



Communicators Talk

News from the NABE's Communications Section • Spring 2001

Expanding the Comfort Zone

by Chris Cendagorta, Chair, Executive Director, WASHOE COUNTY BAR ASSOCIATION

Here's how I came to be happily jet-lagged as I write this. My husband and I had tossed around the idea of returning to Europe this year sometime. But like many of the ideas we toss around — replacing the kitchen flooring, tearing out the deck and giving up chips and salsa — this one just hung there unattended.

Until two things happened on the same weekend. First, Delta sent out an e-mail advertising discount tickets to Frankfurt, Zurich or Moscow for \$375 round-trip from Salt Lake City (for westerners, that's a steal) but you only had five days to buy the tickets and you had to complete the travel by March 30. More talk, no action. Until the next

day. We learned that a good friend, our age, died from a heart attack while on a hunting trip. That made the fourth in the series of such surprises (including Roger's). I pointed the browser to Delta and bought the tickets.

When I meet rich people or drive through expensive neighborhoods, I am never envious of their homes, cars, clothes or jewelry. But, I turn green when confronted with someone's travels. I'll admit I love hearing myself say "Sorry, I can't be there, I'll be out of the country." It just sounds so worldly. The bottom line for me, though, is that travel pushes me out of my comfort zone, opens up my thinking and lets me practice flexibility.

In a 24-hour period, interrupted by an overnight train trip, we went from having dinner in a friend's elegant (thanks to the U.S. Consulate) Paris apartment to having lunch in my

husband's family's 400-year-old farmhouse outside Gernika in the Basque Country of Spain. Only the wine bottle on the table was a constant.

The Paris apartment was reached via metro, a confusing walk trying to locate streets whose names change on either side of the

Chris Cendagorta
Section Chair

connecting street and may change again at the next block and a cranky two-person elevator. In Gernika, we drove through green countryside dotted with *aldeas* (the white, red roofed farmhouses that haven't changed in design for hundreds of years). We met the family, wading through introductions and family connections in my faltering Spanish and non-existent Basque. Lunch was simmering on the wood stove and everything we ate — from the bean and sausage soup to the roasted peppers and kiwis — came from their lands. In fact, the cows and work horse were



in the next room (yes, I mean *next* and *room*.)

Yes, the old comfort zone was expanding. We hurtled along windy, hilly roads in the back seat with Joe's relatives in the front doing the travelogue. I only got snippets but I could immediately recognize a disagreement on where we were going or what we were seeing. All of a sudden the Spanish switched to Basque, the argument ended and back to Spanish we went. No wonder Basque kids learn the native language in addition to Spanish.

inside...

2000 Luminary Award
Winners Profile3

Choosing Your
Resources from
Outside the Family ...6

Minutes from
San Diego8

Excerpts from
Dan Kim's Diary10

**2001
Communications Section**

Officers and Council

Chair

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

Past Chair

Gary Toohey
THE MISSOURI 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
AMERICAN BAR ASSOCIATION

Trudy Levindofske
ORANGE COUNTY BAR ASSOCIATION

Chris Blake
CONNECTICUT STATE BAR

Kimberly Smith
KENTUCKY BAR ASSOCIATION

Newsletter Committee

Chair

Kimberly Smith
STATE BAR OF NEVADA

Katherine Hinson
TRAVIS COUNTY BAR
ASSOCIATION

Kathy Maloney
OHIO STATE BAR
ASSOCIATION

Contributors

Dan Kim
AMERICAN BAR
ASSOCIATION

Susan Andres
ALABAMA STATE BAR

Gary Toohey
THE MISSOURI BAR

Susan Ferrer
INDIANA STATE BAR
ASSOCIATION

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 Smith, the State Bar of Nevada, 600 E. Charleston Blvd., Las Vegas, NV 89104. (702) 382-2200, fax: (702) 385-2878, or e-mail: kims@nvbar.org.

Chair's column

I came home intending to copy some of Europe's best ideas. I'm going to focus on enjoying my meals in an uninterrupted, unhurried, sane manner. I will savor not gulp only good, strong coffee. The same goes for wine. I will replace blankets and quilts with individual down comforters for each person in the bed (no fighting over covers). I'm all over the coffee and a pastry at 4 p.m. thing. If I could locate a plaza, I'd practice the Spanish *paseo*, where you meet your friends, share the day's news, show off the baby and practice the art of conversation.

Let me disabuse you of any notion of me as the worldly traveler. Some poor guy in the first class section of the train from Milan to Zurich got the full effect of my travel style. Just as I was walking by him, the train lurched, and I gracefully (so my husband says) lunged, recovered and then crashed into his table, spilling his



beer all over the table and nearby seats. I forgot where we were, and since I can't say I'm sorry in anything but English anyway, I think I just muttered something and hustled off to my own car, hoping he'd exit from the other end of his car (he did, or I'd still be on the train).

