

# THE GUARDIAN

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## 15 TOOLS TO PUT YOU IN THE WINNER'S CIRCLE

By Nancy Varallo

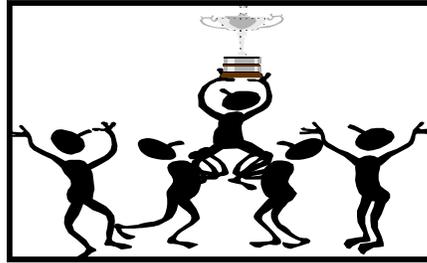
Competition is the life force of a free market — and often the bane of our existence. Competition isn't the problem, but sometimes our response to competition is frustration and annoyance. That's not productive. NCRA's five-year strategic plan, Vision 2018, calls for us to create resources for you, our members, to help you marshal your forces to succeed in the marketplace.

Below is a checklist of tools NCRA makes available to help you maintain your competitive edge. These 15 pointers will help focus your efforts. It's not exhaustive, and some of these bullet points may be old hat to you. Still, each of the resources outlined below should be part of any well-thought-out plan to compete successfully in your marketplace.

**STAY INFORMED.** Even if you don't read each issue of the JCR cover to cover, please bookmark this page of our online magazine site:

*TheJCR.com/category/business*. It's a quick and easy way to stay current on the latest news from the business side of our profession.

**REALTIME MATTERS.** It is the standard of practice for professional reporters and the linchpin of any successful strategy for the future. If realtime has not yet arrived in your marketplace, it will. There is a wide array of realtime-readiness tools waiting for you at [NCRA.org/TRAIN](http://NCRA.org/TRAIN). Take advantage of them. For instance, NCRA's Taking Realtime Awareness and Innovation Nationwide is avail-



able to help each member become realtime-proficient.

**SUBSCRIBE TO NCRA'S ETHICS FIRST PROGRAM.** Understand your ethical responsibilities, commit to an ethics-first ethos, and advertise your commitment. (Materials and logos available on NCRA's website.)

**NCRA'S 2014 CONVENTION & EXPO** is in San Francisco, the storied Golden Gate city. Be there! There is no better place than our Annual Convention & Expo to learn about the latest trends, meet reporters and agency owners from around the world, and network with people who matter. The vendor expo is fascinating! Our vendors dream up new software programs and products each year for the sole purpose of keeping each of us competitive.

**NCRA'S COMMUNITIES OF INTEREST** connect you with other in your specialty area. As a member of an NCRA CoI, you're in Networking Nirvana!

**THE NCRA SOURCEBOOK** (and its online version) is a resource that connects you with all other NCRA members. It is widely disseminated to law-

## QUOTE OF THE MONTH

"I've failed over and over and over again in my life. And that is why I succeed."

-Michael Jordan

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## STUDENTS OF THE MONTH

### Lisa Jay

Lisa is a high speed student. She is always willing to participate, even when it wasn't the best readback take for her. She has a great sense of humor that shines through online. She is definitely missed when not in class. Her readback has also improved greatly over the past few months. Keep up the great work!

### Yolanda Pena

Yolanda attends high speed dictation daily and is always ready for a challenging readback. She has a very confident readback voice. She has great transcription skills, and she is a lovely lady. Wonderful job, Yolanda!

### Rob Leifer

Rob is in the Case CATalyst class this semester and always comes prepared ahead of time and ready to participate. He asks thought-provoking questions and offers insightful comments that benefit all students. His preparedness and participation is greatly appreciated. Outstanding job, Rob!



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yers, paralegals, legal videographers, and consumers of CART and captioning services.

**SCULPT YOUR OWN MARKETING AND ADVERTISING PLAN.** Stand out from the crowd. NCRA provides avenues for you to get your name out among reporters and firm owners. There's the JCR, our highly regarded trade publication, and online opportunities to advertise yourself. Ask about our ready-to-use press releases to announce your activities in your local news.

