



Communicators Talk

News from the NABE's Communications Section • Summer 2002



**Communications
Section Workshop**

Sept. 25-29, 2002

**Hilton Old Town
Alexandria, VA**

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NABE Communications Section Fall Workshop Covers A Full Range of Topics

"Spin City...with a NABE Twist" will be the theme of the Communications Section Fall Workshop, set for September 25-28, 2002 at the Hilton Old Town Alexandria, VA. The Workshop will include an exciting and diverse schedule covering a full range of communications topics as well a number of wonderful networking opportunities.

Opening our conference on Wednesday afternoon will be Caroline Little, Chief Operating Officer of Washingtonpost.Newsweek Interactive, who will provide a look at the future of electronic publishing. Wednesday's programming will also include

continued on page 3

A Wonderful Two Years

Writing this column is a humbling experience. First, you are writing for other communicators who are critical readers on both content and grammatical levels. Second, after spending some 20 years griping at countless bar presidents to meet a deadline, I find I missed this one. Worse yet, I used the same lame excuses I've heard over the years. To Kim Smith, who generously stepped in to take over *Communicator's Talk* and created a vibrant and snazzy new electronic version: thank you for your creativity and patience!

Final columns always include thank yous and this one will too, but first I want to take a couple paragraphs to reintroduce you to your Executive Council and committee chairs. As Chris Blake and I exchanged numerous phone calls regarding the August meeting and gavel-passing, we struggled with the Council roster following the outbreak of job changes last year. I finally pulled out all the minutes and my notes and unraveled (I think) the web of elections and appointments. As I told Chris, I could have researched the SEC shenanigans in less time.

Here then is your incoming Council for 2002-03: Chris Blake, Communications Director for the Connecticut Bar Association, takes over as Chair. Chris has always stepped up for the Section, from Workshop sessions to chairing the Marketing Handbook; he was the

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?

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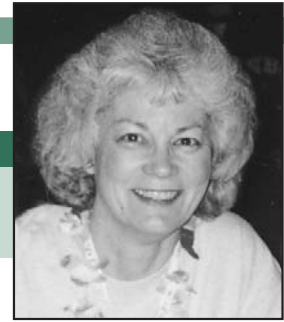
It's a clearinghouse for information.

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E-mail: derricoe@staff.abanet.org

Chris Cendagorta
SECTION CHAIR



first person we turned to as Chair-Elect and of course he said "yes." Cynthia Kuhn, Director of Communications for the D.C. Bar, was elected Chair-Elect. Speaking from experience, I promised her this position is a lot less work than chairing the workshop, which she gamely jumped into this year. Cynthia and I nearly got booted off the tour bus in Graceland at her first workshop, so it seems fitting that I appointed her to fill Bill Litant's seat on the Council last year. Susan Andres, Director of Communications for the Alabama State Bar, remains as Treasurer. Susan will always be my hero for the amazing job she and her committee did in moving "Communications Island" from Daufuskie to Philadelphia, but that's only a small part of the service Susan has given this Section. Carol Manning, Director of Public Information for the Oklahoma State Bar, is our new Secretary. Carol is the voice all the new Section members first hear as the chair of the Membership Committee, which did a fabulous job of welcoming new members at meetings, workshops and via telephone or letters.

At-large Council members are Duane Stanley, Assistant Executive Director, Hennepin County Bar Association; Dan Cirucci, Associate Executive Director, Philadelphia Bar Association; Francine Walker, Director of Public Information & Bar Services, The Florida Bar; Sharon Koubek Nolan, Director, Young Lawyers Section, Chicago Bar Association (appointed to fill Trina Gray's vacant seat).

Now the thank yous — and this might read like Halle Berry's Oscar speech, so get ready.

I'm grateful to Past Chairs in the Section who sucked me into this leadership role (I can say "sucked me in" because as I've said publicly, my only regret is that I didn't jump on this track sooner): Elizabeth Derrico, George Brown, Cheryl Bruce, Joyce Hastings, Janet Eveleth, Jennifer Davis, Gary Toohey, and lots of people who are gone but not forgotten.

