Most of us in the Communications Section work behind the scenes—writing, editing, designing and posting information that few of our members ever realize we’ve produced. And we’re OK with that.

We’re fine to have the bar president be the one in the spotlight, even if she’s reading words we’ve written. Or have a member score points in a case using analysis we helped package in a bar magazine article. For us, the satisfaction of doing good work, serving our members and learning better and smarter means of communication is enough.

Most of the time.

But we are human, you know. Sometimes we really do want to be the Rock Star. We want to hear “That infographic is so clever, I framed it and hung it on my wall for inspiration” or “that Twitter campaign totally ignited our fundraising campaign. We’re going to name our new building in your honor.” Or maybe even, “That magazine is so good it should win an award.”

And, of course, it can win an award. For more than 20 years now, the NABE Communications Section has hosted the Luminary Awards, a peer-judged competition that recognizes the excellent work that you perform every year for your members. It’s your chance to step out from behind the scenes—if only for a few minutes—to get the recognition you deserve for all that you do.

I’ve helped with the competition several times and have always been impressed with the scope and the quality of work. It has been inspiring and also useful. More than one new campaign has shown up in Tennessee after we saw it win a Luminary Award at NABECOMM. Just this past year, we wanted a platform to host law student discussions. Instead of worrying about the cost and development time of adding something to our own website, we remembered the microsites that the Colorado Bar had employed in a winning entry and used that strategy. Thank you Colorado.

The woman behind that award-winning microsite at the Colorado Bar is Heather Clark, who is co-chair of the Luminary Awards competition this year along with Nina Corbut from the Ohio State Bar Association. They have spent the past several months collecting the dozens of entries and coordinating the peer judging that goes into selecting the winners. And they will be at the front of the ballroom recognizing the winners during the Luminary Luncheon at the upcoming NABECOMM Workshop in Indianapolis.

If you didn’t enter the Luminary Awards competition this year, there’s no way you can join them in the warm glow of the NABE spotlight. So put it on your to-do list now for next year. For those who did enter, here’s hoping you’re a winner. If not, just remember what they say at the Academy Awards, “it was an honor just to be nominated.”
NABE Communications Section Workshop

October 1-3, 2014

Reserve your room no later than September 5 for the special group rate of only $166/night, which includes a fabulous breakfast.

Also, the “early bird” registration fee is good through AUGUST 29. Don’t delay! Register today!

Register Now!

http://www.nabenet.org/events/event_details.asp?id=450009
Indianapolis is Ready for the Communications Workshop!

The NABECOMM Workshop in Indianapolis is just around the corner, so don’t delay – register today online and make your room reservation at the Omni Severin Hotel. Visit nabenet.org/event/2014COMM for all of the details, but here are a few by the numbers:

Four plenaries
1. Conscious Capacity: Crafting strategies to ensure we can do more with less takes conscious attention and intentional action.
2. Vision isn’t just for boards anymore.
3. Reinventing Legal Education: “A Blueprint for Change”
4. Communications 2020: Developing a long-term communications strategy

10 breakout sessions
1. Measuring the Value of a “Like” or a “Follow”
2. You Can’t Say That! Media Training for Bar Leaders
3. Amateurism vs. Professionalism for the Public Relations Writer
4. App-stravaganza – 60 Apps in 60 Minutes!
5. Writing with Precision, Power & Punch
6. Deadlines, To-Dos & Deliverables: Serenity Now through Basecamp!
7. Editors’ Dilemmas: What Would Sam Lipsman Do?
8. Show, Don’t Tell: Creating Visually Useful Infographics for Your Audience
9. Successful Website Redesign: Tales from the Trenches
10. Building Your Brand; Telling Your Story

Not enough?
How about a field trip to the Indiana Statehouse for the “Magna Carta Facsimile Traveling Exhibit & Rule of Law Presentation” with Her Majesty’s Ceremonial Warrant Officer GSM Billy Mott and Indiana Supreme Court Justice Steven David?

Oh, you want to have fun
Not to suggest the aforementioned plenaries and breakout sessions won’t be fun, but we also have receptions & dinners, a walking tour of downtown Indianapolis and, wait for it, the most fun we can have legally at the ComedySportz Indianapolis Improv Show! The Luminary Awards Luncheon is fun, too, especially if you’re a winner! (I know, we are all winners!)

Indianapolis
Regarded as having the most walkable downtown in America, NABECOMM’s host city, Indianapolis, Indiana, is ready for its close-up with museums, theaters, shops, restaurants, monuments, parks, a canal and cultural trail all within walking distance of our grand hotel, the Omni Severin.

