

# communicators *talk*

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Winter 2018-2019



## **NABE 2020 Vision Needed**

**Tim Eigo, State Bar of Arizona**

This month, NABE members meet in Las Vegas for the midyear meeting. Odds are, educational and edutainment offerings will be awesome.

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## **A Newbie's View of NABEComm**

**Shelby Knafel  
Colorado Bar Association**

I've never been to a professional work conference. So not only was this an absolute treat, it did come with many expectations.

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Federal Bar Association**

Bars share what's working well with their weekly wins.

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**Russell Rawlings, North Carolina Bar**

The question came from above. Literally. The gentleman was sitting alone atop Royals Stadium, most likely nursing a beer, on the uppermost row of the upper deck.

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An inside look at Bar Executive Farrah Fite.

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### **10 Takeaways in 11 Years**

**Karen Korr**

**San Diego County Bar/Full Korr Press**

Through myriad meetings and memos, the last decade at the Bar has taught me a thing or two.

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## **NABECOMM19 Rocks!**

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**Your 2018 Luminary Winners**

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that! Or share this whole issue by using the icons below.



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# 20/20 Vision Needed for NABECOMM20 Host Cities



**Tim Eigo**

Arizona Attorney Magazine, Comm Section Chair

Later this month, NABE members meet in Las Vegas for the midyear meeting. Odds are, educational and edutainment offerings will be awesome. (I may be biased, as I am a proud member of the NABE Professional Development Committee.)

Amidst the glitz, glitter and serious learning, your NABE Communications Section Council will meet. Among the heady items on our agenda: where to hold our Section Workshop in 2020.

That's right – 2020.

Our 2019 Workshop is already deep into the planning process. Mark your calendars for #NABECOMM19 in Cleveland, Ohio. Our conference hotel will be adjacent to the Rock n' Roll Hall of Fame, so be sure to pack your favorite concert T-shirt. Yo, there may be prizes.

But we're advance-planners, so in late January in Las Vegas we expect to select the Workshop location for the year 2020 – and if we're lucky, we'll get strong leads on interested cities for 2021 and beyond.

So I urge you to offer your own city and bar association as hosts for the 2020 Workshop. A few of you have already, and the Council benefits when it hears from multiple interested bars.

To nominate your city/region, there is a super-simple form to complete. Yes, we may need a smidge more detail later – but to kick off this dialogue, completing that form is all you need to do. [Click here for the form.](#)

Questions? Email me at [tim.eigo@staff.azbar.org](mailto:tim.eigo@staff.azbar.org)

Here's hoping your home becomes our Workshop home – in 2020 or beyond!



## A Newbie's View of NABEComm18



***Shelby Knafel***

Colorado and Denver Bar Associations

I had the privilege of joining the Colorado Bar Association in September. Although my prior experiences had been with social media and communications, I had never had experience with a bar association before. So imagine my joy at the chance to join the NABE Communications Section 2018 Workshop where I would not only have the chance to learn about the most up-to-date trends and tips, but also work with people who've been familiar with bar associations across the country for years.

And while we're at it, I'll say this as well—I've never been to a professional work conference. So not only was this an absolute treat, it did come with many expectations.

And despite accidentally walking into a different organization's conference on the first day (Oops!) it was an entirely enriching experience. From the first day to the last, there was always something new to learn or someone new to meet.

Outside of the sessions, I was duly impressed. The dinners were magnificent, well planned, and offered the opportunity to create more memories and pick more brains.

The dinner at the aquarium was possibly my favorite. Chatting and dining while sharks swim overhead and jelly fish danced in their tanks is certainly a moment I'll never forget!

Overall, the sessions I attended I found relatable, practical, and easy to implement in my everyday work style. Which I'm proud to say, with the help of my fellow NABE colleagues—I did!

I created a social media policy and crisis communication plan for the CBA; it is going to our Board of Executives for approval soon! Shout out to Farrah and Matt for answering all my questions and for staying in touch with me after the conference! Your help led me to creating active policies!

