Happy New Year! It’s hard to believe that 2013 has arrived (and with very little snow in Chicago, I might add). As the calendar turns from one year to the next, we inevitably take stock in where we’ve been and where we’re going. And for the Communications Section, the 2012-2013 bar year as been a whirlwind of activity!

Looking Back…

Communications Workshop 2012

Last October, the Section kicked-off the bar year with a VERY successful Communications Workshop in the mile high city of Denver. Programming was plentiful (we covered everything from publications to social media to marketing/communications), networking was in high gear, and our sponsors were generous (we raised over $20,000!). If you missed a session or were unable to attend, check out NABE’s online Webinars to view a few of the key sessions (visit www.nabenet.org – under resources). And, of course, no Workshop recap would be complete without a hearty thank you to the talented volunteers that steered the ship: Heather Clark and Sara Crocker at the Colorado Bar (Workshop Organizers/Chairs), Leanna Dickstein (Sponsorship Chair), and the many Section members that planned programs and moderated breakout sessions.

Luminary and Section Awards

If you’ve ever attended the Section Workshop, you may already be familiar with the many ways the Section honors the outstanding work of our members. The Luminary Awards, which honor excellence in publications, marketing, public relations and web sites, were presented to 18 honorees from bar associations around the country (winners are posted at www.nabenet.org). A special thank you goes out to Alex Giacomini and Dominick Alcid for their amazing work guiding the selection process and for making this year’s award ceremony so special.

At the Workshop, the Section also presented the Wally E. Richter Award, which recognizes outstanding achievement in the field of communications, to Kelley Jones King of the State Bar of Texas. And, the Anne Charles Award, which recognizes a member or members of the NABE Communications Section for significant contributions to advancing the goals of the Section through committee service or other Section volunteer efforts, was presented to Stephanie Abbott of the Clark County Bar Association. Congratulations to all our honorees!

Welcome Alexa Giacomini to the Section Council

The Section’s Council recently appointed Alexa Giacomini of the Illinois State Bar Association to fill the remainder of a vacated 2-year Council position (position expires in 2014). Welcome to the Council!

Looking Forward…

Luminary Awards Review

To ensure the Luminary Awards stay current, the Council is
Register Now for the NABE Midyear Meeting  

**Dallas, February 5 - 7, 2012**

Mark your calendars and plan to join us for the 2013 National Association of Bar Executives Midyear Meeting, February 5-7 in Dallas, Texas. Dallas is a superb city with excellent shopping, restaurants, and a vibrant entertainment and urban arts scene. All business meetings and events will be held at the Hilton Anatole hotel located in the heart of the Dallas Design District.

To **register** online [click here](https://m360.nabenet.org/ViewEvent.aspx?id=28662&instance=0)

For **faxable registration** form [click here](https://m360.nabenet.org/ViewEvent.aspx?id=28662&instance=0)

For **program preview** [click here](https://m360.nabenet.org/ViewEvent.aspx?id=28662&instance=0)

For **Scholarships** [click here](https://m360.nabenet.org/ViewEvent.aspx?id=28662&instance=0)

For **Sponsorship opportunities** [click here](https://m360.nabenet.org/ViewEvent.aspx?id=28662&instance=0)
Ask Brad Carr for a mugshot and he sends back a photo of Bradley Cooper.

Had anyone else done that, it would have been a surprise. With Carr, who serves as communications director for the Alabama State Bar, it’s expected.

What’s surprising is that he responded to the second request with an actual photo of himself and not Brad Pitt.

Carr can give and take with the best of them, but don’t let him fool you. Beneath the veneer of a transplanted New Yorker who has spent a good portion of his career in the South, he’s got a heart of gold and is not afraid to use it.

By now he’s used to being recognized as the “dean of bar communicators” in the United States, which is how Executive Director Keith Norman introduced Carr when he succeeded Susan Andres in 2006.

“Like squatting for a domain name,” he laughs.