Deadlines
Take a moment today to peruse the registration brochure and picture yourself spending time with your colleagues this fall at the NABE Communications Workshop October 1-3. The “early bird” registration deadline is August 29, and to secure our event’s special room rate, please note the hotel reservation deadline is September 5.

Column contributed by Carissa Long
Long serves as Director of Public Relations & Social Media for the Indiana State Bar Association.
Measuring the Value of a “Like” or “Follow”

When measuring the value of a “Like” or a “Follow” on one of your social media platforms, it’s important to look beyond the numbers.

That was the message delivered by a panel of communications experts during a breakout session at the recent NABE Annual Meeting in Boston.

Presenting were Christopher Bonjean, director of member communications for the Illinois State Bar Association; Sayre Happich Ribera, assistant director of communications and public relations for The Bar Association of San Francisco; and Carissa Long, director of public relations and social media for the Indiana State Bar Association.

“Converting every ‘Like’ to a member is not realistic,” states Ribera. “Focus instead on building the brand: it’s quality over quantity.

“We don’t measure success by the amount of ‘Likes’ or ‘Follows.’ We measure it by the amount of members we engage. We focus on the actual relationships we are building.”

That’s not to say that the numbers aren’t important.

“Why measure ROI?” asks Long. “Because social media is such an integral part of our comprehensive strategies. If you don’t measure, you don’t know what to focus on.

“Set goals and determine the right platforms.”

The most popular sites currently being utilized by bar associations include Twitter, Facebook, Pinterest, LinkedIn, Google+ and Instagram. There are other options as well, not to mention the next great idea that will surely come along, but you shouldn’t feel as though you have to try them all.

“Protect your time and energy,” Long advises. “I’d rather be good at three platforms than bad or mediocre at 10 platforms.”

In Illinois, Bonjean measures success by the amount of traffic his bar association’s blog has generated.

“No bar association will ever attract millions of followers the way a Katy Perry or a Justin Bieber attracts followers,” Bonjean said. “But our blog has been very successful. It has attracted over two million page views over the past five years.”

The most popular topics, in order, are disciplinary matters, judicial elections, quick takes on Supreme Court opinions, updates on local courts, and people (obituaries, transitions, etc.)

To underscore the impact of blogging, Bonjean cited the recent announcement from NBA superstar LeBron James that he was leaving the Miami Heat to return to the Cleveland Cavaliers.

“A blogger broke that story,” Bonjean said. “Not ESPN, not Sports Illustrated, but a blogger.”

The presentation concluded with a rapid-fire summary of best practices and useful resources, 30 Tips in 30 Minutes, during which each panelist offered up 10 helpful hints for managing your social media program more effectively and efficiently.

For a complete review of this portion of the program, see the attached handout “Tweetable Takeaways” on page 5.

Column contributed by Russell Rawlings
Rawlings serves as the Director of Communications for the North Carolina Bar Association.
Learn about free tools to enhance your SM posts like @Tagxedo, which allows you to create a word cloud from content anywhere.

Free tools cont’d: @Quozio (www.quozio.com) turns meaningful words into beautiful images in seconds allowing you to store, share them.

Free tools cont’d: @ThingLink (www.thinglink.com) makes your images interactive with text and multimedia overlays.

Free tools cont’d: Multiple SM resizer tools exist to convert your favorite image into a FB, Twitter profile pic. Try www.internetmarketingninjas.com!

To save time, encourage everyone on staff be a photographer at bar events - you can’t be everywhere, so stop trying!

Be selective about what SM channels you use; it’s better to not have a presence at all than it is to have one that’s not routinely updated.

To avoid SM taking over your life, try turning off notifications & log in for 20 minutes, a few times a day. #notimetowaste

Wear many hats, get pulled in multiple directions at once? Schedule automatic updates to fill gaps & keep SM accounts up-to-date.

In a slump for breaking news, content to post? Repurpose stale content. For example, try featuring a BOG member & their bio from bar journal.

Is your Twitter home feed overwhelming? You can create private lists (i.e., reporters, bar associations) of people you want to watch.

Investing in 2 monitors = visual multitasking & only costs $150+/- . No more opening/closing!

Subscribe to @buffer, @steamfeedcom, @smexaminer, @cmccontent, @hubspot & @wildapricot to get expert tips to keep you up-to-date on SM trends.

Easily curate content by following experts, other bars. Try following @attnyatwork, @kevinokeefe & @iphonejd for content to share w/ your members.

Use free dashboards like @hootsuite to curate content. Find & share relevant news w/ members, bar staff, learn something new. Look smart!

