

President's Message



Reporters Get Treats

by Jill M. Layton, President

his is the time of year when many of us will answer the door to those three little words, "Trick or Treat!" We will smile and hold out an overflowing bowl of candy. Why? Not only because we want to see those happy little faces, but also to avoid those unknown, yet dreaded, tricks. In the court reporting profession, we all need to make sure we receive treats, not tricks. To receive treats, it is imperative each and every reporter be proactive.

Students are offered treats in the form of a mentor through

the ILCRA Student/Mentor program. There are court reporters eager to give students guidance and support. So, all you students reach your hand into our bag of treats and see what wonderful things you pull out!

Officials receive the treat of having the opportunity to have their ILCRA dues deducted monthly from their paychecks. They have a Legislative Chairperson who daily watches bills and keeps an eye on any activity affecting their position. Every official, whether they donated to the PAC fund or not, whether they are a member or not, receives the benefit of the PAC fund, the ILCRA lobbyist, the Legislative Chairperson, and the Circuit Rep's distribution of current information.

Freelancers receive the treat of having their names listed on the Find-a-Reporter map on ILCRA's web site, for the convenience of any law firm or court reporting agency looking for a court reporter. They have a Freelance Committee who is always looking for ways to address the constant changes occurring in the freelance industry. They promote ethical actions by requiring freelance reporters and agency owners adhere/abide to NCRA's Ethics First Campaign and ILCRA's Code of Ethics.

All ILCRA members have the treat of having an executive director who seems to work

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FALL 2010

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Student Scholarship Committee: Bernice Radavich, Chair; Tana Hess, Devin Davis, Melissa Clagg

Student Scholarship Revamping Committee: Bernice Radavich, Chair; Tana Hess, Devin Davis, Melissa Clagg, Bonni Shuttleworth, Nancy Davis, Joni Markel

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Fall	October 15	September 15	Spring	April15	March 15
Winter	January 15	December 15	Summer	July 15	June 15

President's Message

(Continued from page 1)

24/7 for their benefit; a new web site which adds many features for their use; an executive board who works daily to stay on top of every situation that affects students, officials, CART providers, captioners. and freelancers; a lobbyist who diligently watches for any affecting action court reporters; and committees who spend hours promoting the court reporting profession as well as working to enhance every aspect of the profession.

With all the issues affecting the court reporting profession in the near future, including Sunset fast approaching, it is vital we encourage every fellow freelancer, every court reporter in our firms, every court reporter in our circuits and our courthouses, to be a member of their State Association. It is imperative that we work together, diligently, so when we reach into that bowl of candy we will pull out a treat. We don t want a trick like poor Charlie Brown. He reached in and always

pulled out a rock!
— Jill Layton

Hospitalized Marines Appreciate Your Encouraging Words

s many of you know, my son is a United States Marine. I received the following email from the mother of a fellow Marine. Please feel free to check with me for updates on these brave warriors. If you have a moment, please send them a card of encouragement and support. This would also be a great project for kids in 4-H, Boy Scouts, Girl Scouts, American Legion Auxiliary Juniors, etc.

Thanks, Jill Layton

"I wanted to take a moment and update everyone on three of our Marines that will be looking at a long time of recovery in either the Walter Reed Army Medical Center or Bethesda National Naval Medical Center.

This is our chance to send letters of encouragement, goody bags, etc., to help support both the Marines and their families. I have been asked on several occasions about gift cards and have recommended Target, Wal-Mart, etc., as well as looking up local restaurants that you can purchase gift cards from (such as Chili's), to help out the family. I truly believe that letters of encouragement and support are very important to their healing process both physically and mentally."

Here are the names and addresses of the three Marines:

LETTERS TO THE EDITOR: This column is primarily for reader feedback on topics published in these pages. Items published here may be edited for such requirements as available space or to avoid duplication with other submissions. Please limit your submission to a maximum of 300 words. Submitting feedback to *Ad Infinitum* does not guarantee it will be published. Send comments for publication here to the editor or ILCRA's executive director as shown in the box on page 2. *Please note:* we do not print anonymous submissions. If you would like your name withheld from publication, simply advise and we will do so. But you need to provide your name so we can verify that your submission is authentic.

LCpl Peterson, Daniel C/O Marine Corps Liaison Office 8901 Wisconsin Ave Bethesda MD 20889

LCpl Gonzales, Michael C/O Marine Corps Liaison Office 6900 Georgia Ave NW Washington DC 20307

Cpl Peck, John C/O Marine Corps Liaison Office 6900 Georgia Ave NW Washington DC 20307

(There are many articles online about Cpl Peck.)

IMPORTANT ILCRA DATES

Check out our calendar at <u>www.ilcra.org</u> for up to date information

NOVEMBER 6: RPR, RMR, CRR, CBC and CPC Skills Exam at McCorkle Reporting, downtown Chicago; South Suburban College, Oak Forest (Chicago Area); and Midstate College, Peoria.

DECEMBER 18: CSR Examination

2011

FEBRUARY 25: CSR Exam Application Deadline

MARCH 12: Marathon Seminar, South Suburban College. You can earn all 10 Illinois CSR continuing education hours at this seminar.

APRIL 17: CSR Exam, Carbondale and Chicago area.

SEPTEMBER 9-11: Grand Connection Convention with Illinois and Wisconsin, Lake Geneva, WI

Resolutions Presented at NCSA Meeting

"It seems that most states

are struggling with

reporter apathy."

resident-Elect Nancy LaBella and I were Illinois' delegates to the NCSA (National Committee of State Associations) seminar on Thursday, August 5th, in Chicago.

NCSA is a very important and active committee within NCRA. State representatives are on the NCSA Committee, and they exchange information throughout the year regarding issues affecting the court reporting profes-

sion in their respective states.

Suggested resolutions are submitted by states to be approved/rejected by the NCSA delegates at the annual NCSA meeting. If a resolution is

passed, it is then submitted to the NCRA Board of Directors.

The following resolutions were presented:

A Member shall: Refrain from giving, directly or indirectly, any incentive, reward gift or anything of value to attorneys, clients, witnesses, insurance companies or any other persons or entities associated with the litigation, or to the representatives or agents of any of the foregoing, except for (1) items that do not exceed \$100 in the aggregate per recipient each year, or, (2) pro bono services as defined by the NCRA Guidelines for Professional Practice or by applicable state and local laws, rules and regulations. RESOLUTION PASSED.

That ER/DAR vendors be prohibited from giving seminars at NCRA conventions .RESOLUTION PASSED.

That NCRA change the association name to National Stenographic Reporters Association. RESOLUTION FAILED.

That NCRA send a summary with categories of errors to test candidates that fail the written and skills examinations for learning purposes. RESOLUTION PASSED.

That NCRA undertake a study to develop guidelines and direction for court reporters and the judiciary regarding the development of a retrieval system (in order to access a court reporter's stenographic notes and dictionary) for the purpose of producing a transcript in the event of a court reporter's inability or unwillingness to produce a transcript and a plan for the distribution of those guidelines to interested parties. RESOLUTION FAILED.

