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Montgomery County Paralegal Association  
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### PRESIDENT'S MESSAGE by Nancy Piechota, Pa. C.P.

#### President's Message

#### Welcome New Members

#### Members Matter

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#### MCPA Annual Holiday Social

#### March & September CLE Recaps

#### Operation Gratitude

#### Officers

#### Board of Directors

#### Committees

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**F**all is here, we have turned our clocks back 1 hour to gain that extra hour of sleep only to deal with the early darkness at night. Well once we have recovered from the change of time, we will be getting ready for the coming holiday season.



As we enter the holiday season of Thanksgiving, let us all take time to stop and make a list of all of the things that we are thankful for. I know I am thankful for my husband, Joe, family and friends and my 5 wonderful dogs that Joe and I have rescued, Jax, Winston, Jenny, Louie and George.

I also want to take time to thank all of those in the armed forces who are serving overseas to keep us free. Also, I want to take the time to remember those who gave their lives for us to be able to say we are free.

This Thanksgiving season, let's rejoice with our families and friends and maybe if you see a charity that needs food donations for those who are not as fortunate, give a little something to help others so that they can sit down and put something on their list that they are thankful for.

So many families out there need our help during the holidays, take a few minutes when you are shopping to pick up a few extra items and maybe drop them off at a shelter or a food bank. Let's spread the joy of the holidays to those less fortunate.

Fellow members, I want to take this time to tell you that I am thankful for each and every one of you and to thank you for making our Association what it is today.

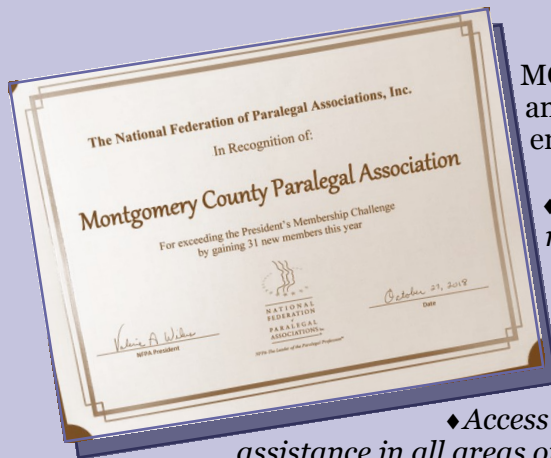
# WELCOME NEW MEMBERS

**Lisa Marie Lee**  
Student Member

**Mariel Drevyanko**  
Stevens & Lee, P.C.

## MEMBERS MATTER

At the *2018 Annual Convention and Policy Meeting* held during October 25-28 in Seattle, Washington, MCPA received two awards—gaining more than 12 new members in a year and the President's Membership Challenge for obtaining 31 new members in one year! Debbie Arbuckle, Pa.C.P., MCPA's NFPA Delegate accepted the awards on behalf of MCPA.



MCPA Professional and Student members enjoy these benefits:

◆ Receive MCPA's bi-monthly newsletter *MCPA Today*;

◆ Access the MCPA job bank;

◆ Access MCPA List Serv where paralegals can get advice and assistance in all areas of practice;

◆ Monthly meetings or Seminars\* dealing with topics that affect paralegals today;

◆ Obtain the annual MCPA Membership Directory;

◆ Automatic membership in the National Federation of Paralegal Associations (NFPA);

◆ Subscription to the *National Paralegal Reporter*, the official bi-monthly magazine of the NFPA;

◆ Network with paralegals and other members of the legal community;

*Stay on top of local and national trends in your career.*

So, remember to encourage other paralegals you know to become a member of MCPA today!





## MCPA'S SUPPORT OF THE SPECIAL OLYMPICS

*By Dana Jorna, Pa.C.P.*

*It was my first time at the event and I have to say I will definitely do my best to go again next year. MCPA signed up as "Fans in the Stands" to cheer on the Volleyball Champions League. Counties from all across Pennsylvania were represented, including Clinton, Lycoming, Lancaster, Monroe, and Montgomery, to name a few.*

*It was an amazing experience to see how just a two hour commitment on my part and the part of others meant to the athletes. They fed off the crowd and were really proud of themselves when they made a point clinching play, or even better, won the match. It was heartwarming to watch them celebrate the highs, as well as, the comfort they showed to a teammate or opposing player after a botched play. These athletes put a lot of preparation and effort into this event and it was just an honor to play a small role in their day.*



# MCPA ANNUAL HOLIDAY SOCIAL

**Monday, December 10, 2018**

**5:30 p.m. – 9:30 p.m.**

**PJ Whelihans, Blue Bell**

**Cost is a \$10.00 cash donation taken at the door — no exceptions!**

**All donations will be used to purchase items needed for Operation Gratitude. For more information about Operation Gratitude please see page 7.**

**Please RSVP to Jen at [jkuemmerle@lutherwoods.org](mailto:jkuemmerle@lutherwoods.org) no later than November 30th.**

TAROT CARD READINGS  
BY THE  
GREAT HARRY



GOOD FOOD



CATCH UP WITH YOUR COLLEAGUES



## MARCH & SEPTEMBER CLE RECAPS ADVANCED ONLINE REPUTATION MANAGEMENT (ORM) FOR ATTORNEYS AND CLIENTS

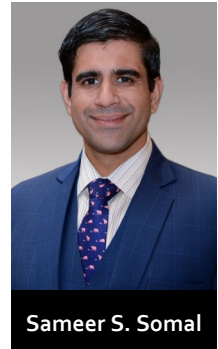
By Chris Gregg

*"A reputation once broken may possibly be repaired, but the world will always keep their eyes on the spot where the crack was." ~Joseph Hall*

But what is a reputation? A reputation, simply put, is how the public/outside world views us as a result of their impressions, emotions and perceptions.