If so, it’s a domain name that’s richly deserved. Carr has been in the bar business for 41 years, including 22 years as director of media services and public affairs for the New York State Bar Association.

A graduate of the University of Missouri with a degree in journalism, Carr was ushered into bar communications by the late E.A. “Wally” Richter, in whose name the Communications Section of the National Association of Bar Executives annually presents the E.A. “Wally” Richter Leadership Award “for outstanding achievement in the field of communications, for extraordinary service to colleagues in the National Association of Bar Executives, and for distinguished leadership of the Communications Section.”

Carr was honored in 1993 as the 11th recipient of the award.

“Wally Richter was my mentor,” said Carr, who initiated his journey in 1971 as assistant director of communications for The Missouri Bar. “I did not know from A to B. Wally was looking for somebody he could teach.”

“I had no job, nothing, and all of a sudden we’re at my wife’s parents’ house in Pierce, Neb., and I get this call. ‘We want you to come to the ABA Annual Meeting in New York City and interview with Ernest Fremont,’ a lawyer from Kansas City who is president of The Missouri Bar at the time.

“So we’re at the Hilton and I tell my wife to sit down and order herself a Coke while I’m being interviewed. She nursed that Coke for three hours. The waitress keeps coming by, but she didn’t have any money.

“I tried to put on a good face – What’s a bar association? – and eventually I got the call.”

From there Carr proceeded to Washington, D.C., for a brief stint with the ABA before spending six years as director of communications for the State Bar of Georgia. In 1978 he returned to the ABA, this time in Chicago, to serve for six years as associate director for the Division of Bar Services.

In 1984 he was called home to serve as director of communications for the New York State Bar Association, not that someone from the Bronx would ever refer to Albany as home. He counts among the highlights of his tenure there the hiring of Elizabeth Derrico and Dan Kittay.

“I left the New York State Bar in 2006,” Carr said. “We were thinking about buying land in Hilton Head (S.C.) As it turned out, it’s a good thing we didn’t, because things were kind of coming apart at that time.”

Brad Carr | Alabama State Bar

Section Spotlight
Communications Workshop 2013
Planning will begin soon for this year’s Workshop in Portland, Oregon from September 25-27. Paul Nickell and Julie Haskin of the Oregon State Bar Association will oversee the planning along with Incoming Section Chair Mark Tarasiewicz of the Philadelphia Bar Association. Watch your email for a call for volunteers to serve on the planning and sponsorship committees.

Webinar Programming
The Section Council is looking into hosting a Webinar during the course of the bar year. If you have topic suggestions or would like to plan a Webinar, please email me at snolan@chicagobar.org. As plans progress, we’ll keep you posted.

As we kick off the new year, I am so proud of the work our Section as accomplished thus far and am looking forward to a vibrant first half of the year!

Since May of 2001, Sharon Nolan has served as Director of Marketing for The Chicago Bar Association. As Director, she designs and implements promotional campaigns for the 22,000 member Association’s membership drives, educational symposiums, and special events. She is also responsible for brand awareness and continuity of marketing messages for both the Association’s internal and external audiences. Ms. Nolan currently serves as Section Chair for the Communications Section of the National Association of Bar Executives.

MOVING FORWARD
continued from front page

Carr
continued from page 3

Instead, Carr proceeded to Alabama.

“I had already learned how to eat fried green tomatoes and grits when I was in Georgia, so it was not a big deal,” Carr said. “The nice thing we found out is that Atlanta is two and a half hours from Montgomery, so we get to see our older son and our grandchildren. It’s pretty nice after 22 years of snow, ice and sub-zero temperatures.”

A frequent attendee at Communications Section workshops and ABA/NABE get-togethers, Carr marvels at how the field of bar communications has expanded over the past four decades.

“Forty years ago there weren’t very many people doing this,” Carr said. “It was one of those new things that developed, at first with a marketing person, then slowly but surely we now have people in social media. All of these things have evolved, but the Communications Section has always had publications as the basis to begin with.

