

# Arizona Notes

Arizona Court Reporters Association

Volume 41, Number 1

Spring 2013

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## ACRA 2013 Midyear Seminar April 6, 2013

Marriott Phoenix Mesa  
200 N. Centennial Way  
Mesa 85201

Well, it's that time again! Time to accrue those all-important CEUs. It's the ACRA Mid-Year Seminar!

My name is Diane Donoho, and I am your current vice president of ACRA. Now, we know the Mid-Year is going to be at the same place, the Marriott in Mesa. Of course, you'll be seeing many of the same people. Perhaps you're planning to get some proofreading done during the sessions, or maybe you'll catch up on your email or play some Words with Friends. Maybe you can sit in the back and plug in your laptop and get some of that scoping done.

### ***NOT THIS TIME!***

I wanted to try something a little different. I wanted our association to Get InterACTIVE. We are focusing on participation for much of the day. Check out the brochure! We've got Whit Johnson coming to speak about specifically Apple technology. So bring your iPhones and iPads and share some of those Apps you use most!

Kelly Corder of Kajukenbo Arizona will have us participating in self-defense techniques. Tracy Hill of Spooner Physical Therapy will demonstrate how to avoid back injuries and have us participating in stretching exercises. And Jeff Hunter of Renaud Cook Drury & Mesaros will round out the day with his perspective on working with court reporters.

So register for the Mid-Year Seminar and come prepared to Get InterACTIVE on April 6!

**Fundraising raffle items are needed! Forms available on the web page below.**

**See page 4 for schedule or visit [www.acraonline.org](http://www.acraonline.org) Upcoming Events page for details and to register.**

***Your ACRA board continues to work diligently and tirelessly for membership.***

**President's Message**

**G**reetings All!

Hope these comments find you all well. I'd like to start by sharing an AMAZING experience I shared with fellow Maricopa County officials Cindy Lineburg, Marylynn LeMoine, Treva Colwell, Lisa Vitoff and Kim McAndrews Saturday, March 9. The event is called Stand Down for Veterans. Perhaps some of you have heard about it. It is a three-day event that takes place at the Coliseum which brings every service IMAGINABLE in one venue to assist our veterans, everything from Motor Vehicle Department, Social Security, barbers and hairstylists, even volunteer veterinarians and dog groomers. Nothing is overlooked. One-stop shopping at its finest!

Maricopa County Superior Court asks for volunteer judges, clerks, bailiffs, and court reporters to provide services such that a veteran can sign in, meet with a defense attorney and prosecutor, and in a very short time, legal issues that have impeded him or her are disposed of: fines waived, undesigned felonies reduced to misdemeanors, low-level offenses - mostly drug charges - involving fines and related fees that have made it impossible for a veteran to access the many other services they need, as a pending legal matter can be prohibitive to that access.

Watching not only the relief - but the RESPECT for the Court - wash over a veteran's face as the judge thanked each and every veteran for their service as he eased their criminal justice issues literally brought me close to tears over and over again. The honor and privilege I felt to be a part of this process was overwhelming, and the opportunity to showcase our profession in such a setting was fantastic. The vets' interest in the machine, and remarks - among MANY, I assure you - such as "How do you do that?" was a HOOT! A big SHOUT OUT to ACRA member Cindy Lineburg for coordinating the court reporters.

Whether it's mentoring a student, volunteering at ASU law school when they ask for reporters to report their moot court events, whatever the opportunity, I challenge you all to rise to the occasion of bringing our profession to a setting of community service. The moments are few, I know, but all the more reason to "seize the moment."

Your ACRA board continues to work diligently and tirelessly for membership. We have a lot of energy, commitment and passion on this board as we search for ways to make ACRA better than ever. I will give an update of our efforts at the business luncheon at the Midyear convention April 6. Diane Donahoe has literally turned herself "inside out" planning this convention, and it promises to be one of our best. I can't say it enough: PLEASE make every effort to be there. President Elect Marty Herder has a special presentation planned, and, as I hope you

**BOARD OF DIRECTORS**

**President** - Laura Ashbrook

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**CRR Testing** - Erica Grund

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**Nominations** - Karen Kahle

