



Communicators Talk

News from the NABE's Communications Section • Summer 2003

A Roadmap to the Future

When I was a newspaper reporter, a sportswriter friend and I used to take a road trip each August. We began by watching the thoroughbreds at Saratoga, then the Phillies (the baseball variety) in Philadelphia, followed by the Orioles in Baltimore and then we hit Yankee Stadium on the way home. I usually served as the navigator, which meant we got lost at least once during these trips. On one occasion, after we had gotten hopelessly off course, my friend, his voice laced with exasperation, said to me, "Don't you know how to read a map?" I replied, "No!"

My ineptitude with maps notwithstanding, every organization needs a roadmap to reach its destination. In order to determine that destination, an organization needs to periodically take the pulse of its members. Members' needs and priorities change over time, especially in this age of rapid technological advances.

In April 2003, the Communications Section sent to its members a Member Needs Assessment Survey to ascertain our section members' professional development needs and interests, now and in the future. I am pleased to report to the section the results of this survey. We received 31 responses, which is roughly 20 percent of our total section membership. Here are some of the highlights:

- Nearly nine out of ten respondents (87 percent) had attended a section event or used a section service within the past year. Nearly all respondents had used the section listserv or read the section newsletter, and eight out of ten had attended the annual section workshop.

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- Asked what was the most important activity or program the section can provide this year, 45

percent identified maintaining high quality programs at the workshop, while 25 percent cited an active listserv.

- Balancing electronic communications with print publications and keeping up



Christopher Blake
SECTION CHAIR

with technology were seen as the greatest challenges facing bar communicators in the next three years. Eight out of 31 respondents viewed electronic communications and technology as the greatest challenge. This was followed by issues related to lack of funds for marketing and public relations activities (five responses), attracting and retaining new members including young lawyers (four responses) and keeping up with trends in the legal profession.

- Writing was identified as the most critical skill for bar communicators (16 responses), followed by the ability to work with technology and electronic communications (14 responses), media training (10 responses), and working with volunteers (8 responses).
- Technology/electronic communications was the area for which the greatest number of respondents felt they needed assistance or training. Seven out of 10 respondents (22 responses) identified technology and electronic communications as a critical training need. This was followed by long-range business planning (14), budget and financial planning (11) and CD-ROM/internet publication (10).
- Asked what could be done to improve the annual section workshop, a high number of respondents said the

continued on page 2

2002-2003 Communications Section

Officers and Council

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Chris Blake

CONNECTICUT BAR ASSOCIATION
860-612-2014 or cblake@ctbar.org

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THE D.C. BAR

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NEW MEXICO
STATE BAR

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ILLINOIS STATE BAR
ASSOCIATION

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ABA DIVISION FOR
BAR SERVICES

Communicators Talk is a newsletter published quarterly by the National Association of Bar Executives Communications Section as a membership benefit. To submit materials for the next issue, please send copy to Chris Blake at cblake@ctbar.org

Chair's column

current focus and mix of programs are appropriate and no changes are needed. However, some did suggest a variety of improvements, including more focus on publications, more small group interaction, less emphasis on "outside" keynote speakers, and more outreach and programming for smaller bars to encourage their staff members to attend.

- The cost of attending the workshop was seen as "about right" by 22 of 31 respondents, while only one thought it was too high.
- Nearly all respondents (29) said they prefer to receive information about NABE activities through e-mail, while the listserve (26) and the newsletter (17) were also identified as preferred vehicles for informing members. Members were allowed to list more than one vehicle for receiving information.
- Respondents identified practical, how-to information and tips as the most valuable information they would like to see in the newsletter. This was followed by articles on issue facing bar communicators, features on successful programs and current trends in marketing and PR.
- Only two respondents said they regularly visit the NABE web site, while 16 occasionally visit and 10 seldom visit the NABE site.
- More than eight out of ten respondents (26) have posted a question or a response on the section's listserve. Nearly all (29) regularly read the listserve.

What conclusions can we draw from these results? Clearly our members value the workshop and the section listserve, but we must keep the workshop content relevant and make sure the listserve stays active. In addition, our members hunger for more training in how to best utilize technology, including e-mail and e-pubs, in effectively communicating with members. Another conclusion is that many of our section members are asked to provide effective media outreach, image campaigns, and marketing with limited resources. We can help our members by sharing the techniques and practices we have used to run successful marketing or PR campaigns on a shoestring.