Thanks to the folks on the Executive Council during my two years as Chair, including those who abandoned (no, I meant emigrated from) us for new venues: Roger Parris, Council Secretary and the guy who keeps us all together as listserv manager; Trudy Levindofske, two-year

Council member and my frequent sounding-board; Trina Gray, speaker and my guru for fun and yoga; Bill Litant, who is now doing some very cool stuff with Mars and aviation; Wendy Jones, who made her life dream come true in the mountains; and Kim Smith (KY) who is writing her own career and is happily back in the fold writing for Bar Leader; Ginger Banks, winner of the 2002 Richter Award, Dan Kim, who moved up to edit the ABA Journal; and Susan Andres, Cynthia Kuhn, Carole Manning, Duane Stanley and Chris Blake (all lauded above).

Certainly, you can't do the work of the Section without a lot of people saying "yes" to a variety of assignments. I won't repeat those above, but thanks also go to Mark Mathewson for taking over the Luminary Awards this year; to Susan Ferrer for chairing the Luminary Awards the previous two years; to Barbara Kittrell and Frank Ciervo for Scholarship Committee work; to Lori Ruello for taking over that job; to Sam Lipsman for coordinating the publications audit service; and to all the ABA Division of Bar Services staff who are always friendly, helpful and patient.

I hope to see you all in DC in August or certainly in Alexandria in September. The Section has much to offer you professionally and personally, so I encourage you to get involved at some level right away. I will be taking over the Nomination and Leadership Committee from Gary Toohey (who finally gets to stop being Past Chair) so if

don't find you first, please seek us out.

Now, I'm doing what we all do as we prepare to hand off the gavel. . . I'm trying to make my Chair binder look like I kept up the filing all along.

PS. My very first column featured a photo with my first grandson, born to my daughter and her husband just after I took over this position in New York. The photo above is me with Jarrad, born to my son and his wife just as I end my tour. Nice brackets to a wonderful two years!



Spin City with the NABE Twist!

-continued from page 1

presentations on the subject of public opinion polling, member feedback, and long-range planning. Thursday will feature sessions on topics ranging from working with reporters to speechwriting. Friday we will have offerings on the benefits of branding, how to make your Web site more user friendly, how to balance electronic, and print media in your communications mix, and more.

Our major social events will include an opening reception on Wednesday sponsored by Legal Directories Publishing Company, and our Luminary Awards Luncheon on Friday sponsored by West Group. Also planned are three optional excursions on Thursday afternoon: a briefing and tour of the U.S. Supreme Court; a briefing and tour of the U.S. Copyright Office; or a visit to the Jacqueline Kennedy Exhibition at the Corcoran Gallery of Art.

Space is limited in the excursions so delegates are encouraged to register early to secure a spot in their first choice.

The Workshop also is pleased to recognize the generous contributions

and support of this year's sponsors: the Allegheny County Bar Association, Legal Directories Publishing Company, Inc., Loislaw, Sensei Enterprises Inc., and West Group. Delegates are encouraged to visit the sponsor's exhibit booths throughout the Workshop.

"Early Bird" registration rates will be available through September 3 of \$235 for Communications Section Members, \$275 for NABE Members who are not members of the Section; and \$320 for others. All registrations received after September 3 will be \$335. The workshop schedule can be found on page 9.

For more information, contact Cynthia Kuhn, Workshop Chair, at cgkuhn@dcbar.org or 202-626-3470.

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E.A. "Wally" Richter Leadership Award

By Ginger Banks
LEADERSHIP AWARDS COMMITTEE

It's that time again: your opportunity to honor someone for their talents as a great communicator. The E.A. "Wally" Richter Leadership Award will go to someone who has provided leadership to the Communications Section, has been there for their NABE colleagues, and definitely deserves the recognition of their peers. Please take time to nominate that special person for this high honor.

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, the first recipient of the award and a preeminent bar communicator who served as director of public information for The Missouri Bar for 28 years.

If you know of a member of the Communications Section who deserves this special recognition, please complete the entry form and include additional supporting materials that demonstrate the candidate's accomplishments and that would help the Awards Committee in its judging.

The award will be presented during the Section's Communications Workshop, which will be September 24-28, 2002 in Alexandria, VA.

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.

Purpose

This award is given to an individual who is a member of the NABE Communications Section "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."

One annual award is made if a suitable candidate has been identified and nominated by a member of NABE or NABE's Communications Section, and selected by a vote of the Awards Committee and the Section's Executive Council.

Criteria

Active membership in the NABE Communications Section for at least four years in one or more of these capacities: council member, officer, program planner, speaker, project director, and/or behind-the-scenes active member.