This year's conference was certainly a treat and I'm grateful for the opportunities I found there! Thank you, wholeheartedly, to the NABE staff and the programming committee who pulled this event together. I can't wait to see you all again next year.

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# Bars Winning Big Time



**Dominick Alcid**  
Federal Bar Association

On the NABE Communications Section listserv, Wins of the Week are represented by two separate yet equally important groups: the Winspirations, who share their achievements; and the Winspired who applaud (and borrow from!) those endeavors. These are their stories.

“The Colorado Bar Association is up \$250,000 in dues revenue from this time last year without dues increases!... Many factors caused to the increase. We have a lot of folks moving to Colorado is the easy one. But, we recently revamped our Membership Department and rolled it in with our Communications Department. This created more efficiencies. We also were much more aggressive with our renewal campaign this year. We incorporated InFormz automated campaigns which is new to us this year. We also used a telemarketing company to call members who hadn’t renewed yet. We are on a July 1 fiscal year and we bill everyone at the same time.” – Heather Folker, Director of Communications and Marketing

“The Hennepin County Bar Association had our first “Tech Practice Projects” series this year. About eight attorneys showed up to work on different tech projects in one of our conference rooms. The energy was great and people were really excited to work on some nitty-gritty tech stuff, as opposed to just watching a speaker tell them how they should implement technology in their practice. Check out the links for more info... <https://www.hcba.org/events/EventDetails.aspx?id=1132877&group=> and [https://www.youtube.com/watch?v=X8lUP95\\_w28&feature=youtu.be](https://www.youtube.com/watch?v=X8lUP95_w28&feature=youtu.be) “ – Nick Hansen, Communications Specialist

“This week, the State Bar of Georgia’s win is filming our third year of PSAs yesterday. It was such a great, long, emotional day. We are highlighting a mom who was a drug addict and almost lost her kids, a man who was falsely imprisoned for 22 YEARS for something he didn’t do, and a family who obtained guardianship of their son when he turned 18 so they could be his voice. He has cerebral palsy, and while he can speak and tell you what he wants, he isn’t able to make doctors’ appointments, sign documents, etc. So, yeah. I pretty much cried all day. Pete (falsely imprisoned), below, broke out in “Amazing Grace” after he told his story. And Lordy, we were all crying. I’m so excited to see the new stories put together!” Sarah Coole, Director of Communications

“We had a winningest week here as the Vermont Bar Association sponsored our Pro Bono Conference for a full day of CLE with a suggested donation to the foundation and agreement to take at least one pro bono case. Over 100 in attendance and great programs. We topped off the day with the new lawyer swearing-in ceremony. Sure we are a week early, but every day should be pro bono day!!” - Jennifer Emens-Butler, Director of Education and Communication

“Our big win this week was the Lafayette Bar’s Champions of Justice Banquet this morning. This is an annual event that honors roughly 30 attorneys who worked pro bono through our foundation during the year. With the help of publishing a list of over 25 judges and elected officials scheduled to attend, our attendance jumped from 50 earlier this week to a final head count of 94 this morning.” - Katelyn Guidry, Marketing & Communications Coordinator

“We had a big win this week. In fact, this whole week is a big win the Dallas Bar Association staff (15 of us):

Monday – all day long Education Symposium with 250ish people.

Tuesday – stuffed 750 goodie bags and set up rooms for Wednesday’s event...

Wednesday - pulled off a huge luncheon event for 750 people for our Inspiring Women Luncheon! It was a big success and we all survived!

Thursday – day of slight rest

Friday – Annual Meeting

TGIF in a huge way!” - Jessica D. Smith, Communications/Media Director

“The Hennepin County Bar Association got our annual Profiles in Practice issue out. (If you were in the diversity panel at NABEComm, you heard me talk about it there.) This is our third year doing the issue and we’ve gotten a great group of attorneys from a wide variety of backgrounds and practice areas.