Nothing to say? Try #newsjacking. Raise awareness of your assn by “piggybacking” on breaking legal news stories.

Ask #IT dept to set up a separate email - socialmedia@yourbar.org - where colleagues can send all SM related requests & send yourself tasks.

@3M post-it notes on your monitor = your friend! Include image specs for various SM platforms like FB cover, profile & event photos.

No graphic skills? No problem. Get @Graphicstock for a 7-day, free download offer for ready-to-use images perfect for SM.

Want to automate Association blog posts to Twitter? Try @twibbleio. Add your RSS URL & set up custom schedules for tweets with images.

Try using @IFTTT – If This Than That – to set up recipes that trigger actions between your various social accounts.

First success measuring event for ISBA was biennial trip to D.C.; only advertised on blog, FB & event sold out in 2 weeks.

2x4 blogging = 2 steps, 4 words: 1. Create content; 2. Drive traffic.

Blog content = practice news, obits, transitions, photos, CLE, videos, ethics, legislation, member benefits & more.

Drive traffic via e-newsletter, website, publications, FB, Twitter, LinkedIn, YouTube & Instagram.

Pushing content out is better than pulling readers in (FB, LinkedIn, e-newsletters are push; Twitter, blogs are pull).

Use the long tail of the Internet - Our “Life of Lawyer” video has 57,000 views by hitting on a popular topic.

Keep up b/c SM sites are constantly changing! For example, YouTube introduced its Creator Studio as I worked on this presentation.

Don’t have a blog? Start one today using Wordpress (free & user friendly)!

Want more analytics that what Google has to offer? Coremetrics & Omniture are great, bought by IBM & Adobe, so have $ ready!

Try these alternatives to YouTube: Vimeo & Wideo, both video share sites. *Wideo allows you to produce animated videos.
Sound Bytes
...Overheard in Boston...

Do something disruptive.

“I’m not impressed with someone who only has a positive story to tell, because that’s just not the way it is.”

Don’t promote events as if you just expect people to attend. Make them want to come!

When you send an email, you forfeit 93% of your communication power.

“Focus on building the brand: It’s quality over quantity.”

If you don’t put yourself in front of your prospects, don’t expect them to find you.

Even the stuff that “sells itself” needs to be sold.
Section Spotlight

DANIELLE BOVELAND | LOUISIANA BAR ASSOCIATION

A QUICK Q&A WITH ONE OF OUR NABE COMMUNICATIONS SECTION MEMBERS:

Q: What is your title and duties?
A: I’m the Communications Coordinator of Online Media at the Louisiana State Bar Association. I’m responsible for coordinating the Bar’s social media presence through Facebook, Twitter, LinkedIn, Google+ and Pinterest. I am also a staff liaison to the Leadership LSBA Class and I have various posting/monitoring responsibilities for the Bar’s website and mobile app.

Q: Tells us about yourself:
A: I was born and raised in New Orleans. I attended Howard University in Washington, D.C, where I earned a BA in communications with a concentration in public relations. I joined the LSBA staff in 2008, and moved to my current position in 2010. I have a pet beta fish named King Leonidas.

Q: Why did you become a NABE Section Member?
A: Several of my co-workers were already Communications Section members; the more they told me about the educational and networking opportunities available, the more interested I became in joining. Then I was asked to speak on a NABE panel when the ABA conference came to New Orleans, so it seemed natural to join and fully participate in all the sessions.

Q: Tell us an interesting, random fact about you:
A: I’m slowly learning to play the ukulele. I set a goal of learning at least one complete song before the end of the year, but I’m starting to suspect that music isn’t my strong suit.

Q: What’s the best place to visit in Louisiana?
A: I’m going to get a bit specific on this one. The best place to visit is the front steps of St. Louis Cathedral in New Orleans in the late afternoon. The local artists still have their paintings displayed against the iron railings of the park, locals and tourists are starting to line up at the nearby restaurants for dinner, palm readers have their tables set up in the square, and there’s almost always a brass band performing on the corner. It’s exciting and romantic and enchanting and you get completely absorbed in the moment.

Q: Most likely place to find you on a Saturday night?
A: I’m a member of a local organization that arranges volunteers for different cultural events throughout the city. We volunteer at everything from outdoor music festivals to private charity galas to museum openings, and we’re usually given free tickets in exchange for working a shift. So you’re most likely to find me out-and-about, soaking up the local culture.

Q: What are you currently reading?
A: “This Is Where I Leave You” by Jonathan Tropper.

Q: Most interesting/new idea at the Louisiana Bar Association?
A: The LSBA plans to produce a series of short “Bar 101” videos for our website. The videos will cover topics like member services, special projects, how to get involved, awards, an overview of the different divisions, bar communications, etc. We’ll need to get creative in our attempts to keep the information interesting but still relevant.