It is fitting that Mr. Hall, a software developer and programming consultant would articulate such a quote. Or simply put in terms, for today's Millennials it would read "An online reputation once broken.....".

Our online reputations are becoming increasingly important in our daily lives and workplaces. With regard to the legal world online reputations can be the difference between getting the job or keeping the client, to name a couple. The navigation of online reputation and its potential pitfalls can be overwhelming, but fear not! #MCPA's good friend Sameer S. Somal gave us two very informative presentations ("Intro to Online Reputation Management for Attorneys and Clients" and "Advanced Online Reputation Management for Attorneys and Clients") educating us on how to deal with those cracks. Here's a quick recap:



Sameer S. Somal

What is Online Reputation Management? As Sameer explains, Online Reputation Management or ORM is "the process of building, monitoring and repairing digital content that appears when someone looks up a company or individual on the internet."

This can apply to attorneys/firms due to disgruntled clients because of adverse case outcomes or negative staff interactions. Another way may be due to competing attorneys trying to steal clients. These outcomes can be troublesome to an attorney/firm because they grow their business based off positive results and [online] reputations. In an effort to keep that online reputation positive and firm/client growth steady and improving a Social Media Policy should be considered taking into account professional liability, client privacy and professional ethics.

Client-based ORM could rear its head in the form of internet defamation. A false statement of fact posted publicly to more than one person with intended malice in an attempt to damage or tarnish someone's reputation via a blog post or podcast (think political ads) are simple examples.

CONTINUED

## MARCH & SEPTEMBER CLE RECAPS ADVANCED ONLINE REPUTATION MANAGEMENT (ORM) FOR ATTORNEYS AND CLIENTS CONTINUED

By Chris Gregg

How can we fix it? An attempt to curb this negative ORM can be done by controlling what populates on search engines or pushing down/removing negative content which is known as suppression. While simple, those types of tactics don't always work. So now what? Well, taking the easier route, this can be accomplished by courteously, respectfully asking the adverse simply to take down the negative content. Easier said than done. Short of those channels being unsuccessful then a threat of litigation or actual litigation may need to be used.

When your attorney/firm is faced with a negative online situation Sameer boils the above down to three easy steps:

- Step 1.       Pause & stay calm.
- Step 2.       Analyze the situation.
- Step 3.       Take action or not.

Seeing how this was simply a cursory glance into the world of Online Reputation Management don't forget to check out Sameer's full presentation over Blue Ocean Global Technology ([www.blueoceanglobaltech.com](http://www.blueoceanglobaltech.com)).

Until next time, keep our online reputation positive by dropping us a few likes and comments on our FB Fanpage (<https://www.facebook.com/MCPParalegals>), LinkedIn (<https://www.linkedin.com/in/mcpa-paralegals-79034b70/>) and Twitter (@MCPParalegals) and don't forget to use the hashtags #MCPA and #Monctoparalegals.



### Sources:

Somal, Sameer S. "Advanced Online Reputation Management (ORM) for Attorneys & Clients" The Metro Diner and Whitpain Township Building. 10 March 2018 and 25 September 2018. Lecture and Powerpoint.

Hall, Joseph Reputation Quote. Retrieved from <https://www.brainyquote.com/topics/reputation>



**MCPA is collecting donations for Operation Gratitude. This charity sends care packages to:**

■U.S. Troops ■First Responders  
■Veterans ■Military Families ■Wounded Heroes & Care Givers

**DONATIONS BEING COLLECTED NOW ARE:**

- All Purpose Wipes (single and 30 count packs or less)
- Batteries (AA and/or AAA)
- Deodorant (travel size; non-aerosol)
- Drink Mix (individual serving packets)
- Foot Power (travel size)
- Gum
- Hand Warmers
- Jerky (individual bags)
- Lip Balm
- Pencils (mechanical preferred)
- Playing Cards
- Puzzle Books (7" x 10")
- Sewing Kits (travel size)
- Socks (men's black crew length)
- Sunscreen (travel size, non-aerosol)

Most members are sending this information to everyone in their firm. That way we can all get involved and start collecting!

To donate, simply bring your items to any board meeting, CLE event, or deliver it to any officer or board member.

Please help spread the word so that we can get all the donations possible. Tell your friends, family, firms and everyone you know about this collection!

For more information, please contact Deb Arbuckle at [DArbuckle@kaplaw.com](mailto:DArbuckle@kaplaw.com).

**OFFICERS*****Nancy Piechota, Pa. C.P.—President***

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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***

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*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 served as its Treasurer since 2013. She lives in Phoenixville with her husband and cat, Emmett J.*

***Christopher Gregg—Treasurer***

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*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***

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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.*



## 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.

**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 currently serves on the Board and is the Webmaster. Shari lives in Eagleville with her husband and has two grown sons and three grown stepsons.

**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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