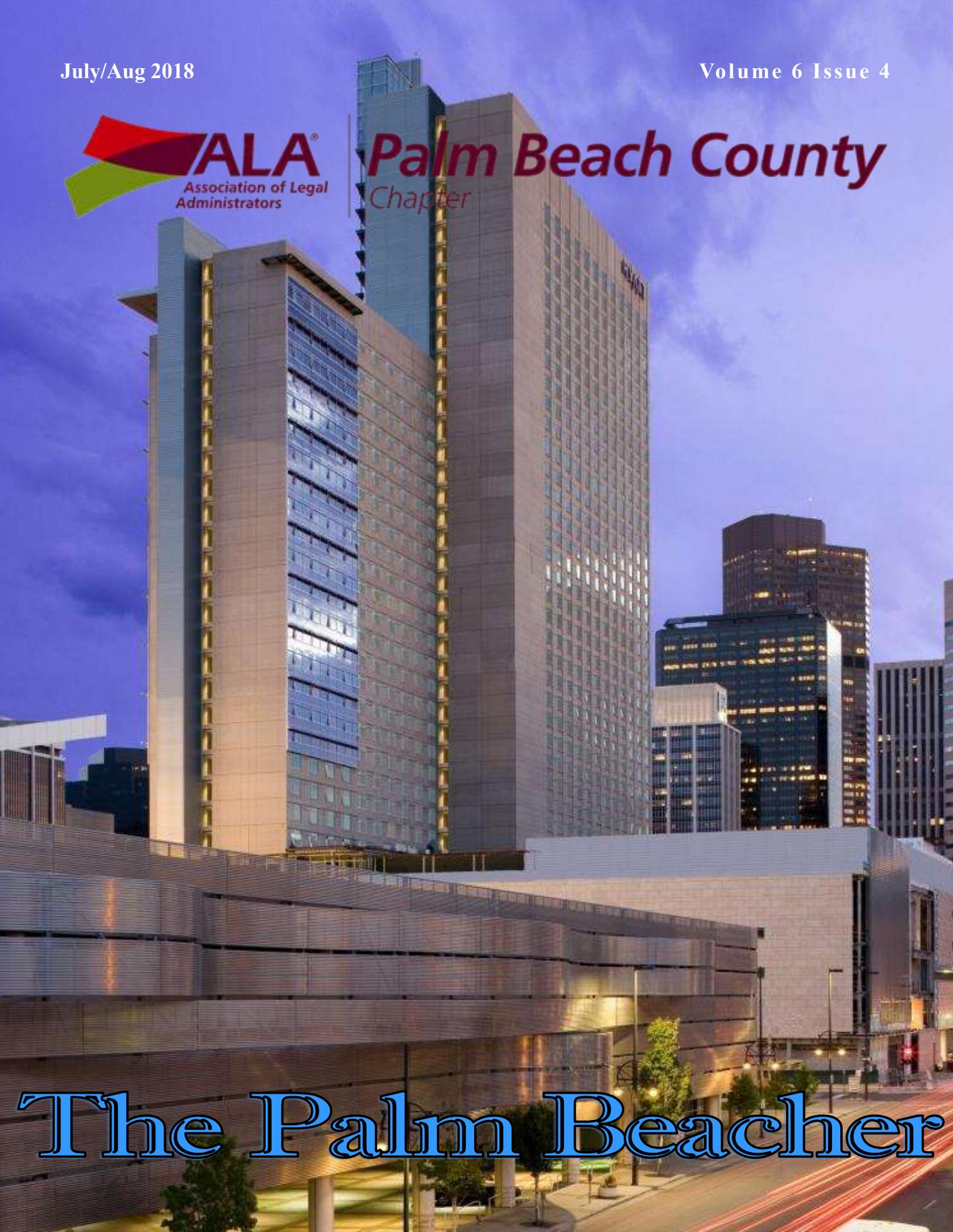


July/Aug 2018

Volume 6 Issue 4



# *Palm Beach County* Chapter



# The Palm Beacher

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## President's Message



Kim Ayers  
Lewis Longman Walker  
KAyers@llw-law.com

It's August, so that means school is back in session. I can't believe how fast summer is flying by. But when school starts, I know that means football season (Go Noles!) and cooler weather is fast approaching. I hope everyone had a terrific summer and maybe even got to go on some great family vacations.

