Secret to Success: Generosity & Sharing

Mark Tarasiewicz | Chair, NABE Communications Section

“You can design and create, and build the most wonderful place in the world. But it takes people to make the dream a reality.” – Walt Disney

I’ve been a proud member of the NABE Communications Section for 18 years. During that time, one thing, above all others, has remained constant and true. Whenever someone asks what sets our Section apart in NABE – its “secret for success,” if you will – the answer is always the same: the generosity of our members in sharing their knowledge with each other.

We see it happen on the Section’s listserv almost every day. We see it in the exceptionally talented Section members who plan and participate in breakouts and plenary sessions at the Midyear and Annual Meetings, BLI and other events. Most of all, we see it in the cherished friendships that have been forged among so many of us – over 250 and counting!

When we receive an email or a phone call from a Section colleague in need of help, we respond without hesitation, sharing ideas, advice, project descriptions, valuable contacts – or sometimes just moral support. And when we all band together in person, even greater things happen.

And so I really hope that you’ll log on – today – to www.nabenet.org and register for the 2013 NABE Communications Section Workshop in Portland, Oregon, September 25-27. Our hosts, Paul Nickell and Julie Hankin of the Oregon State Bar, have put together a powerhouse conference, together with Programming Chair Holly Priestner, Sponsorship Chair Leanna Dickstein, Scholarship Chair Francine Walker, Workshop Past-Chair Heather Clark, Leticia Spencer of the ABA Division for Bar Services and many others. Special thanks, too, to the Oregon State Bar for hosting what promises to be a wildly successful workshop.

As of this writing, our hotel block at the Embassy Suites Portland Downtown is nearing sellout – so don’t waste a minute to reserve your room!

I hope you’ll get involved this year by joining one of the Section’s many volunteer-staffed committees. We’re also looking for volunteers to help with programming for our 2014 Workshop in Indianapolis!

I’d like to take this opportunity to thank Sharon Nolan, Director of Marketing for The Chicago Bar Association, for doing such an outstanding job as Chair of our Section during the past year. Sharon’s amazing energy, dedication and attention to detail made this a year of which we can all be proud.
Portland UnConventional: Fresh Ideas for Bar Communicators

“Portland UnConventional: Fresh Ideas for Bar Communicators” is the theme for this year’s NABE Communications Section Workshop Sept. 25-27 in Portland, Ore. And if you haven’t done so already, mark your calendars—it’s just days away! (Do you sense any panic on the part of the author?)

As usual, a robust schedule of plenary and breakout sessions—covering topics ranging from social media to print publications, from to website strategies to managing your media message, and much more—is in store. In all, there are 14 breakout sessions to choose from, in addition to three plenary sessions and other events. Keeping true to Portland’s reputation for being sustainable and green, we’ve not mailed the program to everyone this year but have relied on email and online media. Again, to see the full schedule for yourself, go to www.osbar.org/_docs/NABE/NABE2013_program.pdf. (Note: A printed program will be distributed to all attendees at the Workshop.)

Speaking of Portland’s “unconventional” reputation, we know that many of you are looking forward to experiencing the offbeat and bohemian hipster/foodie/bicyclist/brewpub vibe that has come to define Portland. To that end, we’ve scouted the city for a variety of Dine-Around experiences on Thursday night. And you won’t want to miss the Portland “Amazing Chase” (in the style of television’s “Amazing Race”) scheduled as a lead-in to Wednesday’s offsite dinner.

Knowing that many of you will be coming early (on Tuesday), we’ll kick things off with an Early Arrivals Reception. In addition to the food and beverages, you’ll enjoy the opportunity to catch up with your Section friends—while also catching Portland’s panoramic views from the 30th floor of the nearby U.S. Bank Tower.

Finally, of course, it wouldn’t be a Communications Workshop without the traditional Luminary Awards luncheon on Friday. Celebrate the achievements of your colleagues as we honor them for their leading communications projects of the past year. We’ll also be presenting the Anne Charles Award and the E.A. “Wally” Richter Award, the Section’s highest honor.

Though the “early bird” registration deadline has passed, it’s never too late to register. To do so, go to www.tinyurl.com/nabecomm13. You’ll find information about lodging there as well. (Though at this point, if you are just now attempting to make hotel reservations, it’s best to contact me directly at pnickell@osbar.org. In that vein, please do not cancel any existing hotel registrations with the hotel. Instead, let me handle that so the room is not lost from our block while another NABE member could use it.)

From the looks of things today, it appears we will surpass 100 in attendance. Rest assured that your Workshop planners are doing everything to provide a rich and memorable experience. See you in Portland!

~ Paul Nickell
Oregon State Bar
If you want to fill a conference room at an NABE Annual Meeting, especially “the worst conference room west of the Rockies,” include the word “money” in the program title and you’re sure to pack them in.

That’s what Tim Eigo, who is quoted above, Bonnie Sashin and Danielle Boveland did recently in San Francisco when they discussed “Five Strategies for Using Social Media to Bring in Money.”

Their presentation focused on five key areas: The big picture, offering value, making smart decisions about what to promote, maintaining trust and credibility, and having realistic expectations.

Generating revenue through social media, Sashin pointed out, hinges on existing relationships. With a crowd-sourcing platform such as Kickstarter, it’s all or nothing and you only have a short period of time to achieve your fundraising goal.

