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Montgomery County Paralegal Association

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MAY 2013

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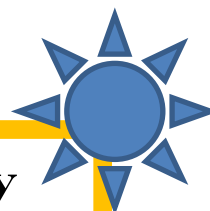
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LinkedIn Endorsements: What You Need to Know

By Vicki Voisin, ACP

If you have a LinkedIn account, you've probably received email messages with the news that someone, often a complete stranger, has endorsed your skills.

Sometimes the endorsements are in areas where you actually have minimum skills. Since so many people are using this new tool, the question becomes, "Do endorsements offer value?" Hopefully the following 10 points will help you understand endorsements and then use them so they are helpful to both you and your connections:

1) First a word about LinkedIn recommendations. LinkedIn members have always been able to recommend their connections. These are written references supporting you and your work and are almost always written by or for someone you know and/or have worked with. Receiving a recommendation is special in that it takes time and effort for a person to write it and it represents the person's opinion (usually positive) about you.

2) What is an endorsement? Endorsements represent skills and expertise that someone knows or *thinks* you have. They are a "one-click" way to give praise to a connection and are based on the skills you entered in your profile. LinkedIn allows anyone to endorse anyone for their skills.

3) How do endorsements happen? When LinkedIn connections view your profile, they are asked if they want to endorse you for any of the skills you've listed. If they choose to do this, they will be asked if they want to endorse skills from other contacts. Under your "Skills and Expertise" section, LinkedIn lists all your skills along with how many have endorsed you for each one and who did the endorsing.

4) Should you reciprocate? There is no official LinkedIn endorsement etiquette but this is a social network, so you may want to get into the spirit of reciprocity. If you know the person who endorsed you, take a look at their profile and endorse the skills you know they have. You will be giving a little bit back to that person. You certainly don't have to endorse the same number of skills, but you may endorse all the skills you know are accurate.

5) Why do you want endorsements? Since your connections are verifying your skills, people who review your profile will know you didn't just list skills to get noticed. The result is that your profile has more credibility. While it's difficult to know if specific endorsements will influence potential employers or networking partners, it is safe to say that (a) endorsements can't hurt your profile and (b) the lack of endorsements may make people questioning both your skills and your social media savvy.

6) How to get the right endorsements. It's important that the endorsements you receive accurately match your skills and experience.

LinkedIn Endorsements: What You Need to Know CONTINUED

You can almost guarantee by including a wide variety of critical skills and knowledge in your profile there are ample options for endorsements. Include as many skills areas as possible within your target career or job, particularly if you are transitioning to a new area of the law or another career field.

7) Do endorsements have value? The value of endorsements on LinkedIn has been questioned because this takes so little effort and often isn't accurate. Since there seems to be a race to collect as many endorsements as possible, their overall value and professionalism may be diminished. Some bloggers have predicted that LinkedIn will drop endorsements by the end of 2013 with, perhaps, everyone realizing they are worth as much as the effort it took to award them: zero.

8) Turning off endorsement messages. If you don't want email notifications regarding the endorsements you receive, you can turn off the email messages by following these steps:

- Click on Settings (under your name on the top right side of the page)
- Click on Email Preferences
- Click on Set the frequency of emails
- Scroll down to Endorsements
- Select No Email (you can also opt for a Daily Digest)

9) Turning off endorsements. You can't stop someone from endorsing you. However, you can stop them from showing on your profile by following these steps:

- Click on Profile
- Click on Edit Profile
- Scroll down to Skills & Expertise
- Click on the pencil icon

10) What if you don't want to be endorsed for some skills? People may endorse you for skills you really don't have and you don't want to mislead anyone into thinking you do. For example, I've been endorsed for Public Speaking and that's valid. I've also been endorsed for PACER and product liability. While I know a bit about both, I don't want to mislead anyone into thinking I'm an expert in those areas.

Your Challenge: Be sure your LinkedIn profile accurately reflects your skills. Then decide if you want to play the endorsement game. This should be based on the value you believe they add to your profile. Take a look at the profiles of connections you know and endorse the skills you recognize they have. Do not endorse just to be endorsing. Endorsements certainly can't hurt so long as they are accurate. They may even be helpful in expanding your network and employment possibilities.

