WINTER 2015

Cheers from the Section Chair
Russell Rawlings, North Carolina Bar Assn.

Ten years ago, I went kicking and screaming to my first NABE Communications Workshop in Orlando, Fla....I did not feel as if I had the time to spend four days in Florida. I didn't get it.

MORE ★

Share with Your President: Tips for Success, Not Stress on President's Pages
Mark Mathewson, State Bar of Illinois

The prospect of writing a President's Page strikes fear in many a bar leader's heart. Well, fear not.

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In the Spotlight: Tracey DeMeara
Johnson County Bar Association

Multi-Luminary Award winner Tracey DeMeara (pronounced Dee-Maria) works "bloody hard." Communicators Talk asked Tracey to tell us what makes her tick.

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How to Maintain Productivity When You Are Short-Staffed
Eric Howard, Los Angeles County Bar

Since the Pretty Good Recession of 2008, bar associations across the country are contending with what the French call le...
whammi double of diminished income and the continuing insistence of employees to receive paychecks.

Social Media Spotlight: Why I'm Obsessed with Periscope

Karen Korr, San Diego County Bar

In February of 2015, when we began to plan our annual Bench/Bar/Media event, we thought we had our arms around what was happening with social media. By the time we hosted the event in May, Periscope was up and running and it was as if the universe of social media began anew.

Published by the National Association of Bar Executives Communications Section

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Cheers from the Chair

Russell Rawlings
North Carolina Bar Association

Ten years ago I went kicking and screaming to my first NABE Communications Workshop in Orlando, Fla. It wasn’t that I didn’t appreciate the hard work that had gone into planning the event, or the excellent program that the inimitable Francine Walker put together; it’s just that I did not feel as if I had the time to spend four days in Florida.

I didn’t get it.

We returned to Orlando this fall for what proved to be another outstanding workshop. Having long since been fully indoctrinated into the benefits of interacting with members of the NABE Communications Section, I was among the first to arrive and the last to leave. I cannot begin to thank everyone enough for all that they did to make this workshop a sterling success, beginning with all of the section members who attended. It did my heart good to visit the NABE website and see the words “Sold Out” emblazoned across the screen. I trust that everyone involved in planning, programming and presenting knows how truly grateful I am for their efforts. I am forever indebted to the workshop chair, Sharon Nolan of the Chicago Bar Association, for taking the ball and running with it for the better part of two years.

The lasting benefits of this and every other workshop I have attended only begin with the events denoted in the program. Added value is found in informal settings, whenever and wherever the opportunity presents itself to engage in one-on-one conversations. That’s how we get to know one another; more importantly, it’s how we come to appreciate one another.

This year, for instance, I learned a valuable lesson just from taking the time to visit with a colleague in the hotel lobby. This is an individual who has always impressed me, but until this moment I never fully realized what is was that made him special. As the conversation wore on and we discussed any number of issues, I realized that he never says anything bad about anyone. The opportunity presented itself many times, but never once did he take the bait. Instead, he either chose to find something
7 Tips for Success, Not Stress, with President’s Pages

Strategies for making the most of your bully pulpit.

Mark Mathewson
Illinois State Bar Association

The Prospect of writing a president's page strikes fear in many a bar leader's heart. Well, fear not. The following strategies, packaged in oh-so-handy president’s-page format, are designed to put you at ease and help you succeed.

1. Make it an opportunity, not an obligation
If your bar culture allows it, liberate yourself to write only when you have something to say. When you do, your president’s page is your bully pulpit. When you don’t? Use your time and talent more productively. Important: make that decision well in advance so your bar publications staff can comfortably adjust.

We’re awash in messages. Drowning, even. If you’re a good scribal communicator – and many bar leaders are – make your president’s page a centerpiece of your communications strategy. If longer-form writing isn’t your strong suit, use your page sparingly and communicate in other ways. We’ve had great presidents at our bar who wrote just three or four pages. Trust me, no one remembers them as the presidents who didn’t write a page every month.

2. Plan, plan, plan
That way you won’t be anxious, anxious, anxious. You’ll be confronted with some surprises during your presidency, but your page is not one. You know when it’s coming. Don’t make it an unforced emergency.