The development of a recognized program of outstanding bar communications, publications and/or public relations, either working through the Section or an individual bar association.

Active participation in some aspect of professional communications and public relations activity. Examples are teaching a course, pursuing an accreditation program, working actively in PRSA, IABC, WICI, or some other national, statewide or local communications group.

Demonstrated leadership, creativity, competence and commitment to the professional growth of professional bar communicators.

Nominations

All members of the NABE Communications Section are eligible for nomination, with the exception of the current and immediate past chairs of the Section.

Nominations may be submitted by any member of NABE. Nominations must be complete and submitted on the official nomination form. Additional supporting materials are welcomed. Multiple nominations for the same individual from different members are permissible, as long as all nominations are complete and are submitted in the proper format.

If you have questions or need further information, please contact Ginger Banks, Chair, Leadership Awards Committee, at 512-454-8572 or gabanks@flash.net.

Anne Charles Award Distinguished Service

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 Arlene Abady by August 30, 2002 (e-mail: aabady@coabar.org; fax: 303-830-3990).

When will the award be presented?

At the Annual Communications Workshop in Alexandria, Virginia, September 25-28, 2002.

Who do I contact for more information?

Arlene Abady,
Anne Charles Award Chair,
Colorado Bar Association, 303-824-5325.

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

Daniel A. Cirucci, Associate Executive Director of the Philadelphia Bar Association has been chosen as the outstanding alumnus of the year of the Rowan University graduate program in public relations. Cirucci, who teaches public relations at Rowan and Temple University has also been elected Chairman on the Philadelphia Public Relations Association.

Hennepin County Bar Association Communications Specialist, **Joseph Satter** has now joined NABE and the section. Joseph has done most of the hands-on work that resulted in two Luminary Awards. He came on board with the Hennepin County Bar Association five years ago as communications assistant and has now carved out a valued position where he develops most of the creative materials for marketing and PR. He is staff liaison to the Community Relations Committee, and manages the content on the Hennepin County Bar Association's Web site.

Tidbits & Happenings

Two kudos for the **Dallas Bar Association** for winning the **Best Overall Newsletter Award** from the State Bar of Texas. Lisa Biondo, the Publications and Media Coordinator, was recognized from the State Bar for the Best Feature Story for the article she wrote about a group of bar members in a rock band called "Cat Daddies."



Duane D. Stanley, (above) Assistant Executive Director of the Hennepin County Bar Association in Minneapolis and a 2001 Luminary Award judge, must take the summer off after judging entries. Although the bribe of a diet soft drink enticed him, he would not surrender the names of the winners and insisted attendance at the **NABE Communications Fall Workshop** would answer the all important question: **who won?**

A Random Convergence of Events

By Toby Brown

As I was considering a topic for this column, I experienced a “convergence of events.” Originally, I was going to write an e-newsletter review. But that will have to wait, since I had this convergence.

The First Event

I received a call from a lawyer friend of mine who manages a firm in Utah. His firm has about 20 attorneys plus legal staff, including an IT manager. He had just finished an insurance audit of the firm. During that insurance audit it occurred to him that he should have an ‘audit’ of his technology as well. Although he wasn’t sure what such an audit should include and who might do it. We talked through some general issues, like security (see my previous column) and even about policies. After discussing this idea, I suggested I could help him by making a few calls to see who might be able to help him out.

The Second Event

Driving home that same day, I drove past a billboard from a local bank. They were offering a new service called the “10 Point Financial Check-up.” This reminded me about how lazy I am and I should probably go talk to someone about better organizing my financial information.

Then it hit me (this is the ‘convergence’ part of the deal).

Wouldn’t it be great if we had a 10 Point Technology Check-up service for our bar members? (Of course, we would have to change the name to something like 11 Point Check-up to avoid infringement problems.) Bar members could use a service like this to make sure their technology house is in order. I thought back to my conversation earlier in the day with my friend. He wasn’t even sure what he needed, but he knew he should have an outside third-party check things out. Why not have the Bar work with a vendor to build this 11 Point Check-up service?

So then I quickly called Lincoln (the IT Director for the Utah State Bar) to bounce the idea off of him. Lincoln is great for this since he will tell me straight-up whether or not I’m nuts. Confirming I wasn’t (this time), he agreed to join me and discuss the idea with a vendor.