The results of this survey give us vital feedback as we constantly strive to design the best roadmap to meet our section members' needs. We will discuss the survey results at the upcoming NABE Annual Meeting in San Francisco and share the full results with our section members. Now if only I could learn to read a real roadmap.

"At Your Fingertips" Resources

from the ABA Division for Bar Service

The ABA Division for Bar Services recently announced the availability of two online information tools developed expressly for the benefit of bar association executives and staff. Members of the NABE Communications Section will find the combination of these resources to be of particular value for gathering comprehensive – and immediate -- information relating to bar association administration, programming and activities.

Bar Cat

Bar Cat provides bar association leaders and staff with direct online access to the rich and multi-faceted catalog records of the DBS Information Clearinghouse. The DBS Clearinghouse, whose library and file materials now exceed 15,000 individual resources, represents the most comprehensive source of information on bar association management, programming, member services and community outreach.

Unleashed in the fall of 2002, Bar Cat permits users to construct their search by placing terms or phrases within the "Keyword" or "Title" fields, or by browsing a "Subject" field containing an extensive list of subject headings used to classify Clearinghouse materials. Results can be narrowed by limiting the search to specific publications or to specific types of bar organizations (e.g., unified state bars, voluntary bars, local bars, foundations, etc.). Retrieved records are displayed in brief catalog format (20 to a page), and the user has the option of viewing the full record by clicking a link embedded in each result.

In addition to providing access to DBS Clearinghouse records, Bar Cat provides access to the full text of Bar Leader articles dating back to Fall 2000.

Bar Crawler

Bar Crawler is a search engine providing dedicated access to the public Web content of state and local bar associations, foundations, special-focus bar organizations and trial lawyer associations. Bar Crawler methodically searches and indexes over 300 bar-related Web sites, representing over 30,000 individual Web pages (and it continues to grow each month). Bar Crawler's spider software burrows through bar association Web content by following HTML links, gathering content in a variety of formats including HTML, .asp, .pdf, .doc and .txt.

Spun out in March 2003, Bar Crawler can be especially useful as a "current awareness" tool, enabling bar leaders and staff to broaden their awareness of changing

trends in issues management, bar organization and administration, and public services programs (it is also an excellent device for accessing Presidents' Pages and other online bar journal content from those bars that have made their journals publicly available). Users can search Bar Crawler using key terms linked to Boolean connectors in the same manner as keyword searches are formulated in Bar Cat, and have the option of limiting searches to individual state and local Web addresses.

Bar Cat and Bar Crawler can be accessed at the DBS Web site, <http://www.abanet.org/barserv>

To learn more about these resources, and to learn more about how you can optimize your Web site presence in Bar Crawler, contact: Brian Myers, DBS Information Coordinator, by phone at 312/988-5362 or by E-mail at myersbw@staff.abanet.org.

Do you need
information –
and you needed it
yesterday?

Do you have the gem of an idea, but wonder if anyone else has any experience along these lines?

Is your president wondering why you don't know what every other bar organization in the country is doing in a particular area?

CALL THE ABA'S DIVISION FOR BAR SERVICES

It's a clearinghouse for information.

Division for Bar Services
541 North Fairbanks Court
Chicago, IL 60611-3314

Phone: 312-988-5356; Fax: 312-988-5492

E-mail: derricoe@staff.abanet.org

Anne Charles Award — Distinguished Service to the NABE Communications Section

What is the Anne Charles Award for Distinguished Service?

The Anne Charles Award for Distinguished Service is presented to a member of the NABE Communications Section who has made a significant contribution to advancing the goals of the Section through committee service or other Section volunteer efforts. The award recognizes the “unsung heroes” who have shared their time and expertise on behalf of the Section.

Who was Anne Charles?

The award is named for the late Anne Charles, director of communications at the State Bar of California, who served the Section by chairing committees, serving on the Executive Council, mentoring new members, and representing the Section's interest with the NABE Board of Directors. In 2000, the Section Executive Council created this award in her honor.

Who is eligible?

Members of the NABE Section on Communications. All members are eligible except former section chairs and current members of the Communications Section Executive Council. Any member of NABE may submit a nominee for consideration.

