

*Your connection*  
to knowledge, resources and networking



## Central Florida Chapter October Communique'



*A Chapter of the Association of Legal Administrators*

Can you believe fall is already upon us? Soon little ghosts and goblins will be out trick-or-treating and then the hustle and bustle of the holiday season begins. That's when life really starts to get hectic. It's a good thing ALA and ALA colleagues are at the ready to help answer difficult questions, to share ideas and solutions and to just keep you steady during the busiest time of the year. Some of you are approaching your fiscal year end and you are busy plugging in budget numbers. CFCALA can help with that, too! In the next couple of weeks, you will receive the **2009 Salary & Benefits Survey Questionnaire**. Please take a few minutes to fill out the Questionnaire and get it back promptly to Stacey Barve'. We have a new company reviewing and compiling our statistical data this year and we expect to receive and distribute the final Survey by the *Thanksgiving Holiday*.

## *Chapter News!*

### **CFCALA Fall Retreat is a Huge Success!**

Thanks to **Stacey Barve**, of GreenbergTraurig, our CFCALA Education Chair, and **Canon Business Solutions**, exclusive Retreat Sponsor, this year's Fall Retreat was packed with valuable information, as well as a lot of fun! We kicked off the day-long event with a Continental Breakfast and a presentation by Adriana Linares of LawTech Partners. *Mastering Excel* was the focus of this valuable session that provided specific tips for the way administrators use Excel. For more information on training topics covered by LawTech Partners, visit their website at [www.lawtechpartners.com](http://www.lawtechpartners.com)

The second session of the day was presented by Cathey Massey of LawDocsXpress. Cathey possesses a wealth of knowledge regarding the H1N1 virus. Because she has clients all over the US, some of whom have already experienced the effects of H1N1, she is uniquely qualified to offer suggestions about ways to keep work flowing in spite of greatly reduced resources. Contact Cathey at [cemassey@lawdocsxpress.com](mailto:cemassey@lawdocsxpress.com) to request a copy of her handout or to find out more about how LawDocsXpress can provide workflow solutions.

We had a terrific time at lunch – there was plenty of time to network and socialize. Congratulations to our door prize winners, **Marie Townsend** of Litchford & Christopher and **Alicia Gubbins** of Foley & Lardner, who won FALA Cookbooks. The cookbook, *"Someone's in the Kitchen with FALA"* is available for purchase for \$25.00 from ALA and would make an

excellent holiday gift for the cook on your list. Click on [www.alanet.org/bookstore/alabooks.asp](http://www.alanet.org/bookstore/alabooks.asp) to order your copy today.

Monica Wofford has written a number of motivational books and provides coaching to Fortune 100 companies on a regular basis. In the afternoon, we were treated to Monica's presentation, "*Contagious Confidence*." We learned how to look at ourselves in a positive light and were amazed by what a difference our positive outlook and confidence can have on those around us. We also participated in an exercise wherein we determined our personality type. Are you primarily a "Commander," "Entertainer," "Organizer" or "Relater," or do you possess several of these personality traits? It was interesting to determine the different personality types among our group and to exchange information on how we relate differently to one another and to circumstances – both at home and at work. At the end of the 4-hour session, we would have loved to have more time to spend on this topic. If you're interested in checking out some of the books Monica has written or in talking with her about providing training in your office, go to her company's website [www.monicawofford.com](http://www.monicawofford.com)

We capped off the Retreat with cocktails. Everyone who attended the Fall Retreat is raving about the great ideas and information they received while having a really great time. You won't want to miss future Retreats – *free to CFCALA members!*

### CFCALA Celebrates Professional Legal Management Week<sup>SM</sup> (PLMW)

Kudos to **Kim Novak**, Chapter Vice President, for pulling together a terrific PLMW event! Held at Tastings, A Wine Experience, we had about twenty-five participants. We enjoyed exchanging "war stories" and getting to know one another better. In years' past, we've marked PLMW with a breakfast meeting. Everyone who attended this year's event remarked that an evening social event is definitely the way to go. A number of members who have not yet joined us for our monthly social hours realized what they are missing and plan to join us for a relaxing time with friends and colleagues. You should make plans to join us, too! *To learn more about PLMW and its initiatives, go to [www.plmw.org](http://www.plmw.org)*