Vicki Voisin, "The Paralegal Mentor", delivers simple strategies for paralegals and other professionals to create success and satisfaction by setting goals and determining the direction they will take their careers. Vicki spotlights resources, organizational tips, ethics issues, and other areas of continuing education to help paralegals and others reach their full potential. She is the co-author of The Professional Paralegal: A Guide to Finding a Job and Career Success. Vicki publishes Paralegal Strategies, a weekly e-newsletter for paralegals, and hosts The Paralegal Voice, a monthly podcast produced by Legal Talk Network.

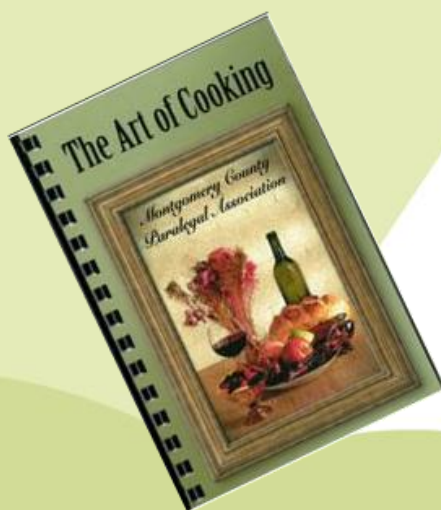


SPRING FUNDRAISER

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**We're counting on your support. . .
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May CLE Lunch & Learn

Marilou E. Watson, Esquire

presents

Critical Role of Paralegals in the Practice of Law

Topics Include:

- Recognizing Potential Pitfalls
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- Discuss Client Communications
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Wednesday, May 29, 2013

12:00 p.m. to 1:30 p.m. (Approved for 1.0 CLE (.5 substantive and .5 ethics))

Fox Rothschild located at 10 Sentry Parkway, Suite 200 in Blue Bell, PA
(300 Sentry Parkway East for purposes of GPS)

Lunch provided by Fox Rothschild

Cost: Free to members \$20 for non-members

Checks Payable to MCPA

Mail to P.O. Box 1765, Blue Bell, PA 19422

R.S.V.P to Tracey Barnes, RP, Pa C.P.

(tbarnes@dischellbartle.com)

By: May 24th

May CLE Lunch & Learn

CONTINUED

Marilou E. Watson, Esquire Biography

Marilou focuses her practice on all aspects of intellectual property law, with particular emphasis on:

- foreign and domestic patent prosecution
- client counseling
- infringement analysis
- patent invalidity and freedom to operate studies and Hatch-Waxman issues related to ANDA filings
- licensing, due diligence, and divestiture matters in chemical and pharmaceutical arts

As co-chair of Fox Rothschild's Diversity Committee, Marilou assists in spearheading initiatives that promote firm-wide diversity and inclusiveness.

Before Fox Rothschild

Prior to joining Fox, Marilou was a partner at Synnestvedt & Lechner, LLP, where she was chair of the Pharmaceutical Practice Group. She was also previously Assistant Intellectual Property Counsel at Elan Drug Delivery, Inc.

Marilou has been a registered pharmacist since 1991 with a focus on advanced pharmaceutical technology. She has a wide variety of technical experience with the pharmaceutical industry that includes bio-pharmaceutical research and development involving pharmaceutical drug preformulation of propriety compounds. Her pharmaceutical technical support experience involved technical analysis of numerous pharmaceutical products, devising project protocols and lab scale formulations of various drug products and excipients including product validation, stability and sterility studies.

Beyond Fox Rothschild

Marilou is a registered pharmacist in the Commonwealth of Pennsylvania.

She is also an annual guest lecturer at the Temple University Beasley School of Law on the topic "The Application of Intellectual Property Practice to Product Liability Cases."



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STUDENT AFFAIRS AND MENTORING COMMITTEES NEED YOU!

If you or someone you know is willing to “job shadow” a student paralegal or someone fresh out of college, please contact, Lisa M. LaPenna, Pa. C.P., at (610) 941-2523 or llapenna@kaplaw.com.