[https://cdn.ymaws.com/www.hcba.org/resource/resmgr/thl/18-11\\_thl\\_online.pdf](https://cdn.ymaws.com/www.hcba.org/resource/resmgr/thl/18-11_thl_online.pdf).

At our monthly editorial board meeting, I spoke with the former committee chair who first had the idea for this issue two years ago. He told me that this was one of

his top 5 most gratifying professional accomplishments. He's also a former bar president, so that's saying a lot.

If anyone wants more info on how to put together one of these issues, I'd be happy to chat either via email or phone call." – Nick Hansen, Communications Specialist

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## "What the Hell's Going On Down There?"



**Russell Rawlings**

North Carolina Bar Association

The question came from above. Literally.

The gentleman was sitting alone atop Royals Stadium, most likely nursing a beer, on the uppermost row of the upper deck. We were sitting some 20 rows below him, awaiting the start of a game between Kansas City and a long since forgotten opponent.

In fact, this story is the only thing I remember about my first major league baseball game. The Royals took the field and the pitcher delivered his first pitch. I could barely see the ball, much less its proximity to home plate.

But everyone heard the reaction from above us when the umpire called it a ball.

“What the hell’s going on down there?”

It’s a valid question: What is going on down there?

We live in a crazy world, perhaps the craziest world humankind has ever experienced. No one can say for sure. I’ve only been around for all of this century and nearly half of the last one, but it certainly seems that way to me.

What about you? How are you feeling?

Are you making your way through this journey unscathed by all of the tension and turmoil that surrounds us? Or do you sometimes find yourself asking, as I often do, the same question that our friend in the upper deck was asking?

The question is also relevant when it comes to your health and well-being. Stress, regardless of its origin, is a formidable obstacle in the pursuit of weight control and wellness. Our ability to focus and achieve our fitness goals is undermined by stress and all of the problems that come with it.

And these are stressful times. From world and national headlines to events shaping our own lives, it is enough to test anyone's resolve.

So what are we going to do about it?

Count to 10. When the carousel starts spinning out of control, take a step back and hit the pause button. Close your laptop, put down your personal device, and breathe. Breathe deeply and think about what really matters as you count to 10.

Smile. It will do your heart good, and it will mean more than you might ever imagine to the person at whom you are smiling. More often than not, they will smile back, and your next few steps will come easier.

Talk. Not into a machine and not into a headset, but to real human beings who are all around you. Yes, those other two-legged creatures with whom you live and work are real people with thoughts and feelings and problems too. Don't be afraid to let them know that you care.

And listen. What good will this do me, you might ask. A world of good. When we take time to listen, we become an outlet of care and concern for others who have burdens of their own. Ask questions, and listen to the answers. You will be amazed not only by how much this is appreciated, but also by how good it makes you feel to share of your time and consideration.

Motivation is a moving target. Some days it's easier than others ... to walk, to work, to move, to live. Just remember as I am so often reminded, you're not in this alone. One of the greatest revelations that I have enjoyed since I began writing these little columns for NABE Communications is how many other people have a story to tell about the weight they have lost, the demons they have faced, and the common bond that we share in our never-ending quest for health and happiness.

I am reminded of a story that the preacher told a few weeks back, when he commented on how it had become all too commonplace that we pause each Sunday to remember the victims of the latest tragedy. He invoked a familiar Billy Graham story, in which the renowned evangelist famously stated, "I've read the last page of the Bible; it's all going to turn out all right."

Indeed it is.

I love you guys.

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## In the Spotlight: Farrah Fite



**Farrah Fite**

Missouri Bar Association

**How long have you been a member of NABE Comm:** 6.5 years

**When you were a kid, did you dream of being a Bar Association Executive?** If I knew it was a thing, I may have! I started a newspaper in fifth grade and a few years later joined the debate team, so my job is awesome in that it combines my love of journalism with being a policy wonk.