So, I'm back in-the-country, but I hope to hold on to the experiences and lessons learned. Whether it's work, recreation or travel, it never hurts to expand your comfort zone, practice flexibility and open your mind. I picked up on the wine and pastry thing pretty quickly, so maybe there is hope.

calendar

NABE Annual Meeting in Chicago
July 31 - August 4; Hyatt Hotel

NABE Communications Section Workshop
October 3-6; Daufuskie Island Club and Resort

NABE Midyear Meeting
Jan. 29-31, 2002; Philadelphia Marriott,
Philadelphia, PA

Luminary Awards

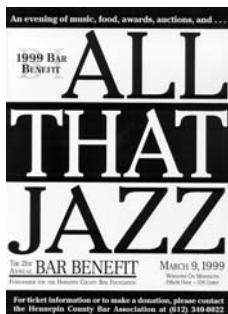
A Profile of the 2000 Luminary Award Winners

by Kimberly Smith, Design and Information Coordinator, STATE BAR OF NEVADA

Editor's Note: There were 11 Luminary Award Winners in 2000. This is the second in a series of profiles of each of the winning entries. The Awards, funded by West Group, are presented annually at the NABE Communications Section Workshop.

Excellence in Public Relations **Bar 5,001 to 14,999 members**

Duane Stanley, Communications Director of the Hennepin County Bar Association in Minneapolis, along with his



Communication Specialist Joseph Satter was given the responsibility of coordinating the concept and design for the promotional materials for the annual Bar Benefit. Proceeds from the Bar Benefit provide needed financial assistance to Hennepin County programs that furnish direct legal services to the disadvantaged, legal education to the community, and improvement of the administration of justice.

Previously, various Bar Benefit committee members and any available HCBA staff worked on projects as needed, resulting in inconsistencies that interfered with the communication and public relations plan for the event.

They chose the theme "All That Jazz" which tied into the musical entertainment for the affair, utilizing a distinctive look of strong black and white graphic elements. An invitation was created for all the HCBA member attorneys and a poster was developed for offices. The program, handed out to the attendees, included information on the Bar Benefit and the Hennepin County Bar Foundation. It was also used as a marketing piece when soliciting donations for the the following year's Bar Benefit. A Program Summary and Thank You were sent out following the Bar Benefit, informing the legal community about the success of the event.

The 1999 Bar Benefit was the most successful in the event's 20-year history. Stanley and Satter successfully worked with each of the programs of the association and developed communication pieces that met all their needs.

Luminary Award Judges remarked:

"Job well done! Donated printing to boot! Great graphics and strong results."

"Very well done. Excellent promotional effort with great results."

"Raised great deal of money. Impressive materials."

Excellence in Web Sites **Bar 5,001 to 14,999 members**

The Philadelphia Bar Association successfully launched its new website (www.philabar.org) on



March 1, 2000 on time and within budget. Mark A. Tarasiewicz, then Senior Public Relations Associate (recently promoted to Director of Publications and New Media), stated his objective was to offer up-to-the-minute information to members by enabling Bar staff to instantly update website content without html or other cumbersome language. He also wanted to provide a user-friendly, yet detailed navigation system that give direct access to the desired information. Use of the Philadelphia dramatic new skyline and the unique appeal and reputation of "The Philadelphia Lawyer" makes the site truly distinctive, well-defined and graphically compelling.

Managed by the Senior Public Relations Associate under the direction of the Executive Director and the Director of Communications, the website has 6 contacts from various departments of the Association who provide information and content. Tarasiewicz served as the

website team leader and web liason with their subcontracted website vendor. He states "The project demonstrated that by capitalizing on your greatest assets- an unwavering commitment to serve your members, the energy and vision of your leaders, and the hard work, creativity and leadership of a key staff liason, you can create big dividends for your Association."

Comments received from the Luminary Award judges include:

"Good, concise content."

"Slick site."

"Nice use of testimonial(s) on member benefits page."

"Attractive home page."

"Clean use of text, nice mix of advertising/editorial content."

Excellence in Regular Publications **Bar 5,000 member or fewer**

LACHES is a monthly publication of the Oakland County Bar Association in Bloomfield Hills, Michigan



which focuses on a different area of practice each issue. Allowing readers to gain a basic understanding of areas

Committee Report

Nominating/Leadership Development Committee

by Gary Toohey, Communications Director, THE MISSOURI BAR

The Nominating/Leadership Development Committee of NABE's Communications Section has been busy soliciting nominees and preparing a slate of proposed officers for the 2001-2002 NABE year, which will begin at the conclusion of this summer's NABE Annual Meeting in Chicago.

Members of the committee are: Gary Toohey of The Missouri Bar (chair); Dan Kim of the American Bar Association; Ginger Banks from the State Bar of Texas; and Duane Stanley of

the Hennepin County (MN) Bar Association.

At the conclusion of the committee's involvement with the electoral process, it will focus on its other task: leadership development.