**Pro Bono** - Cyndi Morris Crowe

**Public Relations** - All Board Members

**Recruitment** - All Board Members

**RPR/RMR Phoenix** - Scott Coniam

**RPR/RMR Tucson** - Kathy Fink

**Third-Party Control** - Pam Griffin

*Continued on page 6*

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## Ten Tips to Achieve Fiscal Fitness

Prepared by MetLife, delivered courtesy of Financial Services Representative Aaron Gordon, LUTCF

If you're looking to catch up on all your financial responsibilities, it may sometimes feel like the days turn into weeks, and the weeks turn into months, and yet nothing has gotten accomplished. Sometimes it may be easier to simply toss ATM receipts, credit card bills, and bank statements into the "junk drawer" to deal with later—even though "later" never seems to come. If this sounds familiar, perhaps it's time for you to put fiscal fitness at the top of your to-do list.

Your ability to manage your money can play a pivotal role in your financial future, and to a large extent, your capacity to live life on your own terms. Consider the following ten tips to help improve your financial well-being:

- 1. Pay yourself first.** Transfer a set amount from your earnings to your savings each month. An investment of \$1,000 per month earning 8 percent annual interest could grow to over \$180,000 before taxes in 10 years.\*
- 2. Reduce your debt.** Avoid high credit card finance charges by paying off the balances each month, or if you must carry a balance, use credit cards that offer low interest rates beyond the introductory period.
- 3. Maintain good credit.** You can obtain one free annual credit report from each of the three major credit bureaus: TransUnion, Equifax, and Experian. Good credit is required for obtaining loans and low interest rates. Monitoring your credit can also help you guard against identity theft.
- 4. Diversify your savings.** Develop a plan for your short- and long-term needs. Consider your liquidity needs, risk tolerance, and time horizon.
- 5. Take advantage of tax benefits.** If you qualify, contribute to an Individual Retirement Account (IRA), a 401(k) plan, or another similar retirement plan. These plans offer tax benefits that can help build your retirement savings.
- 6. Update your estate plan.** Have your will and any trusts reviewed by a lawyer. Prepare advance directives, such as a durable power of attorney, living will, and health care proxy.
- 7. Review your insurance needs.** Periodically review your risk management program. Your life, health, and disability income insurance needs will likely change as you progress through various life stages. This is particularly important in the event of sustaining a disabling illness or injury that would prevent you from working, or an untimely death.
- 8. Control Impulse Spending.** If you have a tendency toward impulse spending, avoid shopping unless you have a specific purpose. Or, try delaying your impulse purchases for 24 hours. You may find the desire passes once you've had a chance to sleep on it.
- 9. Build a college fund.** College tuition rates are increasing, and scholarships or financial aid may not cover all the costs for your children's education. Consider starting a college savings plan as soon as you can.
- 10. Set short- and long-term financial goals.** Establish 1-, 3-, 5- and 10-year goals that you can realistically meet. Evaluate your progress yearly and make adjustments, as appropriate, to achieve your overall financial objectives.

Regardless of your current financial situation, these guidelines may help you to manage your money, as well as attain fiscal fitness through various life stages.

*This article appears courtesy of Aaron Gordon. Aaron is a Financial Planner with New England Securities Corporation. He focuses on meeting the financial needs of individuals and court reporters. You can reach Aaron at the office at 5050 N. 40<sup>th</sup> St #100 Phoenix, AZ 85018 (602) 956-0956. Securities and investment advisory services offered through New England Securities Corporation, 501 Boylston Street, Boston, MA 02116*

*\* This hypothetical example is for illustrative purposes only. It is not intended to reflect an actual security's performance. Investments involve risk and may result in a profit or a loss. Seeking higher rates of return involves higher risks.*

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## 2013 ACRA Midyear Seminar Program Schedule

**7:45 a.m Registration Opens/ Continental Breakfast**

**8:30 a.m. - 10:00 a.m. (.15 CEU)**

**Interacting with Technology Today**

*(.15 CEU/ 1.5 hours AZCR)*

*Speaker: Whit Johnson JCN*

Mr. Johnson will be discussing the latest technology specific to the popular Apple products including the Mac OS, Bootcamp, alternatives to Bootcamp, Parallels, VMWare, iOS, iPads, iPhones, iOS Apps, Good Reader, CloudOn, iCloud, and Dropbox.