Laura York, Becky Cook and I attended Chapter Leadership Institute last month in Denver, Colorado. We got some really great ideas we brought back to the Board. Also, Michele Parcels is spearheading our Chapter joining StarChapter. We will fill everyone in as we move along with this new venture, but be on the lookout for new and exciting things happening like a new website design where we can manage event registrations, membership management and email communication will become much easier.

A big thank you to everyone who donated school supplies for the School of Autism. Michele Parcels was overwhelmed with donations and had to make two trips. The school was very thankful for all of our donations. Also a big thank you to Michele for driving around town and picking up all of the donations. Way to go, Michele!

Our August member meeting featured Kim Jones from Celedinas Insurance. Kim spoke to us on The Anatomy of Healthcare Costs and Forecasting and Managing Healthcare Costs. As someone whose firm is currently in open enrollment, I found this topic very timely. I hope that everyone who attended took something away from them. I know I did!

For those that couldn't attending National in the Spring, there are two Regional conferences coming up. ALA Regional in Chicago, Illinois is September 13-15; ALA Regional in Austin, Texas is October 18-20.

The Attorney Appreciation Luncheon on September 20th is our next major event. Judy Hisson will be speaking on Leadership and Sport. Thanks to the efforts of Gloria Hernandez, the Florida Bar has granted one General CLE credit. It is our hope that the ability to earn a CLE credit at no charge and close to home will entice your attorneys to attend. I hope everyone brings at least one attorney (or two or three!). Don't forget, for every attorney you bring, you get to put your business card in the drawing to attend a National or Regional ALA conference next year.

Dina Lotz is busy planning our next social in October. We are trying something new this time, so we hope to get as many members as possible to join this event. Be on the lookout for an invite from her. Also be on the lookout this fall for a pop up happy hour in the south end of the county. I'll let everyone know a couple of days before where the Board is hosting the event.

We are always looking for chapter members who would like to donate their time to the Chapter and be on a Committee. If you're interested, please reach out to me or anyone on the board.

I look forward to seeing you all next month at our Attorney Appreciation Luncheon!

## Chapter Leadership Institute (CLI)



Laura York  
Rudolph &  
Associates LLC

delicious new restaurants, but my personal favorite was The Bacon Social House. Yes, it was all about BACON! I highly recommend! Becky saw some amazing views from the mountains! One of the other chapter leaders that we were friendly with mentioned a restaurant for dinner, and so we rounded out the end of our conference there and ran into them while we were eating! It isn't just about the sessions, but also about the other chapter leaders you meet along the way! Want to become more involved and attend CLI? Speak with any board member and we will be happy to help pave the path!

I attended CLI in July with Kim Ayers and Becky Cook. This was Becky's first CLI, but we broke her in easily! CLI is an opportunity to meet with other chapter leaders and discuss different ideas that the other chapters do to help their chapter flourish. As always, we picked up ideas to bring back to our board and committee chairs. Becky in particular picked up some great ideas to help with our Business Partner Program. The three of us sat through the session that was geared toward our chapter size and it was a great forum to bounce ideas of what works and what doesn't in their chapters. Kim and I sat through a session on growing chapter membership. As always, the sessions were filled with ideas to try out for the future. Last year's sessions came up with our ideas for the Pop-Up Happy Hours and the idea of adding a breakfast meeting to replace a lunch meeting or two throughout the year...so always something to learn and try!