We had an excellent meeting with the vendor. We talked through the perceived needs of Bar members and the vendor gave us some additional ideas, based on their experience, for additional audit questions (we’re up to a 13 Point plan now).

To give you a quick idea, we came up with the following list of issues for our new audit. I have included a brief explanation of each one:

- 1) Hardware: Is it reasonably current?
- 2) Operating Systems: Choice of and is it up-to-date.
Without the current patches it may present a security problem.
- 3) General Applications: Are they current? Are they compatible with client applications?
- 4) Back Office Applications: Are they adequate? Are some productivity tools missing?
- 5) Firewalls: What type and are they up to date?
- 6) Virus Software: Is it kept current?
- 7) Intrusion Detection: Is there a tool for this and is it monitored for number of and types of attacks?
- 8) Use of Encryption: Are sensitive communications encrypted?
- 9) Disaster Recovery: How is it done? Is it tested?
- 10) Off-Site Storage Options: Off-site storage – how is this managed?
- 11) General Legal Practice Applications (e.g. time and billing): Are they adequate and up-to-date?
- 12) Practice Specific Applications: What could you be using?
- 13) IT Policies: How is this all managed?

Policy questions may ultimately be the most relevant. As an example – What is the firm’s policy for monitoring intrusion detection? If firm management has given no direction to IT staff on this, how can they expect adequate monitoring? Another example – when terminating an employee, does the IT staff get prior notice? Do they terminate the employee’s network access before, during or after the termination? Without smart IT policies, it’s hard to expect smart IT management.

Which brings us back to the beginning of this article. . . Why did my friend care about getting an audit of his IT systems? In a word: Liability.

Given that lawyers have ethical duties to protect the client information they hold, they should take some steps to insure its integrity. If a lawyer or firm is overlooking simple precautions, they may be exposing themselves to substantial malpractice and ethical liabilities.

When I speak to lawyers about threats to their IT systems, many ask me about the likelihood that someone would attempt to hack or monitor their computers. Well

first off, there may be some kid with some specific intent and curiosity about a lawyer or firm. That kid is going to spend considerable time attempting to get in. But that scenario may not be likely. What is more likely is a random attack. The Internet is made up of numerical 'addresses.' These are called IP addresses and they look something like this: 207.196.48.15. Most hackers run automated scripts that just move through these IP numbers. So when your number comes up, they attempt to get into your system. If the automated attack finds a hole, it reports it back. Then the hacker spends some time exploring your network. The vendor we talked with about our 13 Point Check-up service for Utah commented that they receive about 20,000 random attacks every day on their systems. This number in-and-of-itself justifies an audit.

Where to now?

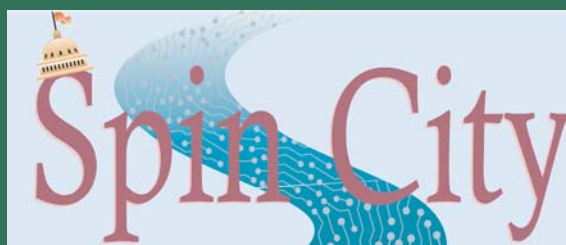
In Utah, we will continue to pursue establishing the 13 Point Technology Check-up option for our members. As well, we will take an active role in helping the membership learn about this service and in encouraging them to partake.

The vendor we approached in Utah is our ISP (Internet Service Provider). In addition to Internet connections, they provide computer integration services. We went to them because they are a trusted vendor and we know they treat our members right. I throw this out to give you an idea of where you might go in your jurisdiction to help generate such a service. We believe this partnership will prove very successful for both us and the vendor. That's why we wanted to work with someone we trust.

I encourage you to think about approaching a vendor in your own area to explore this idea. With computer security becoming both a hot topic and one with more tools available, it's a good time to initiate a service like this. The result should be a more valuable bar association for your members and better service for your members' clients.

Good luck!

Toby Brown is the Senior VP of Strategic Initiatives for Zions Technologies, the VP for Special Projects for O2Blue and the Technology Consultant 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.



\$500 Scholarships Available

The NABE Communications Section is providing two \$500 scholarships to facilitate participation in our annual fall workshop. Each scholarship includes a waiver of the basis registration fee. The monetary award of \$500 is given to defray travel, lodging and meal expenses.

