



Communicators Talk

News from the NABE's Communications Section • Summer 2001



2001 Communications Workshop

by Susan Andres
Alabama State Bar

As you are probably well aware, the clever workshop “survivor island” theme has become a little too apropos – and yes, we did discuss changing it to “Deserted Island – Are There Any Communicators Still Out There?”

In order to alleviate the worries of any panic-stricken survivors of the Communication Section’s recent “desertion derby”, I would like to report that the upcoming annual

workshop is in good hands. Though Wendy Jones (both chair of the workshop and designated president-elect of the section, I might add!) is one of those participating in the aforementioned derby, she has most admirably followed through with dedicated determination and turned over her duties over to some enthusiastic “wanna be” workshop planners – Stephanie Abbot of the Clark County Bar (Las Vegas); Judy Berrett, Washington State Bar; Jennifer Krinock, Mecklenberg County Bar (Charlotte, NC); and Francine Walker of the Florida Bar, plus the willing hands of our illustrious chair(x2), Chris Cendagorta, and yours truly. As you will readily see from the tentative schedule listed below, no grass is

growing under the feet of these islanders!

A note of thanks, Wendy, for making our jobs so easy on this end. We have been able to just pick up and run with this, in spite of the fact that you will be greatly missed. (I personally will not go out on a raft with anyone else but you at the helm!) Our loss is definitely Brevard College’s gain and we wish you a wonderful mountain experience!

In the meantime, mark your calendars for October 3-6 and look for registration materials soon to book your passage to Daufuskie Island, SC. The Communications Section is ready to write the best “Survivor” script yet – and you’ll want to share in the credits (and the crab boil)!

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Chair's column

I read some research recently that said most of us rely on a working vocabulary of about 450 words. I have no idea which words those are, and I'm presuming they don't include henceforth, pro bono and et al which are regulars for most of us. Even so, 450 words don't give you much room for color in your daily speech.

Somehow, that led me to start a list of words I particularly like. Here's my list. You come up with your own.

Tepid - I had a wonderful English teacher in high school, a former hairdresser and social activist who became a teacher late in life. She told us we should be more ashamed of a C than a D or F on any writing assignment. The failing grade meant we didn't try; the C reeked of mediocrity and lack of any clear thought. Tepid feels like that C to me.

Foment - There's something wonderfully ironic and rich about a word that can grow from to warm, as in a fomentation that heals with moist heat, to its more common meaning, to incite, as in foment rebellion.

Illustrious - I use this in reference to my presidents and board members, as I'm sure you do. It carries a great breadth of meaning. So, I paused when I saw Susan Andres' workshop correspondence refer to me as "our illustrious chair." As Waylon Jennings sings, "What goes around, comes around, and goes around again."

Akimbo - Only readers of

trashy romance novels would appreciate this one, but it's such a colorful way to describe the stance of some pirate or lord of the manor. Doesn't it make you want to put your hands on your hips, elbows out, just to think the word.

Ubiquitous - My daughter likes to think she's catching me as the language police in the family. Joe, Cyndy and I were driving in rural Oregon when we remembered she needed an answering machine.

I suggested a Wal-Mart. She said there weren't any nearby and I said, "There must be one, they're ubiquitous." "Ah, ha," she said, "You misused ubiquitous." "No," I said, "it means

everywhere." The argument continued for 15 minutes until lo and behold we passed a Wal-Mart. The race was on, and we nearly mowed down ten shoppers trying to find the book department and a dictionary. Three years later I still highlight ubiquitous in magazine and newspaper articles to send to her.

Inspid - This is the tepid of action and behavior. I can't imagine anything worse than to have my work or idea be considered inspid.

Pamplinas - This Spanish word translates, sort of, to gee gaws. But, I've heard my mother-in-law use it

Chris Cendagorta
Section Chair

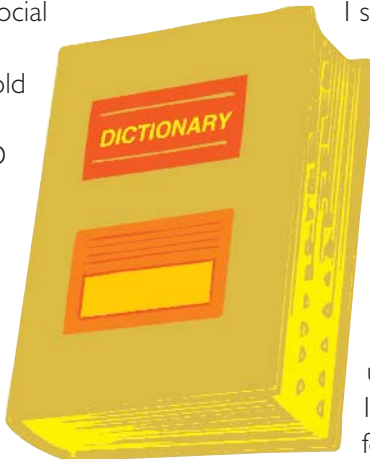


on countless occasions and it's so much richer in Spanish. When she sees fancy, expensive favors like those given away at weddings and promptly tossed in the trash at home, her mouth purses and she says, "Bah, pamplinas." Feel free to use it the next time you encounter an item that combines showing-off with uselessness.