It seems that most states are struggling with reporter apathy, are concerned with nationwide

> reporting companies who refuse to comply with local rule, and job security and state budget cuts with the threat of furlough days looming above.

> Because our field is unique, there are not answers to every

question and problem. It is through the contact with the leaders of each state that we remain up to date with issues which affect all court reporters. We share concerns as well as ideas. We are in receipt of many wonderful ideas which were successful for other state associations.

It was a pleasure to represent Illinois at the NCSA meeting, and we thank you for giving us the opportunity to serve you in such an important role.

Jill Layton, President (NCSA Delegate) Nancy LaBella, President Elect (NCSA Delegate)

Newly Certified Illinois Reporters

Congratulations to these reporters from Illinois who became certified as a result of the August 14, 2010 exams.

REGISTERED PROFESSIONAL REPORTERS

Pamela Brewer, RPR, Chicago

Ryan Timothy, RPR, Chicago

CERTIFIED REALTIME REPORTERS

Dina Villis, RPR, CRR, Aurora

Laura L. Mukahirn, RPR, CRR, Des Plaines (August 5 exam at Annual Convention in Chicago).

Working:

Courtroom Concentration Keeps Reporter Focused

Name: Beth Bute. Hometown: Ottawa.

Employment: La Salle County

Circuit Court.

Age: 52.

Family: Married to Judge Daniel

J. Bute; 5 children.

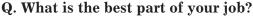
Occupation : Court reporter.

Q. Can you describe your job?

A. I'm one of seven court reporters working throughout La Salle County and one of 11 reporters assigned in the 13th Circuit, which includes court-

rooms in La Salle, Grundy and

Bureau counties. My job is to take down verbatim every word spoken by all sides in official court proceedings. Later, when necessary for further judicial action, I transcribe those court-room records for attorneys, judges or lay people (defendants). All of the court reporters in our group are a close-knit family who really like each other.



A. My favorite thing I enjoy here in my job is to transcribe proceedings in court adoption cases. Those family hearings are always so sweet and heartwarming.

Q. What is the toughest part?

A. As you can imagine, the toughest part of the job is straining to hear a soft-spoken jurist, witness or attorney when I have to understand every word. It is my job not to guess at what they're saying. I need to hear all the conversations correctly to insure accuracy. On a lighter note, when I'm working in my husband's courtroom, it bothers me as a wife that I can't correct him.

Q. Looking back, what are you most proud of?

A. My kids come to mind first, but I've been a court reporter here for 31 years and I'm very proud to have juggled a career while raising a family.

Q. What does the public not understand about your job?



Beth Bute

A. There are moments in the courtroom where emotions run high and things get intense. In my job, I can't show any emotions because I'm in front of judges, defendants, attorneys, even the courtroom spectators. I have to stay focused and not think about or become too wrapped in the testimony or arguments. We would like everybody in court to just ignore us. We're there to listen and transcribe the words, which could become important in future hear-

ings or appellate appeals.

Q. What community projects are you involved with?

A. My husband and I are officers in the Marquette High School 60 Club, which raises money for school sports improvements such as new equipment or team uniforms. I also have done local volunteer work for the national Juvenile Diabetes Research Foundation.

Q. If you could have any other job, what would it be?

A. I love this job. That is probably why I have been at it for more than three decades now. However, if you're talking about a fantasy job, I would love to be a manager at a high-end resort in a warm climate. Now that would be fun.

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Illinois Hosts National Convention — A Grand Time!

by Jill Layton, President

hat an honor it was for Illinois to be the host state for the National Court Reporter Association convention in August. Such fantastic things happened to Illinois court reporters that fireworks were even set off in celebration (okay okay, maybe they were at Soldier Field and weren't quite for the Illinois court reporters) and Lady Gaga even sang to us (okay okay, so she was on stage at Lollapalooza at Grant Park across from the hotel and didn't know we were there) — but the rest of Illinois was celebrating!

Melanie Humphrey-Sonntag was installed as the 2010-2011 President of the National Court Reporters Association.

June M. Otte of Quincy received the 2010 Aurelio Award for Altruism.

Illinois had a great showing of reporters who participated in the national speed and realtime contests. Julie Shane placed fourth overall and Donna Urlaub placed fifth overall in the National Speed Contest

At the ILCRA Annual Business meeting on Saturday, August 7th, ILCRA presented the Award of Excellence for an Outstanding Educator and the ILCRA Distinguished Service Award.

Through the generous donations of our members, 20 court reporting students were sponsored for National Convention.

Three students received ILCRA scholarships based upon their submitted essays. Thanks to all who donated to ILCRA's Student Scholarship Fund.

Three lucky people won big cash prizes from ILCRA's fundraising raffle. Thank you to all who supported ILCRA by purchasing raffle tickets.

So you can see how Illinois shined during the NCRA convention. It was a grand time!

Speaking of grand, make sure you place on your calendar the Grand Connection convention with Illinois and Wisconsin on September 9-11, 2011 in Lake Geneva, WI.



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 $NCRA\ President\ Melanie\ Humphrey-Sonntag\ (left)\ receives$ gift from ILCRA President Jill Layton at NCRA convention.

ILCRA's Own Melanie Humphrey-Sonntag Installed as NCRA President

he Illinois Court Reporters Association is very honored and proud that one of our own, Melanie Humphrey-Sonntag, was installed as President of the National Court Reporters Association at the National Convention held in Chicago in August.

Melanie is well-known to most all ILCRA members for her smile, enthusiasm, and passion for the court reporting profession.

Melanie encourages reporters to abide by NCRA's Code of Professional Ethics and support the Ethics First program.

She strongly believes in continuing education — and is always willing to share with us her brief forms and tricks for speed building and test taking!

Just some of Melanie's accomplishments, aside from being President of NCRA, are: Fellow of the Academy of Professional Reporters, NCRA Speed Contest Medalist, NCRA Realtime Contest Qualifier, Illinois and Colorado Speed Contest Champion, Registered Diplomate Reporter, Certified Realtime Reporter, Realtime Systems Administrator, and Illinois Certified Shorthand Reporter.

We congratulate Melanie, and we wish for her a very successful year.

Patti White Receives ILCRA Distinguished Service Award

LCRA's 2010 Distinguished Service Award was presented by last year's recipient, R. Kent Evans. The following is an excerpt from his presentation speech.

The 2010 DSA recipient is Patti White, a long-time member of ILCRA. Patti attended Sparks College, Court Reporting, and received her Bachelors degree from SIU. She reported for the federal courts for over 20 years, served on the USCRA Board of Directors and has served on its Realtime Task Force since its inception. She has provided realtime seminar sessions for ILCRA as well as NCRA. She has served as an adjunct faculty member at St. Louis Community College, providing support and encouragement to faculty and students alike.

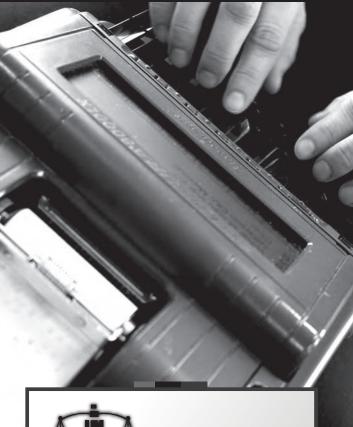
She has set a high professional standard by providing remote sports stadium captioning in multiple venues nationwide. Through her talent and ambition, fans with hearing impairments have been provided the old "knothole in the fence" through which they can participate fully in all activities at sporting events, particularly at Busch Stadium in St. Louis and now at Yankee Stadium in New York City.