What are the selection criteria?

Significant and consistent participation in Section volunteer activities, furthering of the Section's goals through committee and other related activities on behalf of the Section such as serving as a mentor or member of the workshop planning committee.

Who selects the recipients?

A committee appointed by the chair of the Section will review the nominations and recommend a recipient to the Executive Council for approval. The award may be presented each year at the discretion of the Committee. More than one recipient may be selected at the discretion of the Committee.

What do I need to do to nominate a worthy candidate?

Complete the “Anne Charles Award Nomination” form and return it to Paul Nickell by August 30, 2003 (email: pnickell@osbar.org, fax 503-598-6940).

When will the award be presented?

At the Annual Communications Workshop in Saint Louis, Mo., from October 15-18, 2003.

Who do I contact for more information?

Paul Nickell, Anne Charles Award Chair, Oregon State Bar Association, (503) 431-6340 (tel.); 503-598-6940 (fax); e-mail pnickell@osbar.org.

(Form on page 10)

NABE Communication Section Unveils Redesigned Web Site

By Joe Conte

The Communications Section's electronic services committee has recently completed its task of redesigning the look and navigational functions of the section's web page within the Division of Bar Services.

The committee late last year undertook a review the content and look of the site and make recommendations for changes. Beginning by taking any suggestions, compliments or criticisms offered by section members, the committee compiled a list of proposed changes and additions and created sample pages for how the new site would look and operate. Essentially, the existing pages were merged with new pages into three categories:

- About the Section
- Section Resources
- NABE Resources

These pages were distributed to the group and each member was asked to review the proposed site and make recommendations for additional improvements or changes. This proved very effective and resulted in the site currently online at <http://www.abanet.org/nabe/nabecomm.htm>.

The first attempt at redesign included a rotating graphic and a pull-down menu from which visitors would choose where to go on the site. Committee members thought these elements were too imposing. The rotating graphic was then changed to a still image and the pull-down menu was converted to a bulleted list. Both suggestions resulted in a better end product. Further, the committee thought it would be helpful to have a page with links to bar publications online. Now, in one easy and convenient place, we can see what other bars are doing with their publications and peruse a wealth of content and ideas. Another exciting and soon-to-be-completed section is the member resource directory being coordinated by Christine Cendagorta, a past section chair. This directory will be a valuable resource for section members. The new site also boasts some additional benefits for members, including links to various communicator sites and a new page devoted to the annual section workshop.

Once the new site was designed and tested, it was sent to the ABA Division for Bar Services staff for implementation. Brian Myers and Jill Werner were instrumental in getting the new pages inline and operational. Special thanks also goes to the electronic services committee for their hard work in bringing this project to fruition. They are: Chris Blake, Connecticut Bar Association (ex-officio member); Christine Cendagorta, Washoe County (Nevada) Bar Association; Joe Conte, formerly of the State Bar of Georgia now with the New Mexico State Bar; Mark Matthewson, Illinois State Bar Association; and Roger Parris, Bar Association of Erie County (New York).

If you have additional ideas or suggestions to improve the section's web site, please send them along to Chris Blake, section chair, at 860-612-2014. We are always interested in making improvements.

NABE The National Association of Bar Executives

Communications Section : Home

National Association of Bar Executives Communications Section

Welcome!

Welcome to the NABE Communications Section's place on the Web. We hope you will find these pages of great use to you as a Bar communicator. We are also anxious to hear your ideas and suggestions on how to make the site more valuable to you. Please let us hear from you on content or links to add. Contact either myself, cblake@ctbar.org or Joe Conte, joe@gabar.org with your suggestions.

Chris Blake
Section Chair

About the Section

- Structure & Membership
- Section Awards
- Projects and Programs
- Section Publications
- Section Finance

WWW.
nabenet.org

Whether you're
trying to locate a
colleague
in another state,
or checking in to
stay current with
the latest news
and information,
we've put
together a variety
of resources
to make your visit
worthwhile.

Places to go... People to see...

Joe Conte has been appointed as the executive director of the New Mexico State Bar. Conte had previously been the communications director for the State Bar of Georgia. Prior to that, he had served in that capacity for the New Mexico State Bar. He is a member of the NABE Communications Section Executive Council.