**10:00 a.m.-10:30 a.m.**

**Break—Visit with Exhibitors**

**10:30 a.m. - 12:00 p.m. (.15 CEU)**

**Self-Defense for the Court Reporter**

*(.15 CEU/ 1.5 hours AZCR)*

*Speaker: Sigung Kelly Corder*

Sigung Kelly will explain how you don't need to be strong, brave or male to be able to defend yourself. Awareness, confidence, verbal skills, and physical self-defense techniques are skills we can all learn. There is a lot more to it than just physically hitting someone in order to protect yourself. Sigung Kelly will have stations set up to demonstrate self-defense techniques and encourage seminar attendees to participate at these stations. ***This class will be interACTIVE and we will have you out of your seat with demonstrations.***

**12:00 p.m.-1:30 p.m.**

**Business Luncheon**

**1:30 p.m. - 3:00 p.m. (.15 CEU)**

**Training the Worker to Fit the Workstation**

*(.15 CEU/ 1.5 hours AZCR)*

*Speaker: Tracy Hill PT, DPT, CSCS, FAFS*

Along with discussing physical therapy topics that include injuries that can happen from sitting too long, Tracy will have interactive stations set up with helpers to demonstrate the approach of "training the worker to fit the work station" vs. the typical ergonomic information people get of "changing the work station to the worker." ***This class will be interACTIVE and we will have you out of your seat with demonstrations.***

**3:00 p.m.-3:30 p.m.**

**Break—Visit with Exhibitors**

**3:30 p.m. - 5:00 p.m. (.15 CEU)**

**Interacting with Your Attorney – Why do we do it?**

*(.15 CEU/ 1.5 hours AZCR)*

*Speaker: Jeffrey S. Hunter, Esq.*

Jeff will discuss such topics as 1) Why does the attorney hire YOU (the attorney expectation); 2) Why you want to work for the attorney (the money; right)? (the reporter expectation; 3) Deposition reporting; 4) Trial reporting; 5) The bad transcript; 6) Ducking (when the attorneys get mad at each other and all "hell" breaks loose- what to do - my suggestion is just duck).

**REGISTRER AT WWW.ACRAONLINE.ORG UPCOMING EVENTS PAGE  
PRE-REGISTRATION DEADLINE: MARCH 29, 2013**

## Planes, Trains and Automobiles – Just Another Adventure

By Jennifer Schuck

Never did I imagine as a young court reporter that this profession would lead me to travel the world. I didn't even know such possibilities existed as I was striving for that last 225 wpm Q&A test. As a reporter now for 20 years, I'm excited to see where this profession will take me in decades to come.

I am a court reporter, CART provider and captioner. I've done everything from daily copy trials to captioning onsite for large conferences for all to see ... just exactly where the mistakes came from.

But in February, I had a new opportunity, an opportunity to share this profession with others around the world. Those "others" were potential STTR reporters in the Czech Republic. STTR stands for speech-to-text reporter. It is the same as what we call CART here in the United States.

I was blessed with this opportunity by my good friend and colleague, Karen Yates. She met some individuals at the IPRS (InterSteno) meeting in Prague last September. These individuals were from Masaryk University in Brno, Czech Republic and they were putting together the Universal Learning Design conference in February 2013. The request was for me to speak twice, once to prospective STTR reporters and again during the conference at-large.

Upon being asked to give a presentation, I said yes, not even knowing where Brno was. It was going to be quite the journey to get there, as it turned out, but I was in! I flew from Phoenix to Dulles to Frankfurt to Vienna, took a cab to the train station and then had a two-hour train ride to Brno. After planes, trains, and automobiles, I arrived and was ready to meet some new friends.



This conference was very accessible. The modes of communication were limitless: translation from English to Czech and vice versa; interpreters in Czech Sign Language as well as International Sign Language; and CART in both English and Czech. I was aware to slow my speech down because there is nothing more annoying than a fast-talking presenter, right?



Not only did I get to talk about how the steno machine works, how we do our jobs and how we serve so many deaf and hard-of-hearing individuals in the U.S., but I also got to learn how it is done in the Czech Republic, the Netherlands and Ireland.

