



# Communicators Talk

News from the NABE's Communications Section • Fall 2001

## Communications Island

### – Part Deux –



by Susan Andres  
Alabama State Bar



#### **Psst ... NABE members!**

Have you always wondered how your communications department manages to be so creative – and sometimes even seems to have a crystal ball as far as what the future holds? Or how your managing editor keeps coming up with something new and "right on target" in your publications? Not to give away any secrets, but ... here is your chance to see how they do it!

Just plan to come in to Philadelphia a day early and join the NABE Communication Section for a special mini-workshop. Because of

our national tragedy in September, the Section's annual workshop, "Communications Island", was canceled this year. Undaunted, as section members already know, the workshop planners have been able to bring part (the best part!) of the originally scheduled

programming to Philly, thanks to the full support of the NABE Program Committee! This half-day session, appropriately titled "Communications Island – Part Deux", provides a fast-paced, informative and enlightening view of survival in the world of communications – now and tomorrow. Following the NABE Welcome Reception, we will be presenting the coveted Luminary Awards to our "best of the best" at a special recognition dinner – "on the beach", no less. (This may be considered difficult, by some, to do in Philadelphia. They do not know our workshop planners.)

Our goal is always to give our members "something to take home for their bars to use" and this time will be no exception. We promise – those who return from Communications Island – Part Deux will walk away with a million dollars ... worth of great ideas! Come join us and see for yourself.

PS. The Communications Section will also be part of the regular NABE programming with a most timely program "The Language of Leadership: Communicating Clearly, Leading Effectively". It's a program no bar leader will want to miss.

#### *inside...*

<i>Chair's Column</i> .....	2
<i>Technology Column</i> .....	4
<i>People and Places</i> .....	5
<i>Meeting Schedule</i> .....	6
<i>Luminary Awards</i> .....	7
<i>Fall 2002</i> .....	8

## Chair's column

### Where do I start?

Somewhere I read people were mistakenly saving the front page of the September 12th newspaper much like I saved the edition announcing the assassination of JFK. The mistake, one commentator mentioned, was people should have saved the morning edition from September 10th, the last day of what we recognized as normalcy in America.

I'm not much of a collector, and I try to be sparing in my keepsakes, but I found myself reading with sadness those magazines delivered just after the attacks.

As communicators, I think we can all appreciate the anguish of editors whose publications looked just fine when they went to the mailing house on September 10th only to be, at best, irrelevant or, at worst, tasteless a few days later. I may have to break my rules and stash some reminders of a simpler time.

### Communications Island Survives

Our true Communications Island survivor, workshop chair Susan Andres, calls the newest version of the workshop to be offered on Tuesday, January 29 in Philadelphia, "Part Deux." Most of us recognize that it's really the third attempt at that workshop and you know what they say about "the third time. . ." So, make your plans now to come to Philly a day early — and, if the Mid-Year isn't in your normal budget, plead the case for making this year the exception — and join us for the best of the Communications Section Workshop.

It was an agonizingly easy decision for your executive council to cancel the Daufuskie Workshop. Agonizing because of all the work that went into the meeting, the loss of comradeship that I know I needed in those first weeks after September 11th and the difficulty for all of us who had to cancel flights, reservations and other plans. Easy because once we examined the numbers of cancellations from participants and speakers, it was clear that the meeting would lose money and be less than it deserved to be. It's a tribute to all involved that we could make the decision quickly, move on, and resolve the difficulties.

Thank you to everyone for your patience, understanding and willingness to help out. Would you expect anything less from this group?

### Section Recognition

I want to remind you that the Section will be presenting the Wally Richter Award, the first Anne Charles Award, the Luminary Awards and some special thank yous

from the Executive Council at the Philadelphia meeting. We are very pleased to be able to present the Richter and Anne Charles Awards at the NABE Thursday luncheon. The Luminary Awards Dinner will be held Tuesday night in conjunction

*Chris Cendagorta  
Section Chair*



with the dinner for new NABE members and gives us a chance to show off our awardees and the Section. Our Section thank yous will also be presented that night. And that leads me to . . .