Caroline Cardwell, director of communications for the Virginia Bar Association, received four first-place awards at the spring conference of Virginia Press Women (VPW) on April 26. Cardwell was among 60 VPW members who received 149 awards, selected from among more than 300 submitted entries. She received first place for news web site editing (www.vba.org), still illustration (books@vba.org, the logo for the VBA Book Program), multimedia presentation ("Law Reform and The Virginia Bar Association: A Look at the VBA Legislative Year"), and manuals and handbooks (the VBA/YLD 2002 Executive Committee and Council Face Book). Her winning entries will be submitted to the National Federation of Press Women communications competition.

John Lovell, communications direction at the Maine State Bar Association, recently earned his Accreditation in Public Relations (APR) designation. To become an APR, a candidate must have five years of public relations experience, take a daylong written examination consisting mostly of extensive essay questions and a one-hour oral exam before a panel of three questioners. Like most others seeking the APR designation, Lovell took an eight-week study course to prepare for it.

Voir Dire magazine, for which section member **Brian Tyson** serves as editor, has been named one of the top 50 magazines in the country by the League of American Communications Professionals (LACP), an organization dedicated to supporting and recognizing excellence in the practice of professional communications. LACP recently released the results of its annual magazine, newsletter and web site competition, called the 2002 Inspire Awards. *Voir Dire* is the flagship magazine of the American Board of Trial Advocates. It won a Silver Award, placing the publication as No. 47 in the top 50. ABOTA's membership newsletter, *The President's Report*, earned a Bronze Award.

Mark A. Tarasiewicz, director of publications and new media for the Philadelphia Bar Association, has been elected secretary and vice president for communication of the 300-member Philadelphia Public Relations Association, the nation's oldest and largest metropolitan public relations association. Tarasiewicz was elected to a one-year term that began July 1. He is a two-time recipient of the Communications Section's Luminary Award.

Keeping up appearances in a down economy: Using technology to save money

By Katie Underwood

Newsletter Managing Editor, Illinois State Bar Association

If the rising costs of postage and printing make you a little squeamish when budget allocation time rolls around, you're not alone. Bar associations of all sizes spend a significant portion of their annual budget sending various mailings out to their members, and there are not a whole lot of reasonable options available to lower that cost. You could send fewer mailings to your members, but when many attorneys are inundated with offers from competing bar associations, is the best answer really to reduce your visibility? If you send your print work to an outside vendor, you could reevaluate your current contract and offer it to the lowest bidder, but chances are you're already using the least expensive company. If you do the work in-house, you could purchase equipment to streamline the process, but additional expense—even if it saves money in the long-term—will squeeze your budget even more.

So what can you do? For many bar associations, the solution might just be simpler than you'd think.

Case in point: the Illinois State Bar Association, which houses its own print shop, publishes more than 200 newsletter issues every year and distributes them to more than 45,000 subscribers for a considerable annual cost. Publishing fewer newsletters is not really an option, since much of the Association's budget relies on dues income from these subscriptions. And doing print work in-house already takes advantage of any potential savings.

So after years of improving its technological capabilities and hearing members' requests for less paper and more digital material, the ISBA decided it was ready to begin the process of offering its newsletters electronically. The plan did not require the devotion of substantial effort or resources since the ISBA had already begun posting and archiving html versions of newsletters published since 1999.

The ISBA selected a consistently produced title as a test subject, and sent an e-mail announcement to the members of that section. The ISBA also placed a

prominent ad in the print version of the newsletter, directing interested members to reply to the e-mail or contact the ISBA's membership department in order to begin receiving their newsletter electronically. Members who opted to receive the electronic version would receive an e-mail notification consisting of a list of topics discussed in the newsletter and a link to the entire issue once it had been posted online.

After more than a year of positive results, the ISBA selected additional titles to offer. Hundreds of members eagerly switched to the electronic version, prompting the ISBA to increase the number of titles it offered even further. Finally, and within only a couple of months of the initial move to expand the program, the ISBA had sent notices to all its members offering all titles electronically. As an added benefit, the ISBA has decreased members' need for paper even more by creating a searchable index of all articles printed since 1997.

