



The Official Publication of the
Montgomery County Paralegal Association

June 2018

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www.montcoparalegals.org



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GOOD TO KNOW

Are you a paralegal that has Continuing Legal Education requirements?

As a member benefit, paralegals can take advantage of the live webinars offered by NFPA! For the upcoming CLE's and more information, visit:

www.NFPA.Live Webinars

NEWS & ANNOUNCEMENTS



MCPA NEEDS YOU!

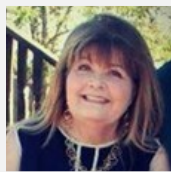
There are many opportunities to volunteer your time and talents to this wonderful association that we all appreciate. Get involved! Please contact an officer or board member for more information!

ALL MEMBERS INVITED

All members are invited to come to a board meeting to express their opinions about issues affecting the Association. Meetings are held at *Mannion Prior, LLP. Mannion Prior, LLP, 840 First Avenue Suite 100, King of Prussia.*

UPCOMING MEETING DATES

September 4 - October 2 - November 6



Mary Elizabeth Gibson (nee' Hoy), a resident of Jeffersonville, PA, passed away peacefully surrounded by her family on April 13, 2018, at age 62. Mary obtained her Paralegal certificate from Villanova University's School of

Law and worked as a paralegal in the law department of the Montgomery County Board of Assessment. She served in the roles of Treasurer and Secretary for the Montgomery County Association of Paralegals.

Mary had a special place in her heart for her pets. She was thankful for every moment she had with them. They brightened her day no matter how ill she was.

MCPA recently made a donation to the SPCA in her honor. A copy of the note of thanks is pasted here for all to see. For people who would like to give something in memory of Mary, donations can be made to Montgomery County SPCA, 19 E. Ridge Pike, PO Box 222, Conshohocken, PA 19428 or Mount St. Joseph Academy, 120 West Wissahickon Ave, Flourtown, PA 19031.



*The Montgomery County Society for
The Prevention of Cruelty to Animals*

May 14, 2018


Montgomery County Paralegal Association
PO Box 1765
Blue Bell PA 19422

Dear Friends:

Thank you very much for your recent contribution of \$100.00 given in memory of **Mary Elizabeth Gibson**. We very much appreciate your thoughtful donation in her memory, which will also help the animals in our care at the Montgomery County SPCA.

We will be notifying her husband, James, of your kindness.

Sincerely,


Carmen J. Ronio
Executive Director
CJR:tg

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2018 MBA Legal Aid Golf Classic Friday, June 22, 2018 7:00 am - 3:00 pm



Legal Aid of Southeastern PA (now LASP) provides essential legal services and representation to low-income individuals, victims of domestic abuse, and the elderly in our area. As citizens and professionals, we all share the burden of those less fortunate in our community. Why not do your part while enjoying a relaxed day of golf and networking with neighboring LAWYERS, JUDGES and BUSINESSES?

All proceeds from this year's Golf Classic will directly benefit Legal Aid and a portion or all of your commitment may be tax-deductible. Be sure to bring your staff, clients, friends, family and neighbors as this year's event promises to be nothing short of...a true Classic!

For more information and to register, visit:
www.montgomerybar.org/events

Last month we reported about the Legal Aid of Southeastern PA and its annual Golf Classic directly benefiting Legal Aid.

For the past three years, Legal Aid has challenged all four MBA Sections and the Montgomery County Paralegal Association to sell as many raffle tickets as possible to help support Legal Aid. So far, the Young Lawyers Section has swept the challenge, winning all three years. In that time, over \$10,000 has been raised in ticket sales alone - all of it going to Legal Aid of Southeastern PA!

This year, PARALEGALS want to WIN the challenge!!!

UPDATE UPDATE UPDATE

As of the writing of this newsletter, MCPA is winning in its raffle sales! Keep up the good work! Encourage others in your universe to help support Legal Aid and MCPA by purchasing raffle tickets at:



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ADDRESSING THE ONSET OF ONLINE DEFAMATION

By Sameer Somal

Online defamation involving false and malicious claims is a growing concern for companies, nonprofits and individuals. It is a good time to learn some karate moves to fight back.



"In the age of digital Darwinism, we are now guilty until proven innocent," warns Sameer Somal of Blue Ocean Global Technology, who offers online reputation management advice to attorneys and corporate clients.