The Leadership Development Committee was originally formed in 1999 to address a perceived shortage of individuals seeking positions on the Section's Executive Council. Working closely with the Section's Membership Committee, the group developed a plan for encouraging greater

involvement by Section members in leadership positions.

The committee was briefly folded into a larger NABE leadership development special team, but has since reemerged and will once again look for ways to encourage a "leadership track" for Section members – particularly newer members who may bring fresh ideas and perspectives to the Section.

Building on the work previously accomplished by the earlier incarnation of the committee, the Leadership

Development Committee plans to focus on ways to get more Section members involved in leadership activities – chairing Section committees, for example – as a stepping stone to eventual service on the Section's Executive Council. It is hoped that such initiatives will eventually lead to the development of a solid pool of members who have an understanding of the Section's goals and a commitment to leadership as well as a Section culture that encourages and fosters that commitment.

NABE Annual Meeting Show Me The Money! Building the Bar

by Susan Andres
Director of Communications
ALABAMA STATE BAR ASSOCIATION

NABE Annual Meeting
July 31 - August 4;
Hyatt Hotel

Whether out of necessity or the timing being just right, talk of a new bar center or law-related building project may well be a hot topic in your future.

Regardless of the size of your bar, it is a major undertaking and the NABE Communication Section's panel of experts can help you be prepared - from fund raising to "topping out"!

A multimedia presentation will highlight three campaigns and cover organizing and staffing the campaign; mobilizing your members, building consensus and tailoring the campaign to different constituents; marketing the campaign; handling the unexpected "lightning strikes" and setting usage policies for the building when complete.

Ann Scarle (Baton Rouge - 1900 members) will bring the viewpoint of the small bar; Cheryl Bruce (New Mexico State Bar - 6600 members) shares challenges of the mid-size bar and Trina Gray, Wisconsin State Bar, will present the large bar's perspective.

You'll take away a practical blueprint of the highpoints (and the low's!) on raising the money and raising the roof!

Luminary Awards - *continued from previous page*

of law they may not be familiar with. Members of OCBA are kept up-to-date on procedural changes, programs and new technologies for their court practices via monthly columns written by circuit and probate court administrators. The publication also informs members of upcoming bar-related seminars, functions and other special events, with particular emphasis on professional growth and community service activities.

Jan Anson, Director of Communications, edits submissions, photographs bar events, designs "house" ads, writes and compiles articles, maintains the advertising schedules and records, and designs and executes the layout of the publication. She has also

produced a 12-page, two color program for the Annual Meeting, and eight-page program for their annual Youth Law Day, flyers for various activities, invitations, postcards, and registration booklets.

Anson states "Our objectives are well-represented in LACHES. The theme articles are educational and informative, non-theme content is diverse enough to have items of interest for all members, our encouragement of members to participate in activities relating to professional growth and community services - and recognition of those who do participate, is clear. The publication also maintains a consistent format and is appealing to the eye."

NABE

DEADLINE
June 1, 2001

All Entries Must
Be Postmarked by 5 p.m.

LUMINARY AWARDS

*for Excellence, Creativity
and Professionalism in
Bar Communications*



**Excellence in Publications • Excellence in Public Relations
Excellence in Web Sites**

For more information, contact Susan Ferrer, Chair at ferrers@inbar.org
or Paul Nickell, Vice Chair at pnickell@osbar.org

Choosing Your Resources From Outside The Family

by Katherine Hinson, Communications Director, TRAVIS COUNTY BAR ASSOCIATION

As communication professionals, each of us oversees a wide range of activities, from publications to media relations to web site management and beyond.

The easy access to advanced technology is driving associations to offer members more and more services. As a result, the question arises of whether to build an internal or external staff – or some combination of the two.

One of the buzzwords of the last several years is “outsourcing” – the utilization of an outside entity to complete any given task. Sometimes the decision to use an outside vendor is easy. If you don’t have a printing press in your office and you need 10,000 brochures printed in full color, you must hire someone else to complete the work.

However, outsourcing becomes a challenge when your office does have the equipment and the knowledge to perform a task. How do you justify to the association leaders the use of an outside firm?

To outsource or not to outsource, that is the question

While ultimately, having every task performed under one roof gives you the most control and flexibility, it is quite often not a practical solution. For most associations, time is the largest obstacle. Most likely, the reason you are considering outsourcing is that your current staff is already “tasked out.” To determine the most

appropriate choice for your needs, a complete analysis of the project needs to be determined for both options. To ensure that you are comparing kiwis to kiwis (apples to apples is too mundane for creative types!), take the time to draft a detailed description of the development process and the finished product.

