want to agree to.
- How to make sure you know exactly what you're getting to avoid disappointment, frustration and added costs later on that you didn't anticipate.
- 21 revealing questions to ask your IT support firm BEFORE giving them access to your computer network, e-mail and data.

Ilan Sredni
President & CEO



Delivering IT Solutions on time and within budget

1930 HARRISON ST. | SUITE 208 | HOLLYWOOD, FL 33020
TEL: 305-944-7300 EXT. 200 | FAX: 305-944-6335

The Richest, Best Tasting Cup of Coffee is within your reach...

and it's being served at your office

The Gourmet Coffee Co.

Call Us Today at
305-698-0990
to learn about our Free Trial Period

www.thegourmetcoffeeco.com



HAPPY HOLIDAYS FROM THE SOUTH FLORIDA CHAPTER



Now, that's a lot of backpacks!
ALASOFLA Backpack Drive



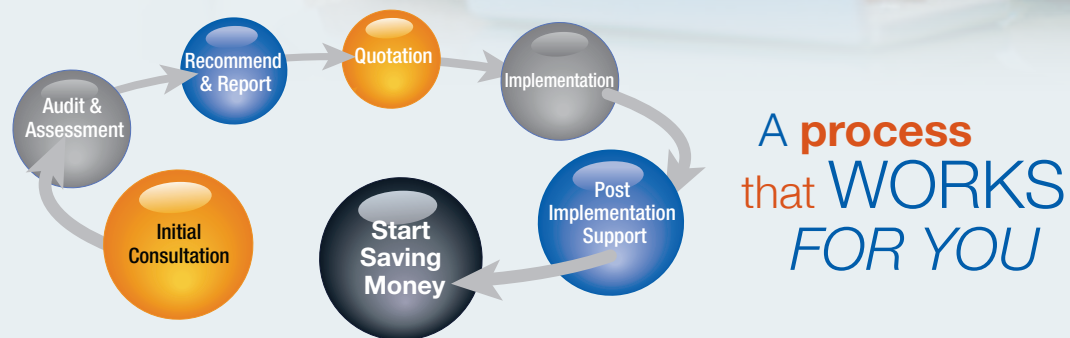
ALA's Human Resources Conference for Legal Professionals Conference, Las Vegas
Picture with planning committee and our closing speaker, wounded veteran, Josh Bleill



Race For The Cure with a few members of the ALASOFLA team

Now there's a complete
solution to delivering
high-value
IT support in
a **timely** and
professional way

LAN Infotech



- Business Continuity
- Network Security Assessment
- Managed Services
- Online Managed Back Up
- Managed Print Services
- HelpDesk
- Document Management
- Document Imaging
- Migrations and Upgrades
- Email Archiving
- Virtualization
- Cloud Services

MICHELLE CASARES, Office Manager
Higer Lichter & Givner

WHY DID YOU JOIN ALA?

Why did you join the ALA?

For me it was after working so hard, I decided to work smart. After some self reflection, I realized that I was afraid to relinquish control to others, thinking I could do it all by myself. I thought, "There are other individuals in the ALA experiencing the same issues as I am...why not take advantage of their approaches and results."

Being a member in the ALA and actually participating in the ALA are totally different. If you are a member you get to experience the access to a great database, unlimited list serve emails, and maybe attend a lunch-n-learn once in a while. Like me, you may only be dabbling in what this organization can do for you. So I decided to really participate in our chapter. Not only have I met some amazing friends, but I can say that

with their experience and assistance I have grown in my position. I appreciate knowing that I do not have to 'learn' it alone. I do not need to 'search' out the answer. I do not need to 'write' my own policy.

The Business of Law Conference is just that. BOL had a variety of sessions on multiple topics. In fact there were so many that I had a hard time choosing. I came back with so many different ideas. New strategies to show my partners about Succession Planning, and about the rules of 401k and how Safe Harbor works. There were topics to include HR, IT, Marketing and list went on. I had volunteered to help announce a presenter. Let me first say, Not My Idea of Fun. Speaking always gives me the jitters. However, in order to grow in this field and in my everyday life – I had to take a leap of faith. Honestly, I will

say it was far from perfect but no one judged me. In fact, all applauded me and told me I did great. Wow! I socialized with so many administrators from different areas. Do you know, they have the same issues we do? We discussed how they handle hiring, billing program questions, cloud base issues and of course staffing problems. Again, we bounced ideas off each other and it helped.

Last, I will say that being an active, participating member also has its benefits. I received a scholarship that paid for my wonderful experience. No way could my partners turn down this trip. I am truly blessed that they encourage it. They like it even better when I can come back with new ideas. Thank you South Florida ALA for giving me the opportunity to be a part of this amazing group.





COMMUNITY CHALLENGE EVENT FREEDOM RIDE October 19, 2014

What a terrific event this was! More than 700 cyclists, including 33 handcyclists, participated in the Everglades Bicycle Club Homestead Speedway FREEDOM RIDE on October 19th.