### Speak Up and Join Up

The executive council will be reexamining our committee and task force structure at the January 29th council meeting. I'd welcome your comments on what you'd like from us as well as your willingness to volunteer. We are open to hearing what we can do as a Section to make your work life better, easier, more fulfilling, more effective. Please send your thoughts to us or any council member.

### Mosquito in the Tent

There's a great little greeting card sentiment that says "if you think one person can't make things happen you haven't spent time in a tent with a mosquito." Being a pretty experienced camper and backpacker, I trust that wisdom.

Now, I'm employing it with my board. As I write this, I'm preparing for tomorrow's board meeting at which I'm going to try to eliminate or advance about seven items from the old (and repeatedly tabled) business section of the agenda. I'm not sure that the mosquito in the tent thing is an official leadership method but so far, it's been temptingly effective. I give them a little buzz interrupted by quiet to make them think I've gone away and then buzz them again.

I'll let you know how many of the seven items either go away or move into an action phase. If you don't hear from me again, it probably means I got flattened by a slapping hand or gagged with repellent.

## A Note from the Editor

I debated before deciding to write an editor's note for this issue of *Communicators Talk*. I work independently for the Clark County Bar Association in Las Vegas, Nevada so I don't deal with the inner workings of a bar association or its communications department. I follow directions from Stephanie Abbott, the Communication Director; so the Clark County Bar can keep the lines of communication open with their members through their web site. This has been my philosophy and attitude for the 15 years I have been in the production side of communications. Simply, I do as I am told.

This same attitude exists among our military. Two of my favorite men, my husband and our son, both serve in the United States Air Force. My husband is currently stationed at Ramstein AFB in Germany. During the crisis of the last few months, there were times when I would talk to him on the phone and I would get upset because I just wanted him home, where it was safe. His response to me was brief: "This is my duty and you know that." Of course, he would follow it with words of encouragement and assurances of how safe he was and for me not to worry. Yea, right. But the essence of his speech was clear: He is there because of his commitment to protect and serve the Constitution of the United States.

Attorneys, though not on the front lines of battle, defend the Constitution every time they step into a court room. The very essence of what they accomplish each day symbolizes why this nation is so great. As communicators, whether it be on the "front lines" or behind the scenes, we have a very important duty. To clearly provide information that is vital and necessary and do it responsibly.

I leave this week to spend some time with my husband in Germany. Fear almost kept me from going, but the love of my husband AND my country convinced me I needed to go. My son, who is at Keesler AFB in Biloxi, Mississippi made a statement to me at his recent graduation from basic training that made a profound impact on my attitude. I watched, as nearly 1,000 new Airmen pledged their commitment to defend the Constitution of the United States. Afterward, as I found my son amongst the multitude of perfectly uniformed servicemen, I was surprised to see tears in his eyes. He answered my curiosity by saying, "Mom, I am so proud to be a part of this."

I, too, am proud to be a part of this. God Bless America.

-Kimberly A. Smith

## 2001 Communications Section

### Officers and Council

#### Chair

Christine Cendagorta  
WASHOE COUNTY BAR ASSOCIATION  
(775) 786-4494 or chris@wcba.org

#### Chair-Elect

Chris Blake  
CONNECTICUT STATE BAR

#### Vice Chair

Wendy Jones  
SOUTH CAROLINA BAR

#### Secretary

Roger Parris  
BAR ASSOCIATION OF ERIE COUNTY

#### Treasurer

Susan Andres  
ALABAMA STATE BAR

### Council Members

Danial Kim  
Trudy Levindofske  
Chris Blake  
Duane Stanley  
Carol Manning  
Cynthia Kuhn  
Trina Gray

---

### Newsletter Committee

#### Chair

Kimberly Smith  
CLARK COUNTY BAR ASSOCIATION

Katherine Hinson  
TRAVIS COUNTY BAR  
ASSOCIATION

Kathy Maloney  
OHIO STATE BAR  
ASSOCIATION

#### Contributors

Susan Andres  
ALABAMA STATE BAR

Toby Brown  
UTAH BAR

*Communicators Talk* is a newsletter published quarterly by the National Association of Bar Executives Communications Section as a membership benefit. To submit materials for the summer issue, send it to Kimberly A. Smith, 937-592-9644, fax 937-592-9655 or e-mail; designks@loganrec.com.