Q: What would we find on your iPod?
A: Right now, a lot of oldies. I just watched “Get On Up,” the James Brown biopic, and as soon as I left the theater I went on an iTunes buying frenzy for a bunch of his songs.

Q: What are you looking forward to accomplishing this year?
A: Several of our bar’s leaders have expressed interest in getting more involved with the LSBA’s social media presence. I set up a Twitter account for our president, @LSBA_President, that was debuted at the LSBA Annual Meeting and he’s really taken to it. He takes photos at Bar activities across the state that might not have gotten much coverage otherwise, so it’s a great membership outreach tool. I’m also setting up new accounts on several different platforms for our YLD Secretary, Access to Justice Department and Membership Outreach Department. It will be a fun and interesting challenge to make sure all of our accounts stay cohesive and continue to add value to the organization. We’re hoping to reach niches within the membership and get them connected to the Bar according to their interests.

Q: Anything Else You’d Like to Add?
A: My pet fish, King Leonidas, is actually King Leonidas V. Much like a real royal dynasty, my pet ownership has been fraught with peril and untimely deaths. On the upside, it’s taught me the importance of living with enthusiasm and of creating a unique impression in a sea of similar fish.
Grand Slam Version

Take five communications directors, add five challenges, and mix together fundamental principles of communication, a few shakes of originality and, voila, a five-course, nourishing meal. At least that’s what I was thinking after I got from the table from the “Grand Slam Marketing Ideas” breakout at the NABE 2014 Annual Meeting in Boston.

Talk to the chefs for the details. I will give you a glimpse of each dish, and the tasty insights I was left to savor.

**Appetizer:** Law School Outreach. Chef: Meredith Avakian-Hardaway, Philadelphia Bar Association – mavakianhardaway@philabar.org.

With an eye on cultivating its future membership, the Philadelphia Bar Association leadership executed a bar-wide initiative to take its story to area law schools. Part of the outreach was learning what the target group thought of the bar association (old, out-of-sight, out of touch) and appreciating what the students are interested in. The outcome so far includes greater participation by law students in Association events and programming brought to each of the law schools with a can’t-miss topic: “What law firm hiring committees want to see in candidates.”

Insight: If you don’t put yourself in front of your prospects, don’t expect them to find you.

**Entrée:** Disaster Legal Services. Chef: Heather Clark, Colorado Bar – hclark@cobar.org.

Extreme weather or other types of disasters can hit any of our communities. The Colorado Bar Association responded sure-handedly and rapidly to an extreme storm that triggered flooding that displaced tens of thousands of people and destroyed 2,000 homes. Within 24 hours of the flood, the Colorado Bar had become the hub of communications about disaster legal services, with a simple website colofloodrelief.org (CoBar is willing to share the template. Just ask) that provided answers to FAQs and a referral option for legal aid agencies. Behind the scenes, the various legal services providers, and FEMA collaborated to coordinate the help.

Insight: Just because it’s there for members, doesn’t mean they’ll find it. Even the stuff that “sells itself” needs to be sold.

**Side dish:** Bench-Bar Conference Theme Makeover. Chef: Kat Hinson, Austin Bar Association – kat@austinbar.org.

Concerned about sliding attendance for its annual bench-bar event, the organizers realized that blandly announcing the event wasn’t enough. They blew away the dust and shined up the event with a “This Ain’t Our First Rodeo” theme that added appropriate regional seasoning to liven up a worthwhile dish.

Insight: Don’t promote events as if you just expect people to attend. Make them want to come.

**Salad:** A New Way to Talk About Member Benefits. Chef: Barry Kolar, Tennessee Bar Association – bkolar@tba.org.

A member survey showed that while satisfaction with the bar association was generally high, Tennessee Bar members weren’t overly impressed with member benefits. The TBA decided the offerings weren’t off, it was the presentation. The Membership Maven -- a geeky persona of the Bar’s member services director -- was created. Kolar says this character has an “unimaginable level of excitement about member benefits.” The Membership Maven dispenses information, advice-column style, in the Tennessee Bar Journal, on Twitter and other formats, with the kind of nerdy exuberance that her TV “cousin” Flo has for car insurance. People enjoy the humor, and they are paying attention to member services messages, looking for a laugh.

Insight: If at first you don’t succeed (at renewing them), try, try again. And give that try as much of a push as you did the first time.