Calendar your deadlines. Don’t know what they are? Find out. Note the lag time between deadline and publication – if your April page is due in late February, think spring flowers when you write, not dirty snow.
Brainstorm topics early. You could even come up with potential topics on the flight home from BLI. I say “potential” because you’ll also want to respond to events and speak in the moment. But consider assigning a topic early for every page you intend to write. You can swap in a new idea later, but at least you’ll have something in your quiver.

3. Need ideas? Start your topic-generating engine
A little help from your friends. You can use your column to promote bar projects or initiatives. Ask the stakeholders – section and committee chairs, for example – to help you help them. (Don’t promise them you’ll use what they send, of course.) If you’re lucky, they might even send you an outline or draft to get you started.

Careful, though. In my experience, the best pages resonate with rank-and-file members, not just leaders. Be sure to reach out to colleagues, opposing counsel, and other lawyers of your acquaintance. What’s keeping them up at night? Writing mostly for and about fellow bar leaders is a great way to guarantee a small readership. Try to picture someone you know – someone who isn’t a bar leader and doesn’t aspire to be – and speak to him or her as you write.

Stealing is the sincerest form of flattery. Google around and find other bar publications and their president’s pages. The Division for Bar Services has a big archive of other presidents’ work at: http://www.americanbar.org/groups/bar_services/resources/resourcepages/presidentpages.html

4. Communicate your passion
Write about something that matters to you and your enthusiasm will be infectious. When John Locallo was president of the Illinois State Bar Association a few years ago, he wrote about his social-media journey of discovery – learning to tweet, setting up a LinkedIn account, mastering Hootsuite. His columns were fun to read and full of helpful pointers, and they furthered one of his presidential goals – to help small-firm lawyers understand the transformative power of technology.

5. Be conversational
You’re writing a column, not a law review article. Don’t be stuffy. That doesn’t mean you have to be folksy if that isn’t your style. But make sure we can hear a human voice. Try reading your page aloud to see if it sounds natural. If it’s hard to read – if the sentences are too long or dense, for example – revise it until it rolls off your tongue.
6. Write a one-pager
Try to keep your president’s page to an actual page in your journal (find out your word limit from bar staff). That way readers won’t have to jump pages to read the whole thing. Because most of them won’t jump, and some of them will quit reading as soon as they see a jump coming.

7. Bond with bar staff
Meet deadlines. Remember that you’re probably holding up production on an entire publication, not just your page.

Be open to at least light editing. And maybe heavy editing. Every publication has a style that governs, e.g., when and whether to capitalize. At a minimum, don’t insist that your column appear one way when the rest of the publication appears otherwise. Beyond that, your bar publications pro offers a fresh set of eyes if nothing else. If I were you, I would welcome his or her suggestions.

This article was originally published in Illinois Bar Journal, February 2015 and shared at the Bar Leaders Institute (BLI).
In the Spotlight: Tracey DeMeara

Tracey DeMeara
Johnson County Bar Association

Note: Tracey just transitioned from her position at the Kansas City Metropolitan Bar Association (KCMBA) to become the Executive Director of the Johnson County Bar Association.

How long have you been a member of NABE Comm:
4-years, since I started with KCMB.

When you were a kid, did you dream of being a Bar Association Executive?
As a European, I probably just dreamt of bars.......!

If not, describe how you got to where you are today:
When I first moved to the US 8-years ago, I took up volunteer work until my work permit was granted, and was just fortunate to support a charity that had some amazing attorneys on their board, and 4-years later one of them approached me about this position at KCMBA. Actually, a sprinkling of luck, bloody hard work, never burning bridges and picking the right people to surround myself with has pretty much got me wherever I want to be!

What is the most rewarding part of your job:
Tough..... now that’s a tough question. I actually love everything about my work and the people I work for and with, so across the board I have a very rewarding job.