# The Bar as the CTO for Members

By Toby Brown

In my last column I talked about bar associations providing technology as a member benefit. In this column I want to expand on that topic and then take a more in-depth look at a specific technology bars might vet for their members.

The way lawyers, and businesses in general, make technology decisions have been evolving over the past 10 or so years. For this discussion, I want to break this evolution in to three phases.

### PHASE ONE

Originally technology purchase decisions were mostly facilities management or equipment purchasing decisions. At this level, a law firm may have had a data processing (DP) group that needed computers to handle the

production and printing of larger documents. The DP supervisor would request new computers and equipment to get this job done.

### PHASE TWO

The next level of decision-making emerged when a law firm hired an IT manager or MIS director. At this level, technology decisions had risen to the level of upper management; however, the decisions were mostly reactionary to upgrades in existing software.

### PHASE THREE

The most recent phase is the use of CTOs. CTO stands for Chief Technology Officer. With a CTO, technology decision-making rises to the strategic level of an organization. Here decisions are made based on their relevance to the business plan of the law firm. If a lawyer or law firm was looking to move into a new market, they will want to search out technology that will give them a competitive advantage against other lawyers or non-lawyer competitors.

Why is this evolution important to a bar association? Most of your members cannot even afford to hire people at the MIS director level. Therefore a critical way to deliver value to members would be to serve in that CTO role for your members. Given the rapid change in technology and the increasingly competitive market place, helping your members make better, more strategic decisions about technology will be immensely valuable to them.

In practice, I envision a bar spending resources to search out new technologies, evaluate their effectiveness, evaluate their strategic value and then approach the product vendors about creating strategic partnerships. These partnerships would follow the win-win-win approach covered in my first column. But just as importantly, the partnership agreements would define marketing and communications efforts. If you don't push information about these technologies out to members, they won't know about it and can't buy it.

## Do you need information — and you needed it yesterday?

*Do you have the germ of an idea, but wonder if anyone else has any experience along these lines?*

*Is your president wondering why you don't know what every other bar organization in the country is doing in a particular area?*

### CALL THE ABA'S DIVISION FOR BAR SERVICES

It's a clearinghouse for information.

Division for Bar Services  
541 North Fairbanks Court  
Chicago, IL 60611-3314  
Phone: 312-988-5356; Fax: 312-988-5492  
E-mail: [derricoe@staff.abanet.org](mailto:derricoe@staff.abanet.org)

### A Strategic Technology Example

Document generation or document assembly technology is a nice example of a technology that may have strategic value for lawyers.

Document generation technology allows users to generate custom documents with computers. A user answers a series of questions about a contract or agreement. Then the software generates a document based on those answers. I should point out that the available software that your lawyers will buy does not generate any specific documents off-the-shelf. Instead, these are just engines that a lawyer could build document sets on.

For example, a new business wants to incorporate. The end goal is an Articles of Incorporation (AOI) document. AOI is a relatively standardized document. However, there are variations dependent on the situation of the new business. Based on the client's need, certain clauses might be expanded, some might be excluded and others might be narrowed.

A lawyer would compile the various clause options for an AOI document. Then a decision-tree is built. In our example, a beginning question might be: Is this a for-profit or non-profit entity? Answering 'non-profit' would take you down one branch of the tree, versus 'for-profit' down another branch.

The result is that a user can more quickly generate the first draft of this document. As well, this first draft is probably close to or maybe even a final draft.

Now, how would a lawyer use an AOI document generator in a strategic market sense? Let's say our lawyer is trying to get business work from general contractors. The lawyer may offer free access to the AOI document generator to general contractors over the Internet. Then the lawyer would have qualified leads within this market for contractors in need of business legal services. In addition, the lawyer may want to build a Bylaws document generation tool that is used once the client is engaged. (Side note: There are ethics considerations for providing legal services over the Internet that should be addressed before providing services this way.)