“It’s not for big gifts,” said Sashin, director of communications and external relations for the Boston Bar Association. “Leadership gifts still must be generated face-to-face.

“And it’s just one component, which is why you have to look at the big picture.”

“Only 60 percent of Kickstarter projects are accepted,” Sashin added. “The key is how many projects are worthwhile. It needs to resonate.”

It is also important to offer value when attempting to generate revenue via social media, especially when advertising is involved.

“You can tweet or blog to welcome a new sponsor,” said Boveland, communications coordinator for online media at the Louisiana State Bar Association. “You can promote an Editor’s Pick advertiser or add an advertiser/sponsor page to your Facebook account.

“You can also sell the backdrop of your Twitter page or sponsor widgets.”

Be careful, she added, to balance the editorial side of your content when using social media as a marketing tool, such as selling a CLE program on Twitter.

Eigo, the editor of the State Bar of Arizona’s flagship publication, The Arizona Lawyer, professed to bringing “healthy skepticism” to the discussion.

“I don’t always promote CLE on my blog, but when I do, I alienate all of my followers,” said NABE’s answer to the “most interesting man in the world.”

Eigo stressed that there are no quick dollars to be made from social media.

“It requires a long-term investment and long-term relationships,” he said.

“There is money to be made, yes, but we may not be seeing the full picture. There are some risks when you pit generally compelling content against revenue. We are still in the early days of developing comfort among our members in social media.”

Why do we like social media?
Share Your Bar News with NABE

NABE has hired Dan Kittay as its Website Content Manager. Dan would like the Section's help in posting fresh content to the website. If your bar has something noteworthy to share, send it to him at nabenet@kittaynewmedia.com and be sure to visit www.nabenet.org for up-to-date news and information.

What Would You Like to See in Communicators Talk?

Have ideas for articles or issues you would like to read about? Interested in writing for the next Communicator’s Talk? Send them to Jessica Smith, editor, at jsmith@dallasbar.org.

Online Section Resources

Don’t forget to take advantage of our Section Resources online here.

SOCIAL MEDIA

continued from page 3

“One in every seven minutes spent online is spent on Facebook,” Eigo said. “Seventy-four percent of the people using Facebook saw an increase in traffic by spending only six hours on Facebook every week.”

What we can learn, Eigo continued, is that we need to be careful and cautious in our efforts to “monetize” social media. Once you lose a reader, he emphasized, it’s hard to get them back.

But it can work.

“One online is not a new world, just a new channel,” Eigo said. “Don’t throw everything away: the reader is still king.”

Column contributed by Russell Rawlings

Rawlings serves as director of communications for the North Carolina Bar Association.
Board Spotlight

Dominick Alcid | District of Columbia Bar

Like Cher or Madonna, Dom is a dynamic and talented soul who is known by one name and rarely needs an introduction.

If you have not had the pleasure of working with Dominick Alcid, he rocks the bar communications world as the marketing manager for the District of Columbia Bar and was recently elected to serve on the NABE Communications Section Council, which he has been a part of since 2003.

As a college student at New York University, Dom pursued a chemistry degree and considered a medical career. Fortunately for NABE and the D.C. Bar, after reading a Harvard Business Review article about the changing face of the medical profession, he saw the light and parlayed that chemistry degree to launch a communications based career. After a few years working in outdoor media buying in Connecticut, he found his way to D.C. and briefly worked as a temporary employee in the Sections department of the D.C. Bar. Within a few months, he was hired to a full time position.

Don't let his youthful appearance fool you—several years and many promotions have led him to his current role.

Dom is the son of Filipino immigrants, has been married for 11 years, and is a loving father to Oliver and Lulu. On the weekends, when not dedicating time to NABE Communications Section projects, Dom can be found on the soccer field secretly pretending he is playing for Manchester United, his favorite team since he was six years old.

When asked about an interesting fun fact about him, Dom laughed and divulged that he is a recovering sneaker addict. His collection has dwindled from more than 200 to just 30 pairs. How does one’s sneaker collection dwindle? Internet re-sale! He also admitted that he once owned a pet rooster named Sammy.

Dom has been a solid volunteer for both NABE and the Communications Section for quite some time. During the 2012-2013 bar year, then NABE President Yvonne McGhee appointed Dom to co-chair the NABE Membership Committee. At the Mid-Year and Annual Meetings, first time attendees were welcomed with his knowledgeable and quick-witted remarks.

As we look forward to the upcoming Luminary Award presentations in Portland, a special thank you is directed to Dom for agreeing to chair the awards process. He enticed our colleagues to enter with his clever emails and kept judges on track with his comical reminders. Most importantly, he has demonstrated one of the most important skills any bar communicator can possess—extreme organization!

If you don't know Dom, I highly encourage you to not only get to know him, but add him to your lifeline call list. He may not have the answer, but if not, he will always make you laugh. He is a true rock star in NABE Communications, if you ask me!

Column contributed by Holly Priestner
Priestner serves as communications division director for the State Bar of Texas
Changing Your Mind About Change

NABE’s midyear meeting in Dallas brought us Jordan Furlong on the future of law practice. Furlong continues to comment on the rigidity of the profession, most recently in a blog post that you may have seen circulate on our listserv titled “Why lawyers don’t innovate.”