As you peruse the list below, you will probably recognize most points as very basic. You’re right. Often, we tend to make the concept of outsourcing more complicated than it needs to be; like most projects, it can – and should – be reduced to simple elements:

- Who will be the association’s “project manager” (and chief contact if outsourcing is chosen)?
- Will the final product be electronic, printed, or multi-media, or some combination?
- Does the project require design ability, including specific types of design experience?
- Does the project require other specific types of expertise?
- Does the project require specific equipment?
- Who will make final approval of the design and/or content? Will a committee be involved?
- Who will be responsible for ensuring that deadlines

are met, by both the association and any potential vendor?

- How many sources are being utilized in the gathering of content? And who will be responsible for compiling the content – volunteer, staff, or outside vendor?
- Does advertising need to be sold for the project?
- How will the final product be distributed – by e-mail, USPS, the Internet, etc.?
- Who will work with the printer and/or mail-house?

Pause!

Most of us know the questions to ask when analyzing a project, but few of us do it. Too often staff and member leadership want answers quickly, so we make educated guesses rather than detailed analysis. It’s quicker and may even work. But, 6 months down the road, when you are forced to terminate the [insert wrong choice here] because expectations didn’t match performance, a simplistic Q & A analysis may be welcome.

Resume!

Once a detailed view of the process and product has been determined, the association can more easily compare the advantages of outsourcing with the advantages of bringing additional staff in-house. If the answers to the above questions reveal a need for limited supplemental knowledge and equipment, hiring one or two additional staff members may be the

best strategy. However, if your analysis reveals the need for multiple types of expertise, outsourcing is likely a cost-effective solution.

Because any given vendor has more than one client, each company is able to amass expertise in one location at a lower price than what the association could pay a designer, a web tech, a sales associate, and a project manager. Especially if your project requires very specialized experience, such as video production, or if it includes a one-time activity, such as the set-up of an interactive payment process on the web site, hiring someone as a full time staff member may not only be cost prohibitive, but also unnecessary. In addition, the association should consider the deadline of the project compared to the length of time it will take for new staff to be trained and equipment running efficiently.

Next, find out what companies have the ability to produce the project. Until recently, this pool would have been primarily comprised of local vendors. However, technology allows us to have a writer in one state e-mail an article to an editor in another state who e-mails it to the designer in another state who creates a PDF file for proofing and e-mails it back to the editor who faxes the changes back to the designer who places the entire publication on a CD and overnights it to a printer in yet another state. While this may be extreme,

associations can now take advantage of quality without being restricted by distance.

To identify possible vendors, visit with other associations who have successfully completed similar projects. In the "bar world," you can identify companies familiar with the demands of this specific field. (Obviously, the NABE Communications Section list-serve is a great resource!) However, do not limit your search to one industry. Talk with other associations in your area, especially if you are looking for a local vendor. Target associations who are roughly the same size and that have members with similar expectations of quality and creativity.

Using the detailed analysis of the finished project, send a Request For a Proposal (RFP) to at least three vendors. More choices are better, but remember to keep the number at a manageable level. (And for those State Bar Associations that also serve as state agencies, please ensure that state requirements are followed when developing and posting the RFP.)

The RFP should include :

- Description of the final product, including all responsibilities of the vendor
- Budget limit (if the association has it set);
- Request for detailed cost estimates, rather than one project estimate;
- Deadline/timeline for completion of the project;
- Request for references and product samples;
- Deadline for proposal submission; and

- Number of proposal copies required for submission

Shoot for the stars

One major factor that affects the RFPs issued by many organizations is a preconceived notion of what is available. If the best possible scenario for your association is for the company you hire to design the look, develop all the content, recruit advertising, design ads, pick out the paper, choose and interact with the printer, and take the list to the mailhouse, ask for it. It may turn out that such a request is above your budget. However, you might find a company that is a perfect match. This is one reason to request that the proposals include cost estimate by tasks. That way, you can decide that while the design, content, advertising, and print management is feasible, driving the list to the mailhouse puts you over budget. Then you can do that in-house.

Many of our associations have worked with outside vendors on a variety of projects. And I'm sure that each of us can report both nightmare experiences (Peter Sampson of the Maine State Bar Association shared one such experience at CommuniCamp) and perfect matches (my current publisher for the Austin Lawyer). There are no guarantees. And the downside of the technology explosion is that anyone can hang out a shingle. However, solid planning is always a good start and measured flexibility throughout the relationship will help.

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



The New Mexico Bar has a new Communications Director: **Sandy McKay** replaces Joe Conte, who has accepted the position of Communications Director of the Georgia State Bar. Sandy has extensive experience in all areas of communications.

Kenneth Brown has recently joined the Ohio State Bar Association as their Director of Media and Public Relations. He will be responsible for the media relations, public information matters, special event activities, public service announcements and communication materials.

The new Communications Director at the Maine State Bar is **John Lovell**. His new duties include editing and designing the Maine Bar Journal along with other publications.

Tammy Korgie has joined the staff of the New York State Bar Association's Department of Media Services and Public Affairs as a media services assistant to Frank Ciervo.

