

Fall 2007

Volume 20, Issue 3

## Letter from the President

Dear Clients:

I recently received a phone call from a staff member named Kay Dawn Dortch of Needles client Norris Injury Lawyers, P.C. Located in Birmingham, Alabama, the Norris Brothers (Robert, David and John), have used Needles and used it well for the last 16 years in their Personal Injury practice.

Among her other duties, Kay Dawn is the "Project Manager" at the firm. She had been asked to investigate the possibility of using their Needles system for projects outside the basic everyday caseload.

Norris Injury Lawyers firm members believed that with its flexibility and customizability, Needles could be used for many other projects required by the firm. Kay Dawn mentioned the following ideas as project possibilities:

- Controlling the inventory in the kitchen
- Employment development meetings
- Marketing
- Seminar scheduling

I told her that the Needles capabilities are unlimited. In fact, they are limited only by one's imagination. I strongly advised her to continue the project and let her know that I would help her whenever I could. I mentioned to her that our company actually uses our own Needles software to run the business on a daily basis and everything we do is "outside" of a law office case load. I also told her that I would check with other clients to discern what they are up to regarding "outside" projects.

I was stunned with that which I found!

One of our clients, Siegel & Doyle in Rockville, MD, uses their Needles system to manage every aspect of a minor league basketball team, from game schedules and scores, to team members and coaches. They have set up a case type and reports just to manage this outside venture. This is, of course, in addition to managing their regular law office caseload with the Needles system.



### New Versions

- **Needles 4.7 is out in Beta testing. We appreciate all your patience. Needles 4.7 will be released to all clients following a successful beta test period. Stay tuned!**
- **Don't forget to visit us online at [www.needles.com](http://www.needles.com) frequently. The Clients Only section is updated regularly.**

### Inside this issue:

- President's Letter (con't) 2
- New Faces 2
- Partner Spotlight 3
- Needles Corporate Calendar 4
- Online Hotline 4
- Redesigned Website 4
- What Our Clients Are Saying 4

Another client, E. J. Leizerman of E. J. Leizerman & Associates, uses the Needles program to track and manage his annual golf outing. He uses the mailing list and reporting features. All foursomes are entered into Needles and tracked.

Beyond the tracking of sports, I found several clients using Needles to track staff performance and training. For example, Hughes and Coleman, PSC in Bowling Green, KY has set up a foolproof system for training intake staff. Beth Leone of Leone, Bender & Seate LLP in Raleigh, NC makes sure staff is toeing the line by tracking performance in Needles through reports.

Other projects I discovered were:

- Conference room scheduling
- Inventory of all types of equipment, such as computers, copiers, printers, etc. and all types of service information
- Marketing information
- Employee information- name, address, phone number, Email address, SSN, reviews, emergency contacts, etc.
- Track reservations on condos and vehicles owned by the firm
- Track rental property and apartment tenants
- Political mailings to parties and providers at election time
- Manage membership lists of community grass roots organizations such as Rotary, Masons, Junior League, etc.
- Track other businesses owned by partners such as car washes, beauty parlors, etc.

Actually, the list goes on and on! There is not much that Needles can't track. It comes down to the creativity of the partners and staff. The checklist alone, with its tracking and reminder capabilities, can do so much in this area that is a shame not to use it for these projects. One client said to me, "Checklist!!! That is my secret weapon!!!"

Kay Dawn (love your name!) You go for it, girl. And, please let me know what else you discover.

Thank You,

## New Faces at Needles

Needles welcomes new Marketing Assistant Lindsey Goodrich.

Maryland native Lindsey Goodrich joins the Needles team as a Marketing Assistant. Baltimore "born and bred," she briefly lived in Gaithersburg, MD before returning home to attend Towson University. From Towson, Lindsey received a Bachelor of Science in Family Studies and Services to Children. Since that time, she has expanded her skill set by working with various non-profit agencies in the areas of fundraising, marketing and event planning.

In her spare time, Lindsey enjoys spending time with her family and friends, traveling, going to the theater, reading and watching television and movies. A truly philanthropic spirit, Lindsey also enjoys volunteering with Casey Cares, a non-profit children's charity devoted to helping critically ill children and their families. This Baltimore girl is also a sports fan and loves both the Orioles and the Ravens! In the future, Lindsey plans to tour the globe, especially Australia.



*"There is not much that Needles can't track. It comes down to the creativity of the partners and staff."*

# Needles Partner Spotlight

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“Needles Partners” \* are vendors who provide, or are interested in providing, hardware support to Needles clients. In many cases, these vendors may have experience supporting the hardware required to operate the Needles Customizable Case Management Software program.



We make IT work for your business.®

## What is your companies' motto/mission?

Founded in 1999, mindSHIFT Technologies provides flexible managed technology services that keep your IT resources running smoothly. The result: the peace of mind that comes from knowing you have enterprise-strength technology and IT experts at work for your firm.

## What do you want Needles clients to know about your company?

With more than 10 years of legal experience, mindSHIFT Technologies serves as the preferred technology partner to leading law firms. We have done work with one-fourth of the AmLaw 200, as well as dozens of smaller firms. Our expertise reflects our intimate knowledge of the legal environment – and the technology challenges you face.

