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NABE COMMUNICATIONS SECTION

Executive Council Meeting
4 p.m., Tuesday, Oct. 9, 2007
Philadelphia, PA

Council Members Present

Mark Mathewson, Illinois State Bar Association;
chair

Francine Walker, The Florida Bar; chair-elect

René Eichem, Kansas Bar Association; secretary

Kevin Ryan, Vermont Bar Association; treasurer

Carol Manning, Oklahoma Bar Association;

immediate past chair

Brad Carr, Alabama State Bar

Veronica Cordova, State Bar of New Mexico

Jenna Grubb, Toledo Bar Association

Kelley Jones King, State Bar of Texas

Bonnie Sashin, Boston Bar Association

Mark Tarasiewicz, Philadelphia Bar Association

Also Attending

Jill Werner, ABA Division for Bar Services

Adrienne Cornwall, Philadelphia Bar Association

Call to Order

The meeting was called to order at 4:10 p.m. by Mark Mathewson, chair.

Minutes

Carol Manning moved to approve the minutes of Aug. 7, 2007; René Eichem offered the second. The motion passed.

Chair's Report

Mark discussed the NABE Communications Section Strategic Plan for 2007-2008, which the executive council updated on August 22, 2007 (during NABE Annual Meeting in San Francisco), with Elizabeth Derrico of the ABA Division for Bar Services. Mark said the section's first strategic planning session took place in Salt Lake City in February 2005, and the council needs to ensure it is following the plan, including the following goals and priorities:

Goal 1: Foster the professional development of Section members.

1. Continue to present high-quality targeted programming at the workshop.

Francine noted that the workshop evaluations have never been shared with anyone other than DBS and those putting on the workshop and that it would be beneficial to share these with those putting on the next workshop. Council members agreed that online evaluations would be offered in addition to paper evaluations beginning with the next Section workshop. The council also felt they should see evaluations from both the Annual Meeting and Midyear sessions put on by the Section as well. Jenna said the membership committee could also put together an online membership survey using Survey Monkey.

2. Continue to present high-quality programming at Midyear and Annual Meeting programs.

Council members said they were pleased to have Cynthia Kuhn representing the Section on the NABE program committee for a two-year term. Jill suggested that the Council visit with each incoming NABE president-elect regarding Section programming at the Annual and Midyear meetings. Mark asked Francine to follow up with current NABE President-Elect Rod Wegener, Oregon State Bar, regarding this.

3. Create additional opportunities for educating members and creating community through virtual, networking, and formal programming. (a.) Web site updating and enrichment, and (b.) videotaping, archiving, and repurposing existing information.

Mark noted that LegalSpan was going to tape part of Friday's programming to put online, which would be available within the next few weeks. He also said that he, Veronica, and Francine will review the current Web site and develop an action plan to "beef it up."

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- 4. Continue to use the list serve and newsletter as educational and informational resources for members.**
It was noted that René does a good job with the newsletter, but additional volunteers (other than council members) were needed to assist. René thanked Kelley for suggesting the addition of a sign-up sheet at the Workshop registration desk to recruit volunteer authors.

Goal 2: Increase membership engagement in Section activities to better serve our members and the bar community.

- 1. Revitalize the committee structure. (a.) Create new task forces, committees, or working groups as appropriate, and (b.) Identify opportunities for recognition.**
Brad, Francine, and Bonnie planned to meet during the Workshop to discuss Goal number 2 and how to get Section members involved in committees. Carol noted that we should have descriptions of committee tasks and approximate amount of time volunteering might take each month or year. It was also noted that Committee information is not on the Web site, and that Section processes need to be reviewed and updated annually.
- 2. Create and begin implementation of a plan for leadership development.**
Chair Mathewson said he, Kevin, and René held a conference call earlier in the month to discuss a leadership development plan. He noted that Mark Tarasiewicz (and not Mark M.) would be on that committee with Kevin and René.
- 3. Continue to orient, greet, and acculturate new members.**
Francine suggested council members volunteer to be “Buddies” for first-time attendees at NABE Annual and Midyear meetings. Council members should contact Christine Hylbert, executive director of the Boulder Bar Association, who is recruiting NABE buddies for the Midyear meeting. Discussion ensued, including suggestions to do away with the Tuesday evening Council dinner so as to attend the first-timers dinner with our “buddies.” Jill noted that NABE pays for the first-time attendee’s dinner, but not their buddy’s dinner. It was decided the Section would do a Tuesday night dine-around at Annual and Midyear meetings for those who aren’t assigned a buddy; Chair Mathewson suggested holding our council meeting earlier in the day (for example, 2 p.m. rather than the traditional 4 p.m.) so as to be done in time for the first-timers event.

Goal 3: Promote and share the expertise of the Section with NABE and DBS.

- 1. Communicate with NABE Board about Section expertise and opportunities.**
Chair Mathewson felt it was the chair’s responsibility to identify these opportunities with the Board and, as such, he would follow through with this.
- 2. Explore cooperative programming, networking, and membership opportunities with other NABE entities such as the CSE Committee, IT, and Administration and Finance and Government Relations sections.**
Kevin suggested that this could be part of Cynthia’s job on the NABE Program Committee.
- 3. Partner with DBS on communications reviews, publications audits, and operational surveys as appropriate.**
Jill said that this was ongoing and gave examples such as Duane going to New Orleans after Hurricane Katrina to assist the New Orleans Bar Association with their disaster recovery, the Web and Publication review sessions, etc.