Recipients are responsible for expenses in excess of the \$500 award. The deadline for applications is Friday, Aug. 9.

The Scholarship Committee will evaluate applications according to financial need and demonstrated interest in the work of the section. To be eligible, you must be a member of the Communications Section and your association must be financially unable to cover the cost of your participation.

Previous workshop scholarship recipients are not eligible. Please complete the application found at <http://www.abanet.org/nabe/coscholars.html> and fax to Lori L. Ruello, (419) 710-1958.

Scholarship recipients will be notified by Monday, Aug. 19 of their award. Questions?

Contact Lori Ruello at lruello@lsba.org; (800) 421-5722, ext. 118.

Luminary Award Winners Spotlight

Congratulations to the Winners! – PART II

By Jennifer Lewis, CONNECTICUT BAR ASSOCIATION

In this installment of the series on the 2000 Luminary Award winners, we are featuring those who entered in the category of bars with 5,001 to 14,999 members.

Get inspired by the successful efforts of your colleagues—there may be something here that could work for your bar.

Excellence in Web Sites

The State Bar of Nevada's attractive home page with easy-to-use navigation bars caught the attention of the Luminary judges, and some of the great search features available for members were the clinchers to make this web site a winner. Though judges recommended moving more toward a less-is-more approach with use of colors and choices on the index page, the improvements to the site outshined the additional changes that might be made. The State Bar of Nevada even reports now that it has continued to work on its site over the last year and that it has gotten even better as a result. Should we look out for a repeat winner this year? Stay tuned for the Communications Section's September workshop to find out.

Excellence in Special Publications

The humorous submission in this category charmed the Luminary judges who, in addition to getting some good laughs, were in disbelief that this publication could have been produced with such a high degree of quality in just two months. Gina Jones, of the Tennessee Bar Association, notes

that *In Search of Hamilton Burger: The Trials and Tribulations of a Southern Lawyer*, a collection of humor columns, most originally published in the Tennessee Bar Journal, is the first-ever book published by the TBA Press. The Bar wanted the columns to be available to a wider audience and used the book as a fundraiser for building its new Tennessee Bar Center. One judge summed up this whirlwind accomplishment best: "The Bar got a good product at a reasonable price in an unreasonable amount of time."

Excellence in Public Relations

The program that this public relations campaign was based on, executed by the Hennepin County Bar Association in Minneapolis, the Urban Youth Intern Initiative (UYII), was a collaborative effort with the Minnesota State Bar Association, the Hennepin County Bar Association, the Ramsey County Bar Association and the Minnesota Legal Administrators Association. The UYII placed inner-city high school students in eight-week summer internships in professional offices. Hennepin County was in charge of the PR effort.

Hennepin County's promotions, including ads in association publications, work with the local media, producing a newsletter for program interns, their parents and intern employers, producing a keepsake program yearbook following the eight-week session, and producing a wrap-up/recognition article on the program for *The Hennepin Lawyer*, contributed to the program's success. Over fifty law firms and offices signed on to take students and the newsletter keeping all program participants informed was a big hit. What a great example of how to use good PR for a worthy cause.

Congratulations to all the winners!



2000 Luminary Awards

Who will win this year?

Find out at the
**NABE Communications Fall
Workshop in September!!**



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

September 25-28, 2002
Hilton Old Town Alexandria, Virginia

Workshop Program

Tuesday, September 24

4-5:30 pm **Communications Section
Council Meeting**

Wednesday, September 25

12-5 pm **Registration**

1:30-1:40 pm **Welcoming Remarks**

1:45-2:45 pm **Electronic Publishing: What
The Future Holds**

3:45-3:15 pm **Refreshment Break**

3:15-4:15 pm **Navigating the Court of Public
Opinion: What the Public Thinks
About The Legal Profession and What
to Do about It**

4:15-5:30 pm **Hearing Your Member's Thoughts and
Doing Something About Them:
Feedback and Long-Range Planning**

6:30-9 pm **Reception and Buffet at the Historic
Carlyle House**

Thursday, September 26

7:30-8:30 am **Buffet Breakfast**

8:45-9:30 am **Who Delivers Your Bar's Message: Bar
President or Professional
Communicator?**