In one word, it was "inspiring".



Members of the Freedom Team of Wounded Veterans (Achilles International), all suffering serious injury from combat, were paired with able-bodied cyclists who assisted on their rides from the Homestead-Miami Speedway, to as far away as Key Largo. Other Achilles handcyclists joined the veterans with their "buddies" and most completed the century and metric-century courses. Quite a remarkable feat for these amputees, paraplegics and quadriplegics who are used to shorter marathon distances (26 miles).

We owe tremendous thanks to our volunteers, who worked tirelessly and in good humor at Rest Stop #1 @ Patches from pre-dawn Sunday morning until mid-afternoon. They made hundreds of peanut butter and jelly sandwiches, dispensed gallons of Gatorade

and water, hundreds of pounds of ice, iced towels for the hand cyclists and disabled cyclists, even a bit of counseling and bike repair (thanks, Kristy!). And, they were tireless cheerleaders full of positive energy for all of the 600+ riders, who rode miles ranging from 11 to 100! We were even voted the BEST REST STOP! Go, ALASOFLA!



This event, and our participation in it, could not have happened without the unflagging work and support of Carole Sheets. Carole, you are awesome! We cannot believe the scope of the event you planned, implemented, and managed. The consensus of all ALASOFLA volunteers was that we would love to participate in this event next year.

Net proceeds from the FREEDOM RIDE will go to the Freedom Team of Wounded Veterans to be used to purchase handcycles so that more of our wounded veterans can rehabilitate from their injuries, and, adopt cycling as the way to participate in mainstream athletic events.





Peter McIntyre **ALA Business of Law Conference** **September 11- 13, 2014**
Palmer House, Chicago, IL

I found out the Chapter had awarded me a scholarship to the Business of Law Conference on my first day of work as the Administrator at The Ferraro Law Firm. A month later the firm demonstrated their commitment to my attending the conference by agreeing to pay my additional expenses. I was grateful to the Chapter and my new firm, and excited about going to Chicago for the first time! A large contingent from the South Florida Chapter attended, and we had a good mix of seasoned and newer members. It amazes me how everyone looks out for each other.

Our schedule was packed with sessions, meals, and events; and the weather was cold and rainy most of the time, so sight-seeing was minimal. My best opportunity for seeing Chicago was when I went for a lake-side jog on Thursday afternoon before the conference started. I saw Lake Michigan, Millennium Park, Soldier field, and the Hancock and Willis Towers.

The conference was at the Palmer House, one of the last of the grand hotels from the nineteenth century. Some of the best sessions were the ones that were unconventional and theatrical, and I am already using material from the I.T., Handbook, and Health Insurance sessions. The Business Partner Expo was great, and it made a difference when participating as a panelist at our local Business Partner forum.

I highly recommend members participate in the ALA Conferences. It is always a unique, enriching, and fun experience.



CONFERENCE & EXPO

Leading the Business of Law

May 17-20 • Music City Center, Nashville, TN

REGISTRATION NOW OPEN

In one place at one time, gain the modern resources, expert guidance, knowledge and important connections.

Inspire. Innovate. Lead.

What's New?

- Explore the latest trends in the Innovation Theater
- Head to the Social Media Theater to leverage new communication channels
- Engage peers, speakers and business partners at *ALA Live!*
 - o Fuel the dialogue at Ignite Talks
 - o Learn and share knowledge at BOLD (Business of Law Discussion) Bites
 - o Relax and recharge your device at the Recharge Lounge

Featured Speakers:



ALISON LEVINE
 Captain of
 the First U.S.
 Women's Everest
 Expedition



TOM FLICK
 Leading People
 to Excellence



DAVID MEADOR
 Broken Eyes,
 Unbroken Spirit

REGISTER TODAY
alanet.org/conf/2015

SOUTH FLORIDA CHAPTER, ALA
2014-2015 BOARD OF DIRECTORS:

PRESIDENT Vicki Smith-Bilt, CLM , Greenberg Traurig.....	305-579-0765
PRESIDENT-ELECT Judi Pawloski, CLM , Peterson Bernard.....	954-763-3200
VICE PRESIDENT - MEMBERSHIP Marie E. Colon , Littler	305-400-7555
SECRETARY Kristine Blanco , Gordon & Rees, LLP	305-428-5300
TREASURER Carole Sheets , Murray, Morin & Herman, P.A.	305-441-1180
DIRECTORS Lisa Dasher, CPA, CLM , Wicker, Smith, O'Hara, McCoy & Ford.....	305-448-3939
Paula J. Lawson, CLM , Genovese, Joblove & Battista, P.A.	305-349-2300

COMMITTEES:

AWARDS Judi Pawloski, CLM , Peterson, Bernard	PUBLIC RELATIONS Adilen Montes Levine Kellogg Lehman Schnei- der & Grossman, LLP
BUSINESS PARTNER RELATIONS Bianca Moreiras Wintter & Associates, P.A.	REGIONAL COUNCIL Vicki Smith-Bilt, CLM Greenberg Traurig
CHARITY Grace Lopez Carlton Fields Jorden Burt	Paula J. Lawson, CLM Genovese, Joblove & Battista, P.A.
CERTIFIED LEGAL MANAGER (CLM) Victoria Allen, CLM Rogers, Morris & Ziegler, LLP	Lisa Dasher, CPA, CLM Wicker, Smith, O'Hara, McCoy & Ford
SALARY SURVEY Vicki Lindner-Lopez Gunster, Yoakley & Stewart, P.A.	SCHOLARSHIP Arlene Drexler Stroock & Stroock & Lavan, LLP
PHOTOGRAPHER/HISTORIAN Michelle M. Casares Higer Lichter & Givner	SOCIAL LIAISON Helmut Gaensel Quintairos, Prieto, Wood & Boyer, P.A.
PLACEMENT-ADMINISTRATORS Paula J. Lawson, CLM Genovese, Joblove & Battista, P.A.	WEBINARS Jackie F. Benito Bilzin Sumberg Baena Price & Axelrod, LLP
PROGRAMS Michelle M. Casares Higer Lichter & Givner	Sarah Lyons Holland & Knight, LLP
	Bernadette Peters, CLM Horr, Novak & Skipp, P.A.
	WEBSITE Victoria Allen, CLM Rogers, Morris & Ziegler, LLP

January 13, 2015

Broward Monthly Lunch
Best Practices for Working
with the Media
with Jolie Balido
President of Roar Media
11:45 - 1:30 pm
The Tower Club

January 14, 2015

Miami-Dade Monthly Lunch
Best Practices for Working
with the Media
with Jolie Balido
President of Roar Media
11:45 - 1:30 pm
Greenberg Traurig

January 27, 2015

Improve law Firm Organization
and Long Range Planning
with Joel Rose
12:00 - 2:00 pm
Cresa South Florida

January 31, 2015

Rooftop Extravaganza
8:00 pm - Midnight
Mayfair Hotel Coconut Grove

February 10, 2015

Broward Monthly Lunch
ALA Update - Benefits of
Membership
featuring ALA President
Teresa Walker
11:45 - 1:30 pm
The Tower Club

January 14, 2015

Miami-Dade Monthly Lunch
ALA Update - Benefits of
Membership
featuring ALA President
Teresa Walker
11:45 - 1:30 pm
Hyatt Regency

GO TO

WWW.ALASOFLA.ORG

SOUTH FLORIDA CHAPTER, ALA
BOOK REVIEW

Business Writing With Heart

Lynn Gaertner-Johnston
Syntax Training
Seattle, Washington
ISBN 98-0-9778679-0-5

Lynn Gaertner-Johnston was the guest speaker at our monthly luncheons in November, and gave powerful presentations filled with great tips in Fort Lauderdale and Miami. She kindly gifted me with a copy of her book during the Miami meeting, and I promised the attendees that I would write a book review. It was a pleasure to do so!

Lynn's book is a gem. Her subtitle, "How to Build Great Work Relationships One Message at a Time," emphasizes the main point: All of our communications, verbal, non-verbal, and written, contribute to our relationships, either positively or negatively. Relationship-building has been shown to be one of the most important aspects of professional development. At many firms, it is also seen as a key factor in client development success. She focuses on helping us to improve our written communications in email, which is a primary communication tool for most of us.

Business Writing With Heart is an easy-to-read textbook and reference guide, with clear explanations of why writing with heart works in various business situations. As she notes in the section on using positive, relationship-building language, "A first step is to use words that make others feel acknowledged, understood, respected, and valued. Once you start thinking about positive language, it is easy to recognize it." (20) This seems simplistic, until you realize that you've received, and perhaps even sent, emails with relationship-damaging language. Her suggestions for improvement are on target. For example, which email would you rather receive?

"You can't use the conference room until my meeting ends.

As soon as we wrap up the meeting, the room is yours." (20)

I know which I'd prefer!

Lynn includes many examples of realistic relationship-busting statements vs. relationship-building statements.

She also discusses risky email behaviors, with a helpful list of tips. I like the first one especially: "Do not put anything in an email that you would be embarrassed to see on the TV program Good Morning, America..." (41) A corollary that I like to use is, "...or on an exhibit board in the courtroom."

Lynn follows the opening two chapters with the second section, which offers many examples of messages for specific purposes, some of which we struggle with – congratulations, thank you, condolences, apologies, sharing bad news, and saying no – with concise explanations to guide your language choices.

I highly recommend Business Writing With Heart for your business bookshelf. You'll reach for it again and again when seeking either to craft an email for a challenging situation or to improve the positive, relationship-building message of your email communications. Business Writing With Heart is another skill-builder in helping you create and enhance The Power of You!

I've included the link to Lynn Gaertner-Johnston's business writing blog: <http://www.businesswritingblog.com/>. I've recently subscribed to it, and it is an exceptional tool for you to include in your arsenal.