What is the most challenging part of your job:
Flying planes!! Along with membership and communications, I manage the large events for KCMBA, and I visualize all the many aspects of putting on a kick-arse event as flying planes; booking venues, caterers, starting work on branding etc (planes taking off), reviewing progress, proofing etc. (refueling the aircrafts whilst still in the air) and then going to print, finalizing contracts and bringing everything together and delivering an amazing experience for the attendees (landing those babies!), and for anyone who plans event, they will tell you to do it properly, its challenging! (But incredibly rewarding).

If you weren’t a bar executive, what would you want to be?:
I came from a wonderfully rewarding job in HR in a large mental health hospital in England, and actually at the time that was my very favorite job/career I’d ever had, so I think I would return to that.

**What is your greatest accomplishment:**

I’ll tell you what, winning two Luminary awards this year is definitely up there! I think securing my new job with the JOCO Bar is probably my greatest accomplishment so far.

**What is the best piece of advice that you ever received through NABE?**

Oh without a doubt the speaker this year at the Comms Conference; Roy Reid, ‘The Value of Trust’. Completely inspiring and brilliant. I scribbled more notes during that session than Tolstoy did when producing first draft of ‘War and Peace’!!

**What would you tell someone new to the crazy world of Bar-Executive-dom?**

Join NABE, and specifically the Comms Section! I know, I know, you’re thinking I was paid to write this, but for someone so new to this country, let alone new to the Bar World, you will get nothing but support, guidance and probably most importantly great friendship from NABE and the Comms Section.

*Note: during my interview for the Exec Director position, I did say that I absolutely had to have continued membership of NABE Comms, and that that would be a deal breaker for accepting the position!!*

**What makes you successful in your position?**

I work bloody hard. I work tirelessly, passionately and fearlessly, and am comfortable to have found I make enemies of those who don’t have this approach.

**What does your bar do better than most? Where do you shine?**

You know I’m not sure we do anything better; I’ve had the privilege of seeing the work of so many other bars, that I think as long as KCMBA is up there with them, I think we’ll shine.

**What’s your favorite website or app?**

For work:  KCMBA.org  **Personally:** Facebook (it keeps me in contact with England).

**Favorite quote:**

I believe this is fiction, but I continue to hope that he actually said it....
Bessie Braddock, MP: “Winston, you are drunk, and what’s more you are disgustingly drunk”

WSC: “Bessie, my dear, you are ugly, and what’s more, you are disgustingly ugly. But tomorrow I shall be sober and you will still be disgustingly ugly”….

Favorite sports team:
KC Royals 2015 WORLD BLOODY SERIES CHAMPIONS!!

Run-ins or celebrity sightings:
Rather tipsy and getting into an elevator in England with my HR Director college (more tipsy than I for the record!! He had been on the dancefloor that night, performing the ‘Thriller’ moves, to ‘Beat It’!!!), we ran into the England Cricket Captain (big deal in Britain!!), and I asked him if he’d like to come for a drink with us. He said he has concerned about people recognizing him, and I said ‘in you whites, with a cricket bat, you could be right, but dressed casually like that darling, you need to get over yourself’!!! And God love him he came to the bar with us!

Favorite Book:
Ok brace yourselves….. Reader’s Digest!! I know!! I could have told you some ground breaking novel, stated a religious book which had deeply influenced me, but no, Reader’s Digest! Since I was very little, my Daddy always had Reader’s Digest delivered in the mail, and he would share it with me and I would love the ‘Life’s Like That’ section. And I now read it on my iPad every month and still love it….. and think of my Dad!

Person you would most like to have dinner with (alive or dead):
Tim Eigo (is he still alive?)

Share
How to Maintain Productivity When Short Staffed

Eric Howard
Editor, Los Angeles Lawyer

Los Angeles County Bar Association

Since the Pretty Good Recession of 2008, bar associations across the country are contending with what the French call *le whammi double* of diminished income and the continuing insistence of employees to receive paychecks. So when potentially excess personnel (PEP) in your communications department die of heart attacks at their desks, do not send an e-mail asking to be on the hiring committee that will never again exist but rather take a hands-on approach—drag them to the supply room, take their three-hole punches, and follow these five steps toward greater productivity.