"Internet defamation lawsuits are on the rise. Even if someone is innocent, they still may appear guilty online. If negative results appear for an attorney or client, their online reputation can quickly damage their offline reputation – and affect their life."

Social media is a breeding ground for inflammatory statements, often made in the heat of the moment. Some of those statements could equate to online defamation, regardless how the claim is couched. For example, saying "I believe" in front of a statement that someone embezzled money from a company or a man abused a coworker is not a defense if the claim is unfounded.

Media outlets or channels could be on the hook if they fail to remove defamatory statements in the comment threads of their stories. You may intentionally or unintentionally defame someone or some organization in comments you make on social media.

Somal advises that everyone needs to be alert to online defamation, whether it is directed at you or comes from you.

Online reputation management is a process involving monitoring, building and repairing digital content, Somal explains. "The most agile firms are listening closer, making better resource allocations and investing in stronger relationships with strategic partners and clients."

Businesses, nonprofits and public agencies should routinely monitor what's being said about them online – in social media, consumer reviews and news stories. Material inaccuracies, false claims, offensive images and fake reviews should be addressed. The best approach, Somal says, is a direct approach – contact the source of the material and ask to correct or to remove the offending content. Be prepared to show why the content is inaccurate, false or defamatory.

CONTINUED



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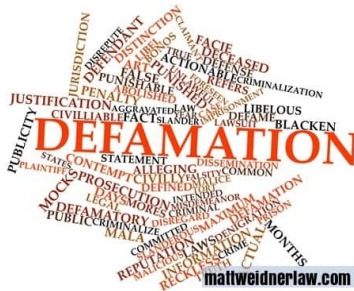
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ADDRESSING THE ONSET OF ONLINE DEFAMATION CONTINUED

Not everything bad said about you online constitutes defamation. Each case is fact-specific. Failing to respond to negative comments, especially if the comments are erroneous, misleading or defamatory, encourages others to further support or confirm the negative reputation, Somal says. Search engine algorithms, he adds, tend to favor negative reviews and unflattering commentary. Increasingly, snarky articles are promoted by their publishers on social media platforms and aimed at target audiences.

Before declaring content defamatory, it is a good idea to consult with an attorney familiar with libel and slander statutes, which can vary from state to state. If content rises to the level of defamation, you – or your attorney – can threaten to sue, which can be powerful motivation to withdraw online material.



Legal coverage can involve inflammatory statements in filings and courtroom testimony. News reporters are likely to include them in their stories. In this situation, you need to make sure reporters provide balanced coverage and include your side of the story, which requires talking to them to reinforce your own story.

On legal matters that attract continuous news coverage or attention on social media, you should consider a strategy of suppressing negative coverage in Google searches by publishing other, more reputation-friendly stories. Fluff won't do the trick, but stories about philanthropy, new investments or innovations can earn positive coverage that can fill up the first page or two of Google searches. The content that you hoped would disappear remains buried on subsequent Google search results pages. Critics can still find it and persistent trolls can continue to take their shots, but you are proactively improving your reputation.

Changing the narrative isn't the same as erasing all memory of an embarrassing incident or awkward legal case. One powerful way to change the narrative is to address head-on the source of controversy and protracted negative commentary. Change the headline by changing the story. Admit wrongdoing. Settle a legal matter. Take responsibility for an incident, even if it isn't your fault. This form of reputation repair is not always comfortable, but it can yield longer-term relief from the constant headache of criticism.

Sameer Somal is the Chief Financial Officer at Blue Ocean Global Technology and Blue Ocean Global Wealth. He is a CFA Charterholder, a CFP® professional, a Chartered Alternative Investment Analyst and an internet defamation subject matter expert witness. In collaboration with the Philadelphia Bar Foundation, he authors and delivers CLE programs on reputation management, search engine optimization and ethics across legal communities nationally.



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#HASHTAG MONTCOPARALEGALS

By Shari Weber Bradley, Pa C.P., CDFA
Chris Gregg

Hash who, hash what!!
What is a hashtag!?



A hashtag is a type of symbol used on social media networks such as Facebook, LinkedIn and Twitter, among others, as a way to search for specific posts and/or topics. Users create and use hashtags by placing the number or pound symbol (#) followed by a string of letters or numbers uninterrupted by punctuation, spaces or special characters. Two great examples are #MCPA and #Montcoparalegals. Doing so creates a hyperlink within your post, similar to one you may find in an email (mcparalegals@gmail.com).