### Green is the New Gold – Go Green or Lo\$e Green

In the article submitted with this Communique, Marshall Fletcher, former law firm administrator, ALA President and current Director of Sales and National Accounts for Document Technologies, Inc. shares his latest findings on why law firms must continue to focus their efforts to "go green":

- it's good for the environment
- clients are demanding it
- it makes economic sense
- corporate responsibility and image

*You can also find this article on the Chapter's website at [www.cfcala.org](http://www.cfcala.org)*

### Member News!



*Happy October Birthday* to the following members:

- 5<sup>th</sup> Debbie Smith
- 8<sup>th</sup> Scott Wendel
- 11<sup>th</sup> Jean Capen
- 16<sup>th</sup> Tom Gillmore
- 17<sup>th</sup> Jennifer Martinez
- 23<sup>rd</sup> Lisa Mills

## October Member Spotlight

This is the first in what will be a monthly feature of our Communique wherein we'll spotlight a different CFCALA member.

This month, please meet . . . **Helen Ficarra**, Administrator at Alvarez, Sambol, Winthrop & Madson. Helen has been a member of CFCALA for 22 years and has served in a number of leadership roles, including a two-year term as President from 1995 to 1997. Helen currently co-chairs our Education Committee and Chairs the HR Focus Group Committee.

### Getting to know you . . . Helen Ficarra!

1. Where is your hometown? *If you mean, "Where did I come from?" it was originally London, then New York, Connecticut, Rhode Island and Florida.*
2. What was your first job? *I was the executive assistant to the CEO of an engineering company.*
3. What would be your dream job? *No idea – probably not to have one.*
4. If you could have any 3 people over for dinner (dead or alive), who would they be? *Moses, Leonardo DaVinci and Jesus.*
5. What is the name of the last CD you bought? *So long ago I don't recall!*
6. What is the name of the book you are currently reading? *Just finished "The Lost Symbol" by Dan Brown.*
7. Words you live by? *Follow the Golden Rule.*
8. Who is/has been the most influential person in your life? *My parents.*
9. What is your favorite color? *Pink.*
10. What is your favorite food/meal? *Indian.*

**Your name could be here** – just give me a call or send an email about news that's going on in your work or personal life. It's always fun to share in the joys and successes of our friends and fellow Chapter members! And, don't be surprised if you get a call from Kim Novak who is conducting our monthly Member Spotlight interviews.

## Upcoming Events!

2009 Regions 1 & 2 Educational Conference  
October 24<sup>th</sup> & 25<sup>th</sup>

Westin Savannah Harbor Resort - Savannah, Georgia

[http://www.alanet.org/meetingevents/conf/2009reg12/attendees\\_welcome.asp](http://www.alanet.org/meetingevents/conf/2009reg12/attendees_welcome.asp)

*Monthly Luncheon*  
Wednesday, October 28th  
Citrus Club  
11:30 a.m. – 1:00 p.m.

October 31<sup>st</sup>



**Making Strides Against Breast Cancer Walk**

Contact Lorrie Bearden at [lbearden@zkslawfirm.com](mailto:lbearden@zkslawfirm.com) or go to [www.cancer.org/docroot/PAR/PAR\\_2\\_Making\\_Strides\\_Against\\_Breast\\_Cancer.asp](http://www.cancer.org/docroot/PAR/PAR_2_Making_Strides_Against_Breast_Cancer.asp) to sign up your Firm's team!

*Thanks to our 2009 Community Challenge Sponsors*



Omega Legal Systems



IKON Office Solutions

**Happy  Halloween**

November 18<sup>th</sup>  
*Managing Partners' Breakfast*  
7:15 a.m. – 9:15 a.m.  
Grande Bohemian Hotel  
*Featuring Blaine R. Prescott*  
*Hildebrandt International*

*Quote of the Month*

*I always wondered why somebody didn't do something about that. Then I realized I was somebody. Lilly Tomlin*

Become more involved in your local ALA Chapter -- Contact me or Kim Novak today for more information. There are many fun and rewarding opportunities to serve!

Check out more regarding future meetings, educational opportunities, business partner information and articles to help you as you lead your firms to success on our CFCALA Website at [www.cfcala.org](http://www.cfcala.org) We welcome any and all suggestions for ways in which CFCALA can be more valuable to you -- and, we'd love to hear news and announcements, too! Please feel free to give me a shout at 407-418-6502 or at [lmcferon@gray-robinson.com](mailto:lmcferon@gray-robinson.com)