It’s no secret that as communication professionals we are often forced to wear (too) many hats as we go about our day. Copy writer! Blogger! Web site manager! Media relations coordinator! Social media strategist! Graphic designer! Photographer! And on and on! The Communications Section is here to help make your balancing act run a bit smoother by providing examples of excellence in bar communications through our programming, newsletter and listerv.

Soon it will be time to renew your NABE and Communication Section Membership dues (still only $35 for Section membership). I encourage you to make your renewal quickly and share the benefits of Section membership with others in your office (new members are always welcome).

The rewards of membership in the Communications Section are many:

- Annual Communications Section Workshop: A three-day conference for bar communications staff that covers everything from the fundamental to the philosophical (and it’s always fun). Don’t miss 2013’s Portland, Oregon Conference from September 25-27!
- Newsletter: Published electronically 2-3 times a year, Communicators Talk brings timely information and tips to Section members.
- Section Listserv: Members share tips and advice on bar communications and activities on this member’s only Listserv.
- ABA/NABE Events: The Section produces communications programming at most NABE meetings.
- Member Resource Directory: Section members are listed in an online (and print) directory at nabenet.org.
- Involvement: Raise your profile by participating in special projects and get involved in the Section’s many volunteer-staffed committees. Consider planning a breakout session at an upcoming Workshop.
- Annual Recognition: The Section annually recognizes the work and contributions of outstanding Section members with several awards including the Luminary Awards, the Richter Award and the Anne Charles Award.

For more information on the Section, visit www.nabenet.org, and watch for your upcoming dues renewal in late spring.
Mark Your Calendars for the 2013 Communications Workshop, Sept. 25-27, in Portland, Oregon

When the real estate blog Movoto.com recently named Portland, Ore., as the second “nerdiest” city in America, only a few in Oregon’s largest city took notice. Widely known as the city that celebrates the offbeat (with the stolen motto of “Keep Portland Weird”*), Portland is well-acquainted with the unusual — from the occasional kilt-clad Darth Vader on a unicycle (playing a bagpipe, no less), to the popular donuts with bacon slices, to its semi-official drag queen ambassador. Simply put, to quote the state’s old tourism slogan: “Things look different here.”

And so let this be the intriguing and perhaps unusual backdrop for your invitation to the 2013 NABE Communications Workshop, scheduled for Sept. 25-27 in Portland, Ore., with the appropriate theme: “Portland UnConventional: Fresh Ideas for Bar Communicators.”

Your NABE Communications Workshop planning team is already at work on this fall event, planning the plenary sessions, breakouts and social events that are the hallmark of any NABE-Comm. We hope you will mark your calendar now for this must-attend event for bar communications professionals.

Our host site is the Embassy Suites Downtown – Portland (the historic former Multnomah Hotel), mere steps from many of Portland’s historic and iconic — and sometimes ironic — touchstones. The hotel’s spacious suites, along with the included breakfasts and early evening social hours, are suited to welcome all, from the single traveler to larger parties.

As your host, we of the Oregon State Bar look forward to sharing our home with you. We invite you to experience the vivid restaurant and food-cart scene (as so well-documented by Portland’s other daily newspaper), as well as the city’s livable, transit-oriented, art-filled and agreeable downtown core. Please, come enjoy the vistas, the scenery, the history, the zeitgeist that is Portland.

We’re certain you’ll think it’s, well … UnConventional. See you in Portland!

~ Paul Nickell & Julie Hankin
Oregon State Bar

*This slogan originated in Austin, Texas, as “Keep Austin Weird.” Portland, Ore., with absolutely no shame, acknowledges its theft.

How weird is that?
Social Media Pros Teach “Master Class”

Transcending social media “stereotypes” by rolling out new uses for Facebook, LinkedIn and Twitter may give your bar a bigger edge in the quest for members’ attention, according to a panel of bicoastal NABE communications professionals.

The panelists offered a “Social Media Master Class” at the NABE Midyear Meeting in Dallas on Feb. 6.

“Facebook can be challenging, but it is the land of the mad-dening-but-often-genuine experience,” said Tim Eigo, Editor of Arizona Attorney at the State Bar of Arizona. “The investment of your staff to achieve some change in member engagement can be modest.”

So how do we make even better use of Facebook than we are today? Eigo discussed several features to improve interaction.

Your bar’s “secret weapon” in social media is its catalog, Eigo said. He suggested using Facebook’s Timeline feature to maximize your decades of content – whether it’s a current event or a Supreme Court justice who visited 15 years ago.