An example of a document generation program is HotDocs. This program is available from CapSoft ([www.capssoft.com](http://www.capssoft.com)). An example of an on-line document generation web site is LegalDocs ([www.legaldocs.com](http://www.legaldocs.com)). This web site has a relatively simple generation tool. The decision-trees are mostly flat for the documents. Some of the documents are free and some are available for a small fee. There is a growing presence of on-line document generators, many of which are being offer by non-lawyers.

Hopefully this column has started you thinking along the lines of having your bar function more as a CTO for its members. By bringing these new technologies directly to your members, you will be making yourself very valuable to them. In other words, by helping your customers remain relevant, you will remain relevant.

## Tidbits & Happenings

### Colorado Bar Association Literary Anthology

On October 3, nearly 200 people gathered at the Downtown Denver Tattered Cover Bookstore to attend a book signing for *Disturbing the Peace, Writings by Colorado Attorneys*. Twenty-five Colorado attorneys' and judges' fictional and non-fictional pieces were included in the anthology. Manuel Ramos, Marianne Wesson, Robert Baldwin and John Kane read excerpts from their stories at the book signing. The event was a huge success! Copies of the book are available at the Tattered Cover and at the Colorado Bar Association offices, 1900 Grant St., Ste. 900, Denver; OC 80203 for \$14.95. These books make great gifts for the holidays. Profits from sales will be donated to Colorado Lawyers for the Arts. Contact Karen Bries for more information at (303) 824-5303 or [kbries@cobar.org](mailto:kbries@cobar.org)



## Places to go... People to see...



**Frederick D. Massie** recently accepted the Director of Communications position at the **Rhode Island Bar Association**.

A graduate of Brown University, Fred has held teaching, creative development and management positions in non-profit organizations, educational institutions and private businesses.

His experience includes service as: an upper school English and history teacher; copywriter and account manager for advertising and media relations firms; Director of Communications and Education for a marine environmental protection group; and Director of Marketing for service and manufacturing companies.

# “Communications Island - Part Deux”

**National Association of Bar Executives**  
**Mid-year Meeting • Philadelphia**

**Tuesday, January 29, 2002**

1:00 –2:00 pm	Welcome and Opening Plenary "When You Are the News and the News is 24/7: Lessons from the 2000 Presidential Election" Speaker: Craig Waters, Public Information Director, Florida Supreme Court
2:15-3:15 pm	Breakouts: 1) "Captain the Ship: Seize the Future ... What Bars are doing to gather input about issues facing profession today" Panel: Trina Gray, Wisconsin Bar; Matt Silverman, Arizona State Bar 2) "Mapping the Course: Communications Audits and Plans" Panel: Elizabeth Derrico, NABE; Ken Brown, Ohio State Bar
3:30-4:30pm	Breakouts: 1) "Making Waves: Electronic Communications- News Releases to E-Blasts" Panel: Toby Brown, Utah State Bar; Chris Blake, Connecticut State Bar 2) "Testing the Waters: To Print or Not To Print" Panel: Hon. Robert Johnston; Toby Brown, Utah State Bar
<b>NABE Opening Reception</b>	
7:00 pm	Luminary Awards and Section Recognition Dinner-sponsored by West Group "Survival of the Best of the Best!"

**Wednesday, January 30, 2002**

## **NABE Communications Section Program**

1:15 pm - 2:30 pm	"The New Language of Leadership: Communicating Clearly and Leading Effectively in a Post-Authoritarian World" The world has changed. Hierarchy has less appeal. Equality carries more cachet. Democracy has new meaning. Learn about leadership models, words and images that communicate inclusiveness, build productive alliances and produce results for successful organizations. In the city where American democracy was born, discover how to craft a message of ownership that inspires membership participation and public support.
-------------------	---

### **Panelists:**

Karen Connor, Partner  
Earle Palmer Brown, Philadelphia

Lisa Packer, General Manager,  
Public Relations  
Earle Palmer Brown, Philadelphia

Audrey C. Talley, Partner  
Drinker, Biddle & Reath, LLP; Philadelphia  
and Chancellor-Elect (as of 1/1/02)  
Philadelphia Bar Association

### **Moderator:**

Daniel A. Cirucci,  
Associate Executive Director  
Philadelphia Bar Association

# NABE LUMINARY AWARDS

## *Congratulations!*

The Communications Section is pleased to announce the winners of the 2000 Luminary Awards. We extend our warmest congratulations to all the winners.