“Even with the offshoots, we’ve had people who deal with the news media, then people who deal with this thing called the website. It is a great collection of people.

“Everything that people write when someone is leaving is heartfelt and sincere. Everyone gets along fabulously with one another at the section meeting – I’m not sure you find that level of camaraderie anywhere else in NABE.

“We’re not proprietary as a group, everyone shares with everyone. It’s one of the nicer things about it. You’re under the gun, you send out an email, ‘does anyone have’ … fill in the blank? We share with one another.”

None more so than Carr, which is as it should be, because he’s the dean.

Column contributed by Russell Rawlings
Rawlings serves on the NABE Communications Section Council and is the director of communications for the North Carolina Bar Association.
A question concerning jurisdiction has arisen amongst the laypersons:

Who has ultimate control, i.e. the final say, over what goes in the newsletter for the NABE Communications Section?

Is it the esteemed editor, Anne Roth Strickland, assistant director for communications at the North Carolina Bar Association, or the lowly contributing writer, Russell Rawlings, director of communications at the North Carolina Bar Association?

“Anne, almost singlehandedly, is responsible for NABE’s new webinar program. Through her diligence and hard work, a contract was signed with ScholarLab to tape portions of several NABE programs.

“Anne has continued to work with the NABE board and ScholarLab to ensure this new member benefit program is launched successfully. It has been a pleasure working with Anne on this exciting project and I am honored to have had the opportunity to acknowledge her contributions publicly.”

Strickland was ushered into Chicago under false pretenses to receive this honor and knew nothing about her selection until Smith called her up to accept the award. Only the author, Executive Director Allan Head and Assistant Executive Director David Bohm were in on the secret at the NCBA.

(This veil of secrecy represents a vast departure from our normal *modus operandi*, wherein, according to former CLE staff member and recent Duquesne University School of Law graduate Adam Morris, the definition of confidential is to only tell one person at a time.)

Strickland has served as assistant director of communications for five years, preceded by two years in the CLE Department. She holds a bachelor’s degree from Appalachian State University and a master’s degree from N.C. State University. In short, she’s smarter than a tree full of owls.

“It has been my privilege to work with her and supervise her throughout this time,” the author previously stated in a letter of recommendation. “She is an exceptional young lady and extremely talented. She has a world of potential.

“She makes the people around her better. She makes me better. She’ll make you better.”

(Note to editor: Publish as submitted without deletion or revision. Word count is 500. Final version will be cross-referenced with original draft and attached, if necessary, to annual performance review next spring.)
Thirty Years of Wally

Kelly Jones King | State Bar of Texas
E.A. “Wally” Richter Award for Leadership Award Honoree

The NABE Communications Section’s E.A. “Wally” Richter Leadership Award recognizes “outstanding achievement in the field of communications, extraordinary service to colleagues in the National Association of Bar Executives, and distinguished leadership of the Communications Section.” Nobody in our section has a more impressive record of achievement, service, and leadership than the 2012 Richter laureate, Kelley Jones King, Deputy Executive Director of the State Bar of Texas.

I first met Kelley years ago. We were both wet behind the ears, relatively new editors of our respective bars’ journals. I was struck by her easy manner – not backward or reserved by any means. Just friendly and…well, easy. I would come to learn that it’s the ease of quiet confidence. I see it in other NABECOMM colleagues who have and will receive this award. I especially see it in Kelley.

I have seen her under duress, because she has done many of the usual “Wally” things – hosted the section workshop, for example, and served in section leadership. And there is always the quiet confidence, the sense of proportion, the calm strength. Not a “Why worry?” attitude, I hasten to add. Kelley is someone who cares very much about how it all turns out. It’s more a “Don’t worry” attitude. “Don’t worry. I’ve got this. We’ve got this.”