NABE’s annual meeting brought us Furlong 2.0: Gerry Riskin, who helped us to see that association staff and the legal profession are often positional opposites. Noting that one significant influencer can stop any idea from happening, Riskin walked us through the way two professions in the same room talking about the same project can have polar opposite views of the situation.

When you consider the differences, it becomes easy to figure out why a truly good idea can be presented to a tough advisory board, loved for about 15 minutes, then pulled apart and put out to pasture – and why it’s often a difficult and complicated endeavor to try new things and innovate in the legal association marketplace. Riskin could not stress enough that in order to be successful in enacting change, a happy medium must be found. “Lawyers want to be right in the first place, the first time. Their integrity depends on it. We [business professionals] don’t have the luxury of shooting straight into the bull’s-eye the first time – we have to try stuff.”

In addition to comparing and contrasting common traits of member and association professionals, Riskin also identified six propensities lawyers use in strategic planning, raising an important observation in that “lawyers are constrained by precedent.” If we’re doing what we’ve always done because we’re relying on precedent, we’re certainly not moving forward.

His final advice? Remember that solutions require imagination. End “the problem with that discussions” – all options are viable. And last but not least, remember that “if we don’t change, we will not survive.” Even the best of the best only win two thirds of the time.

**Legal Profession** | **Business (Bar Staff)**
---|---
Ferociously Independent | Compliant, with Vision
Critical and Analytical | Creative*
Tense, Rigid | Managed, Flexible
Perfectionists | Comfortable with Mistakes
100% Minimum Standard | 66% Success Rate is Awesome
Never Finished, Never Done Preparing | Creating New Version, Ready Enough

*While lawyers have episodes of creativity, it is not generally their modus operandi.

Want More?

If you missed the conversation on our Communications Section listserv and are interested in learning more, we encourage you to take a look at the following supplemental articles. While they don’t all deal with the legal profession, we think you’ll find that you can draw some similar conclusions in our field.

**BigMed:** Restaurant chains have managed to combine quality control, cost control, and innovation. Can health care? [http://www.newyorker.com/reporting/2012/08/13/120813fa_fact_gawande](http://www.newyorker.com/reporting/2012/08/13/120813fa_fact_gawande)

**Lawyers may have imagination but they may not understand process:** [http://azatty.wordpress.com/2013/07/18/lawyers-may-have-imagination-but-they-may-not-understand-process/](http://azatty.wordpress.com/2013/07/18/lawyers-may-have-imagination-but-they-may-not-understand-process/)

**Slow Ideas:** Some innovations spread fast. How do you speed the ones that don’t? [http://www.newyorker.com/reporting/2013/07/29/130729fa_fact_gawande](http://www.newyorker.com/reporting/2013/07/29/130729fa_fact_gawande)


Column contributed by Anne Roth Strickland
Strickland serves as assistant director of communications for the North Carolina Bar Association.
If we don’t change we will not survive!

The possibilities are limited only by your imagination.

— My stupid crazy idea might be the reason you have the greatest idea you’ve ever had. —

Think like an entrepreneur. Non-profit is just a tax status!

“You’re not begging people for money; you’re giving them the opportunity to be part of something wonderful.” - Bonnie Sashin

“We love every idea for the first 15 minutes.”

People may fund what they can touch or eat or smoke or wear.

The glacier is moving so fast you can see its progress.

“I am not famous for my ideas, but rather for what I have done.”

Estee Lauder
Bonnie Sashin, director of communications and external relations for the Boston Bar Association, led a group discussion on social media at the recent NABE Annual. Among her discussion points were crowdfunding and suggestions for its use with legal organizations.

It is typical for Bonnie to be on the leading edge of social media and its application for associations. Her introduction to social media came in the fall of 2006 when she attended a meeting of a public relations group in Boston and the topic was Twitter. Bonnie had never heard of Twitter, and she didn't like that. She resolved to learn; and learn she did!

She has charged toward social media because, she says, “it is important not only to keep up, but to be ahead of the curve.” She wants to be the communications professional who is fully informed about the future and who can advise her organization’s leadership about trends.

While on a family vacation shortly after that 2006 meeting, Bonnie tapped into the collective resources of her daughter and son-in-law, both journalists. Because her job requires building relationships with journalists, Bonnie believes that what is important to them should also be important to her. By the end of the vacation, she had a list of online resources – all of them free – that would help her to educate herself. She began experimenting with a personal page on Facebook, reaching out mainly to friends of her daughter who were supportive and helpful. “More pix, Bonnie,” was an early recommendation.

Remembering a long-past foray as a humor columnist for her local newspaper, Bonnie then resolved to start a blog and committed to posting twice a week at “Bonnie’s On It.” http://www.bonniesonit.com/. She joined Twitter and soon learned which industry mavens to follow.

Thus fortified by her personal experience, Bonnie set out to introduce the Boston Bar Association and its members to social media. Blogs, e-communications, Facebook and Twitter feeds for the Boston Bar soon followed. Using Twitter to develop relationships with thought leaders, Bonnie learned about seminars in Boston and even offered to have the Bar Association host a select speaker. Bonnie then formed a sponsoring partnership with an affinity bar association, and invited their attorneys to attend too.