Marla Hockfeld is the new Director of Communications at the State Bar of Nevada in Las Vegas. Her responsibilities include developing, coordinating and disseminating public information, and facilitating all public relations activities.

Kenn MacAdam has joined the Kansas City Metropolitan Bar Association as Director of Communications/Marketing. He is responsible for coordinating KCMBAs communications and advertising.

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

Minutes from San Diego

NABE COMMUNICATIONS SECTION

Business Meeting • February 15, 2001

San Diego Marriott Hotel & Marina, San Diego, CA

Treasurer's Report

Susan Andres presented the treasurer's report. She said the section is doing slightly better than expected with the workshops. There is a balance in the fund. The report was accepted.

Committee Reports

Program: Susan Andres reported that Stuart Forsyth gave a very useful presentation on CLE programming and future trends in regard to delivery of CLE on-line and through other methods. She said the committee is working on a seminar for the Annual Meeting in Chicago this summer. The topic is raising money for new bar buildings. Chris Cendagorta and Bill Litant proposed the possibility of a program for the Mid-year NABE meeting on the benefits and pitfalls of partnerships with outside groups. The committee will further pursue this idea. Chris and Bill will take over as co-chairs of the Program Committee after the Chicago meeting.

Marketing: Chris Blake reported that the committee's main focus is to update the marketing handbook and convert it to electronic format so it can be placed on the NABE web site. He asked for volunteers for the committee and several people present said they would be willing to work as part of this group. He said he hoped to have the

update of the handbook completed by the end of this year.

Luminary Awards: Chris Cendagorta gave the report on behalf of Susan Ferrer, committee chair. She announced that Paul Nickell would serve as co-chair. The notice and call for entries will go out soon. The deadline for submissions is June 1. She urged all members to consider entering the contest.

Membership: Carol Manning gave a report on the procedure the committee uses to recruit new members. Carol receives a list of first time attendees to the NABE Annual and Midyear meetings. She calls the communications-related people on the list and asks if they would be interesting in learning about the section. When they join, she mails them a welcome letter and there is usually a follow-up call from a section member. The committee also sponsors a mentor program and a get acquainted activity at the annual workshop.

Electronic Services: Chris Cendagorta gave the report on behalf of Roger Parris. The primary focus of this committee is the NABEComm listserv. Chris encouraged new members to register for the listserv, as it is one of the best benefits of the section.

Leadership Development: Chris gave a report on behalf of Gary Toohey. This committee is in a state of limbo while a similar NABE special committee on the same subject is organizing itself. The intention was to

piggyback on the work of the NABE special committee. Follow up conversation led to the merging of the leadership development needs into the existing Nominating Committee, which is chaired by the outgoing chair.

Richter Award/Anne Charles Award: Elizabeth Derrico reported that the Executive Council has approved the Anne Charles Award, which will be presented to a member volunteer for exemplary service to the section and its committees. This year's committee will consist of Gary Toohey, Janet Eveleth and Joyce Hastings. The first Anne Charles Award will be presented at the workshop this October on Daufuskie Island, S.C. Barbara Kitrell will chair the Richter Award committee this year. Award materials will be mailed out in the May/June time frame.

2001 Workshop: Wendy Jones is chairing the 2001 Workshop, which will be held from October 3-6, 2001, on Daufuskie Island, S.C. She has a program committee. If members have ideas for programs, they should contact Wendy.

2002 Workshop: Cynthia Kuhn is chairing the 2002 Workshop, which will be held in Alexandria, Va.

Communications Review/Publications Audit: Chris reported on behalf of Trudy Levindofsky. The section offers these services to members. Experienced communications or publications specialists will travel to your bar association to review your communications program and/or publications and make recommendations for improvements. The only

expense is that the bar requesting the service must pick up any travel costs for those who conduct the audits. Chris encouraged members to take advantage of this service.

Volunteer Recognition: Kimberly Smith (Kentucky Kimberly) is working on a volunteer recognition committee. The purpose is to recognize volunteers who give of their time and talents on behalf of the section.

Committee reports (for decision) By-law changes: A motion was made and seconded to amend the section by-laws to provide for automatic succession from the office of chair-elect to the office of chair. The motion was approved unanimously.

New Business

Executive Council: Chris Cendagorta reported that Kimberly Rowden has accepted a job in another state and has resigned from the Executive Council. Chris Blake was appointed for the remainder of her term.

Newsletter: Kim Smith (the Nevada Kim Smith) has volunteered to succeed Kim Rowden as newsletter editor. Chris said Kim is certainly well qualified. There was a discussion about whether the section should continue to print and mail its newsletter. The section could set a leadership example for other sections by converting to an online only newsletter, as the ABA has done with its Miscellaneous Memo. One of the first articles could be how to move toward an electronic publication (issues, obstacles, solutions). The idea was enthusiastically received and Chris will pass it along to Kim.