**Step one:** Relax your shoulders, take deep breaths, and whimper under your desk. As explained on the Managing Stress with Kundalini Yoga page of spiritvoyage.com, a simple eight-breath mantra can teach the body to release stress into the office air conditioning system. For this to work, the head must be bowed so as not to hit the keyboard tray, and the hands need to be in the gyan mudra. Touch the tips of the thumb and the forefinger and keep the other three fingers straight. Breathe out while slowly chanting these eight words: "Om mani, padme, I can't *DEAL*. HELP ME." Then flick that stress away as a wise, innocent child would a booger. Get up, walk calmly to the restroom, and sob as quietly as you can in a stall.

**Step Two:** Give up anything that robs you of precious work time. Some PEPs misapply their communications skill set by talking with spouses or children, but is this a realistic approach to managing multiple projects with competing deadlines? Commuting to and from a bed at home adds carbon to an already overloaded atmosphere. Set up a cot in that unused cubicle. Take a creative approach to meeting the hygienic standards listed in your job description.

**Step Three:** Rend your garments, stagger like a zombie into your boss's office, and threaten to slash your wrists and bleed all over his or her desk if you don't get a temp. Talk like Gollum while doing this.
If your boss is still skeptical, slash across the wrist, not with the vein, as this gives you more time to wail before you pass out.

**Step Four:** Tell your team members to go away and not come back without everything you want. In a positive, informative manner, set project goals and quality standards while maintaining a flexible, results-oriented approach to humiliating anyone who dares to bother you with questions.

**Step Five:** Slap the final product together. In challenging professional environments, it's important to set aside time for positive self-assessment. You defeated the Perfection Monster! We live in a multitasking world, and nobody really has time to care what you do, so long as he or she can be seen doing whatever it is he or she is supposed to be doing. Reflect proudly on how your work helps your fellow PEPs achieve this important goal.

While this list isn't exhaustive (see step five), these steps helped me increase my productivity after a reduction in staff. If they don't work for you as well, it's probably because there's something wrong with you.
Social Media Spotlight:

Why I'm Obsessed With Periscope

Karen Korr
San Diego County Bar Association

In February of 2015, when our committee of lawyers, judges, and reporters began to plan our annual Bench/Bar/Media event, we thought we had our arms around what was happening with social media. By the time we hosted the event in May, Periscope was up and running and it was as if the social media universe began anew.

The Assistant News Director at KNSD (our local NBC affiliate) who was part of our planning team called us in to the studio to meet, imparting that we would be remiss if we didn't educate our audience about Periscope (and Meerkat, a similar platform). As we stood around the Assignment Editor's desk, someone on the KNSD team pulled out an iPad and started to broadcast via Periscope while explaining how the app worked to the committee. We were actually broadcasting our informal conversation live, in real time, to anyone in the world with a Twitter account who cared to watch. "Who would care to watch this?" I thought. It turned out, several people from all over the country did. "Someone likes your boots," the News Director said to me. I was shocked - not only because it is a rare occasion that we get to wear boots in San Diego and I was excited to put them on that morning - but also that there were actually people watching and interacting with our broadcast. I would learn soon enough that you could broadcast anything at all - even a blank wall (true story), and at least one person would tune in and watch and interact with you. I was instantly obsessed.

The thrill of Periscope is that it allows anyone to broadcast live from their smartphone or tablet, share via social media that they are broadcasting, and interact with viewers in real time. Broadcasts can be saved, viewed, and commented on for 24 hours, but then disappear and are no longer accessible (though like anything on the internet, they can be captured). The immediacy of Periscope is one of its greatest features - you only get to see what is happening now, meaning content is consistently fresh and current.

The emergence of this technology revolutionizes how news is delivered, taking the concept of "citizen
“journalism” to a whole new level. No longer do you need to wait for a news truck to arrive at a crime scene - witnesses and/or anyone on the scene with a smartphone can virtually play the role of the press. There is also a huge voyeuristic component to this medium that rivals even the best reality television. Periscope provides snapshots of real life in real time - completely unfiltered and unedited moments that individuals are choosing to share with the world.