“You would be surprised at the attendees,” she says, “IP lawyers, large firm sophisticated attorneys, and people of all political persuasions.” And that is what it is all about: making connections and building relationships.

In 2010, Bonnie first attended SXSW Interactive (South by Southwest), the Austin festival that showcases the best of emerging technologies. She has returned every year, live blogging and meeting rising stars along the way. She will return in 2014 for her fourth festival.

Bonnie believes that social media is just one part of the mix – ALL communication is about relationships. “Good professional relationships start with a personal connection,” she says, and social media facilitates that by helping her find common ground with attorneys in Boston and colleagues from around the country. She strives to adhere to the universal principles of respect and value—showing respect for journalists, members, and friends, and offering value to the same. Her NABE colleagues can certainly attest that Bonnie has succeeded!

Column contributed by Jenna Grubb
Grubb serves as director of communications for the Toledo Bar Association.
Financial Management in a Changing Environment

James M. Skorheim, JD, CPA, CFE, CVA, CrFA

Fortunately, Jim Skorheim...(see all professional designations above) provided excellent handouts, because as a communicator I quickly realized he speaks in an entirely different language than I do! Still, I left the session with enough understanding to share three key pieces of advice he presented for financial management of nonprofits to my colleagues in the Communications Section.

First: No matter the size of the organization, an annual independent audit of financial statements is absolutely advised. He said that in California an independent audit for charities with gross revenues of $2 million or more is now required. You should check your own state laws to determine if similar requirements exist that may apply to your bar association. He also advised that if your bar has a good auditor that you should continue the relationship as opposed to considering a switch solely to provide another expert opinion.

Second: Know the difference between an audit and a review. Skorheim described the three levels of services provided by CPAs as: (1) compilation of the financial information you provide to them; (2) review of the financial statements including “some testing of the numbers” and calling attention to concerns; and (3) an audit when financial statements are checked for accuracy within generally accepted accounting practices.

Third: Every non-profit board should have a Finance Committee and/or an Audit Committee composed of board members. Staff should not be held solely accountable for the financial management of the organization.

All of these items as well as other information about budgeting and using QuickBooks are detailed in his Handout #1. Be sure to also note on page/slide 56, the Journal of Accountancy article “How non-profits can combat fraud” and the many sources he recommends for additional information beginning on page/slide 58.

Skorheim also discussed investment policies and provided in Handout #2 a sample policy. It includes procedures, delegation of a authority, operating fund information and much more.

Please give a special thanks to Trudy Levindofske, Executive Director of the Orange County (CA) Bar Association for bringing in the speaker.

All handouts from the Annual Meeting can be found here: http://www.nabenet.org/displaycommon.cfm?an=1&subarticlenbr=161

Column contributed by Francine A. Walker, APR, CPRC
Walker serves as director of public information and bar services for the Florida Bar Association.
TUESDAY, SEPTEMBER 24
2:30 P.M. TO 4:30 P.M.
Communications Section Council Meeting
Location to be announced

3 P.M. TO 5 P.M.
Registration
Hotel Lobby

5 P.M. TO 6:30 P.M.
Early Arrivals Reception: Portland City Grill
U.S. Bancorp Tower, 111 S.W. Fifth Ave., Mount Jefferson Room, 30th floor
(The U.S. Bancorp Tower is located two blocks west of the hotel. Go out the front door, take a right. A group will leave from the lobby at 5 p.m.)

7 P.M.
Council Dinner
Location to be announced
Early Arrivals Dinner
Location to be announced

WEDNESDAY, SEPTEMBER 25
11:30 A.M. TO 4 P.M.
Registration
Mezzanine

1 P.M. TO 1:30 P.M.
Welcome
Col. Lindbergh Ballroom
Mark Tarasiewicz, Philadelphia Bar Association, NABE Communications Section Chair
Michael E. Haglund, Oregon State Bar President
Introduction of First Timers
Barry Kolar, Tennessee Bar Association, NABE Communications Section Chair-elect
Introduction of Sponsor

1:30 P.M. TO 2:30 P.M.
Plenary
Communicating Amid Clamor and Calamity: How Technology and Social Media have Rewired Lawyers’ Practices and What It Means for How You Communicate With Them
Technology and social media have fundamentally and irrevocably changed the practice of law. In particular, it has changed how lawyers find, filter and process information — both for the good and bad.

HOW TO GET HERE
Portland International Airport (PDX) is located nine miles north of downtown Portland and is conveniently connected to the city center via MAX light rail train. Our hotel, the Embassy Suites Portland Downtown, is a short two-block walk from a MAX stop (Oak & SW First Avenue Station). The MAX Red Line is the easiest way to travel to and from the airport. Recommended!

By MAX (Light Rail)
What you need to know:
• The trip between the airport and downtown Portland takes about 38 minutes.
• An adult ticket costs $2.50 (youth $1.65, honored citizen $1).
• MAX ticket machines return change in coins, so small bills are recommended. The MAX station and ticket machines are located on the airport’s lower level, next to the south baggage claim area.
• You can roll your luggage on board.
• The first train of the day arrives at PDX at 4:45 a.m.; the last train departs PDX at 11:58 p.m.
• For complete schedules and more information, visit trimet.org/schedules/maxredline.htm.

By Taxi
The average taxi fare from the airport to downtown is approximately $35 before gratuity. The one-way trip takes 20-30 minutes. Follow the signs to the taxi stand, located on the airport’s Arrivals (lower) level.