**Dessert:** Mid-year membership recruitment drive. Chef: Russell Rawlings, North Carolina Bar – rrawlings@ncbar.org.

What better way to finish our culinary tour with a tasty dessert of a membership renewal boost? The North Carolina Bar Association used a typically slow time in the membership year – two months into the new year -- to mount a multi-pronged, four-month campaign to give non-renewed members another bite of the apple (16 months of membership for the price of 12 months.) Several mailings and concerted followups brought in 650 additional memberships, for $65,000 in additional revenue – all for a $4,000 investment in materials.

Insight: Colonel Sanders was never in NABE. No one has a secret sauce. We survive, we thrive, by sharing or stealing good ideas that have worked elsewhere, tweaking them for local tastes.

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**Column contributed by Dan Wise**

Wise serves as Communications Director for the New Hampshire Bar Association
A Group Thank You Is In Order

Question: What’s the National Association of Bar Executives (NABE) Peer Excellence Award?

Answer: It’s really a way for members of NABE to say thank you to one of their own for going above and beyond.

And why is Sayre Happich Ribera, assistant director of Communications and Social Media manager for The Bar Association of San Francisco, worthy of a group thank you? Since early 2012, she has almost daily worked to create, strengthen and maintain the social media presence for NABE.

After attending the 2012 ABA Mid-Year Conference in New Orleans, Sayre and I took on the task of revamping the year-old NABE Facebook page and launching a NABE Twitter presence. We engaged the help of several other NABE Communications Section members to assist in posting news and resources that would be of interest to members.

Over the long haul, Sayre has consistently been the person to update Facebook and Twitter, and she has worked hard to build the audience to these levels:

- Facebook: 227 people who “like” NABE [if all are NABE members, that’s 34% of the membership]
- Twitter: 456 people following NABE; NABE following 170 groups and individuals

Recently, Sayre has turned her attention to NABE’s fledgling LinkedIn presence. She is a believer that NABE should increase communication through LinkedIn since NABE is a professional organization and LinkedIn caters to that audience.

Sayre’s work for NABE on social media is noteworthy because NABE had very little social media presence and no one person – paid or volunteer – doing the leg work to build a system.

Using her expertise in the area, Sayre took it upon herself to open accounts for NABE, to work with the Division of Bar Services, and with board members, to post items of interest to members, potential members, the legal Community, and beyond. She created a solid social media platform and greatly raised the visibility of NABE.

Over the past several years, Sayre has been asked to present on social media topics numerous times at NABE workshops and conferences, thus spreading her knowledge to other bars associations working to build their social media. She has also worked one-on-one with bar association staff members, going so far as to set up their accounts and send them instruction sheets.

So let’s give Sayre Happich Ribera a group thank you for her great contribution to our organization, her service to bar associations and for raising the awareness of NABE.

Column contributed by Ann Murphy
Murphy serves as Director of Communications for the Bar Association of San Francisco
2014 NABE COMM INDIANAPOLIS
Oct. 1-3 • Omni Severin Hotel • #nabecomm14

ENRICHED BY THE PAST ENERGIZED FOR THE FUTURE
TUESDAY, SEPTEMBER 30

2:30 to 4:30 pm (Butler)  
Communications Section Council Meeting

3:00 to 5:00 pm (Fisher Mezzanine)  
Registration

5:00 to 6:30 pm (Omni Severin Bar)  
Early Arrivals Reception

6:30 pm  
Dinner on your own!

WEDNESDAY, OCTOBER 1

10:00 to 11:30 am  
Walking tour of downtown Indianapolis – meet in the hotel lobby

11:30 am to 4:00 pm (Fisher Mezzanine)  
Registration

1:00 to 1:30 pm (Fisher Ballroom)  
Welcome & Introductions  
Barry Kolar, NABE Communications Section Chair  
Jim Dimos, ISBA President

1:30 to 3:00 pm (Fisher Ballroom)  
Introduction of gold sponsor: National Purchasing Partners  
Opening Plenary – Conscious Capacity  
Associations are not at risk of extinction, but they are not immune to major disruptions and change. In an era of online community creation, increased competition and diminishing resources, associations often feel they are hemmed in by a lack of resources, lack of direction and lack of will. It may be that you are working on a shoestring, but you do have ways to expand and extend your capacity to develop, innovate and prosper. Crafting strategies to ensure we can do more with less even better than before takes conscious attention and intentional action.

Speaker  
Sheily Alcom, Alcorn Associates Management, Sacramento, Calif.