Thank you to Luminary Chair Susan Ferrer and Vice Chair Paul Nickell for coordinating this awards program. Thanks also to the judges who do such a fine job reading and evaluating all the entries.

Our gratitude also to West Group for its generous sponsorship of the Luminary Awards – the entry materials, mailings, awards and the luncheon.

The Luminary Awards will be officially presented at “Communications Island - Part Deux” in Philadelphia, January 29th.



### **EXCELLENCE IN WEB SITES**

Kristen Stare

[www.cbalaw.org](http://www.cbalaw.org)  
Columbus Bar Association  
Columbus, OH  
Bar 5,000 members or fewer

Kimberly A. Smith

[www.nvbar.org](http://www.nvbar.org)  
State Bar of Nevada  
Bar 5,001 to 14,999 members

State Bar of Wisconsin

[www.legalexplorer.com](http://www.legalexplorer.com)  
Bar 15,000 members and over

### **EXCELLENCE IN SPECIAL PUBLICATIONS**

Stephanie Abbott

Clark County Bar Association  
Las Vegas, NV  
Bar 5,000 members or fewer

Gina Jones

Tennessee Bar Association  
Bar 5,001 to 14,999 members

Janet Stidman Eveleth

Maryland State Bar Association  
Bar 15,000 members and over

### **EXCELLENCE IN REGULAR PUBLICATIONS**

Cincinnati Bar Association

Communications Department  
Bar 5,000 members or fewer

Kimberly A. Smith

***Nevada Lawyer***  
Bar 5,001 to 14,999 members

Jennifer R. Chapman

***North Carolina State Bar Journal***  
Bar 15,000 members and over

### **EXCELLENCE IN PUBLIC RELATIONS**

Columbus Bar Association

Columbus, OH  
Bar 5,000 members or fewer

Hennepin County Bar Association

Minneapolis, MN  
Communications Department  
Bar 5,001 to 14,999 members

State Bar of Wisconsin

Bar 15,000 members and over

## Fall 2002 Workshop Planning Begins

Mark your calendars for September 25-28, 2002, and plan to attend the NABE Communications Section Fall 2002 Workshop at the Hilton Old Town Alexandria, Virginia. An energetic planning committee is working to develop substantive programming as well as exciting social events.

The Workshop Committee (AKA "The Fun Bunch") is chaired by Cynthia Kuhn of the D.C. Bar, and includes Arlene Abady of the Colorado Bar; Christopher G. Blake of the Connecticut Bar Association; Joe Conte of the State Bar of Georgia; Janet Stidman Eveleth of the Maryland State Bar Association; Yvonne McGhee of the Fairfax Bar Association; Frederick D. Massie of the Rhode Island Bar Association; Roger Parris of the Bar Association of Erie County; Cindy Rankin of the Tarrant County Bar Association; Jack Sweeney of the ABA Office of Justice Initiatives; Gary Toohey of the Missouri Bar; and Francine A. Walker of the Florida Bar.

The hotel in the heart of quaint Old Town Alexandria, conveniently located next to the King Street Metro Station, which provides direct access to Reagan National Airport and the District of Columbia. The hotel features such amenities as an on-site fitness center and pool and is within walking distance to upscale shopping and fabulous dining.

Section members are encouraged to assist the committee by submitting program ideas as well as the



**NABE Communications  
Section Fall 2002 Workshop**

**September 25-28, 2002**

**Hilton Old Town  
Alexandria, Virginia**

names of organizations that might be interested in sponsorship opportunities. Ideas can be directed to Cynthia Kuhn, D.C. Bar, 1250 H Street NW, Sixth Floor, Washington DC 20005-5937, [cgkuhn@dcbbar.org](mailto:cgkuhn@dcbbar.org).

# [www.nabenet.org](http://www.nabenet.org)

**Whether you're trying to locate a colleague  
in another state, or checking in to stay current with the latest news  
and information, we've put together a variety of resources  
to make your visit worthwhile.**