By Shuttle
The Downtown Airport Express runs every 30 minutes and costs $14 per person one way and $24 round-trip to downtown. Other shuttle services can be found online.
The good is that essential information and resources are more readily and easily available to lawyers than ever before, thanks to the web, blogs and social media. The bad is that all this information threatens to bury lawyers under a barrage of emails, RSS feeds, text messages, tweets and status updates. Even as the pace and demands of law practice continue to build, so too do the din of voices competing for lawyers' limited attention.

Amid all this clamor and calamity, how do you, as a bar communications professional, get your organization's messages heard? How do these technology-driven changes in law practice change how you communicate?

This program will survey the changes in law practice brought on by technology and social media and then offer insights and recommendations on what it all means for how you do your jobs.


Introduction by Paul Nickell, Editor, Oregon State Bar Bulletin

2:30 P.M. TO 3 P.M.

Break

Come meet our sponsors, and get caught up with your Section friends.

3 P.M. TO 4 P.M.

Breakout Sessions

Track 1: The State of New Lawyers Today
Col. Lindbergh Ballroom

Learn more about the unique challenges facing today's new lawyers and find out how your bar can better serve this growing population.

Heather Clark, Denver and Colorado Bar Associations, Director of Communications and Marketing

Alexa Giacomini, Illinois State Bar Association, Director of Marketing and Membership

C.E. Rhodes, Texas Young Lawyers Association, Immediate Past President

Moderator:

Holly Priestner, State Bar of Texas, Communications Division Director

Track 2: Social Media: Raise Your Profile, #Engage Your @Members
Fireside Room

If you have not seen the very latest features for Facebook, Twitter and LinkedIn, you may be surprised. Delve into the newest add-ons and enhancements that will bolster your messaging workflow while optimizing your association's exposure. Learn about best practices for each platform and find out what types of posts engage followers and why. Plus, get recommendations on the best shortcut tools like HootSuite to ease the pains of posting. Whether you're a seasoned social media junkie or the new kid on the block, you'll find something valuable to take away.

Tim Eigo, State Bar of Arizona, Managing Editor of the Arizona Attorney

Sayre Happich, The Bar Association of San Francisco, Assistant Director of Communications/PR
Jamie Hines, The District of Columbia Bar Association, Social Media Specialist
Dan Wise, New Hampshire Bar Association, Communications Director and Editor of the Bar News

5:15 P.M.
A Downtown Portland “Amazing Race” and Dinner
Meet in Col. Lindbergh Ballroom
Explore downtown Portland in this interactive, clue-driven walking tour of some of the historic highlights of “Stumptown.” Bring your walking shoes and your mobile devices. You’ll need both to proceed from point to point. (And we promise: We’ve done our best to make it “fail-safe”!) After you’ve worked up your appetite, we’ll conclude with a hosted dinner and drinks at one of Portland’s most historic dining venues.

THURSDAY, SEPTEMBER 26
6:30 A.M. TO 9:30 A.M.
Breakfast
Arcadian Room
A complimentary buffet breakfast is available for all hotel guests. (If you are not a hotel guest, please request a voucher from the workshop registration desk.)

8:15 A.M. TO 4 P.M.
Registration
Mezzanine
9 A.M. TO 10 A.M.
Word is Out: Communication Challenges and Strategies for the Voluntary Bar
Col. Lindbergh Ballroom
Moderator:
Elizabeth Derrico, ABA Division of Bar Services, Associate Director
Word is Out: Communication Challenges and Strategies for the Mandatory Bar
Moderator:
Holly Priestner, State Bar of Texas, Communications Division Director
Fireside Room
From fast-changing technologies to the dramatic demographic changes afoot in the legal profession, the demands upon today’s bar communicator have rarely been as demanding. A panel of your peers will discuss the changes that are forming the 21st century bar and the strategies they have created to respond to these forces. This program is offered in two tracks, one for the communicators of voluntary bars, the other for mandatory bars.
Speakers to be announced.

10 A.M. TO 10:15 A.M.
Break
Come meet our sponsors and be entered in a drawing for prizes.

WHAT TO DO WHILE IN PORTLAND

Portland has a wide range of fun and inviting attractions — many of them within walking distance of our hotel!
Within Walking Distance
Powell’s City of Books
(8 blocks, 8 minutes)

Covering an entire city block, Powell’s City of Books contains more than 1.5 million books in 3,500 different sections. Grab a map to the nine color-coded rooms, and lose yourself in the largest used and new bookstore on Earth.
Open 9 a.m. - 11 p.m., 365 days a year; free.
1005 W. Burnside St.
503.228.4651
powells.com
Lan Su Chinese Garden
(5½ blocks, 5 minutes)

A year-round wonder, the Lan Su Chinese Garden is an authentically built Ming Dynasty style garden. Covered walkways, bridges, pavilions and a richly planted landscape frame a picturesque lake in this urban oasis built by artisans from Portland’s sister city of Suzhou. The garden’s teahouse serves light snacks and traditional teas. Open daily; admission charged.
NW 3rd Avenue and Everett St.
503.228.8131
lansugarden.org
**WHAT TO DO WHILE IN PORTLAND**

*Portland Art Museum*  
(13 blocks, 12 minutes)