We have a student member from Peirce College who is seeking a co-op position beginning mid-May to mid-August, 20 hrs./wk. Requirements from an employer based on an entry-level paralegal position:

- **The Training Plan** - Individualized learning objectives are developed by the student and employer to enhance the learning that has already taken place in the classroom. The plan provides a map of desired outcomes and defines how objectives will be assessed.
- **Site Evaluation** - The co-op faculty advisor visits the worksite to meet with the student and supervisor during the course of the co-op experience.
- **Employer Evaluation** - The employer evaluation form allows the employer to rate the overall performance of the co-op student. It includes the quality of a students work, the method of achieving and attaining learning objectives and the students overall professionalism.

If your place of employment is willing to be a part of a valuable experience to a future paralegal, please contact Lisa LaPenna, Pa. C.P., Chair at (610) 941-2523 or llapenna@kaplaw.com.



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MCPA Member Get-A-Member 2013 Campaign: March 1 through June 30, 2013

There are many benefits to membership in MCPA.

These benefits include free CLE events, job bank availability, networking opportunities, membership in NFPA which includes their quarterly magazine *National Paralegal Reporter*, exclusive discounts from a variety of vendors, and updates of events relating to paralegals. MCPA is also a member of the Keystone Alliance of Paralegal Associations, which sponsors the Pennsylvania Certified Paralegal program and provides a state-wide voice for paralegals.

Now is the perfect opportunity to share your commitment to the paralegal profession with your paralegal friends and colleagues or fellow paralegal students by having them become members of MCPA.

Every time you recruit a new member, it strengthens MCPA.

Every time you recruit a new member, it ensures the future of MCPA.

Every time you recruit a new member, it expands the entire paralegal network.

As a thank you, your recruitment efforts will be rewarded as follows:

- **For voting members in good standing: Recruit two (2) new members and receive a \$25.00 gift card for each two new members;**
- **For voting or student members in good standing: Recruit two (2) new student members and receive a \$10.00 gift card for each two new student members;**
- **Law firms: Sign up five (5) new paralegals and receive a free ad in one issue of MCPA Today.**

Gift cards will be awarded throughout the campaign. Grand totals will be announced after June 30, 2013, upon completion of our Member Get A Member campaign.

Please be sure that the member name is listed as the recruiting member on the new membership application.

If you have any questions regarding this Member Get A Member campaign, please contact: Debbie Arbuckle at Darbuckle@kaplaw.com or Sherry Barag at sbarag@foxrothschild.com or Tracey Barnes, MCPA Membership Chair at tbarnes@dischellbartle.com.



PEIRCE COLLEGE ALUMNI NEWS

Monday, May 20, 2013
Spring Reception
5:30 to 8:00 PM
FREE

Peirce College's Spring Reception brings together members of the Peirce community for an evening of social camaraderie, professional networking, and reconnecting with the school. The College's Distinguished Alumni, Student and Service Awards will also be presented.

An invitation will be going out to all alumni in early Spring.

To register online:

<http://2013springreception.eventbrite.com>.



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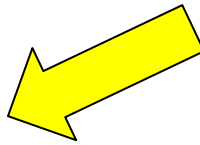
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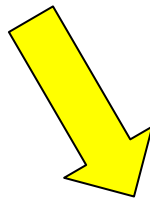
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NFPA NEWS

NFPA MEMBER BENEFITS *by Sherry Barag, CRP™, Pa.C.P.*

As most of you are aware, membership in MCPA also includes membership in the National Federation of Paralegal Associations (NFPA).

One of the many advantages to membership in NFPA is special discounts and benefits specifically obtained by NFPA for us.

To check these out yourself, go to the NFPA website (www.paralegals.org), click on the Members Only area and log in with your email address and password. If you have forgotten your NFPA password, or have never gotten one, click on "I need a new password" and one will be sent to your email address on file. After logging on, you can change your password using "Preferences".

After entering the Members only area, click on the Member Benefits section. These special discounts and benefits include:

- **Discounts on Walt Disney World Resort Vacation:** As an NFPA member you can log on to the following website to plan a Florida trip to any of the 16 Theme Parks in the Orlando area. The website is <http://www.orlandovacation.com/discounts/login.php>. Our username is "NFPA". From there you can view the National Member Discount Program and all the discounts and special offers in Orlando. Some of the packages include cruises and resorts, National Car Rentals and other discounts.
- **Dell** - Take off an additional 4% on top of generally advertised Dell Products! Go to www.dell.com/paralegals. Our member ID is CS105317223 or call 1-800-695-8133.
- **Credit Union** – Community America Credit Union is a non-for-profit financial institution owned by its members who get lower loan rates, high savings yields plus a full range of banking services. Call 800-892-7957 to sign up for membership.