**If not, describe how you got to where you are today:** I loved policy and politics, but wanted to study how it applied to today rather than just historically. That led me to internships with the media to pursuing my Masters in Journalism. After working in D.C. and then in local TV news, I was approached with the opportunity to work for the Missouri Senate, producing TV programming and serving as a public information officer. I later served for 8 years through three president pro tempores (PPTs as we called them) as the Senate's Majority Caucus Communications Director. A mentor encouraged me to apply with the state bar when their long-time media relations director was retiring and after my first interview I knew it was an awesome fit.

**What is the most rewarding part of your job:** Helping people understand why the law matters and how it impacts their daily lives. That's because the more you know

about the laws that affect you, the easier it is to make good decisions about your life, your family, and your finances, for example.

**What is the most challenging part of your job:** Adaptability. As most bar professionals, Missouri Bar staff wear many hats and sometimes that hat may be a style we've never tried on before. For example, our organization implemented a strategic plan and I was asked to be the staff liaison for this ongoing process. We're now entering our third year of program reviews and our organization benefits from having clear direction and strategies. What's best though it the most challenging part is also often the most rewarding, in that you're pushing yourself to learn a new skillset enabling both you and your organization to continue to be even better.

**If you weren't a bar executive, what would you want to be?:** A true crime documentarian.

**What is your greatest accomplishment:** I don't know that it's an accomplishment, but it is something I am proud of and reminds me of the positive power of communications. During a long cab ride in Chicago while there for BLI, I had a wonderful conversation with the driver Hamdi. I learned of his escape from the violence in Somalia which took his father followed by his seven years in a refugee camp before gaining asylum status in America. It was a presidential election year, so I also learned about his perceptions of the candidates. None held a light for him to Bush 41, the only leader who sent military aid and relief to help Somalians. Hamdi said he wished he could thank him in person, but also thought an opportunity like that would never happen for him. In small world fashion, a fellow bar staffer's sister is chief of staff to President Bush. I shared Hamdi's story with her along with his cell phone number and Hamdi got a call from the former president.

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

Just ask. The NABE network, especially NABEComm, is the most generous and kind professional organization I have been fortunate enough to be a part of. Even before I met anyone in person, the welcome and help I received through the listserv while

learning the ropes of being a bar communicator is unparalleled.

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

Welcome! You'll love it and just ask!

**What makes you successful in your position?** Long-term strategies. As I have ideas on how we can do an even better job, I write those down recognizing we can't change everything overnight. By planning long-term and setting clear goals, we incorporate those new ideas into how we accomplish those goals. Also having the big picture keeps you and your leadership focused, so that your messaging and projects relate to your core goals despite any issues beyond your control that may crop up along the way.

**What does your bar do better than most? Where do you shine?** Message maps! If you don't know what they are, ask me. This visual form of talking points help keep everyone from our president to our receptionist on the same page when it comes to communicating about all our major projects and issues.

**What's your favorite website or app?:**

**For work:** Canva! I use it multiple times a day and its worth the small investment to create a team and establish your brand colors, fonts and templates so everyone who designs in your organization sticks to the brand guidelines.

**Personally:** Instagram. I love photography and this lets me be creative quickly. I also gain great inspiration from the visuals I see from others on this platform.

**Favorite quote:** "He who fails to plan is planning to fail." -Winston Churchill

**Favorite Book:** The Devil in the White City

**Favorite movie:** LA Confidential

**Hidden talent:** Photography

**What do you do for fun? Eat, drink and be merry!**

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## 10 Takeaways in 11 Years



**Karen Korr**

San Diego County Bar Association/Full Korr Press

As my over ten-year tenure at the San Diego County Bar comes to close, I feel like I'm in a completely different space than I was when I was a NABE newbie. There are a gazillion ways that I've grown professionally, and through myriad meetings (and myriad mistakes), I have learned many very valuable lessons. Here are ten of my top takeaways:

### 1) Always put a volunteer between you and a problem.

This was the first piece of very valuable advice I remember receiving through NABE - it was a sentiment I heard over and over again at my first NABE annual meeting in 2007, and it is still something I try to instill in associates at the SDCBA.