The oldest museum in the Northwest, Portland Art Museum is located in the heart of downtown’s cultural district, the museum’s campus includes an outdoor sculpture court and historical interiors. Tour the world and travel through history in permanent collection galleries (featuring an extensive collection of Native American art), six stories of modern art and special exhibitions.  
Open Tuesday-Sunday; admission charged. Children 17 and under free.  
1219 S.W. Park Ave.  
503.226.2811  
portlandartmuseum.org  
**Stumptown Coffee Roasters**  
(across the street)

What started as a single roastery in southeast Portland quickly expanded to the rest of the city and, more recently, New York City and Seattle. Stumptown emphasizes direct trade and highlights the different flavor profiles of coffee varietals. The gorgeous latte art, not to mention the singularly Portland vibe, make for a memorable time.  
128 S.W. Third Ave. (among other locations)  
stumptowncoffee.com

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**10:15 A.M. TO 11:15 A.M.**

**Breakout Sessions**  
**Track 1: Everybody is a Reporter**  
*Col. Lindbergh Ballroom*

Like it or not, everyone at your bar is now a reporter, thanks to the growth of social media, crowd sourcing, citizen journalism and the insatiable appetite for content that all of our media channels now provide. But instead of spending sleepless nights worrying about unflattering photos of your president being thoughtlessly posted on a website, maybe it’s time to provide some basic journalism training to your colleagues and establish clear protocols for publishing anything about your organization. We offer resources, tips and real world experiences to get you started.  
**Joyce Hastings,** State Bar of Wisconsin, Publications Director  
**Barry Kolar,** Tennessee Bar Association, Assistant Executive Director  
**Russell Rawlings,** North Carolina Bar Association, Director of Communications

**Track 2: Reprioritizing Your Mobile Website Strategy**  
*Fireside Room*

In 2013, the number of Internet-connected mobile devices, such as smartphones and tablets, is expected to surpass the number of PCs in use. While people will still use their desktops and laptops, this turning point means the Internet will become a mobile medium. The key to a successful mobile website is speed, ease and intuitive navigation. Sound familiar? That’s because the same is true for any successful website. In this session, you’ll find out why you should rethink your mobile strategy as second fiddle and how responsive web design can help prepare you for this shift.

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**11:15 A.M. TO 11:30 A.M.**

**Break**

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**11:30 A.M. TO 12:30 P.M.**

**Breakout Sessions**  
**Track 1: Are You Smarter Than a Bar Editor? Determining What Your Readers Want, Rounding it Up & Publishing Same**  
*Col. Lindbergh Ballroom*

Plan now to attend Portland’s most cathartic and kazoo-tive game show ever, “Are You Smarter Than a Bar Editor?” Contestants along with the audience will be quizzed about developing and working with lawyer authors (including bar leadership), paid freelancers, publications committees and/or editorial boards, readership surveys, editorial calendars, theme issues, time-sensitive copy and more. This raucously fun, but edifying competition will include a “lightning round” and voting by kazoo! It’s not to be missed!  
**Our Contestants:**  
**Nina Corbut,** Ohio State Bar Association, Director of Publications  
**Tracey DeMarea,** Kansas City Metropolitan Bar Association, Director of Membership & Communications  
**Kristen Senz,** New Hampshire Bar Association, Associate Editor for Communications  
**Jessica Smith,** Dallas Bar Association, Assistant Director of Communication for Publications and *Headlines* Editor
Anne Strickland, North Carolina Bar Association, Assistant Director of Communications for Publications

Patrick Tandy, Maryland State Bar Association, Director of Communications

Our Kangaroo Court:
Suzanne Craig Robertson, Tennessee Bar Association, Editor of the Tennessee Bar Journal

Susan Ferrer, Indiana State Bar Association, Director of Communications
Judson P. Haverkamp, Minnesota State Bar Association, Editor of The Bench & Bar of Minnesota

And Our Affable Host:
Dan Wise, New Hampshire Bar Association, Communications Director and Editor of the Bar News

Track 2: Twitter: Beyond the Basics
Fireside Room
@NABEDOMMembers Learn from the bar world’s #supertweeter’s new ways to use Twitter to engage your members and the public.

Christopher Bonjean, Illinois State Bar Association, Director of Member Communications

12:30 P.M. TO 1:30 P.M.
Buffet Lunch
Arcadian Room

1:30 P.M. TO 2:30 P.M.
Plenary
Media Firestorm: Managing the Maelstrom
Col. Lindbergh Ballroom
In November 2010, the FBI arrested a Portland man who had attempted to ignite a bomb during the city’s annual tree-lighting ceremony. The plot had been part of an undercover FBI operation, so the bomb was a fake and the city had not been in danger. Nonetheless, it became a media firestorm, and would go on to become among the most-watched criminal cases in recent city history. Because this was a sting, the FBI and the U.S. attorney’s Office were able to plan in advance how they would inform the public of the operation, and manage the media event that would ensue. Their strategic approach is instructive for anyone whose work includes working with media, or planning for significant community and public outreach efforts.

Representatives from the U.S. Attorney’s Office and FBI will outline their planning and management of the media maelstrom in the days leading up to and immediately following the arrest. A local reporter, who took the lead in the earliest reporting of the story, will talk about the media’s handling of the weekend’s events, and his work with the key sources in the first hours and days of the breaking story.