In the Czech Republic, CART requests are increasing and Masaryk University is looking for ways to expand the number of STTR reporters on staff. Currently, the STTR reporters use QWERTY keyboards to type the text. Masaryk University has developed a system to allow deaf and hard-of-hearing students to view CART text on an iPad in a classroom. This system only works with the STTRs in the classroom and does not allow for remote services.

The Teiresias Center, the support center for students with disabilities at Masaryk University, is interested in creating a bachelor's degree program for STTR reporters. At present, the STTRs are students who attend the university but have had no formal training in providing such a service.

Within the country, however, remote services are provided for individuals at certain governmental offices. The

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*Planes, Trains and Automobiles, continued from page 5*

remote CART services do not need to be pre-arranged. There are STTRs on call during business hours. The STTR will receive a notification via the computer that someone needs services, and everyone gets online immediately to accommodate the request.

In Ireland, the method is similar to the way it's done here in the U.S. They use steno machines and the same CAT software. Services are expanding there as well, and the need for CART providers is growing. There are members of NCRA in Ireland. Don't think for a second that we are limited by the east and west coast. Our certifications reach across the pond as well!

In the Netherlands, most CART providers use a veyboard or a Velotype machine. On a Velotype machine, writers can type up to 1200 characters per minute. How that translates to words per minute, I don't know. When using a Velotype, it is an all-in-one kind of keyboard. You can plug into any computer and be off and running. Everything you need is in the keyboard itself. This is a very interesting concept! Also, in the Netherlands, the consumer gets to pick who their CART provider will be, not the paying entity. I liked this model of acquiring services.

In listening to all of the presentations, my take-away point was that while the methodology of how we provide text to the consumer may be different, we encounter many of the same issues. No matter where you are in the world, CART services are needed. Firm owners want qualified writers who have had training in providing such services so they can hit the ground running with job assignments. For me I discover something new every day in this profession, so it is a constant state of learning.

From what I understand, pay rates are similar across the

world. I also find this interesting!

This visit to Eastern Europe was another way for me to see the world and experience a new culture, language and currency. This opportunity was presented to me because I am a court reporter, CART provider and captioner. While I didn't work at this conference by writing, I had my steno machine in tow. It's rare that I am not carrying my equipment with me regardless of where I am in the world. I don't pack a light suitcase, but I have gotten my steno briefcase down to a science



so it easily fits in any overhead bin...even on small jets.

I heard about many American reporters who work in Europe doing CART as well as court reporting. Network, network, network. Get involved with NCRA, InterSteno and other organizations. Promote your skills and certifications. Keep your eyes, ears and mind open to where this profession will take you – and pack light!

Thank you, Karen, for this opportunity and all you do for our profession.

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*President Message, continued from page 2*

all saw on the link to Fox News regarding the Arias trial, Marty is an awesome speaker!

I'd like to close with a quote I heard just recently from basketball coach Jimmy Valvano's speech in 1993 as he accepted the Arthur Ashe Award of Courage. They replayed it, as it is the 20<sup>th</sup> anniversary of the cancer foundation he and ESPN established in 1993. He suggested that EVERY human, EVERY day do three things: Laugh.....Think .....and be brought to emotion, in essence, "choked up." What great advice. Check out the speech on YouTube. And check out ACRA at your Midyear. Be careful out there.

Laura Ashbrook

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## Dear Nancy

**Dear Nancy:** I recently moderated a discussion among court reporters about the future of court reporting. I had anticipated a positive discussion about our future. Instead, I heard nothing but complaints: fast-talking attorneys, mumble-mouth witnesses, incessant demands, short lunch breaks, long hours, too many exhibits to lug home. And I agree: sometimes the demands seem overwhelming. But my view of our profession isn't so negative. I failed when I tried to keep the discussion positive. What would you suggest I do next time? **Signed, Upbeat in a Downbeat World**

**Dear Upbeat in a Downbeat World:** First, don't give up! We need committed volunteers. So steady yourself and get back out there. Court reporters work alone and have little face time with fellow reporters. So when we do get together with folks who actually understand us, it's a great chance to vent. Some reporters say we go into court reporting because we don't like to be noticed. Hah! No way. All the world's a stage and reporters, like most folks, love to perform.