But we also threw in a bit of fun along the way! One night we all went to see The String Cheese Incident at Red Rocks. If you have never been to a concert at Red Rocks - add it to your bucket list! Kim and I did a Segway tour of downtown Denver, which allowed us to get a good overview of the city! We all tried

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## Chapter Leadership Institute (CLI)



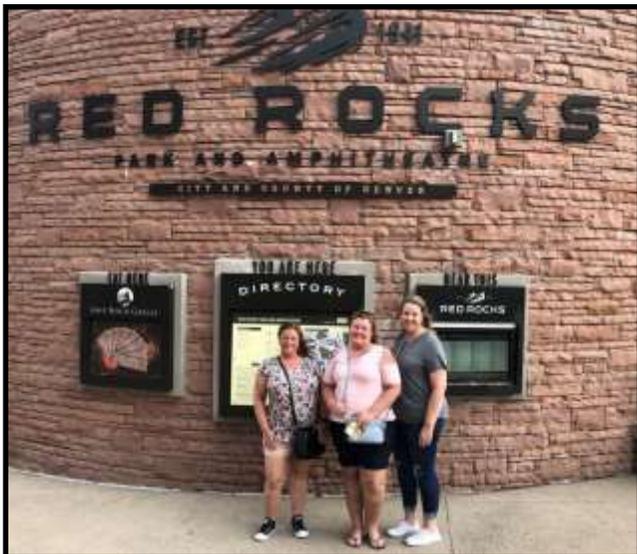
**Becky Cook  
Adams|Coogler**



I attended my first CLI Conference in July 2018 in Denver, Colorado. It was a great experience that provided me with useful information and ideas regarding our Business Partner Program and other aspects of ALA itself.

Some of the knowledge gained has also been helpful in day-to-day business. I reconnected with ALA members whom I met during the National Conference in May, which has been a great source for networking and gaining knowledge as to the operation of other law firms and ALA groups.

I always make sure to mix some pleasure in with the business aspects of travel. While in the Denver area, I enjoyed exploring Rocky Mountains National Park and a concert at Red Rocks.



# Social Engineering Scams:

## What Are They And How Can You Protect Your Firm?



By: Brian Kouwenhoven  
Kouwenhoven & Associates, Inc.

One of the hottest ways of making money today is cyber-crime, which can be directed at companies as well as individuals. Law firms are a huge target of this New Age criminal activity that goes by many names: social engineering, fraudulent instruction, cyber deception, corporate deception fraud, CEO fraud, business email compromise and spoofing. These words describe different techniques used to manipulate people into voluntarily transferring funds to a hackers account or divulging confidential information.

FBI reports show that for the period of October 2013 to December 2016, US companies incurred nearly \$1.6 billion in losses as a result of social engineering wire transfers and related payment scams. According to Beazley Insurance reports, in 2017 fraudulent instruction losses quadrupled in number with an average loss of \$352,000. These bogus

transactions were as little as \$500, while in other transactions, fraudsters duped firms of upwards of several million dollars for transactions by modifying real estate closing instructions.

Law firms today are dependent upon technology and electronic information. With all the “secrets” in our computer systems, this dependency creates a large exposure to a cyber-attack. Many firms tout their strong security systems, or rely on their outsourced providers, but even the most robust security system can easily be bypassed by someone with legitimate access and credentials. The firm can be held liable for failing to safeguard confidential information on their own system as well as the systems of the outsourced providers.

The weakest link in the cyber security chain is the employee. If someone can trick an employee into providing legitimate credentials, the hacker/cyber-criminal now has legitimate access to a firm’s system and has total control. So-called “social engineering” scams come in various forms. One of the most popular techniques is to impersonate an owner, senior partner, firm administrator or a third party involved in the transaction. This impersonation can be made over the phone, or via e-mail, mail or even fax. For example, a person purporting to be the senior partner directs an accounting employee to wire money to a seller’s alleged bank account. The trusting employee does as directed, and transfers funds to the new account, which is in fact

*(Continued on page 7)*

*(Continued from page 6)*

**a fraudulent account held by the hackers. Fraudsters will also often pretend to be legitimate vendors, customers or clients.**



Victims of social engineering scams have learned that law-enforcement cannot be of much help as they do not have the manpower or the know-how to pursue most cyber criminals. Further, law-enforcement advises that if over 24 hours have passed since the funds were transferred, the odds of recovery the funds are slim to none.