Bageled - Sports writers can invent some colorful and creative descriptions. Forced to describe the same game, different score, over and over, I guess you'd have to keep searching for new metaphors. Sometimes they are successful. Using bagel as the zero is picturesque. In tennis, a 6-0 set is a bagel and no one wants to be bageled.

Snafu - Ok, so it's a created word. My mother almost never swears. When I was small, I remember hearing her say "Bull s-h-i-t. She would spell it, but not say it. She really likes the word snafu, and uses it frequently. I've never had the heart to tell her what it stands for.

Ciao - This past year I've said congratulations and good luck to way too many members who have all been blessed with new opportunities. I've never liked the



word good-by and I like it even less now. I think Italian does a better job by combining hello and farewell all in one word. Even the more formal arrivederci or French au revoir implies "until we meet again" as if that meeting is a certainty. To all of our recent defectors, ciao bella!

On to Section business. With the departures of chair-elect Wendy Jones and council member Kimberly Smith, the nominating committee quickly reassembled its nomination platform which was duly elected by the members. I agreed to serve a second term as a chair (I think I'm flattered at the invitation from Council to do so). Your officers are Chris Blake, chair-elect; Susan Andres, treasurer; Roger Parris, secretary. Duane Stanley and Carol Manning are newly elected council members. The Council appointed Cynthia Kuhn to fill the seat left vacant by council member Bill Litant. Trina Gray will fill the one-year term left vacant by Chris Blake when he moves to chair-elect in August. Council member Trudy Levindofsky begins the second year of her term.

Matt Silverman, Dan Cirucci and I are planning the

Section's offering for the Philadelphia Mid-year Meeting. In keeping with the leadership theme, we are planning a program that says "leadership is a communications issue" and offers specific help to build leadership skills through communication for your leaders and yourself.

The Section will hold its first Volunteer Recognition ceremony at the Section Workshop in Daufuskie Island, SC this year. The Section recognized last year that we needed to do a better job of thanking our own members for service to the Section and to the profession. This luncheon will highlight that service, including, among other awards, the presentation of the first Anne Charles Award for Service to the Section and the Richter Award.

Our congratulations and thanks to Susan Andres and her able committee of Jennifer Krinnock, Stephanie Abbott, Francine Walker, Judy Berrett and Leigh Gullede for stepping in to plan and produce the Communications Island Workshop this fall. I'm putting them on alert though. I saw the Survivor episode where they ate bugs and squishy things and someone else can win that contest. See you there!

2001 Communications Section

Officers and Council

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

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CONNECTICUT STATE BAR

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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.

Technology as a Bar Member Benefit

By Toby Brown

In this ever changing environment, bar associations must always be seeking new ways to deliver value to their members.

One obvious way of doing this is by helping members learn about and obtain new technologies.

This column will speak generally to this approach and how bars can more effectively travel this road. Then, as an example of the approach, we will explore an emerging technology lawyers should find very useful.

Traditional member benefit programs for lawyers have focused on discounts for business (and personal) products and services lawyers may find useful. A good example of this is the car rental discount programs available in many jurisdictions. Bar associations leverage their membership numbers with providers to secure discounts on the products or services in question.

Other familiar programs include credit cards, cell phone services, malpractice insurance and the infamous Disneyland Discount. I like to call this general approach a win-win-win partnership. Members win with discounts on products. Bar associations win (usually) with revenue sharing opportunities. And vendors win with improved access to their target customers.

Bar associations have been struggling with making these partnerships a positive aspect of their business. I believe bar associations will have to focus on improving their partnering skills to remain valuable to their membership. To demonstrate this problem, note the third win listed above; the vendor win. This aspect of

partnering is often overlooked or undervalued by bar associations. The vendors' success is seen as the vendor's problem. Successful strategic partnerships will need to have some definite focus on this aspect. For if the vendor does not derive benefit from the partnership, the partnership fails, and the bar is left providing no benefit to its members.