I get their frustration. "You want it when?" And we're supposed to smile! RPR certification speed of 225? "Oh, yeah, I talk fast, 260 wpm or better, the reporters tell me." It's not fair. Then again, life's not fair, so we have to keep perspective. Everybody's under pressure. People talk fast these days because people talk fast these days, not because they are trying to make our job difficult. And lawyers, judges, and businesspeople try to cram too much work into each workday. Once, at an NCRA convention, I reported the fast-talking keynote speaker, a futurist. Seeing me struggle, someone asked him how the court reporter was possibly supposed to keep up with him. His answer: The world won't wait for you. Alas, he's right.

Next time you're fielding a stream of negative comments, inject some perspective. You had a long day and a short lunch? How inconsiderate of them! Makes the job tougher, no doubt. But it is better than a long day and no lunch. Of course, knowing how to respectfully but firmly communicate our needs to the attorneys is part of the required skill set. What's this? You're complaining

that the lawyers want the draft tonight, or expedited delivery? That's great! How many ways are there for us to enhance revenue on a day's work? If you see such a demand as an undue burden on you, perhaps you should step back and assess your realtime skills. We live in a fast-moving, realtime everything world. And that's what lawyers expect of us. NCRA and state associations offer multiple resources to help you bring your realtime skills up to snuff. Take advantage of them. Then demands for quick drafts or expedites won't look onerous; they will look like money in the bank!

When you are moderating again, let people complain. Let them give voice to their frustrations. Helps to get rid of the negativity. But we are all professionals, and we need a grown-up perspective. Meeting our clients' demands is what we are in business to do. If we stop doing that or complain about it, our clients will go elsewhere. With careful stress management, a moderator can turn the tide. And if the sea of negativity can't be calmed? Well, you have my permission to wail -- or bail!

**Dear Nancy:** I attended my first NCRA convention in Philadelphia this August and I met you and other board members at the First-Timers Reception. You were all so friendly and welcoming, so professional, so well-dressed. It really motivated me! But it was a letdown to see so many court reporters, even those serving as seminar panelists, not well-dressed. My father taught me to dress to suit the occasion. Well, this was a national convention of court reporting professionals. Can you tell me, what's the dress code for today's professional meetings? **Signed, Not So Frilly in Philly**

**Dear Not So Frilly in Philly:** Clothes may not make the man (or woman), but they do make an impression. We are professionals and we need to project a professional image. The right attitude conveys the right impression. So do clothes. On the other hand... Our board was in Philadelphia several days before our convention started. Also in the hotel were 2,500 Honda salesmen and women. We saw them everywhere -- on the elevators, in the hallways and restaurants, outside

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*Dear Nancy, continued from page 7*

meeting rooms. I always reacted positively to them, because they looked great. No T-shirts, no jeans, no golf shirts or (heaven forbid!) sweatshirts. They were dressed like pros: classy business suits for both men and women. Every one of them. They projected the right image. They got my attention, and my respect.

Your dad was right. If it's important, dress like you know it's important. Our job is important. Every day we interact with other professionals, lawyers, judges, doctors, businessmen and women. They size us up, taking cues from how we comport ourselves and our attitude. And how we dress is part of the picture. We should always dress in business attire on the job, not "mall casual," and that's how we ought to present ourselves at a meeting or convention. It's not a vacation on the beach, it's a meeting of professional colleagues and friends.

This year NCRA will work to fortify our StenAdvocate program. Are you a good advocate for our profession? Does your conduct enhance the image of the professional court reporter, or not? Trust me, people notice. I noticed the Honda folks. And I'm sure they noticed us.

You make an impression everywhere you go, so make sure it's the right impression. Dress for success! Smile! And show up on time. People will notice.

*Nancy Varallo RDR/CRR/FAPR, owner of Court Reporting Management Services, LLC, offers customized business and office management services to court reporters and reporting agencies. Nancy has been a court reporter since 1979, and has trained hundreds of court reporters, and fielded thousands of questions from reporters. Please ask your question at [www.dearnancy.com](http://www.dearnancy.com).*

## Passing The Torch To A New Reporter

*By Marty Herder, ACRA President Elect*

I was blessed that when I graduated court reporting school, I had a dynamic, successful, no-bull mentor, Al Holiday, who cared enough about our industry to take the time to sit down a know-it-all recent court reporting school graduate, and drill into my head the opportunity I was potentially missing. I try to share this story with every intern, young peer and industry friend. Although these are from the freelance experience, the same work ethic applies across the board. I've also updated it to include the technology explosion that has taken place.