Non-member Advertising Staff Access to Listserve: The Executive Council has discussed a proposal to allow advertising staff who are not section members but who work for or with section members to have access to the NABEComm listserve. The benefits include gaining valuable information from advertising staff and giving such staff, who are often isolated, a network of similar people with whom to communicate. The disadvantages include giving a section benefit to non-members and the fact that few of the NABEComm listserve queries relate to advertising information. A lengthy discussion ensued. An alternative was discussed: to create a separate listserve for advertising people. Elizabeth Derrico said Jennifer Lewin of the ABA Division for Bar Services is preparing a "white paper" on bar publication advertising trends. She suggested someone from the section should contact Jennifer and offer to review the questions on the survey Jennifer is preparing as part of her research on this white paper. Chris Blake volunteered to call Jennifer and review the questions. The white paper should be ready by May.

URLs for Bar Publications: Elizabeth Derrico commended Brian Myers of the ABA for his work in compiling a list of URLs (web site addresses) for bar publications and posting them on the listserve.

Knowledge Management: Chris Cendagorta said the section should further explore the subject of knowledge management, specifically how its principles could be put to use within the section. Joyce Hastings asked if the section has the ability to archive past listserve discussions and post them. A discussion ensued which concluded with general agreement that the section

should begin with modest steps toward knowledge management, such as creating knowledge networks within the section.

By-law Change: Cheryl Bruce stated that the by-law amendment adopted earlier in the meeting when she was not present is insufficient. She suggested new wording and a subsequent motion was made and seconded specifying that the title "vice chair" in the current by-laws be changed to "chair-elect" in all references. The amendment further specified that the appropriate changes be made to all relevant by-laws sections dealing with succession to the office of chair to reflect the intent to enact automatic succession. The motion was adopted unanimously.

Recognition of Past Chair: Chris Cendagorta said the section traditionally recognizes the past chair at the NABE Annual Meeting. However, this meeting does not draw a large number of section members. Chris said it would be better to recognize the past chair at the workshop, which draws a greater number of section members. All members present agreed that this should be done.

Chris recognized and thanked Jennifer Davis, who left bar work recently, for all of her wonderful contributions to the section.

ABA Division for Bar Services Report: Elizabeth Derrico reported that the division has published two new membership publications. One focuses on membership development and the second is the state and local bar membership dues and fees survey for 2000. A revised list of ABA awards and grants is also available. Miscellaneous Memo has been converted to an exclusively electronic publication. The next issue will come out in March. The Bar Leadership Institute will take

place next month with the emphasis on leadership. Consultant Douglas Eadie will speak about extraordinary board leadership. Shelley Joksimovic is the new NABE staff director for the Division for Bar Services, replacing Libby Bullock, who left the ABA. Mabel McKinney Browning was unable to attend the meeting, but Elizabeth encouraged section members to read the Law Day materials on the ABA web site. Cheryl Bruce further encouraged members to challenge themselves and come up with creative new ways to promote Law Day, such as partnering with outside organizations.

Section Brochure: Chris Cendagorta complimented Kimberly Smith (Kentucky Kim) for doing a great job on the new section brochure, which features a "hat" theme to depict the many hats bar communicators wear. The brochure will go out with section dues notices. Carol and Chris will discuss further ways to disseminate the brochure.

Announcements: Jack Sweeney of the ABA announced that the annual survey on justice system initiatives would be going out shortly. He urged executive directors or bar communicators to fill it out and return it to the ABA.

Here's Your Chance to Shine!

Enter the NABE Communications Section Luminary Awards Competition

DEADLINE: ENTRY MUST BE POSTMARKED BY FRIDAY, JUNE 1

The NABE Communications Section Luminary Awards for Excellence, Creativity and Professionalism in Bar Communications will be presented Oct. 5 during the annual Communications Section Workshop at the Daufuskie Island Resort, South Carolina. Luminary Award categories are as follows: publications (regular and special), public relations and Web sites, for bar association sizes, 5,000 members or fewer; 5,001 to 14,999 members, and 15,000 members and over.

Unearth your Luminary Awards entry material (or visit the NABE Web site, <http://www.abanet.org/nabe/home.html>, for downloadable PDFs); mail (postmark) by Friday, June 1. Pull out your 2000 files, collect your best work, and share it with your colleagues from across the country. Give yourself a chance at gaining national recognition for a job well done!

Questions? Contact:

Susan Ferrer, Chair, Luminary Awards Committee
Indiana State Bar Association
230 E. Ohio St., 4th Fl. • Indianapolis, IN 46204
800/266-2581 • ferrers@inbar.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.

Excerpts from the diary of Dan Kim

When Kim Smith (the new, Nevada Kim Smith) asked me to write about my experience moving from the State Bar of Michigan to the ABA Journal, I thought, 'Great! Now I'll be able to put that diary I've been keeping to use! I've changed some of the names to protect the innocent. This old diary has been with me since I was a little boy. All my hopes and dreams, all my private thoughts. I'm sure we all keep the same kind a diary. ...Y'all do have diaries, right?