There is a recent book titled, *The Age of Access*, by Jeremy Rifkin. This book explores how the economy is shifting from property-based capitalism to an access-based type of capitalism. In this emerging economic system, the ability to build networks and partner with complementary providers will be vital. Bar associations (and lawyers in general) need to break from an isolationist attitude and reach out to existing and emerging providers in the legal marketplace.

An example of an emerging market, which I believe will be very valuable to lawyers, is the on-line, secure document and data storage solutions. Most lawyers now store vast amounts of documents and information in electronic format. Consider that even though the final work product is still printed and stored physically, most of the data creating documents and the evolving drafts of documents are in electronic format. As well, a growing percentage of lawyer correspondence is in e-mail formats. Although these can be printed and stored physically, electronic storage is cheaper, more easily accessed and can be more secure than paper.

Lawyers already have the problem of effectively storing and archiving this electronic information. Currently most

lawyers handle this by making back-up tapes of their data. Some lawyers and law firms have sophisticated systems for running back-ups daily and storing tapes at off-site secure facilities. The Utah State Bar has recently added a network storage device. This is essentially a large hard-drive attached to the computer network where data and documents can be stored. This adds another level of redundancy to our storage system.

However, all of these methods are driving bars and lawyers further into becoming IT companies. We have to become experts on building and maintaining electronic storage systems. Additionally, we have to follow strict procedures if we want these systems to function effectively. Although this is a good thing to do, it is not the core function of a bar or law firm. This approach is leading lawyers and law firms to delve further and further into the IT business. And this focus comes at the expense of a focus on delivering quality legal services. A good resource that explains this concept is the book, *Living on the Fault Line*, by Geoffrey Moore. Moore describes core vs. context functions of a business. For lawyers, 'core' is providing legal services; IT is 'context' and not really their business. The suggested solution to this problem is to out-source context functions to providers who have that function as their core business proposition.

So in our example, lawyers would do better to out-source the storage and archiving of their electronic information to providers who focus on that issue. An example of such a provider is EnterVault (www.entervault.com). This vendor provides a highly secure (both physically and technically) location for storing electronic data and documents. There

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



are many questions (along the lines of due diligence) a bar and lawyers should be asking these types of providers. Such as: What are your security practices? What is the viability of your company? And, what guarantees do you make?

This brings us full circle to the role of the bar. To become more valuable to bar members, bars will have to find vendors who can answer these questions well and then strike partnership deals with them. This will help ease the burden on lawyers for searching out and finding these emerging services. The bar becomes a technology vetting service for its members. Given the rapid rate of technology innovation, this is a very valuable service to provide members. And remaining valuable to members is likely a 'core' function.

Once a vendor is chosen, then an applicable win-win-win arrangement can be secured. I believe bar associations are on the verge of being approached by many 'unfamiliar' vendors, like the on-line storage solution example above. Now is the time to prepare for how your bar will handle and partner with these new breeds of providers.

In future columns, we will explore other technologies and delve further into successful technology partnering approaches. For now, you may want to start looking into on-line storage providers. Happy Hunting!

Toby Brown is the Senior VP of Strategic Initiatives for Zions Technologies, the VP for Special Projects for O2Blue and the MDP Task Force Reporter for the Utah State Bar. He has served on a great variety of Bar related committees and task forces, including the Access to Justice, Futures and MDP Task Forces.

After nearly 25 years with the State Bar of Texas, **Ginger Banks** retired on July 31, 2001. Ginger, who most recently served as State Bar Member Services Division director, had previously been director of the Communications, Public Services, and Information Technology Divisions. Prior to that, she was editor of the Texas Bar Journal for 12 years.

Active in the NABE Communications Section since 1991, Ginger served as secretary for two years and was a panelist for several Communications Workshop programs. She also received an Honorable Mention in the 1995 Luminary Awards.

Now that she has retired, Ginger says she doesn't know exactly what she'll do – but is open to suggestions! She plans to give her future some thought as she participates in the 2001 Communications Workshop in South Carolina and travels to Switzerland this fall, plays with her two-year-old great niece, and pursues one of her favorite past times: staring at the lake.

When Ginger announced her retirement via the section's Listserv, she wrote, "NABE and the Communications Section are the best professional organizations in which I've ever participated.