Continue To Grow: Never rest on your accomplishments. Keep current on cutting-edge technology and continue to reach career milestones. Do not let up on attaining your next certification, whether it be RPR, RMR, RDR, CRR, or writing successful bid proposals, etc. Get involved in your state association, head committees, and plan on being a leader. It won't happen overnight. Take baby steps and get your toe in the water early. Now. Today.

"If not now, then when? If not me, then who?"

Get Organized: Before your first depo, know how you're going to name, produce and archive files. Backup, backup, backup. Don't trust yourself or your hardware, get self-starting update software, (a separate self-

executing hard drive backup (like <http://www.seagate.com>), or better yet \$8 a month online backup with <http://www.carbonite.com>.)

Feed The Pipeline: Always keeping things moving into and out of "The Pipeline." Write, edit, print. You're never standing still, you're always moving, producing. If you're not writing this afternoon between 2 and 6, you are not "off." You are still available, (no matter what the call-in) while editing/proofing and vice versa.

Real Time or Wasted Time: Never write a job without setting up for real time. Never. Even if you don't use it. You are investing in your own productivity and future by fine tuning your writing each hour, each job, each day. These dividends add up fast. Two years from now you'll be absolutely amazed at what translates perfectly, even during miserably challenging expert testimony. Most quality reporter's dictionaries rock because of this practice. Also, when real time is requested, it's one more step that is common and comfortable to you. You are already dialed in, able to have complete focus and enjoy writing. Yes, I said it: NJOY writing. It is a very

*Continued on page 12*



**Dear Nancy Addition:**

**Dear Reader:** Usually I'm answering questions you ask, but this time I wanted to share a thread from Facebook that caught my eye. I feel it's worth reading to bring awareness to a sensitivity issue, so I'm reprinting some answers to an original post by Rich Germosen (with his permission).

**The question:** Should we wear colognes or perfumes on the job?

**My answer:** Think of a whisper when you wear perfume and cologne like a whisper, an intimacy saved for those folks who come within a foot of you. There's no need to "shout" out to everyone in the room. But these folks say it better.

I LOVE wearing cologne...but in the work environment it is definitely frowned upon.

I had an experience one time where an elderly lady complained about my perfume. (I did not have a lot on.) And she sat at the opposite end of a very long conference table while I took her dep. Since then I am very careful never to apply too much.

I'm very sensitive to colognes and perfumes. This is a new development within the past ten years. Before that, I could wear anything. Better to just be clean and smell like nothing than potentially give someone a migraine. I wish perfumes and colognes would be outlawed completely!

I have a very hard time with colognes and perfumes. I get an instant headache from them. It's tough at conferences, plays, concerts, when I end up sitting next to someone with fragrances. My office is a fragrance-free office, and we all seem to like it better. I say no to fragrances on the job!

I also have a tough time with colognes and perfumes. I can actually get an asthma attack from some of them. I really suffer when someone who wears strong perfume is near me. Years ago, we had a reporter who was actually sent home because so many people at the courthouse had been complaining about his cologne. He was told to come back scent-free. I say no to fragrances as well!

Big allergy/asthma trigger for many. And in general, you don't want to create a distraction for anyone.

I have met a few folks with chemical allergies, so sometimes even shaking hands with a person who has lotion on can trigger a big allergy attack. I always refrain from fragrance as much as possible.

Rich had the final comment on the post: Wow...who knew? This is VERY interesting to hear how others feel about cologne/perfume in general. I'll definitely keep it to just "one" spray from now on in a social setting. As I mentioned before...I don't know where I learned it...but I never wear it in the work environment.

## Dates to Remember...

**April 5, 2013**

***ACRA Board of Directors Meeting***

Mesa, AZ

**April 6, 2013**

***Midyear Seminar***

Phoenix Marriott Mesa  
Mesa, AZ

**May 5, 2013**

***NCRA Testing***

**May 15, 2013**

***ACRA 2013 Distinguished Service Award  
Nomination Deadline***

Look nomination form in April

**September 14-16, 2013**

***Annual Convention***

Embassy Suites Tempe

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# ARIZONA COURT REPORTERS ASSOCIATION

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## Do you need help achieving your future financial goals?