The ISBA has now offered all of its newsletters electronically for nearly six months, and more than 7,000 members have made the switch. While that's a relatively small percentage considering the number of total subscribers, the demand for electronic publications will only increase as more and more attorneys become familiar and more comfortable with expanding technology. For now, the comments received from members have been overwhelmingly supportive, and since the ISBA continues to offer the print version of all the newsletters as well, members less comfortable with relying on the digital format don't have to.

The savings will of course vary depending on how many publications your bar association produces and the number of subscribers who receive them. But the benefits of being on the cutting edge of technology will be priceless as members look to you for leadership in all areas of their practice.

So even though the economy is not at its best, and budgets and staff are being slashed in sectors around the country, the growing field of technology can offer a way to remain in the minds of your members while keeping your printing and mailing budget in check.

Register Now for Communications Section Workshop in St. Louis

The 2003 Communications Section Workshop is less than two months away. This year's workshop will be held from October 15-18, 2003, at the Millennium Hotel in downtown St. Louis. The theme of the three-day workshop is "Show Me Creativity... Show Me Imagination... Show Me St. Louis!"

Workshop Chair Gary Toohey and his committee have planned an excellent workshop featuring educational programs on bar communications topics ranging from how to make the transition from print to electronic publications to media relations and public perception of lawyers. The committee has also planned exciting social activities, including a reception and buffet river cruise down the Mighty Mississippi.

The section wishes to thank the 2003 workshop committee: Gary Toohey, chair; Monica Whitfield Brase; Lisa Fedler; Kelley Jones King; Joseph Satter; Duane D. Stanley; Dan R. Wise, sponsors subcommittee chair; Chris Blake; Chris Orlet; Joe Conte; Jenna Grubb; Francine A. Walker, program subcommittee chair; Cindy Rankin; Yvonne McGhee, socials subcommittee chair; Ken Brown; Jack Wax; and Dan Cirucci.

To view the full workshop program in a pdf document format, please go to: <http://www.abanet.org/nabe/comm/nabecommws2003.pdf>



Here is a brief outline of the schedule of activities:

Wednesday, October 15

12:00 to 5:00 p.m.	Registration
1:30-1:40 p.m.	Opening remarks
1:45-2:45 p.m.	The Lawyer-Public Relations Counselor Dynamic
2:45-3:15 p.m.	Refreshment break
3:15-4:00 p.m.	Publications Transformation
3:15-4:00 p.m.	How to Enhance the Public Perception of Lawyers
4:00-5:15 p.m.	Convergence of Communications Tools
4:00-5:15 p.m.	Real-life Media Relations in a Media Saturated Age
7:00-10:00 p.m.	Reception and Buffet River Cruise

Thursday, October 16

7:30-8:30 a.m.	Buffet breakfast
8:45-9:30 a.m.	On 5/25, Five Will Die – PR Lessons from a Counter-terrorist
9:30-10:30 a.m.	Dealing with Disaster: Responding Responsibly
9:30-10:30 a.m.	Retention of Member Techniques
10:30-11:00 a.m.	Refreshment break
11:00 a.m.-12:15 p.m.	Pearls to Peers: Sharing Strategies, Success and Sob Stories

Optional Afternoon
Excursions:

Missouri Botanical Gardens
Anheuser-Busch Brewery
St. Louis Zoo
St. Louis Art Museum

Friday, October 17

7:30-8:30 a.m.	Buffet breakfast
8:45-9:30 a.m.	The Future of Feedback: Implementing Online Polling, Electronics, Elections and Surveys
10:15-10:45 a.m.	Refreshment break
10:45-noon	Taking an Integrated Marketing Approach to Selling Your Bar's Products
10:45-noon	Delivering Messages: Public Speaking and Presentation Skills
12:00-1:30 p.m.	Luminary Awards Luncheon
1:45-3:00 p.m.	Keeping Publications Relevant and Interesting
1:45-3:00 p.m.	Communicators Law School
3:00-3:30 p.m.	Refreshment break
3:30-5:30 p.m.	Web & Pub "Pub"
3:30-4:30 p.m. & 4:30-5:30 p.m.	Luminary Awards on display

Saturday, October 18

8:00-10:00 a.m.	Lessons Learned (reunion with former members)
10:00-11:00 a.m.	Section business meeting

Nominations Sought for Richter Award

It's not too late to nominate a Communications Section member for the E.A. "Wally" Richter Leadership Award. Members of the National Association of Bar Executives have the opportunity to honor a Communications Section member for his or her leadership to the section, active participation in professional communications and public relations activities and commitment to the professional growth of bar communicators.