NFPA NEWS continued

- **Liberty Mutual** – NFPA members get special discounted rates on auto, home and renters insurance.
- **Lorman Education Services** – Obtain a 20% discount on CLE and bookstore items.
- Discounted Membership to the **National Notary Association**.
- Discounted subscription to **Paralegal Today magazine**.
- **NFPA Career Center**: Select “Career Center” on the website home page to search for job opportunity and/or post your resume.

Be sure to check out the complete listing of all of the special benefits and discounts available to all of us in the Members Only section of the NFPA website.

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RECENT MEETING & EVENT RECAPS

By Kay Haas Bechtel, Pa.C.P.

JERRY L. SHOEMAKER, ESQUIRE & HELEN E. CASALE, ESQUIRE SPEAK TO MCPA MEMBERS ON THE HOT TOPIC OF MARRIAGE, GAY AND LESBIAN RIGHTS AND THE LAW

On Tuesday, April 16, 2013, the MCPA held its general membership meeting at the Law Offices of Nelson Levine deLuca & Hamilton in Blue Bell. Vice President Harry Reichner presided over the meeting in Annette Long's absence. Harry made several announcements regarding upcoming events, including Members getting Members and the MCPA cookbooks, which are in the process of being printed and will be available for sale shortly.

Having dispensed with the announcements, Harry then turned the program over to Jerry L. Shoemaker, Esquire and Helen E. Casale, Esquire, who both specialize in Family Law. Mr. Shoemaker concentrates his practice on domestic relation issues, including a variety of issues arising out of same-sex relationships. He has repeatedly been recognized as a leader in family law, most recently being named one of the Greater Philadelphia Region's Ten Leaders in Divorce Law, 45 & Under, by the Ten Leaders Cooperative. He has also earned multiple recognitions by the *Pennsylvania Super Lawyers* magazine.



Jerry L. Shoemaker, Esquire



RECENT MEETING & EVENT RECAPS CONTINUED



Helen E. Casale, Esquire

Ms. Casale also devotes her practice to family law, often taking on the most complicated cases in domestic relations law, including divorce, child support and custody, complex property division, and protection from abuse matters. She is also an expert in same-sex issues, including dissolution of civil unions, second parent adoptions and custody and support matters. She is a fellow member of the American Academy for Matrimonial Lawyers. She was recognized by Governor Rendell in 2005 when she was appointed to serve on the Interbranch Commission for Gender, Racial, and Ethnic Fairness, of which she is currently Vice-Chair.

In their presentation regarding family law issues, Mr. Shoemaker and Ms. Casale explained to us that the laws vary from state to state with regard to same-sex relationships. Even if a state passes a law that recognizes same-sex relationships, it could mean something entirely different in another state.

Currently, there are two cases before the Supreme Court waiting for decisions that could have a major effect on laws relating to same-sex relationships. The Windsor Case is pertaining to two women in a 30-year partnership who were married in Canada, but resided in New York. One partner died and her partner was required to pay inheritance taxes because the federal government does not recognize same-sex marriages.

There are currently 10 states that recognize same-sex marriage, along with three tribal domains. Pennsylvania currently does not recognize same-sex marriages.



RECENT MEETING & EVENT RECAPS CONTINUED

The second case before the Supreme Court is the Proposition 8 Case. California passed a law to approve an amendment to disallow gay marriage. The residents of California voted and Proposition 8 passed. The California Court then overturned the ruling.



Mr. Shoemaker and Ms. Casale spoke about Co-Habitation Agreements, which are similar to a Pre-Nuptial Agreement in that they state the terms of the relationship and expectations between two individuals. Other than the Co-Habitation Agreement, there are very few options for same-sex couples to protect their legal rights in regard to matters such as joint bank accounts, real estate issues, same-sex custody and support, and second parent adoptions.

The MCPA is grateful to Jerry Shoemaker and Helen Casale for their very interesting and informative presentation on a subject that is becoming increasingly more prevalent in our society today. Thanks to the Law Office of Nelson Levine deLuca & Hamilton for the use of their conference room and to Brian Sweet, President of ICS of PA, Inc. for providing the refreshments. This type of support is very important to maintain our commitment to the members in the paralegal profession.