The response from the insurance market has been varied, and is changing and evolving rapidly. Due to the potential for high dollar payouts, the industry is limiting the amount of coverage they will provide under one policy. There are often multiple solutions that can be written together to provide the firm with maximum protection. It is essential to review your insurance portfolio with an insurance agent well versed in Lawyers Professional Liability, Cyber Liability and Crime, to ensure comprehensive and cohesive protection for your firm.

### **TAKEAWAY:**

Law firms need to be diligent not only with computer security, but also with training their staff to watch for and to identify phishing and social engineering scams. Employees should document files to reflect that they have verbally verified (to a known valid phone number) that all wire instructions are legitimate, prior to release of funds. Also, create codes for each transaction that are written down in the file, not in the computer system, which must be given when the transaction is made or changes to the transaction are requested. Even with the best security protocols in place, we are only human - mistakes can and will be made.

For more information and a comprehensive coverage evaluation, please contact Brian W. Kouwenhoven, President, Kouwenhoven & Associates, Inc. 800-836-5556 or [brian@kouwen.com](mailto:brian@kouwen.com)



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**O**n August 15, 2018 our Chapter received official approval from ALA national headquarters to be a CLM Approved Provider!

A CLM (Certified Legal Manager) Approved Provider is an organization that is approved to offer and publicize education programs that are eligible for CLM education credit. The CLM Approved Provider program is designed to provide access to high-quality legal management educational opportunities through ALA chapters and other organizations. As a participant in the program, our chapter will have the opportunity to offer education programs

eligible for CLM credit for a one-year period without preapproval by ALA national headquarters (alanet.org).

The additional good news is that our CLM Approved Provider Status is retroactive to January 1, 2018, which means the high-quality educational meetings we've had so far this year should be eligible for CLM credit!

Within the next few weeks, I will send an email with additional information, including which meetings qualify for credit, how much credit will be awarded per session, and which CLM education category will be assigned to each topic.



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## August Member Meeting



**Kim Jones,  
MBA, PHR, GBA  
Marsh & McLennan  
Agency**

**Chapter President, Kim Ayers, began the breakfast meeting, held on August 14, 2018, by welcoming everyone in attendance. Kim also thanked members for the outstanding success of our Palm Beach School for Autism School Supply Drive. She gave special recognition to Michele Parcels, who not only traveled from law firm to law firm picking up donations, Michele also made multiple delivery trips to the school! Thanks again to Michele and our generous members for contributing to the success of this worthy cause!**

**Our program speaker was Kim Jones, MBA, PHR, GBA, Assistant Vice President, Employee Benefits Division, Celedinas Insurance Group, Marsh & McLennan Agency. Kim's gave an excellent educational presentation on the topic of "Anatomy of Healthcare Costs and Forecasting and Managing Healthcare Costs."**

**Prior to closing the meeting, Kim Ayers reminded everyone that in lieu of a September meeting, we are hosting the 2018 Attorney Appreciation Luncheon on Thursday, September 20, 2018 at the Hilton West Palm Beach in CityPlace, featuring Judy Hissong speaking on the topic of "Leadership and Sport."**



## Association News!

**B**e sure to check out ALA's "The 150" — an ongoing series of video messages from ALA President April Campbell, JD. Each episode delivers to you timely ALA updates and insights in two and a half minutes or less. Ready, set, ACTION!



(Click on picture for link)

**FIRST 5**

**Online Communities Now Open!**

ALA Members asked for more networking opportunities. We heard you. Now open! A private, members-only online community.

Log into [alanet.org](http://alanet.org) and click "communities".

**ALA**  
Association of Legal Administrators

**A**LA First Five, a community for legal management professionals in their first five(ish) years of career development, those that would like to refresh their knowledge base, and all ALA members! First Five is a hub that will have member-driven content and resources, answers to questions big and small, and guidance on managing the many responsibilities of a legal management professional.