I love this quote from one of Kelley’s nominators, a coworker at the State Bar of Texas, because it sums up this quality: “While other [bar staffers] writhe in agitation about this crisis or that, Kelley is looking for the golden thread of actions and right reasons that will advance the interests of the bar. Kelley has made friends and acquaintances far and wide who can seriously advance any cause. With a single call, she can achieve a result that for others would just be impossible.”

And that goes to another thing about Kelley. You’ll never find a better example of nice guy/gal finishing first. In terms of job title and the size and influence of the organization Kelley helps lead, she’s one of the biggest bigshots in most any room. But there isn’t a hint of arrogance or self-importance in Kelley. That’s why she has those friends and acquaintances far and wide who can seriously advance any cause.

Kelley has an impressive list of specific achievements at her bar and beyond. I won’t list them here. Instead, I’ll conclude with another quote from one of her nominators, which goes to her character more than her achievements. Because while her achievements are many, it’s her essential Kelleyness that makes her so deserving of this honor. And I quote:

In her 28-year career at the State Bar of Texas, Kelley’s role has transitioned from Bar Journal editor, to communications director, to deputy executive director. In her current role she is responsible for State Bar operations at the highest level. There is no complexity or issue that Kelley cannot meet head-on, with skill and foresight. Few decisions are made at the State Bar of Texas without Kelley’s sage input.

Though she is a now top executive responsible for operations, Kelley will always be, first and foremost, a master communicator. She has selflessly and tirelessly guided the Bar through good times and bad, always delivering the right message and keeping our members’ and the public’s interests at the forefront. Most importantly, she relishes her job and loves the State Bar of Texas.

– Mark Mathewson, Chair
Richter Award Committee

“My name is Wally, and I am... a COMMUNICATOR.”
Congratulations to our Lumiary Winners!

**Regular Publications**
- DuPage County Bar Association
  - *The Journal of the DuPage County Bar Association*
- San Diego Bar Association – *San Diego Lawyer*
- State Bar of Arizona – *Arizona Attorney*

**Special Publications**
- Nashville Bar Association (Nikki Gray)
  - *The Annual Membership Directory*
- State Bar of Nevada (Lori Wolk)
  - *Welcome to Your State Bar of Nevada*
- North Carolina Bar Association
  - *The North Carolina Constitution Explained*

**Electronic Publications**
- The Chester County Bar Association
- San Diego Bar Association
- Ohio State Bar Association

**Public Relations**
- Austin Bar Association Communications Department
- Indiana State Bar Association Young Lawyers Section
- State Bar of Texas Communications Division

**Marketing**
- Montgomery Bar Association (Nancy R. Paul, Jim Mathias, Jack Costello and George Cardenas)
- Indiana Bar Association (Carissa Long)
- North Carolina Bar Association

**Websites**
- Kane County Bar Association Website Committee
- State Bar of Georgia Communications Department
- San Diego Bar Association

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A special thank you to Fastcase for sponsoring our awards, and to those serving on the award committee for the time you invest in reviewing our projects!

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-- Save the Date! --

Communications Section Workshop
September 25 - 27, 2013
Portland, Oregon
Sound Bytes
... overheard in Chicago ....

We have a tendency to look for why it won’t work.

**Go create relevance.**
Then when people come into your organization, they are not strangers.

---

you can’t get

change

without changing.

I have a #hashtag, and I know how to use it.

Don’t ever stop using the mail.

Diversity is about counting.

Inclusion is about cultivating.

---

To succeed with social media, you have to be a lifetime learner. Change is inevitable.

We need to think about the future, not just the present.

The platform is not the hard part. It’s what you **COMMUNICATE**.

... don’t tell me what you want... tell me what you need...
Work to get your message down to eight words.

**The legal marketplace is iDominant.**
69% based in our profession access the mobile web daily.

---

**Develop and Disseminate – Period.**

With due respect to Alanis Morrissette, rain on your wedding day is not ironic – it’s a bummer.