Recently, Periscope was the subject of many news stories when a Lakeland, Florida woman broadcast herself driving drunk, and several viewers called 9-1-1 asking police to get her off the road. She was later arrested for driving under the influence, though many of the Lakeland Police Department (LPD) officers were not aware of the app or its uses when they first started receiving phone calls. According to a USA Today news story about the incident, it has "sparked LPD to train their officers on how to use Periscope and emerging technology, so they'll be ready when something else like this occurs."

Periscope as a vehicle for citizen journalism became very real for me in early November, when there was a standoff situation in San Diego with an armed man shooting from inside an apartment building along the airport's flight path. The situation was so tenuous that the San Diego airport was closed to inbound flights for several hours, with flights diverted to Orange County and Los Angeles. Law enforcement used social media to ask news crews to stay clear of the area, both to keep the reporters safe, and to ensure police positions and tactics were not compromised. Therefore, news and video coverage was limited and spotty during the more than five-hour ordeal. However, on Periscope, residents of the apartment building and surrounding complexes were broadcasting live, sharing what they were witnessing and keeping viewers updated on police direction and activity. Because Periscope is tied to Twitter (you must have a Twitter account to register for Periscope), by following a few hashtags, it was simple to tap into any of the live, highly personalized broadcasts.

Through Periscope, I've watched a fire burning at the Cosmopolitan pool in Las Vegas just as firefighters were first arriving on the scene, listened to musician John Mayer play acoustic guitar and try out new songs from his own living room, hung out with Irish tourists on the boardwalk in Tel Aviv, attended concerts both down the street and abroad, watched students in East Lansing, Michigan go nuts after Michigan State (my alma matter) pulled off a miraculous win with two seconds left in a rivalry football game against the University of Michigan, chatted with an Executive Producer on The Bachelor (a favorite guilty pleasure), experienced the aftermath of the recent Paris attacks with residents walking...
the streets and sharing their stories, and I have also watched dozens of inebriated people do countless embarrassing things in order to grow their audience.

While on a personal level, this medium is fascinating, the public relations practitioner in me is also obsessed with all of the untapped marketing opportunities. An attorney looking to market their practice could do a 10-minute "ask a lawyer" broadcast nightly on Periscope, or perhaps jump on regularly to answer commonly asked questions - basically creating their own infomercial free of charge. Any live program or panel discussion hosted by your association can now be broadcast across the globe, dramatically broadening your audience and interest in your association.

Experts and influencers are just beginning to emerge on Periscope and build their followings, with some of the most watched individuals garnering hundreds of thousands of followers. As public relations practitioners, we often talk about positioning our members as thought-leaders, experts, and the gatekeepers to inside knowledge and experience. What better way is there to position oneself as a thought leader than to share your thoughts on a consistent basis with an audience that has elected to listen to you? If you or your Association is doing something truly unique, why limit your exposure to just your community when you could share your expertise across the world, free of charge, at any time?

With so many lawyers and legal-minded readers, I am confident that there are a few of you who have been temporarily blinded by all of the red flags currently in your sight line. An unedited and unregulated world can be a bit of a dangerous one - in addition to a bevy of legal questions surrounding discovery and evidence gathered from Periscope, there are obvious copyright and permission issues. In fact, the app first gained broad popularity during a cable pay-per-view broadcast of a boxing match where users broadcasted the entire match live. There is also the danger of stepping into a not-so PG-13 broadcast that may have been mislabeled ala the AOL Chat rooms of days of yore, which brings up an entirely different host of legal issues.

Like any new medium, Periscope has the potential for public relations greatness, though perils for users will always exist. The jury is still out on whether or not Periscope's popularity will match that of other social media platforms, but in the interim, there are myriad ways to experiment with how to position your Bar, your leaders, and your causes beyond your local sphere.
Con Recap: Quotes and Observations

When asked "what was your favorite sound byte from the 2015 Communications workshop," many respondents (ok, almost every one) quoted Tim Eigo, saying one of the biggest takeaways was to "always include puppies in your slidedeck."