Aaron provides holistic financial services which includes financial planning, asset management strategies and insurance for individuals/families and businesses. For the last decade it has been a privilege to work with many families, individuals and business, helping them to set and achieve their financial goals. Since 1996 my practice has specialized in risk and wealth management along with financial planning. With a background in finance, Aaron has guided his clients to develop personalized strategies for accumulating multigenerational wealth, tax reduction, maximization of retirement plans and risk management. Aaron's genuine concern for his clients motivates him to build long lasting relationships while helping them improve and maintain their financial success. Aaron is ideal for those seeking an advisor who provides an all encompassing financial strategy.

Aaron has worked with the Arizona Court Reporters Association since 1996.

### ◆ INVESTMENTS

- ◆ Traditional & Roth IRAs
- ◆ Individual 401(k)s
- ◆ Managed Accounts, Mutual Funds, ETFs, Stocks
- ◆ Educational 529 Plans

### ◆ LIFE INSURANCE

### ◆ DISABILITY INSURANCE

### ◆ ANNUITIES

### ◆ HEALTH INSURANCE/GROUP & INDIVIDUAL PLANS

Contact Financial Representative & Financial Planner  
**Aaron M. Gordon, LUTCF**, to learn more about  
how he can help you build your financial future.

Phone: (602)224-3820 Email: [agordon@swadvisor.com](mailto:agordon@swadvisor.com)  
Website: [www.swadvisor.com](http://www.swadvisor.com)



## STRATEGIC WEALTH ASSOCIATES

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YOUR

# Personal Financial Website



STRATEGIC WEALTH ASSOCIATES

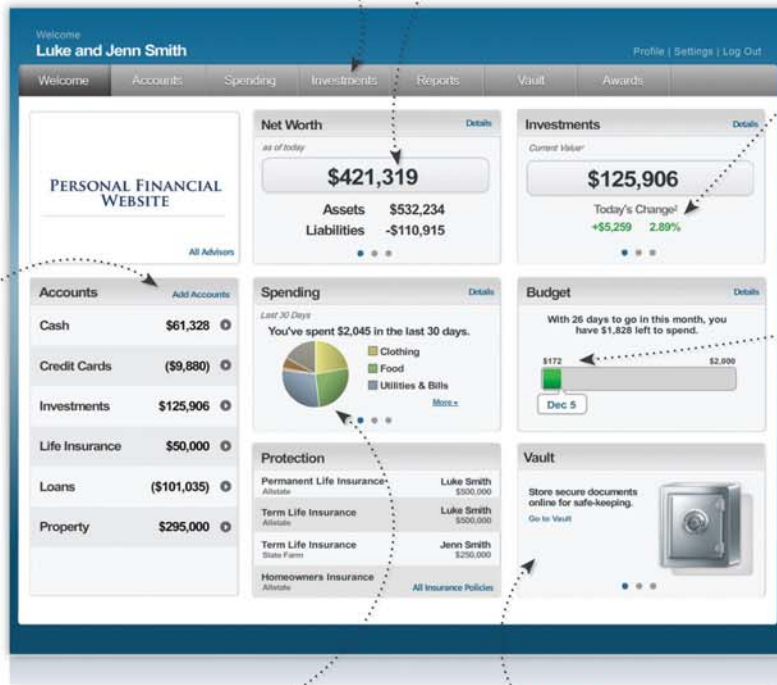
Please contact Aaron Gordon, LUTCF at 602.956.0956 or agordon@swadvisor.com for more information.

### Investments Page

Interactive charts and detailed views provide you with visibility into your accounts.

### Fresh Design

Your complete financial picture comes to life.



### Intraday Price Updates

Your investment prices update throughout the day, not just nightly.

### Budgeting Tools

Budgeting tools help you see where you're at with reaching your goals.

### Financial Connections

Connecting your accounts is easy with intuitive data entry.

### Spend Tracking

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### Vault

Drag and drop, tagging and export features help you organize and access your important documents.