*I expect a return on my investment...*

*Membership should have an ROI.*

---

apps are **TASK**

oriented. Give them something to do.

---

*Print and Web style are different. You have to do two different things for two different deliveries.*

---

*People want to know where you are going... not where you’ve been.*

---

**Customization. Globalization. Personalization.**

---

*Find the problems your members are facing... be the solution.*
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So groundbreaking, you have to see it to believe it

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NATIONAL ASSOCIATION
OF BAR EXECUTIVES

Midyear Meeting Program Preview
February 5-7, 2013
2013 Midyear Meeting Program Preview

TUESDAY, FEBRUARY 5, 2013

8:30 a.m. – 3:00 p.m.
NABE Board of Directors Meeting

3:30 p.m. – 5:00 p.m.
NABE Communications Section Executive Council Meeting

3:30 p.m. - 6:00 p.m.
NABE/NCBP/NCBF Joint Registration

4:30 p.m. – 5:30 p.m.
Orientation for NABE First-time Attendees

6:00 p.m. – 7:00 p.m.
Welcome Reception
Join your fellow bar colleagues, speakers, and sponsors for this event and jumpstart your evening with networking, fun, and light reception fare. It’ll be just what you need to get in gear for the meeting. See you there!

7:30 p.m. – 9:30 p.m.
Dinner for First-time Attendees
After the Welcome Reception, registrants attending their first NABE meeting are invited to join the board, volunteer buddies and leadership of the Membership Committee for a casual and collegial dinner. No secret handshakes, promise!

WEDNESDAY, FEBRUARY 6, 2013

7:00 a.m. – 4:45 p.m.
NABE/NCBP/NCBF Joint Registration
(Registration will be closed for lunch from 12:30 p.m. – 1:30 p.m.)

8:00 a.m. - 8:55 a.m.
Breakfast and First-time Attendees and Sponsor Introductions

SPEAKERS
Yvonne McGhee, Richmond, VA, NABE President and Executive Director, Virginia Bar Association
Michelle Hunter, Austin, TX, Executive Director, State Bar of Texas
Cathy Maher, Dallas, TX, Executive Director, Dallas Bar Association
Dominick Alcid, Washington, DC, Manager, Marketing and Advertising, District of Columbia Bar
Cynthia Kuhn, Washington, DC, Director of Communications, District of Columbia Bar
Terry Hill, Tallahassee, FL, Division Director – Programs, The Florida Bar

8:55 a.m. - 9:15 a.m.
Transfer Break

REGISTRATION DEADLINES

Early: December 7th
Advanced: January 11th

Registration questions can be emailed to NABE-NCBP-NCBFregistration@americanbar.org
9:15 a.m. - 10:00 a.m.  
Plenary Session - The Future is Now: The Role of Bar Associations in the New Legal Marketplace  
The transformation of the legal market continues at an unprecedented rate, leaving many lawyers and law firms struggling to catch up. Bar associations, both mandatory and voluntary, must keep pace with and respond to these changes in order to maintain their relevance to members. This keynote presentation will highlight the primary changes to the legal world (including the emergence of new competitors, advanced technology and client-driven pricing) and the most significant challenges faced by bar associations (including changes to market regulation, legal education, practitioner competence and lawyers’ competitive position).

INTRODUCTION  
Chris Manos, Helena, MT, NABE Program Committee Chair and Executive Director, State Bar of Montana

SPEAKER  
Jordan Furlong, Ontario, Canada, Partner, Edge International, Consultant, Stem Legal, Author, Law 21: Dispatches From a Legal Profession on the Brink

10:00 a.m. - 11:00 a.m.  
First Session of NABE Concurrent Track Programs

Plenary Session - Facilitated Breakout Discussion, Reports and Wrap-up  
This session will be in follow-up to the plenary session topic and will include a facilitated discussion by bar type (small, unified or voluntary). Discussion of the plenary topic will include:
- Have these “Changes” affected our organizations already?
- How might our bar associations respond?
- Do these affect our own relevance and role in the legal profession?
- What can we do in the 6-12 month?
- What can we do that no other organization can do?