**NCRA'S FIRM OWNERS EXECUTIVE CONFERENCE** is a world-class forum to meet, greet, and learn. Panelists are a who's who of industry leaders. They understand the issues that confront us, and the successful strategies they employ can be yours too. It's a Firm Owners that you'll receive survey data about marketplace trends. Such data gives you the inside track to predict future demand in your particular marketplace, so you can tailor your efforts effectively.

**GET YOUR CREDENTIALS.** NCRA certifications confer a clear, and measurable, advantage in the marketplace. On average, RPR holders earn about 20 percent more annually than reporters who lack the RPR. (CRRs earn 17 percent more than RPRs.) What are you waiting for? Sign up now or NCRA's next test today!

**NCRA'S ONLINE WEBINAR** is an interactive educational opportunity available to you from anywhere in the world. New offerings are added monthly. Check out the broad range of topics, all designed to help you stay competitive in the marketplace today.

**BE TECH-SAVVY.** A daunting task? No doubt. But NCRA can help. Our annual TechCon gathering (coming this month in Atlanta) can kick-start you tech awareness. Meet vendors and see technical know-how on display. For newbies and nerds alike, TechCon has something for everyone. You won't be

disappointed. (Come to Atlanta at the last minute, if necessary, and register on-site.)

**JOIN THE CONVERSATION.** Don't underestimate the value of connecting with your peers on social media. Every day they are discussing and debating the big issues: How to become a better reporter, how to compete in today's marketplace, and how to create the value-added services that distinguish the successful reporters from the also-rans.

**REACH OUT TO YOUR NCRA STAFF.** Our headquarters staff is a great group of association professionals who understand court reporters and their needs. They are there to help you take your career to the next level. Call them, email them, ask your questions. They are your resources!

**LEGISLATION AND ADVOCACY.** NCRA's legislative professionals make the case for steno reporters to Congress. They make sure our lawmakers know that court reporters are the best solution in the verbatim transcription marketplace. With NCRA, you have a voice in Washington D.C.!

**GET INVOLVED.** Be active in your state and national associations; volunteer. There's no better way to keep yourself in the know! When you serve on a committee or task force, your peers seek your counsel and appreciate your time and talents. It is an affirming experience, as any volunteer will tell you, that boosts your self-confidence. That's great! When you project an image of confidence to your clients, you win.

And now will you be a resource for me? I'd love to hear your success story. Do you have tips to share? How do you stay competitive? How have you distinguished yourself from the competition with your clients? How do you manage to stand out? Share your story with all of us!

Re-printed from April JCR

**Word Trippers By: Barbara McNichol***Word Tripper for April 17, 2014*

Temerity, timidity – “Temerity” is the quality of being confident and unafraid of danger or punishment, especially in a way that seems rude or foolish; a rash or reckless act.

“Timidity” refers to showing a lack of courage or confidence; boldness or determination.

“Joe stepped onto the hockey ice with the temerity of a lion while his teammate Nick showed a timidity that everyone could see.” – Jordan Hanson

“Her timidity kept her from speaking up in class, but she secretly admired the temerity of the rash professor.” – Jil Coolidge



“As a child, Spencer was indecisive and displayed timidity, but after learning to skateboard he showed lots of temerity. Later in life, he’d foolishly dare to do all—from jumping out of airplanes to wrestling alligators.” – Rebekah Ronningen

## MARCH EVALUATIONS PASSED

These students have all passed one or more SAP evaluations during the month of March.