Our congratulations to Patti White!



R. Kent Evans presents DSA to Patti White.

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ILCRA Members Shine in Speed, Realtime Contests

by Bonni Shuttleworth

he Illinois Court Reporters Association combined with the National Court Reporters Association this year for the Speed and Realtime Contests because ILCRA is not having an annual convention this year. With that said, this contest was still a photo finish as you will see from the results.

ILCRA SPEED CONTEST RESULTS

Contestants write and transcribe three fiveminute legs — 220 Literary, 230 Legal Opinion, and 280 Two-voice Testimony — and qualify for each with an accuracy score of 95% or better. The best combined score wins the championship.

Qualifiers Literary: Five minutes at 220 wpm 1100 words, 55 or fewer errors to qualify.

Donna Urlaub, Chicago, IL 99.182%
Jennifer Lynn Dunn, Chicago, IL 99.182%
Bernice Radavich, Lemont, IL 99.091%
Julie Shane, Morton, IL 99%
Jennifer Costales, Chicago, IL 99%
Paula Campbell, Shorewood, IL 98.636%
Cynthia Sobolewski, Blue Island, IL 98.636%
Kathryn Thomas, Caseyville, IL 97.364%
Stephanie Battaglia, Hinsdale, IL 96.273%

Qualifiers Legal Opinion: Five minutes at 230 wpm 1150 words, 58 or fewer errors to qualify.

Julie Shane, Morton, IL 96.870% Donna Urlaub, Chicago, IL 96.522%

Qualifiers two-voice testimony: Five minutes at 280 wpm 1400 words, 70 errors or fewer to qualify.

Julie Shane, Morton, IL 97.143% Donna Urlaub, Chicago, IL 97%

Speed Contest winners:

First Place: Julie Shane 97.671%
Second Place: Donna Urlaub 97.568%
Lulie Shane placed fourth everall

Julie Shane placed fourth overall in the national contest. Donna Urlaub placed fifth overall in the national contest.

ILCRA REALTIME CONTEST RESULTS

The ILCRA contest consisted of five minutes at 200 wpm Literary 50 or fewer errors to qualify

Qualifiers:

Donna Urlaub, Chicago, IL, 99.0% Bernice Radavich, Lemont, IL, 98.2 % Judith Walsh, Chicago, IL, 96.3% Jennifer Costales, Chicago, IL 96.1 % Tana Hess, Marquette Heights, IL, 95.1%

Realtime Contest Winners:

First Place: Donna Urlaub, Second Place: Bernice Radavich, Third Place: Judith Walsh

CONGRATULATIONS TO ALL THE WINNERS!

Come join us next year as Illinois and Wisconsin partner to bring you their annual conventions on September 9 – 11, 2011, in Lake Geneva, WI, at the Grand Geneva.



ILCRA Speed Contest winner Julie Shane (left) accepts trophy from President Jill Layton.



First place winner of ILCRA's Realtime Contest, Donna Urlaub, displays the trophy.



President Jill Layton presents Realtime Contest second place medal to Bernice Radavich.

Melanie Thanks Illinois Reporters

hanks so much to all Illinois reporters and especially ILCRA members for rolling out the red carpet for NCRA's annual convention in Chicago the first week of August. Attendance was up and spirits were high as nearly 1,300 reporters converged on one of America's greatest cities — which I'm proud to call my adopted hometown. This year has been dubbed "the best" NCRA convention ever, and it was through the generosity and hard work of many of you, especially Nancy Davis, Debbie Kriegshauser, Bonni Shuttleworth, Pat Byers, Joan McQuinn, Steve Crandall, and Melissa Daniels.

Thank you, also, for the lovely, engraved wine box with accessories, engraved glasses,

and fine bottle of red. Mostly, though, thank you for making our profession stronger by your participation in national and local conventions and for encouraging your fellow reporters, CART providers, and captioners to be members and participate at functions.

If you had half as much fun as I did during that week — and especially the tailgate party! — I'm sure you'll agree that it well deserves the best-ever title and accolades that are rolling in from around the country.

Please let me know how NCRA or I can make your life better as a reporting professional in Illinois. I'm proud and honored to be able to represent you at the national level for this year.

—Melanie.

NCRA President Melanie Humphrey-Sonntag waves to crowd at NCRA Annual Convention in Chicago.



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ILCRA Awards Student Scholarships

The winners are: First Place, Christina Pryor from South Suburban College, who won \$1,000, a night in the hotel, registration for the NCRA convention, and a free year's membership in ILCRA. *Congratulations!* (Christina's winning essay appears below.) Second place winner: Leslie McQuellon from Midstate College, who won \$500. Third place winner: Colleen Sabia from South Suburban College, who won \$300.

Also, through the generosity of Illinois reporters, ILCRA was able to pay the registration fee for 21 students to attend the NCRA convention. Thank you to all who participated in this endeavor.



Bernice Radavich presents first place student scholarship prize to Christina Pryor from South Suburban College.

STUDENT SCHOLARSHIP ESSAY

Why Did You Become a Court Reporting Student?

by Christina Pryor – South Suburban College

I am a court reporting student because I want to achieve a significant and notable measure of success. Over the years, my definition of success has evolved. In my youth, I thought it meant doing what I loved and following my dreams. In my adolescence, I thought it meant financial stability and abundance. Now, in my adulthood, I realize my vision of successful life entails a seamless merger of the two.

Growing up, I remember my father reciting age-old mantras, in his powerful baritone voice, that shook the walls and have since echoed throughout my life. Now that I'm grown, those mantras resound in soft memories where I recall him saying time and time again, "If you want to succeed in this life, daughter, remember, a winner never quits and a quitter never wins, and an absolute way to ensure your failure in this life is to give up before you've honestly tried." My childhood logic reasoned it simply – if you want something to happen, make it happen, and don't stop working at it until you do. It was a profound and relevant premise even then. His words were more than parental banter; they became nuggets of wisdom that I still remember effortlessly and completely.

In my youth, the sentiment of his words applied to everything from spelling bees to track meets, from science projects to basketball games; and now, twenty years later, I find as I work toward becoming a court reporter that the wisdom he shared still applies. I appreciate being taught at an early age that some endeavors in life require an unyielding resolve to struggle through the disappointments of consistent defeat in order to see them through to their completion.

Now, I am a court reporting student, and as the journey gets longer and the light of my sheer will to continue dims at times; I find that being a court reporting student has revealed my own inner strength. I've learned that achieving my dreams has less to do with what I know I'm capable of and more to do with what I know I'm able to endure. I work day in and day out toward a goal that seems impossible to reach at times, and I do not quit because I refuse to surrender to failure. It is my dream to realize an accomplished life filled with success, and being a court reporting student has offered the consistent balance of both challenge and reward that will ultimately ensure my appreciation of a hard-earned and gratefully welcomed measure of success.

