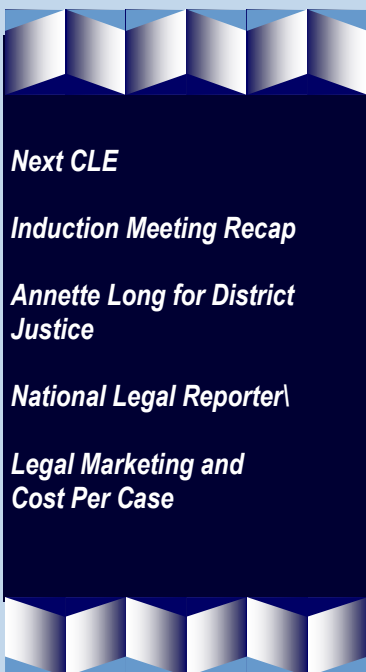




February 2017

The Official Publication of the
Montgomery County Paralegal Association
www.montcoparalegals.org



Next CLE

Induction Meeting Recap

Annette Long for District Justice

National Legal Reporter

Legal Marketing and Cost Per Case

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NEXT CLE:

Tuesday, February 21, 2017
6:00 p.m.

CYBER CRIMES

Presented by
Louise Petrillo, Esquire

Collections for Laurel House While we appreciate all donations, the following goods are especially needed right now:

• Women's, Men's, Children's, Baby clothing - NEW OR GENTLY USED. Please no stains, tears, missing buttons, broken zippers, etc.) All Accessories (handbags, wallets, belts, scarves, gloves, hats) Jewelry (including broken sterling or gold), Toiletries (new and unopened)

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Free for MCPA members
\$10.00 for NFPA affiliated members
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\$20.00 for non-members

Light Bites and Beverages provided by MCPA

Although we are aware of the dietary restrictions of many of our members, it is not possible to meet all dietary requirements for every member. If you have certain dietary limitations you are welcome to bring food with you to the meetings.

Please RSVP By Friday, February 17, 2017 to:

Jennifer Kuemmerle, CRP, Pa CP
jkuemmerle@lutherwoods.org

Approved for 1.0(S) and .5(E) CLE by NFPA and Keystone Alli-

MONTGOMERY COUNTY PARALEGAL'S ASSOCIATION JANUARY 2017 INDUCTION CEREMONY

by Suzanne Sarver, RP

Thursday January 19, 2017, the MCPA was honored to have Magisterial District Court Judge, Edward Levine induct our 2017 officers and board members. Judge Levine was elected in November 2015 and has an extensive history in the legal field and knows first hand what it's like to work hard and achieve great success. Judge Levine worked full time and earned his law degree part time in the evenings attending Temple University Beasley School of Law. We appreciate and were honored to have Judge Levine come out and make our induction ceremony a special night.



Kelly C. Wall joined the MCPA's evening by presenting an informative and entertaining presentation on discussing the "Top 12 Reasons Why Lawyers Are Your Enemy and How to be a Superstar in Your Firm." Kelly has been a judge on the Montgomery County Court of Common Pleas since 2009. She earned her Bachelor of Arts degree in 1990 from Temple University and in 1994 she earned her law degree from Indiana University. Judge Kelly recently received the 2016 Victim Services Center Leadership Award for her work with the county on implementation of the Protection from Sexual Violence and Intimidation Act, which became law on July 1, 2015. Judge Wall provided many helpful points that all paralegals can learn from in being the best at your job and standing out to your firm or attorney. Judge Wall knows the value of paralegals and drove home the point that we represent our firms in what we do, how we act, and the quality of our work.

The evening was very enjoyable and although we had some sound issues we were so happy to have our members come out and support the MCPA and be a part of such an important night. We hope that our members will continue to support the MCPA and become involved in all parts of the association. We value and depend on our members for our continued success and continue the mission of the MCPA.



MCPA handed out door prizes to Kathy Zamorski and Noreen Messmer who both won FREE NFPA webinars and a FREE voting membership went to Annette Long. The night was a lot of fun and we would like to thank Chap's Taproom & Sports Grille located at 2509 W. Main Street in Jeffersonville, PA, for providing the hospitality for the evening. The food here is unbeatable! Fun atmosphere with plenty of room and the food was outstanding! Check it out if are in the area and you won't be disappointed!