"The section members' welcoming, sharing, and supportive attitudes can't be beat. Through the years, the section, especially, has provided me great contacts to nurture, a wealth of talent upon which to draw, and good friends to enjoy. My hope is that every member will participate to strengthen the section, but also to realize similar personal benefits."



The Illinois Bar Association has been reorganizing. **David Anderson** is the Assistant Executive Director and **Mark Mathewson** is the Director of Legal Publishing. **Isolde Davidson** is the new Director of Marketing.

Page Felts, Indiana State Bar Association Lobbyist, and husband Chris are the proud parents of twins, Madeline Marie and Patrick John, born June 27th.



Clifton Barnes, Director of Communications for the North Carolina Bar Association, has won an award in the APEX 2001 competition for an article he wrote for Communicators Talk on the topic of creative writing. Barnes won in the "How-to Feature Writing" category.

In writing the piece, Barnes modified a speech he had given at an NABE Communications Section meeting. APEX stands for Awards for Publications Excellence and is sponsored by Communications Concepts, Inc., headquartered just outside Washington, D.C.



Louisiana State Bar Association Graphic Designer/Print Manager **Dennette L. Young** and her husband, Jeff, had their first child, a girl, on Saturday, May 5. Jeanne Marie weighed in at 7 lbs. 3 ozs. and was 18 inches long. Mother and baby are doing great. Dennette should return to work in September.

ALSO... Louisiana State Bar Association Director of Communications, **Lori L. Ruello** and her husband Dennis (pictured), are the proud grandparents of Andrew Wade Johnson. Wade arrived March 25 weighing 6 lbs. 10 ozs., 20 3/4 inches long.

Lori is also the mother of a 3-year-old boy.



NABE and ABA DBS Survey on Bar Advertising Information

by Chris Blake, Connecticut Bar Association

Did you ever wonder how your bar publication's advertising rates stack up against those of other bar associations? Did you ever struggle with whether to increase your ad rates and ponder how often other bar publications raised their rates? Did you ever ask yourself whether your bar publication was the only one out there that didn't make money for your bar association? Did you ever wonder if there are big bucks to be made by allowing advertising on your bar web site?

You can stop wondering. The National Association of Bar Executives' Communication Section and the American Bar Association's Division for Bar Services will soon release the results of a survey of state and local bar association's advertising rates. The survey asked bar associations to provide financial and budgeting, advertising rate and revenue and web site advertising revenue information regarding their publications and periodicals.

A total of 44 bar associations responded to the survey. These include 24 statewide and 20 local bar associations. The survey instrument sought information regarding bar journals, magazines/periodicals, newsletters, newspapers/tabloids, other publications sponsored by bar associations and web sites.

It should be noted that the financial information reported by respondents can vary greatly depending upon the size of the bar association. The data will be broken down further by size of the bar associations, which may provide a more accurate basis for comparison for some bar associations than looking at the aggregate average survey findings.

Among the major findings:

Most bar publications are heavily subsidized by bar dues or other association funds.

Slightly more than three out of four respondents (76 percent) said their bar magazine/periodical was subsidized by bar dues or other association funds, and a similar percentage of respondents (75 percent) reported dues or other association revenue subsidized their bar newsletters. A total of 88

percent of respondents said their bar journal was subsidized by bar dues or other association funds. The bar financial subsidy was somewhat lower on average for newspapers/tabloids, with 63 percent subsidized by bar dues or other association funds.

Two-thirds or more of the content of bar publications consists of articles or other editorial content. Respondents reported an average of two-thirds of the pages of bar magazines/periodicals consists of editorial content, as opposed to an average of one-third advertising content. For bar journals, the average number of pages devoted to editorial content was 71 percent, while 29 percent of the pages were devoted to advertising. For newspapers/tabloids, editorial content was on average 66 percent, compared to 34 percent advertising content. For newsletters, editorial content was 73 percent, compared to 27 percent advertising.

Most respondents reported their bar publications lost money, requiring a subsidy from association funds.

An average of 65 percent of bar magazines/periodicals sustained a

financial loss in the last fiscal year. A publication suffered a financial loss if it did not cover all of its expenses without a subsidy from bar funds. A total of 29 percent broke even and 6 percent generated a profit. An average of 69 percent of bar journals sustained a financial loss, while 12 percent broke even and 19 percent generated a profit. An average of 50 percent of respondents said their bar newsletter sustained a loss, 29 percent broke even and 21 percent generated a profit. An average of 50 percent of respondents said their bar newspapers sustained a financial loss, while 17 percent broke even and 33 percent generated a profit.