AD INFINITUM $Fall \ 2010$

Illinois Reporter Wins NCRF Award for Altruism



June Otte

llinois is proud announce the winner of the 2010 NCRF's most prestigious award, the Santo J. Aurelio Award for Altruism. This award was presented at the NCRA Convention to a longtime ILCRA member. It is given to a working court reporter with over 25 years experience who has given back to the profession and to the community, with no expectation of any reward. The following is an excerpt from the presentation speech.

This year's recipient has been reporting for over 30 years in the same court and has been an NCRA and ILCRA member all those years. In addition to a full-time job as an official, this reporter has been an advocate for the profession, doing everything possible to encourage students to enter the fields of court reporting and captioning.

For over 30 years, this person has given demonstrations to students on Law Day at the courthouse and has attended Career Nights at the local community college. When a fellow coworker was on medical leave for several months, this reporter created transcripts from his notes, selflessly sharing the transcript income with the incapacitated reporter.

This reporter faced a terrible tragedy, the loss of a child. A daughter diagnosed at three years old with cystic fibrosis lost her battle at the tender age of ten. Many people would withdraw, but this reporter

turned her personal tragedy into opportunities for others. She and her family established a fund to raise money to help children and animals in need in western Illinois. That was ten years ago. There is currently enough funding to last in perpetuity in that fund. Now, that's making a difference. The fund, The Sammy Fund, named for the beautiful daughter of this year's Santo J. Aurelio Award for Altruism recipient, Mrs. June M. Otte of Quincy, Illinois.

Marilyn Haywood Is ILCRA's 2010 Outstanding Educator



Marilyn Haywood delivers acceptance speech .

LCRA's 2010 Award of Excellence for an Outstanding Educator was presented to Marilyn Haywood from John A. Logan College. Marilyn has built the program at John A. Logan from the ground up. She has had great success keeping a high percentage of students in the program. She has been both mentor and friend to the students and works diligently on student recruitment



June Otte receives the Santo J. Aurelio Award for Altruism from The Honorable Mike McAdam, Chairperson of NCRF.





CHECK OUT OUR BRIEFS

By Nancy LaBella, ILCRA President-Elect

s court reporters, most of us live by deadlines. Well, it turns out as a volunteer for a quarterly newsletter article, I have taken on another deadline. ILCRA's wonderful *Ad Infinitum* editor actually thanked me for being so dependable with my submissions.

submissions. So here I am, on the day of this issue's deadline, writing my article on a plane to Tucson, Arizona, for a much-needed vacation. So much for meeting the fall deadline. I wonder if traveling to a different time zone will alcoholicKHREBG allowed.....HROUD aloud.....HRUD auditA*UD auditorAURD bottomPWOEUPL calculate.....KHRAEUT calculationKHRAEUGS cause of action......KAUBGS circumstantial evidenceSKEFD electronicTRO*PBG electronicallyTROPBL expert witnessKP-PBS fair market value......TPAEURPL grand juror.....TKPWRAOR grand juryTKPWR-PBLG handwritingH*RG handwrittenH*RPB Immigration and Customs EnforcementAOEUS/AOEUS ICEAOEUS is that your signatureSTHAURGT is this your signatureSTHURGT

jury trialSKWRURT

over.....O*FR

allow me to get this in before the stroke of midnight.

So where am I going with these rambling thoughts? It is so I can come clean with the fact that most of the brief form suggestions that follow have been lifted from – oh, just about anywhere I could find them. A few of them are actually originals provided by coworkers during a previous plea for help. Thank you, Fran, Kathy, Mary and Mike. If any of these briefs look familiar and you were the original creator, I thank you also.

presentence investigation report	PEUFR
ready to proceed	ROEP
someone	SWUPB
status	STUS
strike that	STRAT
superseding	S*UPG
user(s)	KWRAOR(S)
Web site	WEBT
witness stand	W-PBD
written discovery	WREUPBD

Midstate College Selected to Receive Department of Education Grant

Midstate College in Peoria, Illinois is one of five court reporting programs from across the United States to receive funds that the US Department of Education set aside to support the Realtime Writers Act. Each of the NCRA-certified schools were selected in a competitive process that included submission by more than 20 court reporting programs nationwide.

Midstate College received \$220,754 of the federal funding. The grant will be used to expand and improve upon the court reporting and real-time writing programs. Congratulations to Midstate College!

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ILCRA Committees Are Busy Working for You

MEMBERSHIP COMMITTEE

Jacqueline M. Timmons, Chairperson

Our membership committee faces the same challenge that our national association and other associations face; that is, attracting new members and retaining existing members. When the economy is down, the first thing people seem to drop are their memberships to state and national organizations. However, this is the time when it is most important to keep those memberships active.

As everyone is tightening their belts, so are the courts and others who utilize our services. Everyone is looking to cut costs. This is the time when we really need our members. There is strength in numbers. It costs money to run our state and national organizations, and they rely on our dues dollars to pay their expenses and to support the different programs and services that we take for granted.

Since you are reading this, you are a member and have access to the *Ad Infinitum*, but if you know of colleagues who are not members, please encourage them to join their state and national associations. With the loss of members, organiza-

tions have no choice but to raise their dues to keep afloat. If we have more members, we can keep our dues down.

Be an ambassador for the Illinois Court Reporters Association. Pass out ILCRA membership applications to those non-members at your office. Let's keep our dues level down and let's recruit new members and encourage those who let their memberships lapse to rejoin.

FREELANCE COMMITTEE

Judy Mosier, Chairperson

The committee has not held a meeting recently, but we are planning to be pro-active in a few areas that are of concern to freelancers and freelance agency owners. Going forward, the committee needs your help in the following areas:

- 1. Contracting in Illinois
- 2. Firm Registration in Illinois
- 3. Freelance Compendium
- 4. Form a committee of agency owners who are interested in protecting court reporting business in Illinois.

(Continued on page 19)

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ILCRA Committees Are Busy Working for You (Continued from page 18)







Bernice Radavich



LeAnn Hibler



Jacqueline M. Timmons

If you are interested in participating in any of the above topics, please contact the free-lance committee. You can find the emails of the committee members on the updated web site, www.ilcra.org.

STUDENT SCHOLARSHIP COMMITTEE

Bernice Radavich, Chairperson

At the ILCRA Annual Business Meeting in Chicago on August 7, I had the privilege of announcing the 2010 ILCRA Student Scholarship winners.

I would like to thank the Student Scholarship Committee members and the Student Scholarship Revamping Committee members for all their hard work this year. The Revamping Committee was formed in order to try to find ways of streamlining the application process and generating more interest among the students.

The Student Scholarship Committee members for 2010 were Melissa Clagg, Devin Davis, and Tana Hess. In addition to the Student Scholarship Committee members, the Student Scholarship Revamping Committee members were Nancy Davis, Joni Markel, and Bonni Shuttleworth.

I would especially like to thank Bonni Shuttleworth for staying in touch with the schools and making sure everyone knew about the scholarships and the deadlines.