Since 1983, the Communications Section has recognized one of its members with the presentation of the Richter Award. This great honor recognizes a section member for "outstanding achievement in the field of communications, for extraordinary services to colleagues in the National Association of Bar Executives, and for distinguished leadership of the Communications Section." The award is named for Wally Richter, its first recipient and a preeminent bar communicator who served as director of public information for the Missouri Bar for 28 years.

The criteria and entry form for the Richter Award have been posted on the NABE web site at www.nabenet.org. If you know of a member of the Communications Section who deserves this special recognition, please complete the entry form and include additional supporting materials that demonstrate the candidate's accomplishments and that would help the Awards Committee in its judging.

The award will be presented during the section's annual Communications Workshop, which will be held October 15-18, 2003, at the Millennium Hotel in downtown St. Louis.

Please note that all NABE members may submit nominations. However, only members of the Communications Section are eligible to be nominated for the award.

The deadline for all entries is August 15, 2003. Please direct questions to Joyce Hastings, awards committee chair, (608) 250-6126, jhastings@wisbar.org, or Elizabeth Derrico, (312) 988-5346, derricoe@staff.abanet.org

(Form on page 11)

Richter Communications Leadership Awards Past Winners

1983	E.A. "Wally Richter," The Missouri Bar
1984	David N. Anderson, Illinois State Bar Association
1985	Elizabeth C. Price, Delaware County Bar Association
1986	Robert A. Young, American College of Trial Lawyers
1987	Sharon R. Stephan, Nebraska State Bar Association
1988	Philip O. Spelman, State Bar of Michigan
1989	R. Wayne Wilson, Washington State Bar Association
1990	Marcia Poell Holston, Kansas Bar Association
1991	Gary Hunt, Tennessee Bar Association
1992	Martha Snow, Oklahoma Bar Association
1993	Bradley Carr, New York State Bar Association
1994	Dennis P. Whalen, Ohio State Bar Association
1995	Patricia Gannon, State Bar of Arizona
1996	Mary Elizabeth Stritmatter, Washington State Bar
1997	Janet S. Eveleth, The Maryland State Bar Association
1998	Elizabeth Derrico, New York State Bar Association and American Bar Association
1999	Anne Charles, State Bar of California (posthumously)
2000	Barbara Kittrell, Berks County Bar Association (PA)
2001	Ginger Banks, State Bar of Texas

Anne Charles Award

Distinguished Service to the NABE Communications Section NOMINATION FORM

Nominee: _____

Bar Association: _____

Title: _____

Address: _____

Phone number: _____ Fax number: _____

Email address: _____

How long has the nominee been a member of the Communications Section? _____

Please list the nominee's contributions to the Section: _____

What distinguishes the nominee's service to the Section? _____

Please add any additional information that will assist the Committee with its deliberations:

Name of person submitting the nomination: _____

Title: _____

Bar Association: _____

Phone number: _____

Email address: _____

Deadline for Submissions: August 30, 2003
Elizabeth Derrico, ABA Division for Bar Services
Fax: 312/988-5346
Email: derricoe@staff.abanet.org

**NATIONAL ASSOCIATION OF BAR EXECUTIVES
COMMUNICATIONS SECTION**

**2003 E.A. "Wally" Richter Leadership Award
Official Nomination Form**

Please print or type all information. Include additional supporting materials if desired.

Name and Bar Affiliation of person submitting entry: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: () _____ E-mail address: _____

Name of Nominee: _____

Current position and Bar Association: _____

Previous professional experience(s): _____

Approximate number of years as a NABE Communications Section Member: _____

Current and past NABE Communications Section position(s) held: _____

Communications Section Activities and contributions: _____

Other relevant information to support the nomination, including examples of leadership, creativity in the field of communications: _____

Please return this form and any supporting documents (via e-mail or "snail mail" by
AUGUST 30, 2003 to:

**Joyce Hastings, Richter Award Chair
C/O ABA Division for Bar Services
541 N. Fairbanks Ct — 14th Floor
Chicago, IL 60611
Email: derricoe@staff.abanet.org
NABE Communications Section**