### 2) Vendors are very valuable partners.

Our member benefit partners have helped me out in a pinch more times than I can count. Whether it has been something simple like giving us swag to help us fill gift bags or filling a content hole in one of our publications, strong vendor relationships have been invaluable. Our partners also often work with bars and other associations throughout the country, so I've also found them to be great creative collaborators and resources as well.

### 3) Always keep an umbrella and a pair of flats at your office.

Even if you live in San Diego and it isn't supposed to rain for a month. And especially if your new heels seemed really really comfortable at the store.

### 4) You are the marketing expert - your members will value your advice.

Lawyers are great at being lawyers, and while many of them are responsible for marketing their practices, you are the only (or one of the only) person at your association who does this kind of work day in and day out. There is a lot that we can learn from our members, but there is also a lot that they can learn from us.

### 5) Change won't always be easy, but it will always be worth it.

The SDCBA moved out of its 30-year headquarters, eliminated section dues, got rid of its print directory, overhauled its section and committee structure and made many more significant changes during my time at the Bar. And every change came with its faction of unhappy members. But the Bar still survived and the changes have helped the bar advance, and though there were often "growing pains," I feel like the Bar always ended up in a better place.

### 6) Some programs/events will fail despite your best efforts.

Through the years, there have been Bar programs and events that we put a lot of effort into and for no particular reason, there was little interest or engagement from our membership. We thought we got it right and that we were headed down the right track, but then found that the results weren't at all what we had anticipated. It happens. It's not you, it's them. Or maybe it is you. Regardless, it is okay to log a few failures along with all of your successes.

### 7) In a very serious profession, there is still room for silly.

In 2018, we created a cartoon featuring a "Legal Beagle," a follow-up to our 2017 "Attorney Avengers" comic-book campaign. We've had an improv coach lead a program on public speaking, and we've hosted game nights and yoga sessions in our conference center. We've never had a complaint about a program or initiative being too fun.

#### 8) Your relationships with the press prior to issuing press releases matters.

One of the easiest ways to create inroads with the press is to serve as a source for helping reporters find other sources. The majority of the media calls I receive are reporters who are looking for an expert on a certain aspect of the law - and not someone to speak on behalf of the SDCBA. I've found the reporters who I have helped find sources are generally much more responsive to our Bar story pitches.

#### 9) Create a communications plan that is meant to be malleable.

We have a three year communications plan at the SDCBA. Reflecting on the plan we created and approved in 2015, I recognize that many of our plans never came to fruition, and some of our strategies, tactics, and messaging continued to change and evolve as the Board's priorities, membership's needs, and the profession continued to evolve and change. While we didn't accomplish everything we set out to do, we accomplished a lot and the plan provided a good general direction.

#### 10) NABE people are the best. Seriously.

Thank you all for all of the inspiration, insights, and steal-able ideas throughout the years. Being a part of the Communications Section has truly been an honor, and I am grateful for how generous you have all been with your time, talents, and policies and advice.



# Your 2018 Luminary Award Winners

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	<b>Small Bar</b>	<b>Medium Bar</b>	<b>Large Bar</b>
<b>Excellence in Regular Publications</b>	Berks County Bar Association	Hennepin County Bar Association	State Bar of Georgia
<b>Excellence in Special Projects</b>	Wake County Bar Association	Ohio State Bar Association	San Diego County Bar Association
<b>Excellence in Graphic Design</b>	Contra Costa County Bar Association	Indianapolis Bar Association	San Diego County Bar Association
<b>Excellence in PR/Marketing</b>	Wake County Bar Association	Montgomery Bar Association	San Diego County Bar Association
<b>Excellence in Authored Articles</b>	Wake County Bar Association	American College of Trial Lawyers	State Bar of Texas

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