Immediately following the discussion we will facilitators will report back and then our plenary speaker, will wrap-up the discussion.

Don’t miss this interactive session which is formatted to include your input and to provide you with insight into everybody else’s.

FACILITATORS  
Elizabeth Derrico, Chicago, IL, Associate Director, Division for Bar Services, American Bar Association  
Kathy Grant, Cincinnati, OH, Director, Member Services & Development, Cincinnati Bar Association  
Maryann Williams, Indianapolis, IN, Director of Section Services, Indiana State Bar Association

11:00 a.m. – 11:30 a.m.  
Sponsor Networking Break

11:30 a.m. - 12:30 p.m.  
Second Session of NABE Concurrent Track Programs

Track 2A: Social Media Master Class  
If you have not seen the very latest features for Facebook, Twitter, Pinterest and other leading social media platforms, you may be living under a rock. Delve into the newest add-ons and enhancements that will bolster your messaging workflow while optimizing your Association’s exposure. Learn how to navigate unexpected (and sometimes unwelcome) redesigns of leading sites. 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.

SPEAKERS  
Tim Eigo, Phoenix, AZ, Editor, Arizona Attorney, State Bar of Arizona  
Jamie T. Hines, Washington, D.C., Sr. Social Media Specialist, District of Columbia Bar  
Sayre Happich Ribera, San Francisco, CA, Assistant Director, Communications and Public Relations, The Bar Association of San Francisco

Track 2B: “If Only I Had Known”: Tips for “Newish” Bar Executives  
You already know some of the challenges of leading your bar. This session presents the means for addressing and conquering those issues and concerns.

SPEAKERS  
Vickie Schatz, Kansas City, MO, Executive Director, Kansas City Metropolitan Bar Association and Foundation  
Angela Scheck, New Brunswick, NJ, Executive Director, New Jersey State Bar Association

Track 2C: Leading the Revolution: Bar Leaders and Law Schools as Catalysts for the Changing Face of the Profession  
This program will look at exciting new law school initiatives to increase legal education’s relevance to the “up and coming” and ways in which bar leaders can advance the cause of these initiatives.

SPEAKER  
Professor James Moliterno, Lexington, VA, Vincent Bradford Professor of Law, Washington and Lee University School of Law

12:30 p.m. - 1:30 p.m.  
General Lunch and Committee/Forum Meeting Opportunity

12:30 p.m. - 1:30 p.m.  
Lunch and Discussion for Associate and Assistant Executive Directors

1:30 p.m. - 1:45 p.m.  
Transfer Break

2013 Midyear Meeting Program Preview
1:45 p.m. - 2:45 p.m.
Third Session of NABE Concurrent Track Programs

Track 3A: The 3 L’s of Mentoring: From Law Student...to Lawyer...to Leadership
The essence of an effective mentoring program is the ability to learn and embrace the core values and traditions of the practice of law. Through formalized mentoring programs, newly admitted attorneys enhance their competence, reputation and professionalism when partnered with seasoned professionals. Learn how the investment of these mentors has shaped the future of leadership in the profession as they share the logistics of building their programs, the challenges they faced and the successes gained from these partnerships.

MODERATOR
Maryann Williams, Indianapolis, IN, Director of Sections, Indiana State Bar Association

SPEAKERS
David Argentar, Chicago, IL, Deputy Director, Illinois Supreme Court Commission of Professionalism
David Bateson, Minneapolis, MN, Assistant Dean for Student Affairs, University of St. Thomas School of Law
Lori Keating, Columbus, OH, Secretary, Commission on Professionalism, Supreme Court of Ohio

Track 3B: Getting the Most out of Staff and Helping the Staff get the Most out of the Organization
In an era where bars often have to do more with less, how do you make sure your staff is performing at their peak? When staff is asked to do more, including new responsibilities, how do you get them to buy into new roles? In this session, listen to experienced bar leaders talk about techniques and programs that help employees be the engine to increase organizational effectiveness by being an active part of the solution or if need be, helping you solve the problem.