In June, mindSHIFT Technologies acquired [Network Alternatives, Inc. \(NAI\)](#), a Philadelphia-based provider of full-service technology solutions to small and medium-sized enterprises in the legal and professional services markets. The acquisition of [NAI](#) extends mindSHIFT's managed services portfolio to include software-as-a-service (SaaS) for fully-managed desktops, and complements mindSHIFT's Aspire managed IT services for law firms.

With mindSHIFT, you can choose from a wide range of solutions to manage and support the document manage-

ment, mobile and other computing needs of your partners, associates, staff, and clients:

- Disaster recovery and application continuity services
- Remote tapeless backup
- Client collaboration extranet services and Internet-edge security
- 24-hour operational support of your environment
- Server and network monitoring
- Network operations center (NOC) services
- Secure, manageable legal desktop
- Voice over Internet protocol (VoIP)

In mindSHIFT's software-as-a-service solution, Needles Case Management Software and other applications such as Microsoft Office run in a world-class data center and are transparently streamed to end-users via a dedicated connection.

## How did your company get involved with Needles?

In 2003, mindSHIFT was introduced to the personal injury law firm, Hughes & Coleman. This leading firm consisted of 17 lawyers and 68 other staff members located in Tennessee and Kentucky.

With 85 PCs in multiple office locations, it became critical that Hughes & Coleman have the information technology infrastructure in place to easily and securely share data and collaborate on cases among all of its offices. The firm turned to mindSHIFT's OA-

SIS® solution, in which mindSHIFT supported the firm's entire desktop and desktop applications via a dedicated connection from Hughes & Coleman's office locations to mindSHIFT's world-class data center.

Law firm members were emphatic that they wanted to keep the Needles Case Management Software, so mindSHIFT added Needles to its list of supported software. Not only was the software easy to use and beneficial to the firm's end users in managing cases and client matters, but our engineers soon found that the Needles software worked great in the OASIS environment.

From that point on, Needles Case Management Software has been offered to our OASIS clients. The software makes typically copious tasks more manageable because everything becomes automated, and the firm no longer needs to spend time manually organizing client mailings, trying to keep up with client court dates, etc.

Our company looks forward to the valued partnership with Needles for many years to come.

For more information contact Mr. Ed Grubb @ (215) 702-3800.  
<http://www.networkalternatives.com/>

\* The "Needles Partners" program is an informational service. By listing these individuals or companies, Chesapeake Interlink, Ltd. is in no way, implied or otherwise, endorsing the work of the vendor.

# Needles Corporate Calendar

## 2007 Educational Seminars Schedule –

The "Knowledge is Power" seminar series has been extended. Taught by Certified Needles Trainer Sherryl Coleman, the seminars will teach both attorneys and staff members to take their use of Needles to the next level. To register or for more information, contact Lindsey Goodrich at (410)-363-1976 or via e-mail at [lgoodrich@needles.com](mailto:lgoodrich@needles.com).

Featured events include:

“Basic User Defined Report Writing: Getting the Most Out of the Needles Report Writer”

September 25-26, 2007

“Beyond the Basics”

November 8-9, 2007

“Using Needles to Manage Your Business- A Seminar for Attorneys”

October 15-16, 2007

“Document Coding and Merging Workshop”

September 27-28, 2007

October 29-30, 2007

“Creating a Procedure Manual”

December 3, 2007

Interested in learning more about Needles, but don't see your subject listed? Submit your suggestion to [lgoodrich@needles.com](mailto:lgoodrich@needles.com). Who knows? Other Needles users may be interested in the same thing!

## Needles Online Hotline

Need help with something in Needles? Don't forget about our Needles Online Hotline. Located within the Clients Only section, of [www.needles.com](http://www.needles.com), the Needles Online Hotline features several “hot” topics through short, downloadable videos. The “mini-training” videos may be accessed at any time, day or night. With the ability to pause, rewind, and watch again, the videos are an easy way to learn about Needles from the comfort of your own home or office. Sample topics include: Customizing Your Needles Display, Setting up a Status Tab, Using the Needles Value Tab, Marketing with Needles, and more! Free to all clients on our support program, this is a useful and easy tool for learning about Needles.

## Redesigned Website: Coming Soon

Needles will release its newly designed website in late fall. New features will include:

- Quick login to the Clients Only section from any page on the site.
- An updated and reorganized menu to help find information more quickly.
- A new link to check your current version to make sure you are on the latest version.
- A new link to upgrades and patches so you don't have to search through the downloads to find the current one.
- A new look and feel with more graphic elements.
- A new vendor section to list vendors that may be of interest to law firm clients.



## What Our Clients Are Saying About Needles



*“I know of no better run business than yours, and excellent client service is your hallmark.”*

Jon Ostroff

Law Offices of Jonathon Ostroff, LLC  
Plymouth Meeting, PA (484)351-0305

## 2007 Tradeshow Schedule –

The Needles' Sales Team travels the country educating groups regarding the importance of implementing a comprehensive case management system. If you know someone who could benefit from implementing Needles, please encourage them to visit one of the following events:

September 6-9:

Consumer Attorneys of Los Angeles Annual Meeting held in Las Vegas, NV

September 7:

Maryland Trial Lawyers Association, First Party Bad Faith Seminar held in Columbia, MD

October 5-6:

Network Affiliates Meeting held in South Beach, FL

October 10-14:

DRI Annual Meeting held in Washington, DC

October 26-27:

Juris Conference held in Nashville, TN