Another item often underutilized is the cover photo, Eigo said.

“If you have a cool space you might want to show it.” This includes faces of members, photos from key events, artistic objects surrounding your latest magazine cover, etc.

Eigo also suggested taking advantage of Facebook vanity URLs, adding content to your “About” section, and also using Facebook “Notes.” “If you’re worried about starting a blog [but don’t have the time], this can be a valuable solution,” he said.

“The goal is to engage members,” said Eigo. “No one wants to be constantly lectured to. Telling and shouting is old school. We need to be asking members what they want.”

Simple changes can also have a big impact, such as being scrupulous about photo captions. “Just remember to go the extra 30 seconds and type something in,” he said.

According to Eigo, the tone of your bar’s conversation on Facebook should be that of a business dinner. And remember to post what others are saying and doing, too.

“The best associations are not just talking about themselves,” said Eigo.

Sayre Happich Ribera, assistant director of communications and public relations for The Bar Association of San Francisco, provided practical pointers on LinkedIn. The Group manager sets the tone, she said.

“It’s important to note that there’s only one Group manager allowed [but] you can have multiple company page admins,” Ribera said.

“You have to make sure you get the main point in your bar’s name in 48 characters. If you’re worried about Group members posting self-promoting events, you can get rid of that.”

Ribera recommended sending featured Announcements straight to the Group members’ email addresses as a valuable timesaver.

Privacy is also a concern among many lawyer LinkedIn group members. She advised using the request-to-join feature to screen out junk posters. If your bar has a paid job board, you may not want to allow members to use the “share jobs to the group” feature, she said.

Member engagement on LinkedIn is key to success. This includes encouraging bar staff and board members to comment on discussions. “It’s important to get everyone involved,” Ribera said. “We contact our ‘influencers’ to see if they want to write an article or present on a CLE.”

Ribera also endorsed LinkedIn’s new company page design feature, and suggested taking advantage of a cover photo and adding a product/service to your company page.

“You should think of your company page as another website,” she said. “For each product or service, you can add a contact if they’re a member of LinkedIn.”

Dan Wise, Communications Director & Bar News Editor for the New Hampshire Bar Association, gave his personal take
Section News

It’s time to Nominate for Luminary Awards

The NABE Communications Section is looking for nominations for its annual Luminary Awards, for “Excellence, Creativity and Professionalism in Bar Communications.” To learn more, and to make a nomination by May 31, visit http://www.dcbar.org/luminary/categories.cfm.

Help Us Put Together Communicators Talk

The Section is in need of a new editor/designer for “Communicators Talk.” If you are interested or have a staff member that is willing to volunteer, please reach out to Incoming Chair Mark Tarasiewicz at mtarasiewicz@philabar.org.

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.

SOCIAL MEDIA continued from page 3

on Twitter, while also sharing a few tips from Jamie T. Hines, Senior Social Media Specialist for the District of Columbia Bar.

“Twitter is a big stream, anytime you go into Twitter…you take a cup of water and pour it into the stream,” Wise said.

“What does engagement mean? I think it means having a relationship with your members. Why Tweet? So [others] understand that we're the go-to people to talk to about the legal profession.”

Wise strongly recommended using HootSuite, the leading social media dashboard that manages and measures your social networks. “I sometimes send things to all three [Twitter, Facebook and LinkedIn], and sometimes I customize,” he said.

Regarding those bar leaders who ask to create their own Twitter pages, “That’s a question that you might need to look at based on the size of your bar,” Wise said. “It depends on the distinctiveness of your bar.”

Wise concluded with several valuable Twitter takeaways.

“Put your Twitter feed on your website so it is always dynamic and changing,” Wise said. He also suggested regularly “pruning” your feed to address unwanted guests.

“To me, social media has been like taking care of my house plants. You can’t do it every day, but at least two-to-three times a week.”

Column contributed by Mark A. Tarasiewicz
Tarasiewicz is Associate Executive Director of the Philadelphia

Thanks to NABE Comm, I have a lifeline in every time zone. I know I can count on my colleagues from across the nation to offer advice and support on everything from staff issues to creative ideas.

~ Holly Priestner | Communications Division Director
Join us – www.nabenet.org
The Future of Bar Associations

Jordan Furlong Delivers NABE Plenary

Bar association professionals who gaze into the murky future of legal services have reason to be concerned. But those with a clear focus on value and mission may find opportunity.