## Member News!



CALDWELL PACETTI  
EDWARDS SCHOECH & VIATOR LLP

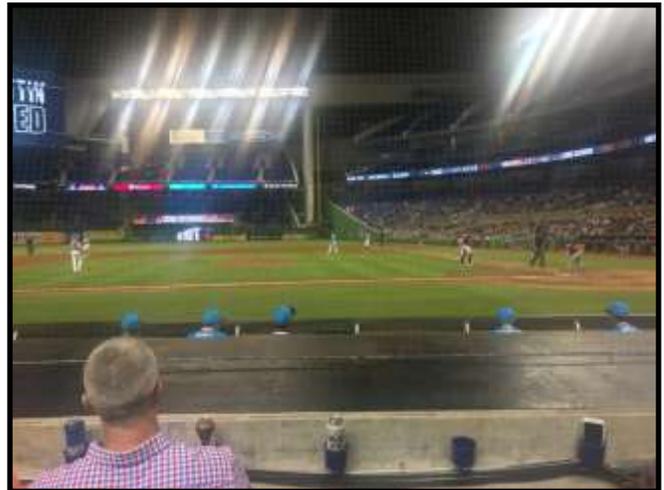


Sandra Bolin

I was so excited to win Milner's Baseball Tickets at this year's Casino Night! Hotdogs, popcorn and baseball, you can't get much better than that! Oh, but it did! I could yell at the players (if I dared!) and they would be close enough to hear me! My daughter and I finally picked some dates and Terri Cavanaugh brought me great tickets for the Marlins v Braves game, Friday night August 24. Terri came through with the best seats, three rows back and next to home plate!

We had extra time on the way to Miami so we stopped at BassPro (getting ready for another outdoor trip). Then we got stuck in standing I-95 traffic! So, we missed the opening, but then things turned around and we found great parking right across the street from the Gate closest to our seats. We are not regulars but we do enjoy going to the games occasionally – our seats are usually closer to

[Go to Page 2](#) the Nose Bleed section. But, we



walked DOWN to our seats!! It was so cool seeing the players actually look life size. Having a clear view so close to Home Plate made for such a great experience. It was a good game – the Marlins Won! With the Chapter's gift card, we had everything covered, from gas to snacks and drinks. We had so much fun – it was a great evening!



# Happy Birthday!

## *July*

**Debi Fogel**  
**Heather Griffin**  
**John Hopkins**  
**Sue Recchia**  
**Joy Wilson**

## *August*

**Marcy Dickstein**  
**Peggy Jimenez**  
**Jim Menendez, CLM**  
**Michele Parcels**  
**Dolly Santibanez**  
**Debbie Senko**  
**Dawn Tasca**  
**Susan Williams**



The Association of Legal Administrators (ALA) was formed in 1971 to provide support to professionals involved in the management of law firms, corporate legal departments and government legal agencies. ALA provides educational opportunities and services to more than 10,000 members representing more than 5,300 employers in 21 countries. ALA is structured into six regions with more than 100 chapters in the United States, Puerto Rico, Canada and New Zealand.

ALA’s mission is to improve the quality of management in legal services organizations; promote and enhance the competence and professionalism of legal administrators and all members of the management team. The Association’s members are law office administrators who manage such areas as finance, human resources, systems and technology, facilities, marketing and practice development.

**BOARD OF DIRECTORS**

- Kim Ayers, President
- Dina Lotz, Vice President
- Sarah Steele, Treasurer
- Cheryl A. Sollenberger CLM, Secretary
- Laura York, IMD Past President
- Michele Parcels, Past President

**Membership Information**

Dina Lotz  
 Membership Chair  
 (561) 625-8311  
 DLotz@Labovick.com

*Calendar of Events*

- August 14, 2018**     **Member Meeting-Breakfast**
- August 28, 2018**     **Board Meeting**
- September 20, 2018**     **Attorney Appreciation Luncheon**
- October 9, 2018**     **Member Meeting - Records Retention**
- October 23, 2018**     **Board Meeting**
- November 13, 2018**     **Member Meeting**
- November 27, 2018**     **Board Meeting**
- December 2018**     **Holiday Party**



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If you have news you’d like to see included in the newsletter, please email [geh@flappellatlaw.com](mailto:geh@flappellatlaw.com)