June 15, 2000. "Dear Diary, More turmoil at the State Bar [of Michigan]. This job [Executive Director] sure would be tough if I got it. [Pat] sure is a pain to work with.

July 31, 2000. "Dear Diary, Got a call today from a head hunter. So, the ABA Journal is looking for a new Editor and Publisher. Hmm. That might be interesting. Wonder what Mary [my wife] would think of living in Chicago?

August 25, 2000. Dear Diary, The first interview went great. Boy, Chicago is great in the summertime. The ABA office is right on Lakeshore Drive. Imagine...if I got this job, I could be walking along Lake Michigan every day.

Note to self: Never walk more than a block to an interview in the summertime. Even though it was first thing in the morning, by the time I had walked the few blocks from

the hotel to the office, I was sweating bullets in my suit. Had to take a moment to cool off in the bathroom. Was afraid they would think I was like Albert Brooks in "Broadcast News".

Aug. 30, 2000. Dear Diary, Well, I'm one of the finalists for the position. I think they're impressed with the e-Journal. Now if I could just nail that Luminary Award from the Communications Section, I'm sure that will bowl them over.

Sept 7, 2000. Isn't life funny sometimes. At the Communications Section Workshop in Lake Tahoe, I'm on a panel with none other than the former Editor and Publisher of the ABA Journal, Gary



Hengstler. He just left the job a couple months ago. I had a very good talk with him. I guess this is what they meant by "networking opportunities" when they signed me up to be a Section member. Wish I could tell my Section friends what's going on. (And I got the Luminary Award).

Sept. 15, 2000. I got the job! Yeee-ha! Pack up the kids and get the house on the market -- we're moving to Chicago!

October 24, 2000. Last day at the State Bar was this past Friday. I'll miss Michigan, but I'm looking forward to the new job. Observation: Despite being a big city with tall buildings, everything in Chicago is smaller and more expensive. The newspaper is even printed on narrower paper, to help commuters on the trains (and to save on paper costs).

November 1, 2000. First day at the ABA. Staff seems great. I've got a great set of volunteers to work with (the Board of Editors selected me, so I'm their guy -- this is great!).

November 4, 2000. Boy. City living sure isn't what it's cracked up to be. I missed my bus this morning and it took me an extra half hour to walk from the train station to the office. My feet are killing me. Commuting is a science here. Before I leave the house I've got to remember to have my bus pass, my train ticket, the key-card to get into the Journal offices, the key to get into my office, and my shuttle pass to get to the train station on the way home. The other day I forgot my lunch and considered it a lucky day. And this November weather sucks.

November 15, 2000. That walk along Lake Michigan has got to be the most depressing thing in the late fall. I've never seen anything that looked so cold and gray.



Dan Kim

November 18, 2000. Cold and gray. House still hasn't sold back in Michigan. Should we lower the price? We still don't know who the President will be.