**Students who have passed an exit speed have been bolded.**

<p><b><u>21 SAPs</u></b> Danielle Griffin Cadena <b><u>15 SAPs</u></b> Dee Triche Lucetta Robinson <b><u>14 SAPs</u></b> Brett Schrtatzle <b><u>11 SAPs</u></b> Kristin Westmoreland <b><u>10 SAPs</u></b> Andrea Davis <b><u>9 SAPs</u></b> Kristin Gertz <b><u>6 SAPs</u></b> Abby Crouse Amy Krueger Julie Christopher Michelle Kowalsky <b><u>5 SAPs</u></b> Esperanza Parada Melodie Lewis <b><u>4 SAPs</u></b> Amy Strickler Daniel Niederkruger</p>	<p>Holly McKay Jamie Benak Jenny Scharich Jessica Vanatta Kayde Rieken Lisa Ettema Megan Reeves Rob Leifer Shari Conrad Sherrona Williams Thomas Herman <b><u>3 SAPs</u></b> Ashley Kramer Bee Cimitier Caitlin King Carolyn Collins Debra Phillips Debrina Jones Kelsey Michael LeeSa Lyons Linda Dial Marion VanHorn Mary Orloff Megan Newsom Melanie Segalla Mitzi Boardman Rachel Groves</p>	<p>Remy Vandekerkhove Sandra Lopez Suleika Olivo Timothea Brewer Trish McCall <b><u>2 SAPs</u></b> Abigail Lancaster Angela Shaw Brittany Mahle Debora Mann Erica Zielinski Gayle Kees Haley Petrich Jessica Rykhus Josey Loney Kenya Shields Kristen Stegeman Kristy Albertson Lesley Reid Lisa Major Madison Pacana Maria Ciccarelli Michelle LeGrand Paul Stevens Riley Trella Shivone LaTortue</p>	<p><b><u>1 SAP</u></b> Alisa Church Allison Allen Amanda Olivares Amelia Patzelt Andrea Beilke Angel McCullough Angela Humphrey Becky Colwell Bonny Roggenbauer Brooke Baril Cindy Forrister Claudia Meyers Deborah Pascal Debra Luberda Elise Townes Erin Gaffney Gaylynn Smith Jacqueline Hamilton Jessica Vega Jonathan Abrams Juliane Petersen Kate Glass Kathleen McInroe LaShaunda</p>	<p>Fahnbulleh Lorna Halbert Luisa Franco Meredith Hoffpaur Michelle Belcaro Monica Eskenasy Nicole Johnson Nicole Simchak Noraima Ruiz Pamela Filewood Rebecca Wasser Robin Davis Ronald Pacana Ruth Moline Samantha Coday Sandy Phelps Sarah Fitzgibbon Season Young Stacy Coonfield Tammy Garber Tanya Powers Terry Romero Toni Coombs Veronica Stewart Yolanda Pena Yvonne Wilson</p>
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## JOB OPENINGS



Experienced RPRs and above are needed for full or part-time association with very busy office and great clients. Concentrating in med-mal, product liability, toxic tort, business and serious personal injury litigation. No seniority system, longest jobs go to most up-to-date reporters. Can earn \$150,000 plus for a strong work-ethic reporter. We pay primarily on commissions every two weeks for all work turned in, originals and copies, generally netting the reporter more per page than a page-rate agency. Owner enjoys finest reputation for honesty with clients, court reporters and staff and holds the Certificate of Merit with over 45 years of experience. Several interesting perks can be earned including extra commissions for successful marketing efforts ( we can show you how to do it!), and sign-on bonuses for a one-year commitment. Assistance will be given to obtain your notarial certificate. CSR certification is not a requirement in Maryland at the present time. This is a free-lance position where you can write off your business expenses. Friendly and supportive environment. Send resume to [art@artmiller.com](mailto:art@artmiller.com) or Teena at [scheduling@artmiller.com](mailto:scheduling@artmiller.com), or call Art Miller & Associates at 800-837-2285.

### ANNUAL CALL FOR VOLUNTEERS

Are you looking to make a difference? Each year, NCRA members dedicate their time and expertise to shape the future of the professions through committee service. You could be one of those individuals: Individuals who are committed to sharing their time and talents; individuals who have specialized skills and expertise; individuals who are willing to be enthusiastic advocates for NCRA and encourage others to get involved.

NCRA currently has more than 40 committees, subcommittees, and task forces composed of more than 230 individuals work to advance the goals of the association and to meet the needs of the membership. The only way the NCRA is successful with its programs and activities is with the commitment of member volunteers who are willing to share their time and talent. Each member has something to offer!