That was the message of Jordan Furlong, attorney and partner with Edge International, who delivered the plenary speech at the NABE Midyear Meeting in Dallas. On February 6, he addressed a packed room of bar executives who have done their own forward-gazing. For them, Furlong’s message was hard medicine that may lead to long-term association health.

Furlong reminded attendees that success will come to those who focus on their mission and who are adept enough to streamline their operations, and to outsource and “unbundle” non-core activities.

“We are well on our way into a new legal marketplace,” Furlong said, and only the creative and committed will thrive. In that endeavor, he quoted legal futurist Richard Susskind: “The best way to predict the future is to invent it.” Furlong offered his own roadmap toward invention.

That begins, he said, with understanding the storm-ravaged terrain we occupy. He identified a few pieces of flotsam strewn on legal beaches: Demand for traditional legal services by corporate clients has decreased, and consumers and other “retail” purchasers are having their legal needs met in alternative ways. Those changes are visible in increased legal outsourcing to places like India, and the emergence of online products such as Rocket Lawyer and LegalZoom.

Traditional attempts to counter those changes have landed with a thud, Furlong said. Regulatory fights, like claiming violations of UPL statutes, have failed. Meanwhile, these new legal services have not proven to be catastrophic to clients, despite doomsday warnings.

“Over time,” Furlong said, “lawyers have taught clients that legal services are slow and expensive. But the alternatives prove otherwise.”

Changes are needed, Furlong urged, and not just to salvage law careers. The United States comes in at the 19th berth among 29 industrialized nations in access to justice rankings—just behind Estonia. Clients, consumers, lawyers—and bar associations—all require a new model.

Furlong advised listeners to challenge assumptions in key areas, including who competes with bars, how lawyers like to network, and how large law firms will support bars. But two other “pressure points” may be even more crucial.

Most important to keep in mind is that the number of lawyers is shrinking. Bar associations that adhere to the belief that there will always be more attorneys are in denial. Applications to law schools declined 20 percent this past year, and they plummeted 38 percent since 2009.

Though some law schools may be eager to enroll “anyone with a pulse,” Furlong said, some of these schools simply will not survive—bad news for schools, but with an upside for wise bar as-

FURLONG | continued on page 6
Furlong's other key challenge area is in legal education, where decades of research on how people learn have led to almost no change in CLE classrooms.

“The nature of work that lawyers are retained to do is changing radically,” Furlong said, and the education on offer has mostly failed to keep pace.

Bars on the cutting edge will recognize “an entrepreneurial era is coming, where law firms will employ fewer lawyers, and there will be more boutiques and solos.” In that “process-heavy” and “unbundled” legal services world, lawyers have “a crying need” need for practice-driven training.

Ultimately, successful associations focus on the value that is almost unique to their skill sets. They must: burnish their credentials as thought leaders and centers for research & development; offer education focused on pragmatic skills and business training; and foster deep professional connections that increasingly isolated lawyers need, including through referrals, cross-selling and job sharing.

Most important, bars must examine their rules and eligibility requirements and decide if they serve just lawyers, or legal service providers. The successful answer to that inquiry will equal relevance and meaning to a new generation of attorneys and purchasers of legal services.

Column contributed by Tim Eigo
Eigo is the editor of Arizona Attorney Magazine, the official publication of the State Bar of Arizona. He is a council member on the NABE Communications Section.

Sound Bytes
... NABE in conversation ....

Welcome to NABE, or as I call it, my family reunion.

Yvonne McGhee

If it is not exclusive to your members, you cannot call it a member benefit.

Jordan Furlong

No technological magic bullet will take the place of content.

A picture of your bar president and Sandra Day O’Connor without a caption is as useful to Google as a puppy.
Getting the Most out of Staff and Helping Staff Get the Most out of the Organization

It doesn’t matter how many members you have – in the bar world your staff is never big enough and each member wears multiple hats. At the NABE Midyear Meeting, Karen Hutchins, executive director of the Arkansas Bar Association, and Frances Duojon of the Washington State Bar engaged in a conversation with former State Bar of Texas Deputy Executive Director Kelley Jones King on getting the most out of staff and helping the staff get the most out of the organization.

**Hiring** | When Hutchins replaces a member of her staff of 10, she recognizes the importance of evaluating the applicant’s skills to make sure he or she will fit with the established team. Complementary skills are necessary and each hire is a piece that must fit with the entire puzzle. When you re-examine an old job description for a new posting, consider skills that would improve the job and add required talents or responsibilities.