At this point you're probably wondering, why do I care? Simple! MCPA has decided to increase our digital presence by using the two hashtags above ↑, were you following? Good!

So give this hashtag thing a try next time you attend or simply post about a MCPA, Keystone or NFPA event and help our digital footprint grow. Let people know of the great things MCPA is doing! And why you're busy doing that don't forget to check us out at our NEW Twitter account (@MCPParalegals)!! Check out this awesome tutorial on Twitter and how to use it [YOUTUBE/HASHTAG](#) courtesy of The Social Launch.

So don't forget to post, comment, tweet at us, but remember do it in 280 characters or less.

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SAVE THE DATE

**SPECIAL OLYMPICS PENNSYLVANIA
FALL FESTIVAL
NOVEMBER 2-4, 2018**

The 30th Fall Festival will be held at Villanova University from November 2-4, 2018!

The Special Olympics Pennsylvania Fall Festival is hosted and organized by Villanova University students and is the largest annual student-run Special Olympics event in the world. Special Olympics Pennsylvania (SOPA) provides year-round sports training and competition for more than 20,000 children and adults with intellectual disabilities. The organization offers over 260 local and sectional events and four major statewide events - Winter Games, Summer

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Games, State Floor Hockey Tournament, and Fall Festival - in 23 sports with the opportunity for athletes to advance to regional and international competition.

So, save the date, more information coming!



30th Annual RUN FOR THE HILL OF IT

Saturday, July 28, 2018

Chestnut Hill, PA

8:30 a.m.: 5-mile run start

8:45 a.m.: 1-mile walk start

8:50 a.m.: 1-mile kid's fun run

MCAP's mission is to end and prevent child abuse and neglect in Montgomery County through legal services, advocacy and education. This spectacular 5-mile, tree-lined course winds through Philadelphia's Fairmount Park along the Wissahickon Creek.

The USATF-certified, 5-mile run / 1-mile walk / 1-mile kids fun run benefits our area's abused and neglected children.

For more information, please
visit: www.mcakids.org



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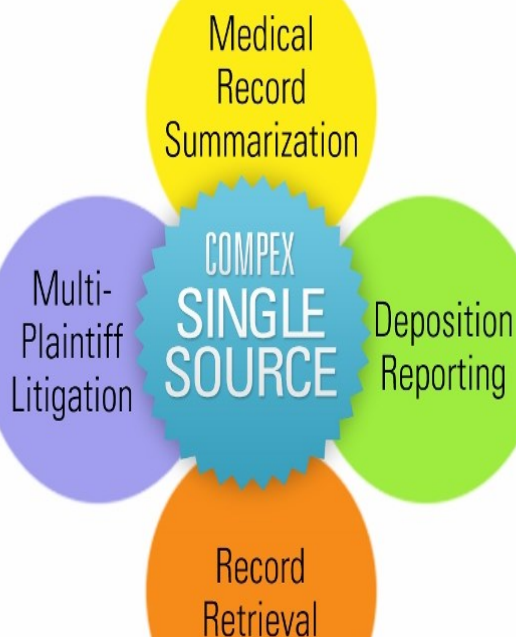
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SAVE THE DATE FOR THE SEPTEMBER CLE

September 17, 2018 Part #2—"Reputation Management" By Sameer S. Somal



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CLIENTS IN TRANSITION?

- Divorce
- Retirement
- Downsizing
- Moving
- Liquidating Collections
- Splitting of Assets
- Passing of Family Member
- Inheritance

