



The Law Offices of Marc L. Shapiro, P.A.

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GETTING BETTER

CELEBRATING THE PEOPLE WHO
HELP US RAISE THE BAR

I've had to learn over the years that I can't do it all on my own. When you start a business, you can't help but be involved in the day-to-day details. But if you want to grow, you have to loosen your grip and delegate to people who can not only fill your shoes but also take your business to the next level.

April 27 is Administrative Professionals Day, and I want to take a moment to shout out our director of administration, Karen Kalinowski, and our controller, Nick Skinner. They may not have typical administrative jobs, but they keep our offices running smoothly and have a profound impact on our ability to serve more clients.

When another attorney first told me I should hire a PLA, I didn't even know what it stood for. A professional legal administrator is responsible for handling all of the business aspects of a law firm. Karen has stepped into this role and revolutionized our office culture, hiring process, and standards.

We now have a mission statement, core values, key goals, and even a marketing plan. Before, I did all the hiring, and whoever demonstrated the most skill and experience got the job. Now, we realize that we need more than that. We need people who love this work, bring a sense of purpose with them, and align with our mission and values. If a person just wants a paycheck, they're not the right person for our firm. Karen's interviewing finesse guarantees that we only hire people with a strong internal drive and sense of empathy.

She also does so much more. Karen is responsible for creating and calculating our key performance metrics, writing job descriptions, handling HR issues, and creating our policies and procedures. Since we strive to keep things fun around here with parties and potlucks, she also spends a lot of time planning events and building a company culture that retains quality employees.

Meanwhile, Nick handles our budgeting and cash flow. Growing a business is an art. If you grow too fast, you quickly run out of space and resources and see quality plummet. But with a financial plan in place, you can budget for steady and sustainable growth. Nick keeps us in that sweet spot by breaking down our referral sources, acquisition costs, projected settlements, and other financial metrics. Though our primary goal is to help people, we can't do it without money in the bank.



Over the years, I've met many people whose attorney has hurt them as much as their original injury did. Often, they were advised to take disadvantageous settlement offers by counsel they trusted. Why did those attorneys shove settlements down their clients' throats? It's because they need cash immediately. They can't focus on their clients' best interests when they're trying to keep the lights on. With an administrative team behind me taking care of our finances, I never have to worry about being put in that position. If I am, it will be the day I stop practicing law.

Solid financial footing also allows us to spend the money we need to win cases. We can go toe to toe with big insurance companies with bottomless pockets. At the same time, we're more than just a business — we're not one of those big law firms where you'll never even talk to your attorney. That's why we like to say we're big enough to handle serious cases but small enough to care.

Maybe it would be more accurate to say that I *can* do it all on my own, but we get much better results when I have a stellar team beside me. Karen and Nick are two reasons we're one of the nation's top 500 fastest-growing law firms and recently celebrated a record number of new clients in a month. Best of all, their hard work allows me to spend less time focused on the business aspect of the firm and more time getting each of our clients the result they deserve.

Marc L. Shapiro





Egg-splore Different Ways to Celebrate Easter

FUN HOLIDAY ACTIVITIES THE WHOLE FAMILY WILL ENJOY

Easter is approaching, and there are tons of activities you and your family can do to celebrate the holiday. These activities will let your children or grandchildren unlock their imaginations, all from the comfort of your own home.

KiwiCo Eggsperiments

Cost: \$26.95

KiwiCo.com

These experiments bundle creativity, science, and education in one fun, family-friendly package! Instead of having your kids decorate eggs with paint, you can use this kit to conduct scientific experiments. Your child will be able to color eggs and create crystalized shells by using chemistry, physics, and biology.

Egged On

Cost: \$24.50

Amazon.com

You've heard of casino roulette, but have you heard of egg roulette? Well, now you have with Egged On, a Hasbro board game that

will have you and your children laughing in no time. You first spin the wheel to see how many eggs you will crack over your head or someone else's. Some of these eggs are filled with water, which are the eggs you don't want. Try your luck with this fun-filled game.

Easter Cookie Kit

Cost: \$29.99

ThePopcornFactory.com

Did somebody say cookies? Yes, we did! With this cookie kit, you and your kids will be creating edible bunnies, flowers, and eggs! The kit provides all the ingredients you need to bake delicious cookies, which is a perfect time to teach your child about the fundamentals of baking while having fun at the same time. This activity satisfies your creative needs and your cravings for a sweet treat.

The traditional activities around Easter are fun, and now you have even more options to choose from — but these items will go fast so pick one up ASAP. These activities are enjoyable for the entire family, and you can create memories that will last a lifetime. Happy Easter!

Speed Racer LILLY SHAPIRO IS A RECORD SETTER



Hi, everyone! Marc, here again, with a special note about my family. With the Boston Marathon quickly approaching in April, it seems like the perfect time to talk about the runners in my family.

My brother, Brad, ran cross-country in college — that's how he met his wife. He once attended the Boston Marathon and told me it was unlike anything he'd expected. First, the non-elite runners start so far back that they begin miles away from the start line; so, he was already tired by the time he "started." Second, running through crowds of people presents unique challenges. Finally, the runners had to go down a big hill at the beginning of the race, which is hard on your legs and weakens the muscles. Though he's glad he did it, I'm not sure he'd sign up to repeat the experience.

But the real running star in the family is Brad's daughter, my niece, Lilly. Even though she's still in high school, she is by far the fastest person I know.

In November 2021, she placed second in the New Jersey State Interscholastic Athletic Association (NJSIAA) Girls Cross Country Meet of Champions. Her time was faster

than any in the previous 43 competitions, and she broke a record in her conference by 12 seconds. She also defeated the meet's best time set back in 1983. Though another runner beat the same record and ultimately won the race, it was an incredible accomplishment.