## Your Other Unique Features

- Awards Manager** — track your frequent flyer miles, hotel rewards, credit card points for the entire family and get alerted before expirations
- Reports** — up-to-date and informative reports for Cash Flow, Retirement, Investments and more
- Research** — valuable and up-to-date investment research with the click of a button
- Mobile Access** — anytime, anywhere access on your smart phone
- Balance History** — track the balance history for all your accounts or an individual account

*Passing the Torch, continued from page 8*

rewarding endeavor knowing you are knocking it out of the park, writing real time clean with a respected and professional audience depending on you. You are at the top of your industry, and everyone in the room knows it.

Superior Work Ethic: Every successful freelancer that I know, has been the type of reporter that I describe below. All of these respected peers and friends came right out of school and hit the ground running (sprinting) with a superior work ethic and level of professionalism. They smoked other reporters' productivity with a higher level of determination and diligence. Right from the starting gate, these "A" players had the foresight and vision to recognize opportunity, and were abundantly rewarded not only monetarily, but with a quality of career that many can only dream of.

Working for a freelance firm:

1.) Balance: Never let your pipeline get so backlogged and loaded with notes that you can't keep a promised deadline; but ensure that you have flexibility to put a transcript a day or two out of rotation. To do this effectively you must be adept at communicating with each client about exactly what they need and expect. Communicate, communicate, communicate. Keeping your worries, questions and hands in your pockets, afraid to have a friendly, detailed professional discussion with each and every counsel about their expectations does NO ONE any good. How do you relay your non-communication back to the firm owner? A guess or a follow-up call is just not a productive protocol. Additionally, non-communication is a red flag to attorneys. They will appreciate that you are taking the time to inquire precisely what their parameters are. If you are timid, afraid or shy, build a bridge and get over it.

2.) Optimize Your Skills: Do not be the reporter that continually gets walked on accepting weak and infrequent workload from a firm for an extended period of time, getting so few assignments that your pipeline is always empty, as you constantly are waiting around begging for notes, like a dog in a kennel waiting for scraps from the big dogs. If this situation exists, your skills and commitment are not being optimized and respected. Let others sit in that kiddie pool. The water smells funny there anyway.

3.) Perform Like An Olympic Champion: Respectfully eclipse your competition (other reporters in your same

pool or firm) simply by outperforming them. Just like in sports, actions and results speak louder than words. There is no need (nor place) to gloat or boast, just surpass the crowd and get it done. Everyone will see your consistent dedication, sacrifice and superior performance. Some can hang, some can only hang on. You decide which you want to be.

4.) Availability: If you say you're "available" to work Monday to Friday 8:00 to 6:00, then you are completely ready and available to that agency each and every minute of that time frame, not making excuses, or moaning about the assignment, or turning down work because you've just scheduled an unplanned mani/pedi with Monique for 2 hours. It pays off when the quality job comes, and the owner is looking at the pool and wondering who is going to be rewarded...the productive workhorse....or the bellyacher with the fabulous toes.

You can catch up, edit, print, etc., on your own time, in the middle of the night and on weekends. □ We firm owners really don't object to when, as long as it's not on our time. Just as long as you make yourself available for the impossible task that we have of covering/juggling multiple jobs, firms, proceedings, venues and personalities each and every day. Sorry for the tough love, but an agency owner and staff cannot successfully build a business (which will ultimately feed you better and more frequent work) if we can't depend on you. And have no doubt, we truly do depend on you.

It's your career. It can be as fascinating, challenging, rewarding and dynamic as any other on the planet, and more so than most. How do you want it to unfold? Do you want to be the "A" player, the one the Team and the Coach relies on in tough situations, the one always in the game on each key play?

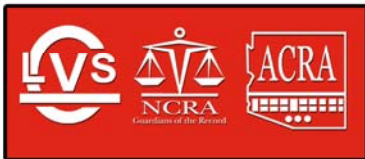
Or do you want to be the casual floater your entire career, sitting on the bench, pouty-lipped murmuring "How come they never throw ME the ball?"

You are our future, our new heroes, our "Steno Olympians." Now, suit up, get in the game, and GO FOR IT! We are all counting on you to carry the torch to others in the years to come.



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#### DEADLINES

Spring Issue - March 10  
Summer Issue - August 10  
Fall Issue - November 10



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