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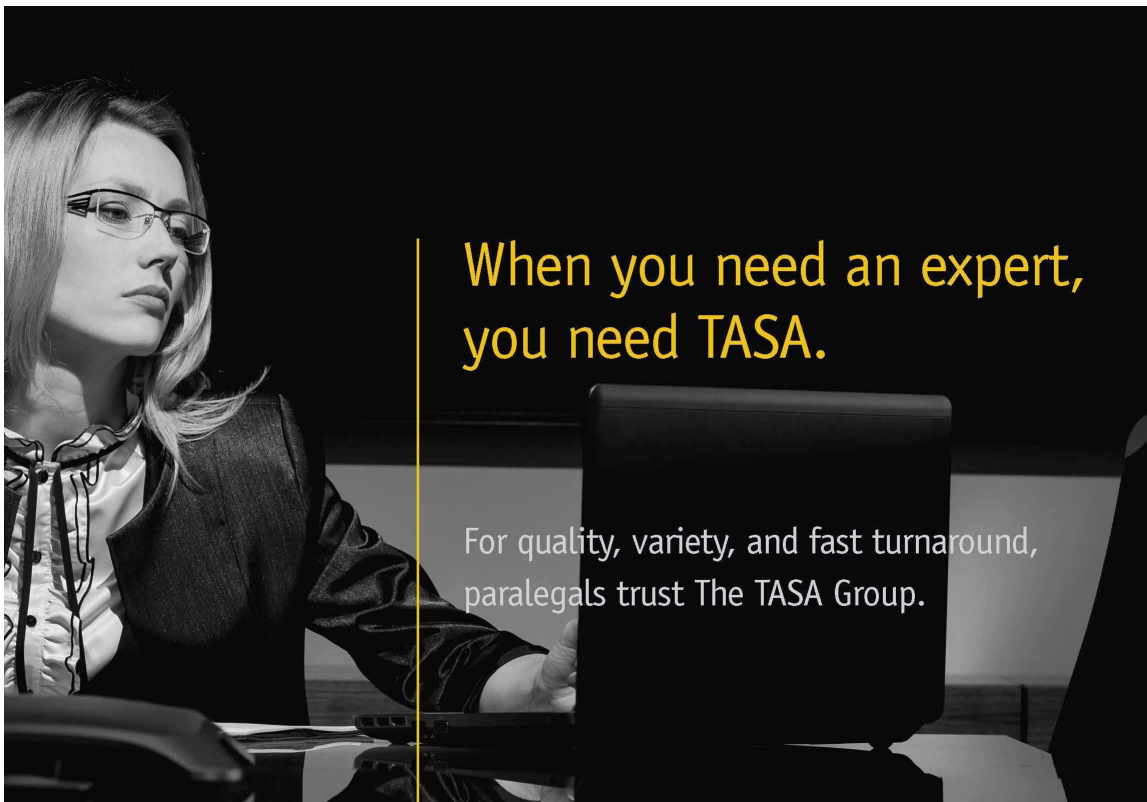
- Auction – Sell Items
- Appraisal – Value Items
- Downsizing – Relocate Items

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Nancy is a Paralegal at the law firm of Mannion Prior, LLP in King of Prussia. Nancy also sits on 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.

***Kelly Lightcap, Pa.C.P. —Vice President***

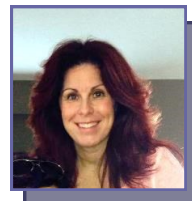
Bennett, Bricklin & Saltzburg LLC
(267) 654-1100
lightcap@bbs-law.com

Kelly is a Paralegal at the law firm of Bennett, Bricklin & Saltzburg LLC in its Blue Bell office. She currently serves as the Association Vice President having been served as its Treasurer since 2013. She lives in Phoenixville with her husband and cat, Emmett J.

***Christopher Gregg—Treasurer***

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

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.

***Jen Kuemmerle, CRP, Pa.C.P.—Secretary***

Luther Woods Nursing & Rehabilitation Center
(215) 675-5005
jkuemmerle@gmail.com

Jen is the Regional Business Office Manager 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.

BOARD OF DIRECTORS

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.



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 currently serves as the Webmaster. Shari lives in Eagleville and is the mother of two twenty something boys and stepmother of three teen boys.



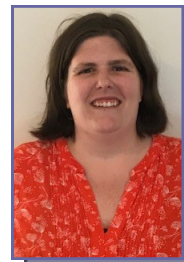
Nancy A. Marchese, Pa. C.P.
(2018—2020)

Nancy is a Paralegal with Miller, Turetsky, Rule & McLennan. She serves as the Committee Chair of Hospitality & Events Planning Committee. She assists in the areas of Family Law, Collections, Civil Litigation, Bankruptcy, Criminal Defense and Personal Injury at the law firm of Miller, Turetsky, Rule & McLennan.



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.



Dana Jorna, Pa. C.P.
(2018—2020)

Dana has been an active member since 2013. Dana assists in the areas of Civil Defense Litigation, Medical Malpractice, Legal Malpractice and Personal Injury defense at the Kane Pugh Knoell Troy & Kramer, LLP law firm since 2013.

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