Here a few other noteworthy quotes from our speakers and peers:

"If your association isn't using technology in every aspect of the way it does business and interacts with its members, it is alienating this generation and will be completely irrelevant to them."
Knowing Y: Engage the Next Generation Now, Author Sarah L. Sladek.

"I just tell them I am one person. I have 10 fingers and one brain."
Kerstin Firmin, Bar Association of San Francisco

"When people trust each other, things are done more effectively and efficiently."

Roy Reid, Outrageous Trust

"There are two kinds of people: People who hate public speaking, and liars."

Tim Eigo, Arizona State Bar

Other "takeaways" cited by attendees:

- Lots of people want to redo their print publications.
- Tell bar presidents to ask their colleagues about their concerns to generate column ideas.
- We need to look into using Basecamp.
- Don't be afraid to step out of the box when designing.
- Get rid of the sliders on your homepage.
- Create fun, engaging "save the date" videos for events such as golf outings, award ceremonies, annual meeting.
- Video takes up a lot of space, you need storage space.
- Have a blogger strategy, include in your media/outreach efforts.
- Need a bigger army? Media train employees from other departments to help with big events.
- You don't need stock art pictures of lawyers in offices - you have lawyers in offices to photograph.
- You can't put a price tag on the friendships and professional connections you make at NABECOMM meetings.
THANK YOU FOR SUBMITTING YOUR PICS!
SAVANNAH, GA!

OCT. 19-21, 2016
it’s time for sweet tea & fried green tomatoes, y’all!

#nabecomm16

The State Bar of Georgia’s team is excited to host NABECOMM 2016! Savannah is fantastic in October! The weather is really great with highs in the mid-60s to 70s and hardly any rain at all. Registration opens summer 2016 at www.NABEnet.org.

HOST HOTEL
Hyatt Regency Savannah
Two West Bay St., Savannah, GA
www.savannah.hyatt.com
(Dedicated room reservation link available summer 2016)
- Room rate: $205 (+taxes)
- Located in downtown on the Savannah River
- Indoor, heated swimming pool
- Hyatt StayFit gym
- In-room dining 6 a.m. to midnight
- Nearby shopping, dining and nightlife
- Atlantic Ocean beaches 20 minutes away
- Free Wi-Fi
- Restaurants, bar and gift shops on-site

TRAVEL
AIR
To Savannah (SAV)

AIRPORT SHUTTLE/TAXI
SAV Airport ➔
Downtown Savannah:
10-mile/20-minute trip.

ENTERTAINMENT
www.visitsavannah.com
- River Street
- Ghost tours
- Pub crawls
- Historic tours
- Dolphin cruises
- Bike tours
- Lucas Theater for the Arts
- Deep sea fishing
- Broughton Street (shopping and food)
- +so much more!

EATS
- The Olde Pink House
- The Lady and Sons
- Mrs. Wilkes Dining Room
- 17hundred90
- Chart House
- The Shrimp Factory
- Elizabeth on 37th
- Clary’s Cafe
- Vic’s on the River
- Vinny Van Go-Go’s
- Sushi Zen
- Bedford’s Savannah Seafood and Steaks
- The Rail Pub
- Tubby’s Tank House
- Kevin Barry’s Irish Pub
- The Firefly
- +more!

HOST TEAM
QUESTIONS? LET US KNOW!
404.527.8791 or sarahc@gabar.org
Sarah Coole, Jennifer Mason, Derrick Stanley, Stephanie Wilson & Lauren Foster

BACK
Since 1994, the Communications Section of the National Association of Bar Executives has recognized excellence in bar association communications by honoring outstanding projects of the past year.

A panel of peers evaluates submissions of electronic and printed materials across five categories, with the winners hopefully inspiring the pursuit of brilliance by all.

Thanks to:
Co-chairs Heather Folker and Nina Corbut
The 15 judges
ABA Division of Bar Services, Fastcase

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Excellence in Marketing
(small bar)
Kansas City Metropolitan Bar Association

“Bench-bar & boardroom conference”
“I was impressed by the overall theme/brand and the approach to carry it throughout every aspect of the campaign, from the program to social media and from the magazine, to the phone charger.”