Annette M. Long for Magisterial District Court Judge

**VOTE
LONG**

A winning campaign takes time to target voters, develop a message and follows through on a plan. To accomplish all of this, we need to reach the voters. I am currently looking for volunteers to help with my campaign. Please take a look at the descriptions and let me know how you can best assist with the campaign.

Communications Director

"I invite you to become a part of the campaign to continue to help make a difference in the legal field and in our community."

The Communications Director will be responsible for developing a comprehensive list of all media outlets in the area including reporters' names, contact information and deadlines. Build relationships with the press, providing communication of events, schedule interviews and identify media opportunities. Assemble press packet with photo, biography, campaign literature and any other relevant materials. Write and distribute 4-5 Press Releases prior to the Primary Election. Assist with developing campaign literature and assist with drafting of speeches and developing verbiage for campaign website.

Constituency Coordinator

The Constituency Coordinator will work to develop contact with specific groups – labor, seniors, educators, veterans, college students, etc. to build relationships with existing organizations and assist with introductions of the candidate to these groups.

Volunteer Coordinator

The Volunteer Coordinator works to identify, recruit, manage and coordinate volunteers. Responsible for assisting with the development of a comprehensive plan including canvassing (door knocking), community event attendance and phone bank implementation to get the message out regarding the candidate.

Volunteer Opportunities

Literature Drop/Block Walkers:

You will be given a list of addresses in a neighborhood for people who are likely voters. If no one answers, you leave a door hanger. If someone answers, you let them know about the election and who you represent. There are 22,000+ voters in the district. The goal is to have everyone know to vote on Election Day.

Mailings: The campaign is anticipating three (3) separate mailings prior to the Primary Election. Volunteers will be needed to help with addressing, stamping and sorting the mail pieces.

Yard Signs: Volunteer to deliver yard signs to supporters, assist with seeking out residential or retail corners, fences on key roads, etc. on which to post or display campaign signs.

Host a Meet & Greet event: If you're in one of the voting districts, invite your neighbors for coffee or a wine and cheese event to meet the candidate.

Work the polling locations on Election Day: We anticipate needing 30+ volunteers on Election Day to staff the seven locations within the district. You will greet the voters and offer a card with information. Ask people to vote for me. May 16, 2017 will be the Primary Election.

CALLING FOR ACTION TO ALL MEMBERS!!

Now is the time to have your voice heard and write for an article for The National Paralegal Reporter.

The National Paralegal Reporter is encouraging members to write an article for the NPR. If your article is chosen it will be published in the NPR. Below are a list of the themes that the NPR is looking for articles written on.

The MCPA News You Can Use will also publish this article and remember we are always looking to our members to write articles and write recaps of our events.

National Paralegal Report Themes 2017 - 2018

- **Summer 2017 Issue - Deadline for article submission: 2/15/17**

1. What is a paralegal?

- a) The Paralegal profession where it started and where is it going?
- b) Non-traditional Paralegal Roles.

2. Highlight on homeowner/property laws.

- **Fall 2017 Issue - Deadline for article submission: 5/15/17**

Health Insurance and Life Insurance and your rights

- a) Wellness: Not just fitness, mindfulness, etc.
- b) Paralegal assistance program, stress, substance abuse
- c) Being a Paralegal doesn't necessarily mean you have to be sedentary. How fitness can help boost your energy and work product.

- **Winter 2017 Issue - Deadline for article submission: 8/15/17**

Diversity in the legal field

- a) Gender
- b) Ethnicity
- c) Sexuality
- d) Age
- e) Religion
- f) Background
- g) Upbringing
- h) Generation
- i) Region of the country

- **Spring 2018 Issue Spring - Deadline for article submission: 11/15/17**

Focus on Ethics

- a) Attorney-Paralegal relationships.
- b) How you can make working for a "tough" attorney a learning experience.
- c) Ethics and how the attorney's actions affect you - the paralegal