Thanks to the committee's hard work, this year we had a record number of entries. We received 17 entries from students across Illinois. In order to apply for the scholarships, students were required to write an essay on the topic of "Why I Became a Court Reporting Student."

The decision for the committee this year was especially difficult because we had so many good essays to choose from.

The results of the student scholarship competition and winning essay appear on page 12 of this issue. Check out the new ILCRA Web site for more information on the ILCRA Student Scholarship.

CART COMMITTEE

LeAnn M. Hibler

One member is going through the CART training program to become qualified to be placed on ILCRA's CART Provider list.

The Committee will be working on solidifying the Captioning 101 Seminar with the hopes of presenting it during ILCRA's one-day seminar in the spring of 2011.



ILCRA PLANNING COMMITTEE Convention party planners held their first meeting over dinner on Fisherman's Wharf during Midyear Conference in San Francisco. Pictured from left are: Melanie Humphrey-Sonntag, Debbie Kriegshauser, Pat Byers, Bonni Shuttleworth, Mary Beth Everhart, Nancy Davis, Patty Ziegler, and Steve Crandall.

ILCRA Bylaws Proposed Amendments

n June 21, 2010, the ILCRA Executive Board passed a motion to adopt the following language regarding Bylaws amendments. A special meeting will be held on Saturday, December 4, 2010 at 10:00 a.m. at ILCRA headquarters, 41 SW Crescent Drive, Mt. Vernon, Illinois 62864 to vote on the proposed amendments. No other business will be conducted at this meeting.

This typeface indicates language proposed to remain the same.

Strikethrough type indicates language proposed to be deleted.

Boldface type indicates language proposed to be inserted.

ARTICLE AND SECTION

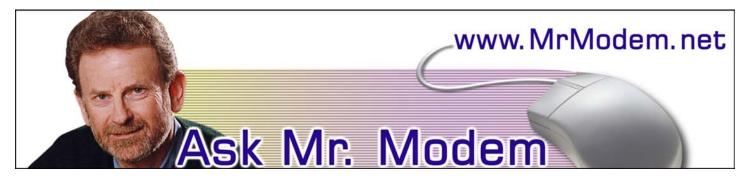
(Present language)

Article VIII. Amendments. These Bylaws shall go into effect immediately after their adoption and may be amended by a two-thirds (2/3) vote of the voting members present at any meeting of this Association, provided notice of the general character of such proposed amendment is mailed to each member not less than thirty (30) days prior to the meeting at which action is to be taken on the proposed amendment. Publication in Ad Infinitum of proposed Bylaws changes, as outlined above, shall constitute notice to the membership.

PROPOSED AMENDMENT

Article VIII. Amendments. These Bylaws shall go into effect immediately after their adoption and may be amended by a two-thirds (2/3) vote of the voting members present at any meeting of this Association, provided notice of the general character of such proposed amendment is mailed to each member not less than thirty (30) days prior to the meeting at which action is to be taken on the proposed amendment. Publication in Ad Infinitum or through a Listserv email of proposed Bylaws changes, as outlined above, shall constitute notice to the membership Section 1. Originating Proposed Amendments The Board of Directors, the Bylaws Committee, or any three (3) Voting Members may propose an amendment to these Bylaws. Such amendment shall be submitted to the Executive Director and to the **Bylaws Committee as set forth in Section 2** of this Article. Section 2. Procedure and **Action on Proposed Amendments These** Bylaws may be amended by a two-thirds (2/3) vote of the voting Members who are present and voting at the annual business meeting. Notice of such amendment with the text thereof must be filed with the Executive Director and the Bylaws Committee not less than ninety (90) days before the date of the annual business meeting at which the said proposed amendment is to be considered. The Executive Director shall give notice of such proposed amendment to all Members in the official publication or by written notice or Listserv, as the Board of Directors may determine, not less than thirty (30) days preceding the date of such annual business meeting. Section 3. Revisions of Amendments at Annual Business Meeting. Such revision as shall not destroy the tenor of the amendments may be made by those Voting Members who are present and voting at the annual business meeting. The final amendments shall then be voted upon under Article VIII, Section 2. Section 4. Alternative Amendment Procedure Any amendment which has not been filed with the Executive Director and of which written notice has not been given within thirty (30) days may be submitted at the annual business meeting and shall be adopted upon receiving a unanimous vote by all those Voting Members who are present and voting at the annual business meeting at which a quorum is present. Such amendment shall then be voted upon under the provisions of Article VIII. Section 2 above.

The passage of this proposed Bylaws amendment will give the Board of Directors guidance, as well as the members of ILCRA, as to how a proposed Bylaws amendment may commence and how to proceed once the process has begun.



By Richard A. Sherman

THE CASE OF THE HUMMING HARD DRIVE

Q. My laptop recently started making a loud whirring or humming sound. I can also feel a vibration coming from the machine. It is not the CD drive because there is no CD inserted. Do you think it's a problem with the hard drive itself? Thanks for being there, Mr. M.

A. Strange noises and vibrations are not a good thing emanating from one's computer or one's gastrointestinal tract. From your description, it does sound like the hard drive — which is a circular plate that rotates around a fixed hub — is not balanced. Think of it as you would a tire that is out of balance on a car, which then creates a wobble, that results in a vibration, that can ultimately destroy the wheel bearings and cause the wheel to freeze.

If that happens on a computer, the good news is that it will not destroy the data on the drive, as long as the drive is spinning. The bad news is that it can be quite expensive to recover data from a frozen or failed drive. If that occurs, drive replacement is the recommended course of treatment.

Q. When I insert the date in letters I write using Microsoft Word 2003, the date is saved when I save the document. When I later open the file, the date in the document is changed to the date I opened it. How can I stop this from happening?

A. When you insert a date code into a Word document using Insert > Date and Time, the option exists to automatically update the current date each time you open the document. While this can be a time-saving feature if you frequently have to update forms, memos, letters, etc., it can also be highly annoying, if you don't.

If you prefer the date to always appear as the date first entered, uncheck the "Update Automatically" check box in the Insert > Date and Time dialog box.

Q. I somehow managed to delete my MS-DOS prompt. If I go to Start > Programs > Accessories menu, it's not there. I still occasionally dabble with MS-DOS or the command line, so is there any way to retrieve it?

A. Yes. To see your DOS prompt again, click Start > Run and type "command" (without the quotes), then press Enter or click OK.

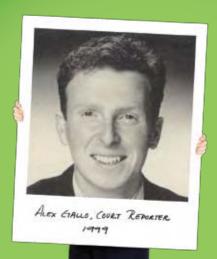
Q. I had to call my ISP for tech support and was connected to an automated voice-mail system that was really frustrating. Do you know how I can get a list of reliable ISPs in my area that provide decent technical support?

A. The best thing to do is speak to other individuals in your area and find out who they use for their Internet access, and how satisfied they are with the service they receive. You might also call several computer stores, repair shops, and computer consultants. You just can't beat word-of-mouth recommendations for something like that.

Chances are that any local ISP that's been in business for a number of years is doing something right or they wouldn't survive in what is generally a very competitive arena.