3:00 to 3:30 pm (Fisher Mezzanine)  
Break

3:30 to 4:30 pm  
Breakout 1 (Gates)  
Measuring the Value of a “Like” or a “Follow”  
As social media has evolved over the better part of the last decade, questions still remain about how to successfully demonstrate, well . . . success. Get a grip on whether your social media

OMNI SEVERIN HOTEL  
40 W. Jackson Place, Indianapolis, IN 46225  
317.634.6666

Ideally located in the heart of downtown Indianapolis, the beautifully restored Omni Severin stands as the city’s longest running “grand hotel.” The Hotel Severin originally opened in 1913 and celebrated a century of service last year. It was built by Henry Severin with help from the famed Indianapolis Motor Speedway founders Carl Fisher and James Allison. From its opening to the late 1930s, the Severin thrived on the 300 passenger trains that came in and out of Indianapolis daily – with the Union Station Head House directly across from the hotel.

From the moment you walk into the lobby, the Omni Severin staff will make you feel right at home. Enjoy a fine meal at the critically acclaimed farm-to-table 1913 Restaurant. Join your colleagues in the Severin Bar or have a glass of wine and small cheese plate in the Wine Thief lobby bar. Visit Starbucks, also in the hotel lobby, for a freshly brewed latte or coffee and delicious pastries.

Reserve your room by Sept. 5 via nabenet.org/event/2014COMM for the special room rate of only $166/night, which includes a fabulous breakfast and complimentary access to Wi-Fi and a fitness center.
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   Speaker
   Shelly Alcorn, Alcorn Associates Management, Sacramento, Calif.

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WEDNESDAY, OCTOBER 1 (continued)

Efforts are delivered by hearing from your colleagues who have answered the value-proposition question successfully. Plus, learn the latest social media trends to ensure networking that works.

Speakers
Christopher Bonjean, Illinois State Bar Association
Sayre Happich, The Bar Association of San Francisco
Carissa Long, Indiana State Bar Association

Breakout 2 (Fisher Ballroom)
You Can’t Say That! Media Training for Bar Leaders

You want your bar leaders to promote the organization’s key messages, but does the thought of them speaking to the media put fear in your heart? Fear not! This breakout session will look at practical ways to train your leaders on how to work with the media. Hear from bar staff that regularly conduct media training and learn from their experience as to what works and what doesn’t. Through a panel presentation and an interactive, hypothetical scenario, attendees will learn how to prep leaders for interviews, provide guidance on how the media works, present best practices and guard against miscommunications and “oops” moments.

Speakers
Laura Ernde, The State Bar of California
Meredith Avakian-Hardaway, Philadelphia Bar Association
Kathryn Holub, Maine State Bar Association

Moderators
Stacey Shadrer Joslin, Tennessee Bar Association
Dan Wise, New Hampshire Bar Association

5:30 to 6:30 pm (Severin Ballroom Lobby)
Welcome Reception - meet in the hotel lobby for bus transportation to ComedySportz Indianapolis at 6:30 pm.

7:00 to 8:30 pm
ComedySportz Indianapolis Improv Show (think “Whose Line is it Anyway?” with a sporting twist)

THURSDAY, OCTOBER 2

8:15 am to 4:00 pm (Fisher Mezzanine)
Registration

9:00 to 10:15 am (Fisher Ballroom)
Morning Plenary – Vision Isn’t Just for Boards Anymore

We spend a tremendous amount of time and effort establishing and promoting vision on the part of our organizations. But how much time do we spend on developing personal visions for our careers and ourselves? Part of your effectiveness is inextricably linked to your ability to be clear on your own values, aspirations and talents. Learn about the process of developing and sustaining a personal vision. Reinvent your career and rekindle your passion for your career. Use a strengths-based approach to examine your best qualities. Develop personal objectives and commit to their pursuit.

Speaker
Shelly Alcorn, Alcorn Associates Management, Sacramento, Calif.
10:15 to 10:30 am (Fisher Mezzanine)
Break

10:30 to 11:30 am
Breakout 1 (Gates)
A Tale of Two Mindsets: Amateurism Versus Professionalism for the Public Relations Writer
Please do not record or tweet Prof. Begovich’s presentations; note taking for personal use is, of course, encouraged.
A confidence-building and eye-opening presentation intended to hammer home key mindsets and best practices of expert PR writers, this session will offer newer PR pros advice for building long and successful careers in which writing plays a key role, and veteran PR pros will get insights and perspectives that put their challenges, failures and successes in a refreshing context.

Speaker
Dr. Ray Begovich, Professor, Franklin College, Franklin, Ind.

Breakout 2 (McClellan)
App-stravaganza — 60 Apps in 60 Minutes!
A rapid-fire presentation of 60 mobile apps by a panel of IT/app-happy experts! Don’t miss this opportunity to find out about apps that can be useful to you as a communicator or to your bar members.