SPEAKER
Kelley Jones King, Austin, TX, Deputy Director, State Bar of Texas
Frances Dujon-Reynolds, Seattle, WA, Human Resources Director, Washington State Bar Association
Karen Hutchins, Little Rock, AR, Executive Director, Arkansas Bar Association

Track 3C: Copyright & Trademark for Dummies
One of your volunteer authors "borrowed" a large block of text from someone else's website -- now what happens? Or an anti-lawyer group uses your logo on its website -- can you stop it? Can we really call this program "Copyright and Trademark for Dummies"? An IP expert teaches bar execs the basics of protecting intellectual property and avoiding landmines.

SPEAKER
Peter Vogel, Dallas, TX, Partner, Gardere Wynne Sewell LLP

2:45 p.m. - 3:15 p.m.
Sponsor Networking Break

3:15 p.m. - 4:15 p.m.
Fourth Session of Concurrent NABE Track Programs

Track 4A: Tales from the Crypt – Bar Association Horror Stories and Lessons on How to Survive Your Worst, or Perhaps Current, Nightmares
Clients suing bar associations over their fee arbitration panels? Members setting their own license fees? Is this the end of the world as we know it?! We say no! Come hear stories from your colleagues and share some of your own in this fast-paced group therapy session that every bar staff member needs!

SPEAKERS
David Blaner, Pittsburgh, PA, NABE President-elect and Executive Director, Allegheny County Bar Association
Rick DeBruhl, Phoenix, AZ, Chief Communications Officer, State Bar of Arizona
Megan McNally, Seattle, WA, Director of Advancement & Chief Development Officer, Washington State Bar Association

Track 4B: Done in a Day - Using Micro-volunteering Model to Engage & Retain Members
With multiple demands for their time, the traditional member volunteer experience needs to be retooled. Known by several names, “micro-volunteering”, unbundled or “episodic” volunteering has become an important way to engage and retain members, including the young lawyer segment. Come learn what this new name, familiar practice all about from knowledgeable presenters who have utilized this model with success in their associations.

SPEAKER
Ann K. Gregorie, Baton Rouge, LA, Executive Director, Baton Rouge Bar Association
Crista Hogan, Springfield, MO, Executive Director, Springfield Metro Bar Association

Track 4C: Getting More Out Of Your iPad
If you’ve been toting your iPad around now for a year or more and you’ve learned the basics but you can’t shake the feeling that you could do so much more with it - this session is for you. This session, taught in a “hands on” style by the man who literally wrote the book on using iPads in the law, will take you and your iPad to the next level. Covering apps, tips and techniques, bring your iPad and your questions with you.

SPEAKER
Tom Mighell, Dallas, TX, Senior Consultant, Contoural, Inc.

6:30 p.m. - 9:00 p.m.
Eddie Deen’s Ranch
944 South Lamar – Dallas
For a true Texas experience join us for a Texas-style party! Wear your western clothes and enjoy world famous barbeque served by Eddie Deen, who has catered Texas Governor and US President’s Inaugurals. You will enjoy a lively atmosphere that will include cold drinks, two-step’n, line danc’n, armadillo races and more. Kick-back this evening for a true Texas experience you will not forget.
THURSDAY,
FEBRUARY 7, 2013

8:30 a.m. - 9:30 a.m.
General & Section Breakfasts

9:30 a.m. - 9:45 a.m.
Transfer Break

9:45 a.m. - 10:45 a.m.
Fifth Session of Concurrent NABE
Track Programs

Track 5A: Rethinking the Mandatory/Unified Bar in an Era of Re-Engineering
Continuing on the Chicago annual meeting discussion, come explore topics we began discussing last August, such as alternative license fee models, governance, and member satisfaction.