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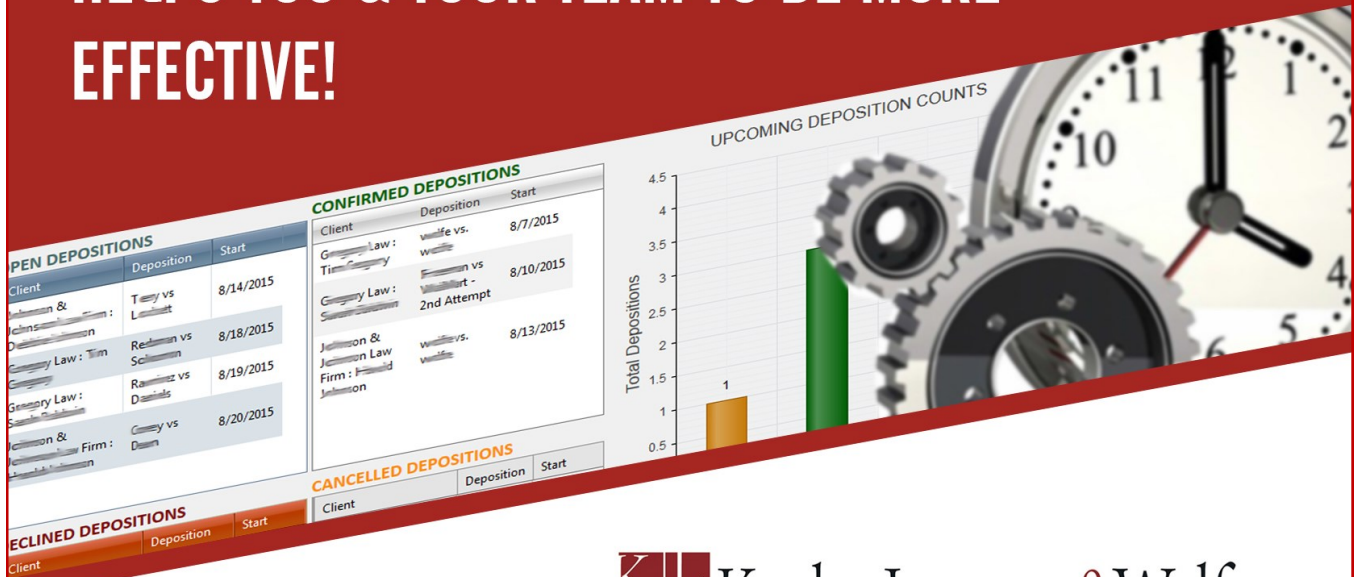
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 - Hold themselves to the same ethical and professional standards as attorneys; and
 - Create more value for your clients.

LEARN MORE

Visit the website of the
Keystone Alliance of Paralegals Associations at
www.keystoneparalegals.org



Legal Marketing and Cost Per Case

By Deanna Power from eGenerationMarketing

As paralegals, you know that marketing the firm is an essential part of attracting new claimants, increasing its client base, and spreading its reputation as a successful business in its field. These days, more firms are allotting their marketing dollars to online platforms and strategies: according to the [2015 State of Digital & Content Marketing Survey](#), 98% of the marketing officers at U.S. law offices intend to actively engage in content marketing such as blogs, ebooks, newsletters, and social media. This is in addition to traditional marketing mediums such as magazine ads, radio and TV commercials, and outdoor advertising like posters and billboards.

If you are responsible for your firm's marketing decisions, you know how much each advertising initiative costs, but chances are that you aren't sure how much new business each one generates. There is, however, a calculation that lets you make a reasonable evaluation of each [legal marketing medium](#)'s profitability. This easy-to-calculate metric is known as your firm's cost per case, or CPC.

How is Cost Per Case Calculated?

The CPC formula takes the amount spent on a web ad, billboard, or other marketing venture and divides it by the number of new claimants who signed on during and shortly after its run:

$$\frac{\text{Dollar Amount Spent on Ad}}{\text{\# of New Clients}}$$

CPC is especially useful for evaluating traditional marketing mediums that don't have built-in analytics, such as magazine ads, aired commercials, and billboards.