Speakers
Dominick Alcid, District of Columbia Bar
Tracey DeMarea, Kansas City Metropolitan Bar Association
Tim Eigo, State Bar of Arizona
Kerstin Firmin, The Bar Association of San Francisco

11:30 to 11:45 am (Fisher Mezzanine)
Break

11:45 am to 12:45 pm
Breakout 1 (Gates)
Writing with Precision, Power and Punch
Please do not record or tweet Prof. Begovich’s presentations; note taking for personal use is, of course, encouraged.
Reinforcing the basics of simple, clear and effective writing, this entertaining and “clicker-interactive” session is one not to miss! Bring your pet peeves, suggestions and long-lingering questions to share with the group.

Speaker
Dr. Ray Begovich, Professor, Franklin College, Franklin, Ind.

Breakout 2 (McClellan)
Deadlines, To-Dos & Deliverables: Serenity Now through Basecamp!
Association professionals are constantly challenged to juggle the competing demands of time, energy and resources while producing high-quality work and maintaining high-quality member service. Find out how the Indianapolis Bar Association reduced stress, increased productivity and streamlined operations by using Basecamp, an online project management tool. After just one year, its use has transformed the IndyBar’s project flow and converted staffers into full-fledged
THURSDAY, OCTOBER 2 (continued)

Basecamp evangelists. During this session, a panel of staff members will describe the bar’s use of the tool across various departments and share tips & tricks for successful use of online project management tools.

Speakers
Julie Armstrong, Indianapolis Bar Association
Tara Moore, Indianapolis Bar Association
Mary Kay Price, Indianapolis Bar Association
Chris Walsh, Indianapolis Bar Association

12:45 to 1:45 pm (Fisher Ballroom)
Lunch

1:45 to 2:45 pm (Fisher Ballroom)
Afternoon Plenary – Reinventing Legal Education: “A Blueprint for Change” and What Bar Associations Should Be Doing About It

Bill Henderson is a professor at the I.U. Maurer School of Law and director of its Center on the Global Legal Profession. He is a principal in Lawyer Metrics, a consulting firm that uses evidence-based methods to assist firms in identifying, selecting and developing world-class lawyers. He is also an editor of the Legal Whiteboard blog. National Jurist magazine recently named him No. 2 on its list of the 25 most influential people in legal education. He was cited for his research paper, “A Blueprint for Change,” which offers a plan to transform legal education to better fit the changing legal marketplace.

Speaker
Prof. Bill Henderson, I.U. Maurer School of Law, Bloomington, Ind.

2:45 to 3:00 pm (Fisher Mezzanine)
Break

3:00 to 4:00 pm
Breakout 1 (McClellan)
Editors’ Dilemmas: What Would Sam Lipsman Do?

Bar publications can be the consistent vehicle for communication to members. Let’s imagine what our late friend, Sam Lipsman, editor of the Los Angeles Lawyer, might advise us on these topics: the foundations for a credible association publication (editorial independence), opt-out policy, editorial boards, indemnification and author disclosure, and more. If time permits, these editors will also share their opinions on print in an electronic environment.

Speakers
Cheryle Dodd, The Florida Bar
Tim Eigo, State Bar of Arizona
Jud Haverkamp, Minnesota State Bar Association
Darlene LaBranche, Louisiana State Bar Association

Breakout 2 (Gates)
Show, Don’t Tell: Creating Visually Useful Infographics For Your Audience

Infographics are more popular than ever, and we can all agree that they are here to stay. However, presenting data visually is only successful if it’s useful. Being able to display information to your members and the public in an appealing way — as concisely and clearly
as possible — will result in a positive response and increased readership. Drawing on years of experience as a graphic designer with a background in informational graphics, Suzanne McGill will explain the “dos & don’ts” of data visualization, the trends in infographics today and the best places to find inspiration.

**Speaker**  
Suzanne McGill, StrataBlue, Indianapolis, Ind.

**4:00 to 4:15 pm (Fisher Mezzanine)**  
Break *then* meet by 4:15 in the hotel lobby to walk to the Indiana Statehouse.

**4:30 to 5:15 pm (Indiana Statehouse)**  
**Magna Carta Facsimile Traveling Exhibit & “Rule of Law” Presentation**  
Garrison Sergeant Major Billy Mott, Headquarters London District, is Her Majesty’s Ceremonial Warrant Officer and our guest as we view the ABA’s traveling exhibit in celebration of the 800th anniversary of the sealing of the Magna Carta. Indiana Supreme Court Justice Steven David will also be on hand to welcome workshop attendees to the Indiana Supreme Court courtroom and say a few words about the importance of the Magna Carta and the rule of law.