A true human resources professional, Duojon advised attendees to be deliberate in the hiring process, taking time to get the right person in the right role. Define the skillsets needed for the role and involve other stakeholders to gain a broader perspective. During an interview, you usually make a decision within the first 30 seconds. Duojon recommended challenging oneself to ask really hard questions to ensure that a well-liked candidate is bringing the right skills to the table. Conversely, if the first impression is negative, challenge yourself to bring out the other side of the candidate.

**Flexibility** | The panel agreed that flexibility is important in bar work, balancing the mission of an organization that is both volunteer and business driven. Budgets are lean and programs are constantly added. Staff members must be innovative with both time and money while upholding high performance standards. It is important to listen to staff on what can be feasibly accomplished by the internal team and what can be outsourced. Don’t let staff members become intimidated by outsourced work. Invite key team members to offer knowledge that will guide the process, ensuring that they are valued and that their expertise is needed while the work might not be hands on.

**Appreciation** | One of the best ways to show staff appreciation is to offer professional development opportunities. Offer avenues to sharpen one’s tools through seminars or webinars. While budget constraints might get in the way, get creative. If one staff member attends a conference, ask for an abridged version to be shared with the rest of the team upon return. If someone possesses knowledge that can benefit all, consider brown bag lunch sessions.

The key to a productive team is showing appreciation for hard work and dedication. Expectations are high and so is the workload. Don’t get caught up in moving to the next budget or project cycle; stop and thank the team as phases are completed. The panel agreed that regardless of the size of bar or budget, the smallest gesture – something as simple as a donut or handwritten note – will go a long way!

*Column contributed by Holly Priestner
Priestner serves as communications division director for the State Bar of Texas.*
San Francisco is the perfect place to indulge and attend educational programming. With the hot art scene, tempting boutiques, and awesome bay views, you won’t want to miss this meeting.

All business meetings, programs and events will be held at the Hilton Union Square, 333 O’Farrell St., San Francisco, CA unless otherwise noted.

Information:  
www.nabenet.org

Registration:  
www.ambar.org/annual

August 6-8
Register Now!
Early bird registration ends May 31
Scholarships Available
Save the Date for the 2013 NABE Communications Section Workshop, hosted by the Oregon State Bar.

We can't wait to meet you at the Embassy Suites Downtown – Portland (the historic, former Multnomah Hotel), which has a colorful history. The Multnomah has hosted nine U.S. Presidents, Queen Marie of Romania, Charles Lindberg in 1927 and Elvis Presley in 1957. John Kennedy gave an impromptu speech from a balcony while campaigning here in 1960.

Plan to join us in September.
Registration coming soon – www.nabenet.org
Embassy Suites

"An incredible resource" is what The Bar Association of San Francisco feels about the NABECOMM section – so much so, five of us belong and will be attending the workshop in Portland in September.

~ Ann Murphy, Director of Communications
NABE Webinars are ready when you are. Training for you and your staff, available 24/7 at //nabe.scholarlab.com. Check out the listings below to see what you’re missing!

Communications Section Workshop | Denver | October 2012

Secrets of Association Branding | Pecanne Eby | 47 minutes
Strategic Membership Plans | Sarah L. Sladek | 40 minutes
The End of Membership as We Know It | Sarah L. Sladek | 58 minutes
The Future of Communications | Gil Asakawa | 63 minutes

NABE Annual Meeting | Chicago | August 2012

Race For Relevance: 5 Radical Changes for Bar Associations | Mary Byers | 58 minutes
A Practical Approach to Evaluating Your Programs & Services | Mary Byers | 43 minutes
Managing Your Bar's Critical Tech Decisions Without Tearing Your Hair Out | 59 minutes
Best Practices – Association/Foundation Relationships | 56 minutes
Bar Staff: They Don’t Grow on Trees! | 65 minutes

Small Bar Conference | Las Vegas | June 2012

Communication Through Technology | Michael Sommermeyer | 38 minutes
Communications on a Shoestring | Stephanie Abbott & Molly Kilmer Flood | 52 minutes
Time Management/Multi-Tasking | Anne Hanson | 36 minutes
Essentials of Bar Association Insurance | Joel Jarvis | 38 minutes

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Stay Tuned...
The NABE Webinar Committee is working with our talented programming committee on plans for recording select events at our Annual Meeting in San Francisco.

~ Details coming soon!
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