Wally Richter and Anne Charles Awards Updates

Chair Mathewson noted there would not be an Anne Charles award this year as no one was nominated. He also noted that Section E* of the Anne Charles award criteria is missing from the Wally Richter award criteria. The

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council approved using the same language from Section E of the Anne Charles Award on the Wally Richter award as well. The council also agreed that if there are no nominees for either award, or if nominees are not determined to be worthy recipients, the award(s) will not be presented that year.

***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.

Workshop 2009 – No location has been established yet. Several bar associations are considering hosting the event, including Charleston, San Francisco, and Las Vegas. Chair Mathewson noted that a decision would need to be made within the next few weeks; he asked council members to touch base with those bar associations who have expressed interest in hosting the 2009 Workshop to determine the extent of their interest and to report back to the council as soon as possible.

Treasurer's Report – Kevin Ryan said the section's account balance as of Sept. 19, 2007, is \$37,590.37; he noted this does not include all the Workshop income or expenses. Income from membership dues to date was \$7,080.

Workshop 2007 (Philadelphia) – Mark Tarasiewicz said that there were 100 people registered for the Workshop this year, including 19 new workshop attendees. He extended special recognition to the Workshop Sponsorship Committee, which brought in \$20,000 in sponsorships.

1. He also noted a last minute addition to the program, which was that Workshop attendees would have access to the First Ladies Exhibition at the Museum on Wednesday night.
2. The Tuesday evening reception to be held from 6-7 p.m. had been moved to the Presidential Suite because of the weather. He also reminded everyone that the council dinner was scheduled for 7 p.m.
3. Christine Morganti submitted a written Sponsorship Committee report, showing the committee exceeded its \$18,000 goal by \$2,000. Committee members for 2007 included Christine, Adrienne Cornwall, Ken Brown, Dan Wise, and Francine Walker.
4. Adrienne Cornwall has accepted the position as sponsorship committee chair for the 2008 Workshop and will be putting a committee together for next year's workshop.

Workshop 2008 (Austin) – Kelley Jones King said the 2008 Workshop will be held October 21-25 (and not Oct. 1-4 as reported previously) at the Austin Hyatt. She noted the later date was due to not being able to secure meeting space earlier in October.

Membership Report – Jenna Grubb said Section membership was now at 247 (an increase of 11% over the last two years); 55% are state bar members, 40% are local bar members, and 5% are ABA/other bar type members.

Luminary Awards – Chair Mathewson reported for Ken Brown, who submitted a written report (summary follows):

1. Out of 64 entries, 14 Luminary Awards will be given;
2. Gretchen Desutter from Thomson West will be in attendance and will speak at the luncheon;
3. Thomson West has been a valued sponsor of the event, and Ken expects them to continue their sponsorship next year as well;
4. He has prepared a template news release for use by winners and will e-mail the release to them Friday afternoon, immediately following the awards presentation;
5. He will prepare an article for the Communications Section newsletter;
6. Barry Kolar will chair the Luminary Awards next year;
7. He asked that the council consider adding an "electronic publications" category in the future; and
8. He thanked the Section for giving him the opportunity to work on the Luminary Awards.

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It was duly noted that Ken had served on the Luminary Awards Committee for four years, and the council was grateful for all his hard work.

Charles and Richter Awards – Francine recapped that there would not be an Anne Charles Award recipient this year since no names were submitted for consideration but there would be a Richter Award recipient.

Scholarship Report – Cynthia Kuhn, chair of the Scholarship Committee, submitted a written report; the two scholarship recipients chosen by the committee were Iris Ito, Hawaii State Bar, and Steven Valdez, Louisville Bar.

Web site Report – Veronica Cordova said the Web Committee was looking at implementing some of the following on the Section Web site:

1. Listing all committees and their members, including descriptions of committee duties;
2. Specific areas of expertise added to the member directory, which could also serve as a speaker bureau;
3. NABE archives of Section list serve;
4. Surveying/polling members to find out what they would find useful and beneficial; and
5. Web column for the Section newsletter, as well as teasers to get members to the Web site.

Jill said the NABE Board is looking at proposals from Affiniscape and other Web site content management providers, which would allow a Section representative to update the Web site.

Newsletter Report – René noted there was a signup sheet at the registration table for volunteer authors and that she would e-mail all volunteers next week regarding deadlines, etc.

DBS Report – Jill Werner said there would be three positions open on the NABE Board of Directors in January, including State Bar Director, Local Bar Director, and Member at Large; she encouraged anyone interested to consider running and noted that you didn't have to wait until January to request the nomination report and that you only needed five signatures to run for office. She also said the ABA was conducting two focus groups on Thursday, and they would welcome participation by anyone interested (both Jenna and René were already slated to participate).

There being no further business, the meeting was adjourned.

Respectfully submitted,
René Eichem, secretary