STUDENT AFFAIRS & MENTORING COMMITTEES

**New Interactive Online Training Tool for Paralegal Students
By Suzanne Hasty, Student Liaison from Manor College**



Given the current employment conditions and competitive job market, students and higher learning institutions are feeling the pressure of the importance and necessity of job experience when applying for legal support service positions. In addition to the experience on their resume, Legal Studies students at Manor College in Jenkintown, Pennsylvania are now able to add interactive online training created by the Chair of the Business and Legal Studies department, Diane Pevar, J.D. Professor Pevar has developed The Law Simulation Series: Paralegal Law Practice Experience as part of the Wolters Kluwer Law & Business Law Simulation Series. It is now offered through the curriculum at Manor College and is a great tool for paralegal students.

The Paralegal Law Practice Experience is an interactive form of experiential learning that gives the paralegal student an opportunity to practice in a law firm environment from an educational vantage point. After purchasing the book and access code, students test the waters with the security of the teacher providing guidelines and assistance.

In the Simulation, students are placed in a virtual workstation where they have access to a daily calendar of tasks, form banks, hypothetical client files, and audio and video simulations delivered by professional actors that are in accordance with the client files. The virtual workstation also has the simulated law firm's policy and procedural manual, note-taking capabilities, and a virtual desktop where assignments and tasks are posted for submission to the virtual attorney, the teacher. What makes it realistic, and therefore a great learning experience, is the fact patterns are modeled after real cases and the actors follow a well-scripted story that matches the case issues and problems. Therefore, it is the perfect opportunity for the paralegal student to apply what is learned in the classroom to what would happen in a simulated law office. The assignments, characters and resources feel real, which adds to the overall learning experience.

Students who have experienced the real world internship are excited about the simulation because of the fact that it closely resembles the demands of a law firm.

According to Professor Pevar, the user is required to develop "excellent communication, problem-solving and time-management skills." What a great idea for someone who is eager to apply in-class knowledge to a job setting. Not only does the Simulation offer practical skill-building assignments, but the paralegal students can experience and really feel the expectations and standards that a legal support position requires. Users of the Simulation will likely gain confidence as resourceful paralegals, by practicing and developing the skills required for accessing files, assessing assignments, pulling resources and creating credible work product.

The Law Simulation Series: Paralegal Law Practice Experience will soon be available to other schools and organizations on a subscription basis. Professor Pevar's hope for the future is that the Simulation Series will be expanded as a learning tool for law schools and in-house training



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NEWSLETTER COMMITTEE NEWS

BOOKS/APPS/WEBSITES – We NEED You!

Shari Weber Bradley, Pa C.P.



BOOKS: What book have you read recently that is enlightening, inspiring, or just plain helpful to paralegals? (It *does not* have to be non-fiction.)

We are collecting book recommendations for our list: 30 Books Every Paralegal should Read. Please fill out the following information and email it to me at sweber@bortlaw.com.

Book Name:

Author:

Description on why paralegals would like it:

APPS: What Smartphone/Droid/Iphone apps do you find helpful to your job or just plain interesting?

App:

Description:



WEBSITES: Reliable Internet sites can be so helpful to paralegals in our jobs. What website do you find yourself going to time and again for information?

Site:

Description:



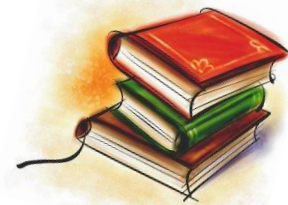
Let's keep the lists going . . . Take a few minutes and email your suggestions to sweber@bortlaw.com today!



NEWSLETTER COMMITTEE NEWS CONTINUED

Books Every Paralegal Should Read:

- Chambermaid by Saira Rao
- The Art of War by Sun Tzu
- John Grisham's
- The King of Torts
- The Testament
- Eats, Shoots & Leaves by Lynne Truss
- Pennsylvania Attorney's/Secretary's Handbook published by Namar Communications



Is there an App for that?