Billboards: Advertising That's Larger Than Life

Branding and marketing agencies today tend to regard billboards as a relic of the 1970s that relevancy to modern consumers. The reality is that they are capable of reaching large audiences who may not always see your online ads. According to Forbes, 58% of people who looked at billboards later visited the restaurants they advertised, while 28% made a point of visiting a web address they saw on the board.

This study, when combined with the fact that we spend hours in our vehicles each week, suggests that using a billboard to advertise your firm could be more effective than taking out a web ad. Any one of the people who see it every day might one day need an attorney's help.

What's the Cost?

The price of billboard advertising varies according to the size, location, and style of the billboard itself. Sites along major highways and flashy, attractive digital ads will cost more, but it could turn out to be money well spent. For example, if your firm is in Norristown, Pennsylvania, the large billboard near Main and Markley Streets is seen nearly 97,000 times a week and costs \$3,800 to use a digital billboard for a four-week period. Will it be money well spent for your company?

*Source: Lamar.com

The average conversion rate for billboards has been estimated at 0.002%. Therefore, billboard with a weekly view count of 97,000 could potentially attract 19 new claimants to the firm each week. Even your firm chooses to sign two interested claimants after their initial inquiry, that adds up to eight new clients over a four-week period. This gives you a cost per case of around \$475.

Is that too expensive or a fantastic bargain? It depends on your firm. Large personal injury offices that average \$15,000 per settlement will regard \$475 as a low price to pay for acquiring a new client. Social security disability offices, on the other hand, have their settlements capped at \$6,000, but as long as their CPC does not exceed 15% of an average settlement, the billboard will soon pay for itself. For some case types, such as bankruptcy, payments are far lower. A firm averaging \$1,000 per client could not justify a CPC of \$475.

How Do You Tell If It Works?

Unlike digital advertising mediums like Google AdWords and specially coded landing pages, billboards do not have a built-in tracking software that lets you measure conversions or attribute a particular claimant to its efficacy. Therefore, if a new client doesn't immediately say how they found you, it is important to ask:

"How did you learn about our firm?"

If 10 new claimants join your firm's client base during the billboard run, you may naturally assume that your roadside ad brought them in. That might even be true. The only way to know for sure is ask the client. That way, you can decide whether or not billboard advertising is one of the ways that the firm can survive and thrive in an increasingly competitive marketplace.



MONTGOMERY BAR
FOUNDATION

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Join the MBF Fellows Program

The Montgomery Bar Fellows Program is one of the primary sources of funding for the Foundation's annual grants program. The Bar Foundation Fellows Program was established in 2008 by then-MBF President William H. Pugh, V to build long-term support for organizations that advance the cause of justice. Since that time, Bar Foundation Fellows have contributed over \$100,000 towards this vital cause. Participants in the Montgomery Bar Fellows program reflect the highest aspirations of the legal profession, and are committed to sustaining the Foundation's work over the long term.

New for 2017!

In the past, an annual contribution of at least \$250 was the only requirement to become a Foundation Fellow. As we move forward, we place renewed focus on the knowledge that annual, sustained giving is the lifeblood of any impactful foundation. Accordingly, we are asking our generous supporters to commit to our shared mission by making a pledge of \$1,250 within five consecutive years, to achieve Fellows status. Once that pledge has been honored and you have become a Fellow, your ongoing contributions will be recognized through the various Fellows levels explained here. As we launch this new program, which we are confident will strengthen our ability to serve our mission, last year's Fellows who have not yet made that pledge, may still maintain Fellow status through 2017, but will be asked to make the \$1250 pledge moving forward.

- [Click here](#) to enroll in our regular MBF Fellows Program.
- [Click here](#) to learn about our Paralegals Fellows Program
- *Already a Fellow?* [Click here](#) to make your annual payment
- [Click here](#) to view current list of MBF Fellows.



MONTGOMERY BAR FOUNDATION

Montgomery Bar Foundation Fellows Program – Paralegals



I am pleased to support the Montgomery Bar Foundation in its efforts to foster equal access to justice by joining the Bar Foundation Fellows Program. As a member of the Montgomery County Paralegal Association, I understand participation in the Fellows Program is conditioned upon a contribution in an amount of \$100.00 per year.