Keep in mind that "small" or "local" doesn't always equate to "good." I hear from people every week with a myriad of complaints about ISPs, large and small. The larger ones tend to route customers to endless voice-mail or tech support that's local — if you happen to live in Bangalore. With smaller, understaffed ISPs, you generally have to leave a message on an answering machine or send an email — which isn't very helpful if the problem you re experiencing is a lack of connectivity.

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lama court reporter.

No matter what my title says,

I started as a court reporter, and while admittedly it has been a little while since I took a deposition, I still know what it means to be a reporter. I understand the pressures and anxieties that come hand-in-hand with the amazing sense of satisfaction you get from delivering a great product after an all day deposition.

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Mr. Modem's DME (Don't Miss 'Em) Sites of the Month

ANIMOTO Generate slide show videos using your own uploaded photos and music. Select the pictures you want to use, arrange them in the order you prefer, select a music track, then sit back and let Animoto work its magic. The finished product is a polished presentation, complete with visual transitions and special effects. Thirty-second clips are free; longer clips cost \$3 each, or sign up for \$30/year for unlimited videos. www.animoto.com

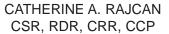
ATMOSPHERIC OPTICS A stunning collection of photos that illustrate the strange and beautiful visual phenomena created by light, weather, and the atmosphere. Included are interesting photos and explanations for everything from rainbows and ice halos to nacreous clouds and crepuscular rays. (Health Tip: Be sure to wear your crepuscular block whenever you go outside.) www.atop tics.co.uk

GROUP CARD With this site, a group of people can sign and send a free e-card, which works well for sharing a card with office colleagues, friends, or family members. The selection isn't much different than what you would find in the card aisle at your local drugstore, but anything that avoids spending five bucks for a paper card works for me. www.groupcard.com



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AD INFINITUM Fall 2010 Pg. 22

Promote Your Profession, Support Your Local School

Jill M. Layton, President

ourt reporting seems to be a word-of-mouth occupation. Tracy Gott, an official court reporter from Adams County, came up with the idea to advertise the court reporting profession.

Tracy suggested placing ads in the athletic programs at schools. Not only will students see the ad, but their parents, family and friends will see the ad — as well as the students, family and friends from the opposing side!

If you would like to purchase an ad in a sporting program in your community, you can download the ad at www.ilcra.org, Student Area, Student Recruitment Ad or just click here. An example of one of the suggested ads is shown below.

What a great thing you can do by placing one of these ads in your local school's publication. You will be promoting the court reporting profession and supporting your local school as well!

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DID YOU KNOW THAT ILCRA OFFERS ONLINE MENTORING?

If you are student who would like an online mentor; or a court reporter who is interested in becoming an online mentor, go to www.ilcra.org and click the Mentor Program link under the Membership tab, or just click here. It's that easy!

ILCRA Welcomes 29 New Members!

PROFESSIONAL MEMBERS:

Nancy L. Bistany, Chicago Shelley M. Clark,

Washington, IL

Paula Erickson, Wonder Lake
Janet L. Galasso, Wheaton
Rachel F. Gard,

Crown Point, IN

Anna Leonard, Oak Park
Jan M. Mosley, Wadsworth
Andrea Murphy, West Frankfort

ASSOCIATE MEMBERS:

Jacqueline Akis (student)

Lisa Babick (student)

Meagan Cahill (student)

Bob Caton (account exec.)

Katie Collins (student)

Elizabeth Daniels-Natwick (account exec.)

Martine DuFrenne (student)

Renae Marie Gustafson (student)

Yvette M. Holcomb (student)

Sarah Huckstead (student)

Kimberly E. Kenney (student)

Tracy Kunkel (scopist)

Leslie McElhiney (student)

Ashley M. Palmer (student)

Christina Pryor (student)

Taylor Roe Quinton (student)

Eddie Reeves (vendor)

Laura Shapiro (student)

Michele Slowen (student)

Gina Stoudt (student)

Stephen Sumeraj (vendor)



Dear Nancy

Nancy Varallo

Dear Nancy: I keep hearing witnesses say the phrase "a whole nother" thing, instead of

saying "a whole other" thing or "another" thing. Would you write "nother" with or without an apostrophe? Signed: A Brother from a Whole Nother Mother

Dear Brother from a Whole Nother Mother:

I Googled whole nother and found entire blogs devoted to this phrase. I couldn't believe it. They MUST be court reporters! We're the only ones who care about such things. But I learned this phrase had teachers, editors, writers, and just plain folks blogging. I must confess, I was overcome, tearyeved with relief. They care, they really really care! For years I've imagined the grammarians of the world had been force-marched to Transcrivania. the work camp where Those Who Care would be terminated. But, oh joyous news, they have survived! And they're blogging. Which brings me to those fascinating blogs, rich with factoids crucial to the working reporter. Here's what I learned: "Whole nother" requires no apostrophe. The phrase was born between 1955 and 1960. (So were most of us, if you gaze around you at an NCRA convention!) I learned that seven (imagine, seven!) people want to eradicate its usage. I learned whole nother is a metanalysis of an other or another. Then I learned that metanalysis is not a word. Meta-analysis is, of course, but that's a whole nother blog.

Dear Nancy: I'm a CART provider in business for myself, but I also subcontract for another firm on a semester-long basis. I'm always careful to mention my affiliation with the agency when introducing myself to CART consumers, and I make sure all significant communication with them gets cc'd to the office.

I often wind up developing a good rapport with the CART consumers. If they offer me positive feedback about my work, would it be inappropriate of me to ask the firm owners whether I can use those testimonials on my website?

I don't want the firm to feel as if I'm threatening their client base. I would never poach a client, and I want to avoid even the appearance of impropriety. What should I do? Signed, Tentative Self-Promoter

Dear Tentative Self-Promoter:

You seem to have a firm handle on your personal and business ethics. Congratulations! Professionals often worry about the appearance of impropriety. And they should! But this is an opportunity for you to take the worry and turn it into a fruitful dialog.

It appears you and this agency have an excellent working arrangement. Talk to them. Ask the owners if they would permit you to use these testimonials on your website. As long as you're okay with the answer, be it yes or no, your discussion can produce valuable ideas about how each of you can benefit the other. I'm all in favor of pursuing brainstorming sessions like this because they promote a positive give-and-take. They improve relationships.

Testimonial pages tend to be a website's most frequently visited pages. A prospective customer wants to know who makes use of your services, are they satisfied, and what do they choose to say about you. It's important to keep testimonials up to date. In fact, the trend among court reporting firms is to skip the standard reporter bios and, instead, highlight testimonials from their own reporters describing what a great place it is to work.

Don't be tentative; be confident. Dear Nancy knows you can work this out!

Dear Nancy: I am a 180 student ready to start my court reporting internship. I've been reading about the replacement of court reporters by digital recorders and other methods. I know this subject has been debated and discussed for many years. What are the skills and work habits that today's court reporting students need to strive for to keep pace with these trends, and to become and stay gainfully employed? Signed, Living on Uneasy Street

Dear Living on Uneasy Street

If you're ready to start your internship, my guess is you've got some pretty good work habits and skills already. Keep your focus, review theory principles regularly, and keep up with your speed and accuracy practice, especially once you start interning.