SPEAKERS
Sen. Joseph Dunn, San Francisco, CA, Executive Director, The State Bar of California
Jean McElroy, Seattle, WA, General Counsel/Chief Regulatory Counsel, Washington State Bar Association
John Phelps, Phoenix, AZ, Executive Director, Arizona State Bar

Track 5B: 50 Ways to Keep Your Members (for Voluntary Bars)
Managing membership initiatives is never a song. Creative ways to engage and retain members through committee initiatives, young lawyers’ activities and membership outreach are essential for attracting new members and energizing current members. Tips from the experts will give you new ideas for singing the praises of your bar association and the benefits of membership.

MODERATOR
Kathy Grant, Cincinnati, OH, Director, Member Services & Development, Cincinnati Bar Association

SPEAKERS
Julie Armstrong, Indianapolis, IN, Executive Director, Indianapolis Bar Association
John Norwine, Cincinnati, OH, Executive Director, Cincinnati Bar Association
Angela Weston, Augusta, ME, Deputy Executive Director, Maine State Bar Association

Track 5C: App-timization... Your Members Have Gone Mobile, Have You?
Ignoring mobile is not an option anymore. Your members are using the latest mobile devices to interact with your bar whether you encourage them to or not. How can you meet them on their smartphones and tablets in a way that serves their needs but doesn’t overtax your staff and financial resources? Experts describe the options and boost your app-titude!

SPEAKERS
Dan Kittay, Albany, NY, Kittay New Media
John Sirman, Austin, TX, Web Manager & Strategic Planning Director

10:45 a.m. - 11:15 a.m.
Sponsor Networking Refreshment Break

11:15 a.m. - 12:15 p.m.
Sixth Session of Concurrent NABE Track Programs

Track 6A: Leadership Academies – Membership by Another Name
A funny thing happened on the way to developing future leaders: increased member participation and commitment. No, it’s not a new reality show, but come see what happens when a group of young lawyers are invited to participate in a program to develop leadership skills. The goal was to develop a cadre of lawyers upon which the bar association, the profession, government entities, and community organizations can call upon for leadership and service. Along the way, we hit upon a perfect primer for membership.

MODERATOR:
Kalpana Yalamanchili, Columbus, OH, Director of Bar Services, Ohio State Bar Association

SPEAKERS (to be confirmed):
A Graduate of Allegheny County Bar BLI
Judge Patrick F. Fischer, President, Ohio State Bar Association
Catheryne Pully, Local & Specialty Bar Liaison, Indiana State Bar Association

Track 6B: The Bar is Financially Sinking: Tips to Know Where the Leaks are and How to Plug Them
Do you know where the financial leaks are in your association and that you may be losing money? Learn how to spot a bleeding budget and make changes before it is too late. Do you have the proper financial policies and procedures to keep the bar from sinking. You may have sprung a leak, the ship is going down and you are not aware of it. Learn what to look for to stay afloat.

SPEAKER
Rosemarie Coyle, Maitland, FL, Accountant, Offices of Schafer, Tschopp, Whitcomb, Mitchell & Sheridan, LLP

Track 6C: All in the Family: Tough Times are Times to Work Together
This program will highlight the ways that bars facing adversity – natural, financial, etc. – can maximize relationships, share resources, and continue to advance their goals. Maximizing untapped relationships to advance common goals, share resources, members, networks.

SPEAKER
Randy Sorrels, Houston, TX, Past President, Houston Bar Association
Lynn Whaley Vogel, Clayton, OM, Immediate Past President, The Missouri Bar

12:15 p.m. - 12:30 p.m.
Transfer Break

12:30 p.m. - 1:30 p.m.
Luncheon and Business Meeting

1:30 p.m. - 5:00 p.m.
Governmental Relations Section Meeting

2:00 p.m. - 4:00 p.m.
Program Committee Meeting