Name: _____

Address: _____

Phone: _____

E-Mail: _____

I pledge to pay the paralegal rate of \$100.00
(per each year enrolled in the Fellows Program)

☐ Check Enclosed ☐ Please bill me ☐ Please contact me

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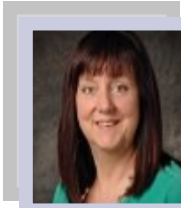
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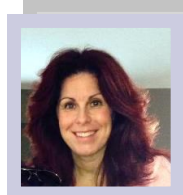


Ro is a Paralegal at the law firm of Villari, Brandes & Giannone, PC in Conshohocken. She has been a member of MCPA since 2005 and has served as chair of the Planning &

Community Outreach Committees. She has also previously served as Treasurer for four years and Secretary for two years and was recently elected to serve as President. She resides in West Norriton with her husband, Larry.

Jen Kuemmerle, CRP, Pa.C.P.—Secretary

Luther Woods Nursing & Rehabilitation Center
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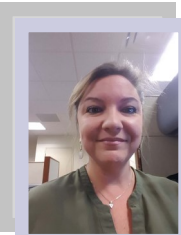


Jen is the Vice President of Finance at The Luther Woods Nursing & Rehabilitation located in Hatboro. She has served on the Association's Board of Directors and was

recently elected to serve as its Secretary. She lives in Hatboro with her husband and two children.

Suzanne H. Sarver, RP— Vice President

Gramercy Property Trust
(267) 620-2963
suzannehoffman32@yahoo.com



Suzanne works for Gramercy Property Trust as a Registered Paralegal in the Horsham office. She currently serves as a Board of Director of the Association as well as Contributing Editor to its

newsletter and has recently been elected as the Vice President. She resides in Upper Gwynedd with her husband Brian and their two labs, Frack and Powerstroke.

Kelly Smith, Pa.C.P. —Treasurer

Kane, Pugh, Knoell, Troy & Kramer
(610) 275-2000
ksmith@kanepugh.com



Kelly is a Paralegal at the law firm of Kane, Pugh, Knoell, Troy & Kramer in its Norristown office. She currently serves as the Association Treasurer, a position she has held since 2013. She is also the Job

Bank Coordinator for the MCPA. She lives in Phoenixville with her cat, Emmett J.

BOARD OF DIRECTORS



Christopher Gregg
(2017—2019)

Chris works for the law firm, Kane, Pugh, Knoell, Troy & Kramer as a Paralegal. He has been an active board member for the past 3 years and serves as its Social Media Committee Chair. Chris was born and raised in Willow Grove and still resides there with his family and their dachshund Queenie.



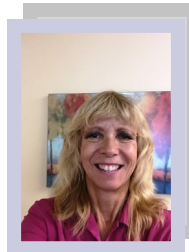
Noreen Messmer, Pa.C.P.
(2017—2019)

Noreen is a Paralegal with the law firm of Ford & Buckman, P.C. in Blue Bell and has worked with Sarah Ford, Esquire for over 40 years. She has been a Board member since 2010 and also serves on the Hospitality/Planning Committee. Noreen lives in Blue Bell and is the mother of three and Nana to three granddaughters.



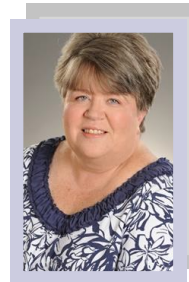
Michelle Calkins, Pa.C.P.
(2017—2019)

Michelle is a Paralegal with Miller, Turetsky, Rule & McLennan located in Collegeville. She is an active member of the Association and currently serves as the Layout Editor of the MCPA newsletter. She lives live in Collegeville with her husband, Wes.



Shari Weber Bradley, Pa.C.P.
(2016—2018)

Shari works for Peter E. Bort, Esquire at Bort Law which is a general practice firm. A long time member of MCPA, she was recently elected to the Board of Directors. Shari lives in Eagleville and is the mother of two twenty something boys and stepmother of three teen boys.



Nancy Piechota, Pa.C.P.
(2016—2018)

Nancy is a Paralegal at the law firm of Mannion Prior, LLP in King of Prussia. Nancy was recently elected to the Board of Directors and also serves as Chair of the Marketing Committee. She lives in Berks County with her husband, Joe and rescue dogs.

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