Kateri Walsh, Director of Media Relations for the Oregon State Bar, will moderate the discussion.

Ethan Knight, Federal Prosecutor, U.S. Attorney’s Office
Beth Anne Steele, Public Affairs Specialist, FBI
Bryan Denson, Reporter, The Oregonian

WHAT TO DO WHILE IN PORTLAND

Voodoo Doughnut (across the street)

Located in Old Town’s popular nightlife district, Voodoo Doughnut is one of the city’s most unusual and delicious culinary destinations. The doughnuts, topped with creative ingredients such as bacon, Captain Crunch and Oreo, are almost as fun to look at as they are to eat. Locals and visitors line up 24 hours a day for what may be the most innovative doughnuts in the world.

Open all day, every day.
22 S.W. Third Ave.
503.241.4704
voodoodoughnut.com

Sightseeing By Transit
If feeling adventuresome, try these popular destinations via Portland’s user-friendly transit system.

Oregon Zoo

At the Oregon Zoo, observe more than 2,000 animals from around the world, from agouti (a rainforest rodent) to zebra. The zoo is renowned for its Asian elephant breeding program. The zoo is located in Washington Park, about 10 minutes via MAX light rail (Blue or Red line, Washington Park stop).

Open daily, admission charged.
4001 S.W. Canyon Road
503.226.1561
oregonzoo.org
WHAT TO DO WHILE IN PORTLAND

Pittock Mansion

High in the West Hills of Portland, Pittock Mansion soars 1,000 feet above the city’s skyline. A century-old symbol of Portland’s dramatic transformation from a small lumber town to a bustling city, it’s an architectural wonder. With picture-perfect views of rivers, forests, bridges and mountaintops — and 23 storied rooms teeming with treasures — no other place in town offers a more breathtaking view or a more revealing glimpse of Portland’s past. Open daily. Admission charged.

3229 N.W. Pittock Drive
503.823.3623
pittockmansion.org

Oregon Museum of Science and Industry (OMSI)

One of the nation’s leading science museums, OMSI is 219,000 square feet of brain-powered fun. Five enormous halls bring science to life with hundreds of interactive exhibits and displays. You can experience an earthquake, take part in live lab demonstrations, see a movie in the OMNIMAX Dome Theater, explore the universe in a world-class planetarium and even tour a real submarine. Located on the east bank of the Willamette River.

Open daily. Admission charged.
1945 S.E. Water Ave.
503.797.4000.
omsi.edu

2:30 P.M. TO 2:45 P.M.

Break

2:45 P.M. TO 3:45 P.M.

Track 1: Building a Culture of Dialogue Between the Bench, Bar and Media

Col. Lindbergh Ballroom

High-profile cases present ethical dilemmas and cause tensions between journalists, bar members, law enforcement and judges. Bar associations can do their part to bridge this gap as all parties seek to balance the media’s right to access with the protection of a fair trial process. Oregon State Bar and Oregon Bar Press Broadcasters Council host a popular annual program where a select number of judges, attorneys, media professionals, and law enforcement officers are invited to participate in a facilitated dialogue outside the context of an actual case. San Diego County Bar Association produces a program with the San Diego Superior Court and the Society of Professional Journalists where an expert panel of reporters, judges and lawyers highlight considerations that impact how they handle cases using a fictitious scenario. Learn how these programs broaden perspectives, build a culture of dialogue and inform decision-making in newsrooms, law offices, police stations and courtrooms.

Kateri Walsh, Oregon State Bar, Director of Media Relations
Karen Korr, San Diego County Bar Association, Communications Director

Track 2: Perils & Pleasures: Moving Print Publications to Life Online

Fireside Room

People are crossing over to digital reading ever more quickly, especially as the tablet becomes a replacement for paper. Find out how these bar communicators are going a step further by eliminating their print publication entirely to rendezvous with a growing digital world. In this session, you will learn the perils and pleasures of moving your print publication to online only.

Speakers to be announced.

3:45 P.M. TO 4 P.M.

Break

4 P.M. TO 5 P.M.

Roundtables

Choose from a sampling of topics ranging from new ideas in communications, emerging technologies and other bars’ tried-and-true projects.

6:30 P.M.

Dine-Arounds

Meet in Hotel Lobby

Portland is a notorious “foodie” town, replete with gastronomic pleasures of every variety, in every part of the city. Gather with colleagues for dinner at one of these great eateries. Sign up at the registration desk in the mezzanine. (Note: The cost of dinner is not included in your registration fee.)
FRIDAY, SEPTEMBER 27
6:30 A.M. TO 9:30 A.M.

Breakfast
Arcadian Room
A complimentary buffet breakfast is available for all hotel guests. (If you are not a hotel guest, please ask for a voucher from the workshop registration desk.)

8:15 A.M. TO NOON
Registration
Mezzanine

9 A.M. TO 10:15 A.M.

Track 1: By the Numbers
Col. Lindbergh Ballroom
We’re living in a world where data is increasingly the driver for communications. From presidential politics to car sales, decisions on message, channel and timing are only being made after an analysis of the numbers. How can you thrive in that environment without a team of geeks and mathematicians on hand to slice and dice your data? There is hope. This panel looks at what information may already be available to you through Google Analytics, membership profiles and other tools. These experts will show you how to use this data in making communications decisions and also how to use it as a content source for stories and graphics.