**6:30 pm**  
Dine-Arounds

**FRIDAY, OCTOBER 3**

**8:15 am to Noon (Fisher Mezzanine)**  
Registration

**9:00 to 10:00 am (Fisher Ballroom)**  
**Closing Plenary — Communications 2020: Developing a Long-Term Communications Strategy**  
Technology is rapidly affecting the way we connect, engage and communicate with our members. This plenary session will explore how the Indianapolis Bar Association developed a long-term strategic plan and vision for its communication strategies, and what you can do now to prepare for the future. James Burns, a digital strategy consultant, and Mary Kay Price, IndyBar director of marketing & communications, will walk you through the IndyBar’s experience and how you can involve your board, executive director and other stakeholders to set a strategic direction and map the course for 2020.

**Speakers**  
Mary Kay Price, Indianapolis Bar Association

**10:00 to 10:30 am (Fisher Mezzanine)**  
Break

**10:30 to 11:30 am**  
**Breakout 1 (Gates)**  
**Successful Website Redesign: Tales from the Trenches**  
Three recent veterans of website redesign, Cynthia Kuhn, D.C. Bar, and Pat Yevics and Patrick Tandy of the Maryland State Bar, will share “the good, the bad and the ugly” of their project plans from inception to launch and beyond! They will address how to build your redesign dream...

**Kurt Vonnegut Memorial Library**  
vonnegutlibrary.org

In honor of his wit and wisdom, the Kurt Vonnegut Memorial Library champions the literary, artistic and cultural contributions of the late writer, artist, teacher and Indianapolis native Kurt Vonnegut, highlighting the principles of free expression, common decency and peaceful coexistence he advocated. Admission is free.

**Indiana War Memorial Plaza**  
nps.gov/nr/travel/indianapolis/wwmemorialplaza.htm

The centerpiece of the plaza, which was conceived in 1919 to honor the veterans of WW I, is the Indiana War Memorial, modeled after the Mausoleum at Halicarnassus, one of the Seven Wonders of the Ancient World. A free military museum is within, and don’t miss the Shrine Room, a breathtaking example of American classicism.
FRIDAY, OCTOBER 3 (continued)

team, identify your association's business needs, get buy-in from stakeholders, let the designers design, keep leadership out of the kitchen and keep the user in mind at all times.

Speakers
Cynthia Kuhn, District of Columbia Bar
Patrick Tandy, Maryland State Bar Association
Pat Yevics, Maryland State Bar Association

Breakout 2 (McClellan)
Building Your Brand; Telling Your Story
Your brand is the promise that you keep with stakeholders — what they can expect from you. If organizations don’t take the reins and tell their story, it’s told for them. Join us and learn more about building and maintaining a strong brand that goes well beyond a logo. Learn about the “dos & don’ts” of a branding process; how to engage conceptual and linear thinkers alike in a process that often involves emotion over reason; things to consider when empowering staff as brand ambassadors; and how to successfully implement an organization-wide brand strategy.

Speakers
Debra Barnes, Washington State Bar Association
Katherine Hedland Hansen, Seattle University School of Law, Seattle, Wash.
Briana Marrah, Green Rubino, Seattle, Wash.

11:30 am to 1:30 pm (Fisher Ballroom)
Introduction of platinum sponsor: Fastcase
Luminary Awards Luncheon
At this annual event, the highlight of every Workshop, we celebrate the achievements of our colleagues and honor them for their leading communications projects in the past year. The Anne Charles Award, for service to the Communications Section, and the E.A. Wally Richter Award, the section’s highest honor, will also be presented.

1:30 to 2:30 pm (Fisher Mezzanine)
Winners’ Circle
Meet with recipients of this year’s Luminary Awards, see their winning projects, and learn how they produced their award-winning work.

Photos by Vincent Morretino

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The Children's Museum of Indianapolis
childrensmuseum.org
The largest children’s museum in the world is just minutes north of downtown Indy. Visitors can explore the physical and natural sciences, history, world cultures and the arts, and see how dinosaurs lived 65 million years ago.

Landmark for Peace Memorial
kennedykingindy.org
On April 4, 1968, Robert Kennedy flew to Indianapolis for a planned inner-city rally just north of downtown and learned upon landing about the assassination of Dr. Martin Luther King Jr. Instead of a campaign stump speech, he delivered a five-minute, improvised statement informing the crowd of King’s death and urging racial reconciliation. No riots took place in Indianapolis, a fact many attribute to the effect of Kennedy’s speech. The sculpture is near the site of that fateful speech.