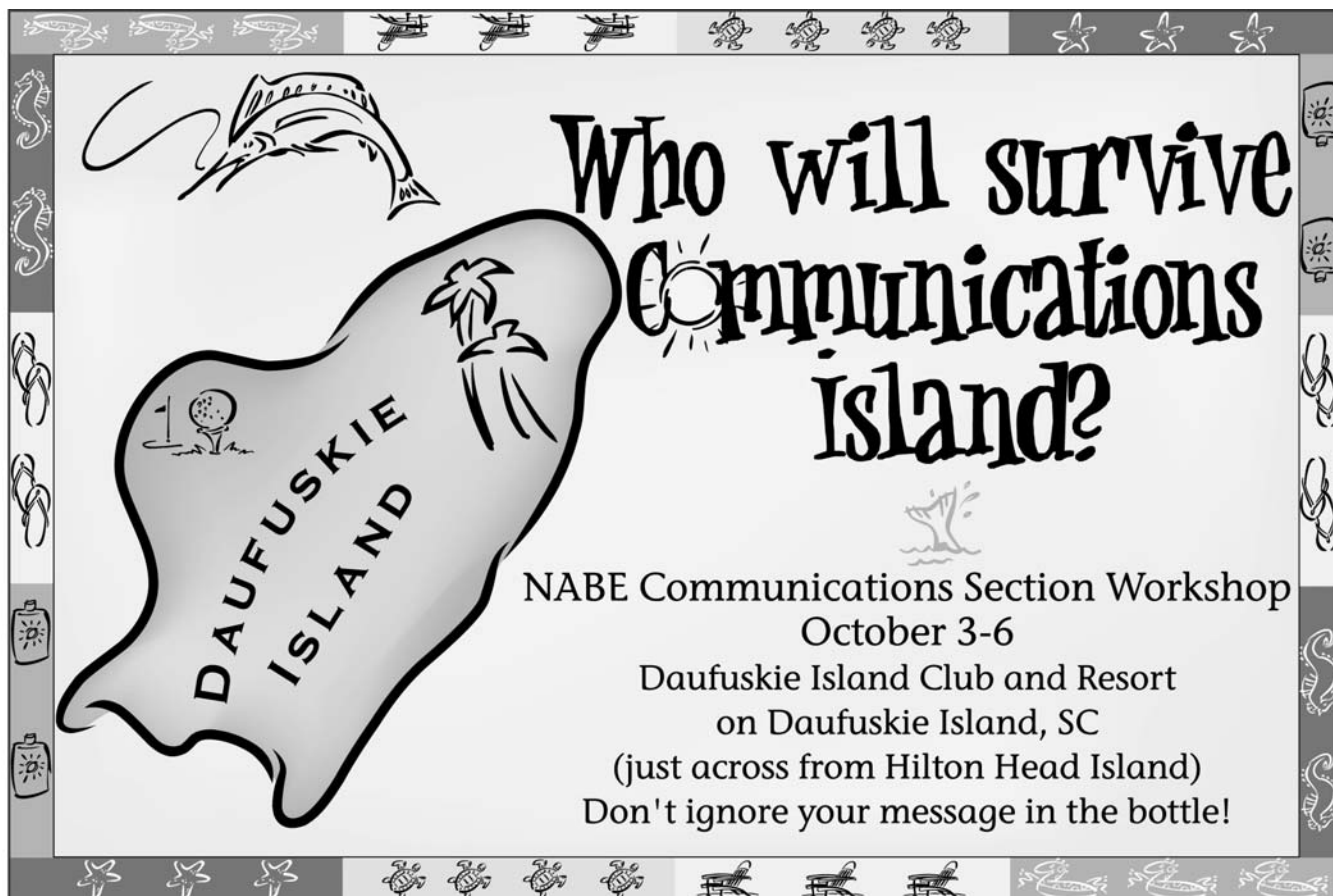
December 7, 2000. Cold and gray with snow. Just lowered the price on the house. Should have done it weeks ago. Boy, if someone would just make an offer, they don't know how anxious we are to sell!!!

December 8, 2000. Firestorm. The December issue of the Journal has an incredibly controversial cover story about Palestinian refugees. Calls and e-mails are flying and I've got a handful of members resigning over it. Lucky for me this issue was produced before I came on board.

December 9, 2000. Bob Stein [E.D. of the ABA] and Bob Hirshon [President-Elect] are all over me about the Palestinian story. Looks like I've got good support all the way around, though. Lesson learned: Be prepared for anything when taking a new job.

December 20, 2000. One of the toughest things at this point is learning the landscape and all the players in an entirely different organization. I've got my own staff at the

continued on next page



Excerpts from the diary of Dan Kim

continued from previous page

Journal; the volunteer Board of Editors; the ABA staff (nearly 900 people) in eight divisions; and the volunteer Board of Governors and House of Delegates. Trying to navigate in these waters without running into any mines is quite a challenge. I'm doing a lot of listening and trying to talk to key people throughout the organization. So far, so good.

December 29, 2000. Cold and gray. House still hasn't sold. Lake still depressing. Bush elected president.

January 22, 2000. Cold, windy and gray. House still hasn't sold. Lake still depressing. Bush sworn in.

February 5, 2001. Just had my first Journal Board of Editors meeting. It went great. There's nothing quite like the feel of having a supportive board. This is a diverse group of volunteers, coming from all over the country representing private practice, academia and the bench. And as one might expect, there are some very strong personalities in this group. But at this point, I am their man and have their support.

February 14, 2001. ABA Midyear meeting over. Boy, what a difference. Last year, I attended this meeting and went to NABE and had a great time, as usual. This year, I'm

going as an ABA Senior Manager and working! ABA meetings will never be the same. Now I have to find a meeting I can go to so that I can attend seminars and learn!

February 17, 2001. Made it through my first ABA Board of Governors meeting. Still feeling the fall out from the Palestinian story, but I think I've got everyone understanding what happened and supportive.

March 6, 2001. Finally, someone made an offer on the house. Actually we had three offers. We accepted the best one and now can get on with our lives. The sun shined briefly today. Almost didn't

recognize it. Thought UFO's were landing.

April 5, 2001. We just finished the first major round with the budget planning process. I got raked over the coals by some of the other Senior Managers, but I made it out alive (and with an electronic publication in the works for next year).

April 9, 2001. Found a house to buy in Chicago-area. Still have a long commute, but I think I've finally done right by my family. It's all going to be worth it. Had a 70 degree, sunshine weekend and went to the beach. Lake Michigan looked friendly again.

stephanie,
Chris said to pick up
the West Ad from Fall
2000 issue.

The Missouri Bar
P.O. Box 119
Jefferson City, MO 65102-0119