Average expenses were highest for bar magazines and newspapers and sharply lower for bar journals and newsletter.

Respondents reported average annual expenses of \$458,528 for magazines/periodicals, \$174,585 for bar journals, \$445,323 for newspapers, and \$24,618 for newsletters. However, actual expenses may be higher for some because some bar associations did not include overhead or staff time as expenses, while some did include these items.

Gross advertising revenue appears to be on the rise for 2001, after a dip in 2000.

Gross advertising revenue declined from 1999 to 2000 but appears to be rebounding in 2001 for magazines/periodicals and for newspapers. Average gross advertising revenue for magazines/periodicals was \$295,698 for 1999, \$280,841 for 2000 and \$285,145 (projected) for 2001. Average gross advertising revenue for bar newspapers/tabloids was \$374,919 for 1999, \$368,063 for 2000 and \$378,896 (projected) for 2001. Gross revenue for bar journals was an average of \$150,763 in 1999, \$162,249

in 2000 and \$159,820 (projected) in 2001. Gross revenue for newsletters was on average \$12,092 for 1999, \$12,254 in 2000 and \$12,840 (projected) in 2001.

Other findings were:

- The average annual subscription rate for nonmembers was \$41 for magazines/periodicals, \$42 for bar journals, \$61 for newspapers/tabloids and \$22 for newsletters.
- The average cost of a full-page black and white advertisement was \$1,299 for magazines/periodicals, \$1,014 for bar journals, \$2,109 for newspapers/tabloids and \$432 for newsletters.
- Nearly half (49 percent) of all respondents reported that they increase their advertising rates every two to three years. A total of 20 percent increase their advertising rates each year, while 17 percent raise their advertising rates every four to five years.

• Half of the bar associations that responded said they plan to increase their advertising rates for the 2002 fiscal year:

- Almost half of respondents (47 percent) said bar editorial staff handle advertising sales, while 23 percent have a salesperson on staff and 23 percent use outside agency or contract sales representatives to solicit advertising sales. Fifty-six percent are compensated by salary, 22 percent by commission and 23 percent by a combination of salary and commission.
- Slightly less than half of the respondents (45 percent) accept advertising on their bar web site. Average gross revenue from web advertising has grown in the past three years but is still miniscule when compared to print advertising revenue. Respondents reported average gross revenue from web advertising of \$2575 for 1999, \$5,512 for 2000 and

\$5,625 (projected) for 2001.

The survey instrument was developed by Jennifer Lewin, consultative and research services coordinator for the ABA DBS, in cooperation with Sam Lipsman of the Los Angeles County Bar Association and Chris Blake of the Connecticut Bar Association.

The ABA Division for Bar Services decided to conduct the survey because it found that a large number of questions posted on the NABECOMM list serve concerned bar advertising issues, which reflected a wide interest in this subject.

A white paper analyzing the results of the survey, along with the raw data, will be released in August. Results will be posted on the NABE web site (www.nabenet.org) and sent via e-mail to members of the communications list serve and executive directors.

Well.... what do you think?

NABE Communications Section First Electronic Newsletter

Since this is the very first Communicators Talk sent electronically, the Newsletter Committee would like some feedback. Was it easy to download? Did you have any problems printing the newsletter from your office printer? Did you even bother to print the newsletter off? Is there a better format you'd rather see the newsletter delivered electronically? Do you even want to keep receiving the newsletter electronically?

So many questions... so little time. Send your thoughts, concerns and suggestions before September 15th. We'll be considering them all at the Section Workshop in October.

Please, send your comments to:
Kimberly Smith, Editor
designks@loganrec.com

Anne Charles Award

Distinguished Service to the NABE Communications Section

What is the Anne Charles Award for Distinguished Service?

The Anne Charles Award for Distinguished Service is presented to a member of the NABE Communications Section who has made a significant contribution to advancing the goals of the Section through committee service or other Section volunteer efforts. The award recognizes the "unsung heroes" who have shared their time and expertise on behalf of the Section.

Who was Anne Charles?

The award is named for the late Anne Charles, director of communications at the State Bar of California, who served the Section by chairing committees, serving on the Executive Council, mentoring new members, and representing the Section's interest with the NABE Board of Directors. In 2000, the Section Executive Council created this award in her honor.