Take full advantage of your internship opportunity. Try out all kinds of court reporting

(Continued on page 25)

Dear Nancy

(Continued from page 24)

assignments. Sit out in court and depositions. Ask a captioner and a CART provider if you can shadow them. (Contact me if you need help connecting with any of these professionals.) Importantly, take some time to introduce yourself to agency owners, especially those who arrange for you to sit with their clients.

Dress well; be punctual; conduct yourself like a professional; say thank you. A good first impression leads to a job interview. A poor first impression leads nowhere.

Here's advice you've heard before, but I want to underline it and put it in bold, all caps: Stay in school until you attain graduation speeds and get your diploma! Don't succumb to the temptation to go to work for an agency before you're done with school. You won't be adequately prepared to meet the challenges you'll face; they will overwhelm you.

Only by completing your speed tests will you be prepared to pass the RPR. Choosing to work for that credential is the smart career decision. The RPR will open doors for you, whether or not your state has a licensure or CSR requirement.

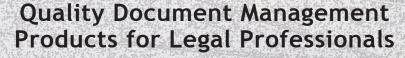
Down the road when you may be job-hunting, your RPR certification will keep your career options open. But don't stop with the RPR. In today's marketplace, realtime skill and RMR certification are the hallmarks of a true professional.

There's competition out there, from digital recording, voicewriters, tape recording systems. Don't fret unnecessarily about it. There are many positions that require the skills of a realtime-capable, steno reporter. I can't say it too often: The better writer you are, the more options you will have. Your realtime skills are your calling card. Make sure yours are good.

Good luck with your internship. And, please, finish school! We need you in this profession.

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.

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Spring Cleaning (Summer, Fall and Winter Too)

By Gregg Marshall, CPMR, CSP

had another desktop in my office fail this summer. I'm not sure it's down for the count, since the RAM and hard drive both test out fine, yet it randomly reboots. Since it is just one of four desktops I use with a keyboard/video switch, it isn't totally critical, so I moved the two printers attached to it onto another computer, moved QuickBooks onto yet another and will come back to it when I have more time.

I suspect the problem might be something thermal since the problems are more pronounced later in the day when it is hotter. That got me thinking. Most of my computer failures have occurred in June or July when the temperature rises in Colorado. Even if the failure was something like a hard drive that bit the dust, I have to believe heat was a major factor. So I opened the cases of all four desktops and used compressed air to blow the dust out. And there was quite a bit of dust to clean out.

I also noticed one of the fans had stopped spinning, which I see frequently. The dust tends to collect in the fans. As they spin, static builds up which attracts dust. The problem is as the dust collects in the fan, it can cause them to seize or burn out.

I use a small program called SpeedFan (www.almi-co.com/speedfan.php) to monitor the temperature of my notebooks, which tend to run hotter than I'd like, but I just installed it on all of my desktops. It also monitors the hard drive's S.M.A.R.T. system, alerting you if your drive is showing the early signs of failure.

Most CPUs have maximum operating temperatures of 60 °C (Continued on page 27)

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Spring Cleaning...

(Continued from page 26)

to 75 °C. Even if your computer isn't running at its maximum temperature, the hotter it runs, the shorter the lifetime of the computer. An overheated component in a computer may be the cause of those intermittent lockups. Some systems will slow down the processor if it starts overheating.

I have to admit I haven't gotten into a routine for cleaning my computers. Now that I realize how important it is, I've set a reminder in Outlook that will remind me the first Monday of every other month to clean out the computers.

I've got backup programs running on every computer. They are automated, so I know they are doing their job even when I forget. I wish I could have an automated computer cleaner.

The big question for you is: Have you cleaned your

computer recently? Keeping it clean so it stays cool will help keep it running at its best. And mark your calendar to clean it at least once a quarter.

Gregg Marshall, CPMR, CSP, is a speaker, author and consultant. He can be reached by e-mail at gmarshall@repconnection.com, or visit his website at www.repconnection.com.



Dust that has collected inside a computer. Have you cleaned your computer lately?

HAVE YOU CHECKED OUT ILCRA'S NEW WEB SITE?

ILCRA has a beautiful newly designed Web site with lots of cool new features.

Stop by and see what's new!

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WE WANT YOUR BUSINESS CARD!

SURE! I'd be happy to place my name prominently before my fellow ILCRA members and drum up a little business while showing support for my state association. Please display my business card in the next four issues of Ad Infinitum. Enclosed is my card and a check made payable to ILCRA for \$100.

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NCRA NewsFlash...

NEW LAWS ON THE HORIZON FOR COURT REPORTERS

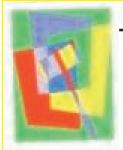
NCRA's government relations department continues to monitor and advocate for legislation that will benefit NCRA's members. In 2010, NCRA saw the culmination of nearly eight years of legislative activity when the Department of Education granted four schools almost \$1 million to train realtime writers and it continues to push for additional legislation to provide captioning of video on the Internet and other electronic devices through "The 21st Century Telecommunications Act of 2010," currently being contemplated by Congress. And those are just two of the issues that may affect court reporters.

PRESIDENT OBAMA SIGNS 21ST CENTURY COMMUNICATIONS AND VIDEO ACCESSIBILITY ACT

When President Obama signed the 21st Century Communications and Video Accessibility Act into law on Friday, October 8, millions of citizens who are deaf or hard of hearing were guaranteed new-found access to video programming on the Internet through closed captioning. This new law will require any and every video that, first, is broadcast on television and, then, distributed via the Internet to include closed captioning. Additionally, devices that display video such as smart phones, mp3 players, and DVRs must be capable of closed captioning and displaying video description and emergency alerts.

For the large and growing amount of video content that will be broadcast live in the years ahead on television and over the Internet there will be a growing need for, and appreciation of, stenographic court reporters who work as broadcast captioners. That is one reason the U.S. Bureau of Labor Statistics suggests that the court reporting profession will experience major growth in the years ahead, estimating that the profession will grow by 18 percent in the next eight years.

NCRA President Melanie Humphrey-Sonntag said, "What excites me most about the new 21st Century Communications and Video Accessibility Act is not just that there will be new opportunities for court reporters, though that certainly is true, but also that we will be able to use our skills to ensure that everyone has access to the information and resources that are shaping our future."



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Illinois 2nd Circuit Court Reporters Attend Their Annual Meeting

he Benton Evening News ran this photo and a short article about the Court reporters of the Second Judicial Circuit attending their annual meeting in Carmi. According to their supervisor, Mindy Koch, the Second Circuit employs a total of 15 court reporters who work daily in the 12 counties of the circuit.

"Our reporters have an average of over 20 years of experience in the court system and our most senior reporter has over 31 years of experience," Koch said.

The Benton Evening News reported that Starla Jay was recognized for passing her proficiency examination and joined her fellow reporter Amy Quint as an Official Court Reporter 4—the highest level for Illinois State Court Reporters, indicating that they have demonstrated realtime proficiency.

According to the Benton Evening News, there are

approximately 490 official court reporters in the State of Illinois with approximately 164 in Cook County.