Excellence in Marketing
(medium bar)
San Diego County Bar Association

“The New Bar moving with you”
“This was an impressive campaign. The overall graphics/branding were innovative, fresh and progressive, providing just the right look and feel to promote their new space. The execution was solid and they are yielding measurable results.”

Excellence in Marketing
(large bar)
Pennsylvania Bar Association

“One-time special membership offer”
“This successful membership recruitment campaign was well grounded by research and was likely successful because of that. The campaign directly addressed the cost/value equation that non-members had expressed as an issue and showed that an appeal that challenged it could be successful.”

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Excellence in Websites
(small bar)
Memphis Bar Association
“www.memphisbar.org/”

“The site looks fantastic! It encompasses all things that you would expect from a new site launched in 2015. The site is built on responsive design and translates so well to different size screens. I was easily able to navigate and click through using my iPhone. Great job!”

Excellence in Websites
(medium bar)
Dallas Bar Association
“www.dallasbar.org/”

“The new, fresh design has certainly added to its usefulness for members and the public. The colors and use of white space are appealing and add to easy navigation. The homepage looks clean, with a good balance of images and text.”

Excellence in Websites
(large bar)
North Carolina Bar Association
“www.ncbar.org/”

“I love, love, love this website! It’s visually so appealing, and the use of graphics is spot on. It is so simple to navigate and the homepage clearly highlights the most important and timely items.”
### Electronic Media

**Excellence in Electronic Media (small bar)**  
*Louisville Bar Association*  
*“LBA Mobile App”*

“I was most impressed with the thoughtfulness that went into the app. From including key app features like shareability, calendar additions, registration links, etc. to the event, roster, publications screens, this product clearly was designed with the end-user in mind.”

**Excellence in Electronic Media (medium bar)**  
*San Diego County Bar Association*  
*“For the Record”*

“Great idea to revamp a new attorney area. Nicely done newsletter.”

**Excellence in Electronic Media (large bar)**  
*State Bar of Arizona*  
*“Finish the Ballot”*

“Did a great job of taking a difficult topic and making it easy to understand. Impressed with the utilization of powtunes and the quality of product produced with little to no budget. Want to steal this idea!”

### Regular Publications

**Excellence in Regular Publications (small bar)**  
*Kansas City Metropolitan Bar Association*  
*“KC Counselor”*

“Clear, concise publication with lots of good information. Like the use of color and pictures throughout, and the way the magazine is able to highlight multiple members and projects effectively.”

**Excellence in Regular Publications (medium bar)**  
*The Bar Association of San Francisco*  
*“San Francisco Attorney”*

“Your publication is fresh and creative and accomplishes a lot of what we all strive to do: balance bar information with substantive stories and pieces that showcase your members and your legal community. Nice work overall.”

**Excellence in Regular Publications (large bar)**  
*Pennsylvania State Bar Association*  
*“Pennsylvania Lawyer”*

“Great use of colors and imagery, interesting articles and clean layout. Very educational read, with a good inside look at various issues.”

### Special Projects

**Excellence in Special Projects (small bar)**  
*Wake County Bar Association*  
*“Swearing-in ceremony packets”*

“An extremely impressive printed piece. What young lawyer is not going to join after being handed this professional beauty? It is really a work of art. I love that they used a focus group. Love the creative strap around the outside of it. Well done!”

**Excellence in Special Projects (medium bar)**  
*San Diego County Bar Association*  
*“State of the Judiciary in San Diego County”*

“This project carried out professionally and gives an excellent overview of the situation. But the best part about this entry is that they thought of doing it in the first place. How brilliant and creative to reach out to legislators (and the public) this way to get the bar’s message across.”

**Excellence in Special Projects (large bar)**  
*State Bar of Wisconsin*  
*“That’s a Fine Idea”*

“I love this idea. The stories are inspiring and compelling -- and different from the same-old, same-old. That it was handled in a comprehensive way with not only print, but electronic and social media really worked. Great job!”
WELCOME to the NABE Communications Section!

*A warm welcome to the following members who have joined our section in the last six months. We look forward to connecting with you in person or on our listserv!*

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<td>Monique</td>
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