Who is eligible?

Members of the NABE Section on Communications. All members are eligible except former section chairs and current members of the Communications Section Executive Council. Any member of NABE may submit a nominee for consideration.

What are the selection criteria?

- Significant and consistent participation in Section volunteer activities,

- Furthering of the Section's goals through committee and other related activities on behalf of the Section such as serving as a mentor or member of the workshop planning committee.

Who selects the recipients?

A committee appointed by the chair of the Section will review the nominations and recommend a recipient to the Executive Council for approval. The award may be presented each year at the discretion of the Committee. More than one recipient may be selected at the discretion of the Committee.

What do I need to do to nominate a worthy candidate?

Complete the "Anne Charles Award Nomination" form and return it to Elizabeth Derrico by August 15, 2001 (email: derricoe@staff.abanet.org; fax 312/988-5492).

When will the award be presented?

At the Annual Communications Workshop in Daufuskie Island, South Carolina (October 3-6, 2001).

Who do I contact for more information?

Elizabeth Derrico, ABA Division for Bar Services, phone 312/988-5346, email derricoe@staff.abanet.org

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

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.

Anne Charles Award

Distinguished Service to the NABE Communications Section NOMINATION FORM

Nominee: _____

Bar Association: _____

Title: _____

Address: _____

Phone number: _____ Fax number: _____

Email address: _____

How long has the nominee been a member of the Communications Section? _____

Please list the nominee's contributions to the Section: _____

What distinguishes the nominee's service to the Section? _____

Please add any additional information that will assist the Committee with its deliberations:

Name of person submitting the nomination: _____

Title: _____

Bar Association: _____

Phone number: _____

Email address: _____

Deadline for Submissions: August 15, 2001
Elizabeth Derrico, ABA Division for Bar Services
Fax: 312/988-5346
Email: derricoe@staff.abanet.org

E.A. "Wally" Richter Leadership Award

It's that time again! Your opportunity to honor someone for their talents as a great communicator. Someone who has provided leadership to the Communications Section, has been there for their NABE Colleagues and definitely deserves the recognition of their peers. (The best kind). Please take time to nominate that special person for the Communication's annual E.A. "Wally" Richter Leadership Award.

Since 1983, the Section has recognized one of its members "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." The award is named for Wally Richter, its first recipient and preeminent bar communicator who served as director of public information at The Missouri Bar for 28 years.

If you know of a member of the Communications Section who has earned special recognition, please complete the entry form and add additional backup materials that would help the Awards Committee in its judging. In addition to the nominations we receive this year, we also consider carryover nominees from the past year.

The award will be presented during the Section's Public Relations Workshop, October 3-6 in Daufuskie Island, South Carolina.

Please note, all NABE members may submit nominations however, only members of the Communications Section are eligible for nomination. The deadline for all entries is August 8, 2001. You may submit entries electronically by sending an email with an attachment to kittrell@berksbar.org.

**Who will survive
Communications
Island?**

NABE Communications Section Workshop
October 3-6
Daufuskie Island Club and Resort
on Daufuskie Island, SC
(just across from Hilton Head Island)
Don't ignore your message in the bottle!

**NATIONAL ASSOCIATION OF BAR EXECUTIVES
COMMUNICATIONS SECTION**

**2001 E.A. "Wally" Richter Communications Leadership Award
Official Nomination Form**

Please print or type all information. Attach additional sheets if necessary.

Name of person submitting entry: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: () _____

Name of Nominee: _____

Current position and Bar Association: _____

Previous Position: _____

Approximate number of years as a Communications Section Member: _____

Current and past section office(s) held: _____

Section Activities and contributions: _____

Other relevant information to support the nomination: _____

Please return this form and any supporting documents to:

Barbara I. Kittrell, Leadership Award Chair

Berks County Bar Association

544-546 Court Street

P.O. Box 1058

Reading, PA 19603

Email: kittrell@berksbar.org

SUBMISSION DEADLINE: August 8, 2001

NABE Communications Section

The Communications Section of the National Association of Bar Executives invites you to the Annual Communications Workshop

“Communications Island”

October 3, 2001 - October 6, 2001

Daufuskie Island Resort, South Carolina

Tuesday, October 2, 2001

Conference Attendees Arrive

5:00pm Communications Section Board Meeting & Dinner

Wednesday, October 3, 2001

8:00am-10:00am Registration and Continental Breakfast

10:00am-11:45am **All the Fish in the Sea...Diversity:** Trends in associations and legal communities. How does diversity fit into Bar work and marketing materials? Presented by Paula Harper Bethea. Ms. Bethea is past chair of United Way of America. She is currently business development officer at the law firm of Bethea, Jordan & Griffin, P.A.