NCRA is looking for members who want to become involved and make a difference in the profession. NCR has committees that manage governance, education, and technology, to name a few. We'll make your volunteer experience fun and rewarding. Each NCRA committee has a professional staff liaison who will assist you with your responsibilities and provide you with any resources you require. You will become more familiar with the workings of your national association, meet fellow committee members, forge new professional relationships, and give back to your profession. Some committee assignments are short-term or project-oriented. We need your expertise. Why not give it a try?

You'll find on the NCRA website a list of current committees, task forces, and councils. Please take a moment to read the list, and then fill out a brief form (click on *How to Become a Volunteer* on the committee page) to let us know a little about your background and which committee interests you. Please be specific in your interested areas. A committee assignment can't be guaranteed for everyone, but there will be an earnest attempt to match your background with the 2014-2015 committee needs.

President-Elect Sarah Nageotte will consider NCRA's 2014-2015 committee appointments this spring. Please visit [www.NCRA.org/committees](http://www.NCRA.org/committees) for information about NCRA's committees and how to be considered for an appointment.

## 2014 Nevada Court Reporters Convention

The 2014 Nevada Court Reporters Convention (NVCRA) was held during the weekend of March 28th-30th at the Bally's Las Vegas Hotel and Casino! Heidi Headington, a CCR instructor, sent these pictures to us! Heidi had the pleasure of meeting CCR students; Sherrona Williams and Nikki Warren! Each day spent at the NVCRA was filled with exciting sessions, guest speakers, and the opportunity to network and meet new people in the court reporting industry! All of the faculty and staff at CCR are so happy that you ladies had the opportunity to meet. What a wonderful experience!

Heidi Headington, Blanca Cano (Nevada Court Reporter), Nikki Warren, and Michelle Marez (Court Reporter)



Nikki Warren, Heidi Headington, and Sherrona Williams

Nikki Warren and Heidi Headington



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“Work for yourself...Work for the world!”

WE'RE ON THE WEB!

WWW.CCR.EDU



*Birthdays are in bold print! Happy birthday, CCR students and faculty!*

**TWEET OF THE MONTH:**

Tweet an inspiring quote, personal accomplishment, or a few kind words to @CCRNicky during the month of May and have your tweet featured in June's newsletter!



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1 <i>RPR Prep</i>	2 <i>RPR Prep</i> <b>Maria Ciccarelli</b>  Season Young	3 <i>NCRA RPR Skills Test</i>
4 <b>National Star Wars Day!</b> 	5 <b>Laura Tomlinson</b>	6  <b>National Teachers Day!</b>	7	8	9 <b>Caitlin King</b>	10 <b>Jonathan Abrams</b>
11 <b>National Eat What You Want Day!</b> 	12	13  <b>Corree Brooks</b>	14  <b>National Dance Like a Chicken Day!</b>	15  <b>Luisa Franco</b>  <b>Megan Newsom</b>	16 <b>National Bike to Work Day!</b> 	17  <i>Weekend Speed building</i>
18  <i>Weekend Speed building</i>	19  <i>Finals – Day &amp; Evening</i>	20  <i>Finals – Day</i>	21  <b>Erin Gaffney</b> <b>Jenna Gaito</b>	22  <i>Finals – Day &amp; Evening</i>	23  <i>Finals – Day</i>  <b>Lisa Jay</b>  <b>Melanie Segalla</b>	24  <b>Dacaree Jacobson</b>  <b>Claudia Meyers</b>
25 <b>National Tap Dance Day!</b> 	26  <b>Memorial Day!</b>  No classes!	27  <b>Amelia Patzelt</b>  <i>Last day of speed building classes</i>	28  <i>SAPs close at 11:59 p.m.</i>	29	30  <b>Margie Wakeman-Wells</b>  <i>Winter Semester ends. Communicate and course-sites close at 11:59 p.m.</i>	31  <b>Debra Phillips</b>