The top five reasons to consider a career as an Illinois court reporter are: a degree/certification is possible

in two to three years; competitive starting salaries; additional transcript income; excellent benefits; and professional working environment. For more information go to www.illinoisofficialcourtrep orters.com.



Pictured from front row left, Crystal Baker (Wayne Co.), Robin O Neal (Richland Co.), Kelly Lemay (Jefferson Co.), Melinda Fowler (Franklin Co.) and Sylvia Harrawood (Wabash Co.); and back row, Cathy Kolter (Edwards Co.), Traci Ackman (Crawford Co.), Caren Sheraden (Wayne Co.), Mindy Koch (Supervisor-Jefferson Co.), Karen Crisel (Jefferson Co.), Starla Jay (Hamilton Co.), Brenda Byassee (Gallatin Co.) and Mary Marcus (White Co.). Present but not pictured was Amy Quint (Franklin Co.). Not present were Katie Schroeder (Jefferson Co.) and Cindy Simmons (Jefferson Co.).

Executive Director Wanted

Do you have a a wide range of knowledge of all things court reporting? Are you looking for a new and challenging job? ILCRA is searching for someone to take over the reins from our long-time Executive Director, Nancy Davis.

Nancy has directed this association since before many of you started reporting and now has decided to take a step back and start cruising towards retirement.

If you are looking for a career change and are interested in working closely with the ILCRA Board and fellow reporters from all over the country, or if you would just like more information about the position, please contact Dee Doubet at (309) 224-0032 or send a resume to her at 11423 W. Farmington Rd., Hanna City, IL 61536.

NOTICE TO MEMBERS:

You should be receiving ILCRA's new e-blasts. We are using email communication when there's important information that needs to reach you immediately. Make sure your security settings are allowing ILCRA.org to be sent to your inbox.



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Tech Bit:

Time to Update Your Website?

s your website starting to look "so last century?" When was the last time you posted new content on your website? Does it have a date last updated on the bottom that says you have ignored it since 2007? Or longer?

Even if you aren't Amazon.com or Zappos.com, your customers and potential customers are probably finding you more often by Googling you than looking you up in a phone book, if they still have phone books. Try looking your business up on Google, Bing and/or Yahoo. Does it appear in the first page of results?

I wouldn't get excited if you don't appear on the first page, especially if you typed just your business name and it is relatively common. But if you type your business name, the city and the state and don't show up, there may be search engine optimization (SEO) problems on your site. And another reason it may be time for a new website.

SEO is a huge subject, there are many books written about it. And there are several multi-day conferences on SEO every year. Plus it is a moving target, the algorithms used by the search engines in ranking your site are always changing.

But one measure every search engine uses in their ranking is how recently your content has changed. Newer content is assumed to be more current and therefore more relevant.

Also, like women's fashion, website design is constantly changing. What was a reasonable

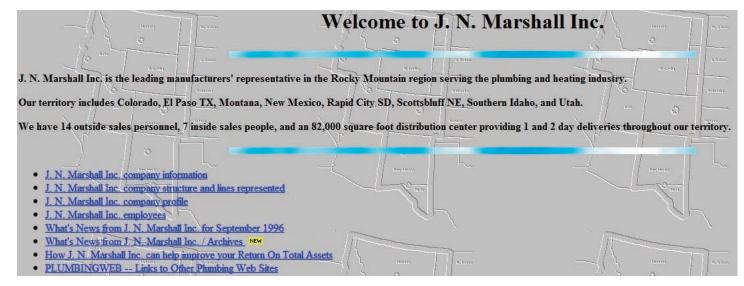
website design five years ago now looks dated compared to what other companies are doing. Like any advertising or brochures you might have, that first impression you give when a visitor comes to your website is critical. Especially since they might just click their back button and return to the search results page if you don't capture their attention in just a few seconds.

What do you want a customer, or potential customer, to see in the first 10 to 20 seconds when they visit your website? Usually if you haven't hooked them by then, you can figure they have hit the back button and are looking down their search results list for the next website.

If you can keep them on your website, think of all the questions they might want answered about your company, your products or services, and how to buy and use them.

One thought, since people buy from people, make sure that you profile anyone your customer might deal with. Our third generation website, done back in 1998, had a page for each employee to share with their friends and family. Long before Facebook and social networking, it put a human side to our company that is still applicable now.

Gregg Marshall, CPMR, CSP, is a speaker, author and consultant. He can be reached by email at gmarshall@repconnection.com, or visit his website www.repconnection.com.



My first website, only 14 years old, was state of the art when we built it in HTML, now looks dated.

I LLINOIS COURT REPORTERS ASSOCIATION

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Members of ILCRA are required to adhere to ILCRA's Code of Ethics. If, as a member, you violate ILCRA's Code and your ILCRA membership is suspended or revoked, that information shall be published in the Ad Infinitum or other ILCRA Publications.

Illinois Court Reporters Association Mission Statement:

To maintain standards of excellence in verbatim shorthand reporting, to provide continuing educational opportunities and advocate technological advancements, and to promote a spirit of mutual assistance between the profession of verbatim shorthand reporting and its consumers.

WHAT ILCRA DOES FOR ILLINOIS REPORTERS

- Works to maintain your right to be certified.
- Administers the RPR, RMR, RDR, CRR, CBC, and CCP examinations and publishes the dates of the tests in Ad Infinitum.
- Monitors, promotes, and lobbies to pass legislation favorable to the interest of court reporters, captioners and CART providers. Monitors legislation affecting our professions on a statewide and national basis through both our Legislative Committee and our lobbyist.
- Sponsors an annual conference and one-day seminars including continuing education and the latest in reporting technology.
- Publishes the Ad Infinitum, a quarterly online newsletter containing the newest up-to-the-minute reporting developments throughout the state, highlights of board meetings, advertisements of vendors and agency owners, and names and telephone numbers of ILCRA officers.
- Serves as an affiliated state unit of the National Court Reporters Association.
- Offers members significantly reduced rates for the conventions and seminars.
- Co-hosts and pays for NCRA continuing education units for the three Court Reporting Services Seminars.
 ILCRA also provides personnel in connection with those continuing education credits.
- Awards a Student Scholarship, a Distinguished Service Award, an Award of Excellence for an Outstanding Educator and conducts speed contests each year.

- Provides on the ILCRA Web site, a Resource Manual which includes the CSR Act, Court Reporters' Act, Rules and Regulations of the Illinois Department of Professional Regulation, Transcript Act., and ILCRA Bylaws. It also includes officers' names and contact information as well as Committees and Committee Members. ILCRA Member Information is included on the Web site under Member Listing
- Offers an Online Student Mentor Program.
- Promotes student recruitment.
- Organizes letter-writing campaigns on issues affecting our professions.
- Sends representative members to legislative boot camps, leadership conferences and the national convention for training and education.
- Provides reporters for demonstrations on request and attends career days throughout the state.
- Provides free CART brochures to its members.
- Provides a court reporters network through our ListServe program which allows ILCRA to immediately be in touch with members via e-mail.
- Serves the membership with an 800 phone number, 1-800-656-2467 and a Web site www.ilcra.org.
- Provides a full-time staff person, our Executive Director, to assist members.

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