Noon-1:30pm **Luminary Awards and Low County Welcome Luncheon**
sponsored by West Group

1:45pm-3:00pm **Uncover Some Buried Treasures...The Best of the Best**
Current & Past Luminary winners share their success stories

3:15pm-5:00pm **How to Be the Big Fish...Branding**
How do you keep a Bar's "new look" consistent within the organization?
Examples and style manual how-to's.

or

Mapping the Course...Communications Plans & Audits
The why, when and how's of putting a plan and audit together. Examples and case studies.

6:00pm **Evening Under the Stars: Dinner and Games on**
the Lawn in Front of the Inn

Thursday, October 4, 2001

7:30am-9:00am Breakfast & Committee Meetings

9:15am-10:15am **When You are the News and the News is 24/7: Lessons from the 2000 Presidential Election** presented by Craig Waters
Mr. Waters is the Public Information Director for the Florida Supreme Court.

10:30am-11:45am **A View from the Lifeguard Stand...What's Lurking Under the Waves**
What does the future hold for Bars and what can we expect to see?

Noon **Take a Walk through the Garden of Good & Evil!**
Spend the afternoon touring historic Savannah

or

Be a beach bum and enjoy the afternoon on your own!

Friday, October 5, 2001

8:00am-10:00am Breakfast and Roundtable Discussions

8:45am-10:00am **Sending a Message in a Bottle...The Messages We Send: Judicial Independence/Media Training**
presented by Seth Anderson, Project Manager - ABA Standing Committee on Judicial Independence, with materials from Elsberg & Associates
Learn what the ABA teaches Bar leaders serving as spokespersons on judicial independence.

10:15am-11:45am **Captain the Ship...Seize the Future**
See what Bars are doing to gather input about issues facing the legal profession.

or

Don't let the Jellyfish Sting...How to Deal with Difficult Boards/Committees

Noon **Section Recognition Awards Sponsored by Moore North America Teeing off...Tell us your horror stories or about the pesky member**

1:15pm-2:00pm **Making Waves...Electronic Communications**
From News Releases to E-Blasts and more whether it's E-Blast, an E-Blurb or and E-Alert - how to do it and where it is taking association communications. And what are members saying about it?

2:00pm-2:45pm **Testing the Waters...To Print or Not to Print**
What to look for when evaluating print pieces. When is it time to kill a project? How do we prepare members for a world without paper?

3:00pm-5:30pm **2nd Annual Web and Pub "Pub"**
Review of sites and publications by industry experts and your peers.

6:00pm **Beach Club Bash: True Southern-Style Dinner at the Beach Club**

Saturday, October 6, 2001

8:00am-9:30am Breakfast & Section Meeting

2001 NABE Communications Workshop Registration Form

Name: _____

Name to Appear on Badge: _____

Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____

Email: _____

First-time attendee? Yes No

Registration:

Section Members by September 5, 2001 _____ \$225

Non-Section Members by September 5, 2001 _____ \$275

Non-NABE Members by September 5, 2001 _____ \$320

All registrations after September 5, 2001 _____ \$335

Registration fees include workshop program and all materials, all meals from Wednesday breakfast to Saturday breakfast with the exception of Thursday afternoon options.

Tour to Savannah :\$65 per person No. of persons _____ Total for Tour: \$_____
Ferry & bus to and from Savannah and box lunch. Tour includes admission to one historical home in downtown Savannah. Dinner on your own.

Total Enclosed: _____

Cancellations must be received in writing and postmarked by September 15, 2001. Refunds will not be given after this date.

Please return registration form and your check, made payable to NABE, to Judith Berrett, Workshop Coordinator, c/o Washington State Bar Association, 2101 4th Avenue, 4th Floor, Seattle, WA 98121

For more information please call Judith Berrett at 206-727-8212 or email at judithb@wsba.org