- *Paralegal Pocket Guide* - multiple choice quizzes, a legal glossary, flashcards and a dictionary of terms.
- *Docket in your Pocket* - a PA-specific app for looking up different individuals or companies to see if they have anything on their public records.
- *Burton's Legal Thesaurus* - It contains 8,000 synonyms, terms and definitions, and can increase the efficiency and accuracy of any paralegal.

**NEWSLETTER COMMITTEE NEWS
CONTINUED**

Notable Sites:

→ *The Oyez Project at Chicago-Kent College of Law* –
A Multi-Media Archive of the Supreme Court: <http://www.oyez.org/>

→ *Law and Legal Research - Lawyers, Legal Websites, Legal News
and Legal Resources:* <http://law.onecle.com/>

→ FREE access to the *laws for 19 states* (including Pennsylvania
and New Jersey), the *U.S. Code*, and the *U.S. Constitution*:

• *Pennsylvania Consolidated Statutes – Pennsylvania Attorney Resources – Pennsylvania
Laws:* <http://law.onecle.com/pennsylvania/>

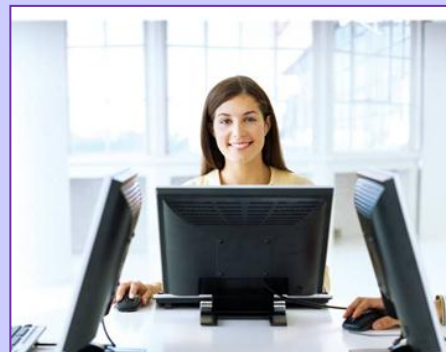
• *Crimes and Offenses – 18 Pa. Cos. Stat. – Pennsylvania Attorney Resources – Pennsylvania
Laws:* <http://law.onecle.com/pennsylvania/crimes-and-offenses/index.html>

Montgomery Bar Association – The Sidebar, the free Quarterly Newsletter of the Montgomery Bar
Association: <http://www.montgomerybar.org/publications/sidebar.php>

The American Bar Association's Standing Committee on Paralegals - GREAT resources from the
ABA!: <http://www.americanbar.org/groups/paralegals.html>

Paralegals and Legal Assistants; Occupational Outlook Handbook; U.S. Bureau of Labor Statistics, A
statistical snapshot of U.S. paralegals:
<http://www.bls.gov/ooh/Legal/Paralegals-and-legal-assistants.htm>

The Empowered Paralegal - Comprehensive online blog by Robert E. Mongue, an Assistant Professor of
Legal Studies at the University of Mississippi: <http://theempoweredparalegal.com/>





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MCPA VOLUNTEER OPPORTUNITIES

Below are the names and contact information for the Chairpersons of the various MCPA committees. If you have an idea or would like to volunteer, please contact a Chairperson! The Fundraising and Public Relations Committees are newly formed and are actively seeking new committee members.

MEMBERSHIP

Coordinate membership drives and membership matters

Tracey L. Barnes, RP, Pa. C.P.
TBarnes@dischellbartle.com

NEWSLETTER

Solicit and write articles; layout and editing for the bi-monthly newsletter, MCPA Today

Rachel Fineberg, Committee Chair
rfineberg@goldblumhess.com

JOB BANK

Solicit, accumulate, and distribute current job postings to the general membership

Kelly Smith
ksmith@kanepugh.com

MARKETING

Solicits sponsors and advertisers for MCPA

Deborah A. Long, Pa. C.P.
deblong420@gmail.com
Deborah A. Arbuckle, Pa. C.P.
darbuckle@kaplaw.com

PUBLIC RELATIONS

Promote the MCPA in the legal and general Community

Annette M. Long, CRP
amlong83@gmail.com

HOSPITALITY & EVENTS PLANNING

Plan and schedule upcoming MCPA presentations, meetings and social events

Kathleen M. Zamorski, Pa. C.P.
kmz@elliottgreenleaf.com

COMMUNITY OUTREACH & PRO BONO

Plan and schedule MCPA charitable and community events

Roberta Fedorka, Pa. C.P.
rfedorka@obrlaw.com

FUNDRAISING

Organize and hold fundraisers for the Association and/or charitable organizations

Allyn Pinsker
apinsker@kanepugh.com

STUDENT AFFAIRS & MENTORING

Provide a range of services and support to students interested in a paralegal career

Lisa LaPenna, Pa. C.P.
llapenna@kaplaw.com

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