Kerstin Firmin, The Bar Association of San Francisco, Creative Manager
Conor Jensen, Texas BarBooks, Web Content Specialist
Barry Kolar, Tennessee Bar Association, Assistant Executive Director
Anna Zanoli, Oregon State Bar, Creative Services Manager

Track 2: Let’s Get Seamless, Shall We?
Fireside Room
By 2013, most publications have narrowed that wide gap between print and digital, but the work required only seems to multiply. This session examines that challenge by starting with readers and their needs. We’ll explore the places and spaces they increasingly prefer to consume information—and what that means for publishers. We’ll also describe some technology, tools, and strategies to meet reader expectations, share your bar’s great content, and make your job fresh and fun (remember fun?). Panelists will share examples of stellar print-digital storytelling. And they will explain some transformative technology, including applications for the back end (Evernote, Adobe Publishing Suite, Scrivener) and the reader end (QR codes, augmented reality, Storify, Vine)—all of which can help tell your bar’s stories in unconventional ways and ensure your own skills are market leaders.

Tim Eigo, State Bar of Arizona, Managing Editor of the Arizona Attorney
Patricia McConnico, State Bar of Texas, Managing Editor of the Texas Bar Journal

10:15 A.M. TO 10:45 A.M.

Break

WHAT TO DO WHILE IN PORTLAND

International Rose Test Garden

Portland’s International Rose Test Garden is the oldest official continuously operated public rose test garden in the United States. Each year hundreds of thousands of visitors from around the world enjoy the sights and scents of the gardens. The garden’s spectacular views and more than 8,000 roses make it one of the city’s most notable signature landmarks. Located in Washington Park. The best rose-viewing months are May-September.

Open daily, free.
400 S.W. Kingston Ave.
503.823.3636
portlandoregon.gov/parks

Portland Japanese Garden

In the scenic hills above Washington Park, the Japanese Garden is a haven of tranquil beauty which has been proclaimed one of the most authentic Japanese gardens outside of Japan. Encompassing 5.5 acres and five separate garden styles, the Garden includes an authentic Japanese Tea House, meandering streams, intimate walkways and an unsurpassed view of Mount Hood.

Open daily, admission charged.
611 S.W. Kingston Ave.
503.223.1321
japanesegarden.com
NABE COMMUNICATIONS WORKSHOP PLANNING COMMITTEE VOLUNTEERS

Thank you to all the section members who helped make this Workshop possible.

We couldn’t have done it without you!

Stephanie Abbott (Clark County Bar Association – Las Vegas, Nev.), Dominick Alcid (District of Columbia Bar), Heather Clark (Colorado Bar Association), Sara Crocker (Colorado Bar Association), Leanna Dickstein (State Bar of California), Farrah Fite (The Missouri Bar), Leone Gholston (Oregon State Bar), Alexa Giacomin (Illinois State Bar Association), Julie Hankin (Oregon State Bar), Kelley Jones King (State Bar of Texas (alumna)), Barry Kolar (Tennessee Bar Association), Paul Nickell (Oregon State Bar), Sharon Nolan (Chicago Bar Association), Holly Priestner (State Bar of Texas), Leticia Spencer (ABA Division for Bar Services), Mark Tarasewicz (Philadelphia Bar Association), Molly Whiteside (Oregon State Bar), and Anna Zanoli (Oregon State Bar).

HOW TO REGISTER

After you've made your plane and hotel reservations, don't forget to register for the workshop itself. See the inside back page of this program for details. Or simply go to www.nabenet.org to complete your registration online.

10:45 A.M. TO NOON

Track 1: Grow Your Community Outreach Without Stressing Your Volunteers

Col. Lindbergh Ballroom

Want to grow your pro bono and community volunteer efforts but worried your members may not be able to commit? Offering opportunities that can be done in one day, or even one hour, can make an impact in your community and provide important ways for your members to give back without taking on a long-term project or case. Our panelists will discuss pro bono and youth and adult education volunteer opportunities for members, regardless of their practice area or their time commitment.

Carolyn Gravit, Denver and Colorado Bar Associations, Director of Public Legal Education

Carissa D. Long, Indiana State Bar Association, Director of Public Relations and Social Media

Jan Miller, State Bar of Texas, Director of Law Related Education

Track 2: Online Communities

Fireside Room

Speakers to be announced.

NOON TO 2 P.M.

Luminary Awards Luncheon – Sponsored by Fastcase

Queen Marie Ballroom

Celebrate the achievements of your colleagues at this annual event, where awards are presented for the leading communications projects in the past year, as judged by a jury of your peers. The Anne Charles Award, for service to the Communications Section, and the E.A. Wally Richter Leadership Award, the section's highest honor, will also be presented.

2 P.M. TO 3 P.M.

Winners' Circle

Queen Marie Ballroom Foyer

Meet the recipients of this year’s Luminary Awards, see their winning projects and learn how they produced their award-winning work.

6:30 P.M.

Friday Night Dine-Arounds

Meet in Hotel Lobby

Gather with your colleagues for dinner at one of Portland's culinary “luminaries.” Sign up at the registration desk. (Note: The cost of dinner is not included in your registration fee.)