In February 2022, Lilly competed against college and pro runners at Boston University and came in sixth place. She also scored the No. 2 record for the fastest mile run indoors by a girl. It proves that she can hold her own even against more experienced runners who had more professional training.

Then on March 5, she made history again by returning to the NJSIAA Girls Cross Country Meet of Champions where she became the first girl to win the 1,600 and 800-meter races at the same meet. In the 1,600-meter, her time ranked as the 6th fastest ever, and her 800-meter time was the 12th fastest in meet history.

As you can probably tell, the rest of the family and I are incredibly proud of Lilly, and we know she's bound for great things in her college running career. She's off to the races, and all we can do is try our best to keep up!





‘High-Quality Service and Professionalism’

WHAT OUR CLIENTS ARE SAYING



“I would never wish an accident on anyone, but if one happens, do not go anywhere else. The Law Offices of Marc L. Shapiro are very professional, and I believe they are one of the top firms in the country. Thank you to Shawn for always being there for my concerns, emails, and questions. That’s what I call high-quality service and professionalism. Keep up the good work!”

–Tudor T.

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ONE-PAN CHICKEN TACOS

Inspired by TasteOfHome.com

Ingredients

- 1 lb chicken breasts, sliced into 1-inch pieces
- 2 tbsp garlic powder
- 2 tbsp cumin
- 2 tbsp chipotle powder
- Canola oil (for frying)
- Corn tortillas
- Grated cheddar cheese
- Pico de gallo and guacamole salsa (to taste)

Directions

1. In a mixing bowl, combine the chicken pieces, garlic powder, cumin, and chipotle powder. Mix until the chicken is coated.
2. In a frying pan, heat the oil. When the oil is hot, add the chicken mixture. Cook on medium heat for 5–8 minutes.
3. Remove the chicken from the pan, and add the corn tortillas (avoid overlapping) so they soak up the juices. Flip the tortillas and repeat. Then, add chicken and grated cheddar to each tortilla and fold it over the filling — in the pan.
4. Cook the tacos for 3 minutes per side until the tortillas are crispy and the cheese is melted.
5. Top with pico and guacamole salsa, and serve!

Word Search

D	O	Y	F	X	P	F	E	E	K	G	B	W	O	N
S	P	R	I	N	G	S	T	A	R	N	A	I	O	A
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BLOOM
CLEANING
EARTH
EASTER

FLOWERS
FOOL
PRANK
RAMADAN

RECYCLE
SPRING
TEACHER
VENUS



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Celebrating Our Administrative Professionals
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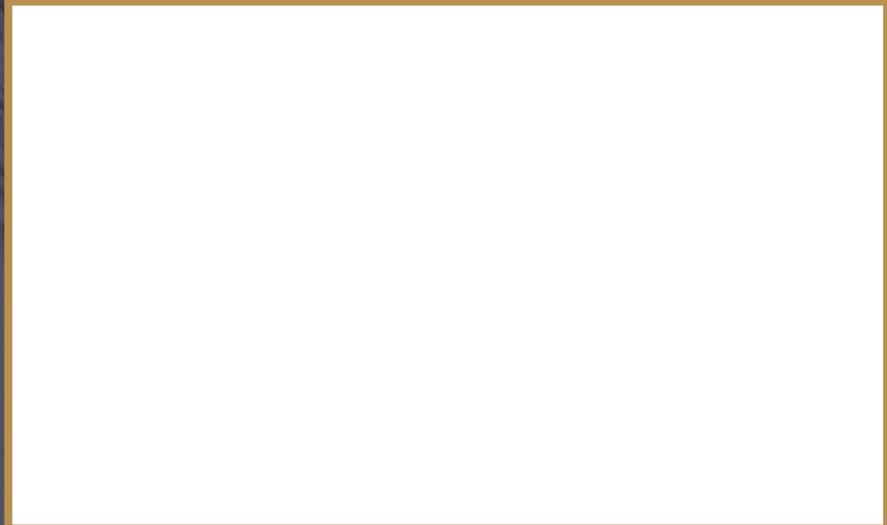
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Just Like Riding a Bike

CYCLING IS THE PERFECT ACTIVITY FOR ALL AGES

You likely learned how to ride a bike as a kid — according to a 2013 survey, about 94% of American adults did. Even if it has been a while since your last ride, most people agree you never forget how, and you don't have to be in great shape to get started. Outside of walking, biking might be the most accessible exercise for all ages and ability levels.

The beauty of biking is that it can be as relaxing or challenging as you want. The average kid learns to ride at around 5 years old, so the basics aren't complicated. Biking helps young children get outside and gives them a taste of being a "big kid." As a result, it's excellent for their self-esteem as well as their fitness.

Cycling is also perfect for adults who are new to exercise or need a low-impact activity. A short ride on a flat surface will get the heart rate up without feeling too strenuous, making it optimal for beginners. Older adults and people with knee problems also use biking as an alternative to other forms of exercise because it's easier on their joints.



Meanwhile, those looking for a challenge can easily find one. If you want a strenuous workout, it's easy to ride farther, increase the resistance on your bike, or pick a steeper bike trail to explore. Biking is only a cakewalk if you choose to make it one.

Since it's perfect for all ages, cycling is the ideal outdoor activity to do with your family, allowing everyone to be involved in quality time together while promoting their health. To get started, make sure everyone has a bike they can use comfortably and a helmet that fits, plus understands bike safety. Once the basics are taken care of, you're ready to hit the trails or explore the neighborhood.

Even if you never learned how to ride, there's no time like the present. You might feel a little silly at first, but the benefits of cycling will serve you — and your family — well for the rest of your life.