9:30-10:15 am **Do Reporters Really Listen?**

10:15-10:45 am **Refreshment Break**

10:45 am-noon **Spokesperson Training**

10:45 am-noon **Speechwriting 101: Finding Words
that Sing**

Afternoon **On Your Own (Optional Excursions)**

Friday, September 27, 2002

7:30-8:30 am **Buffet Breakfast**

8:45-10:15 am **Developing a Organizational Brand:
What Bar Associations Can learn from
Madison Avenue**

8:45-10:15 am **Making Your Web Site User-Friendly**

10:15-10:45 am **Refreshment Break**

10:45 am-noon **Dealing with Difficult Boards**

Noon-1:30 pm **Luminary Luncheon**

1:45-3 pm **Balancing Print and Electronic
Publications: Where Does Your Scale
Stand?**

3-3:30 pm **Refreshment Break**

3:30-5 pm **Saving the Trees: Paperless and Proud**

3:30-5 pm **Developing Editorial Calendars that
Inspire Readers and Win Advertisers**

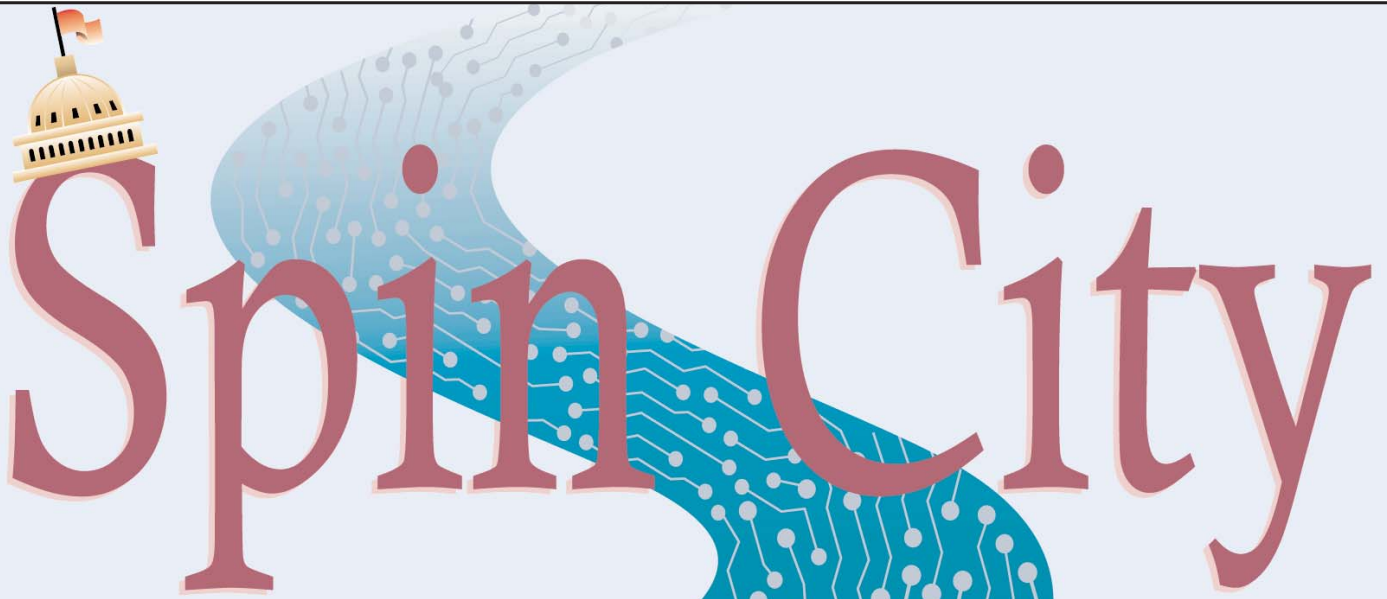
Saturday, September 28

8:30-10 am **Breakfast with The President:
George Washington**

10-11:30 am **Section Business Meeting**

For additional information about the Annual Communications Workshop, visit the NABE Web site at
<http://www.abanet.org/nabe/> or contact Workshop Chair, Cynthia G. Kuhn,

Director of Communications, District of Columbia Bar
1250 H Street NW, Sixth Floor, Washington DC 20005-5937
202-626-3470 voice ■ 202-626-3472 fax ■ CGKuhn@dcbar.org



Spin City



Mark Your
Calendar!
Program and
Registration
Information
Coming in
Early Summer!

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Communications Workshop 2002
September 25-28, 2002
Alexandria, Virginia