Communicators Talk

News from the NABE's Communications Section • Winter 2003

Luminary Awards Recognize Outstanding Work by Our Peers

The awards season is upon us. The Golden Globes, the Emmys, the Oscars, the Tonys, the Marys. Oops. Sorry, I got carried away. Turn on the television at any moment and you're bound to see an ad hyping one of these awards shows. As Woody Allen remarked in the classic movie, "Annie Hall," it seems that all they ever do in Hollywood is give out awards.

Awards can certainly be overdone, but all of us who work with and for non-profit associations know that you can never thank and recognize volunteers enough. Recognition is a vital motivating factor for staff and volunteers alike. Indeed, everyone wants to be recognized for a job well-done.

It was in that spirit that the NABE Communications Section in 1992 initiated the Luminary Award. The section created the Luminary Awards at its annual workshop in Albuquerque. The award is named for the New Mexican "luminaria." The section has been fortunate to enjoy the support of West Group, which has sponsored the award since its inception. The award recognizes excellence, creativity and professionalism in bar publications, public relations and web sites.

In recent years, we have seen a decline in the number of Luminary Awards entries. This development prompted our section's Executive Council to launch an effort to find out why this was occurring and come up with a plan to generate greater interest in this worthy program.

Last fall, we mailed a Luminary Awards Survey to all section members. We received a very strong response as 34 out of our roughly 160 section members completed and mailed back the survey. Highlights of the results are:

Christopher Blake
Section Chair

- 24 of the 34 respondents have submitted entries in past Luminary Awards competitions.
- 27 out of 34 respondents found the entry submission process to be easy and straightforward. Survey respondents proposed a number of improvements to the web site entry form, included suggestions to offer a downloadable entry form, more space on the web form for information, and the ability to edit the web form.
- Respondents were split on the question of whether they favored adding additional categories to the competition, with 18 in favor and 17 opposed.
- Of those who favored adding a new category, the category that garnered the most support was marketing, with five responses, followed by electronic publishing and writing, with three each.
- 20 respondents favored retaining the current number and range of bar size categories for the award. Awards are given according to bar membership size in three categories: 5,000 or fewer members, 5,001 to 14,999 members and 15,000 or more members.

Of those who favor changes to bar size categories, the suggestion that drew the highest response was to have the first cut-off point at 3,000 or fewer (three responses).

continued on page 2

inside...

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 next issue, please send copy to Chris Blake at cblake@ctbar.org

Chair's column

To view the complete results of the Luminary Awards survey, please go to http://www.abanet.org/nabe/luminary_survey.xls

Our section Executive Council discussed the survey results and came up with an action plan intended to rejuvenate interest in the Luminary Awards.

We decided it is time to add a new category – marketing campaigns. There are two reasons for adding this category. First, it was the top choice of survey respondents who favored adding a category. Secondly, bar communicators are being increasingly asked to conduct marketing activities in support of bar programs intended to generate additional non-dues revenue. As bars continue to seek non-dues revenue, we believe the marketing function will become increasingly important.

The process of collecting examples of excellent marketing campaigns through the Luminary Awards and sharing them with our section colleagues will help to elevate the quality of bar association marketing campaigns and materials. A new marketing category might also attract interest from bar executive directors, many of whom are already section members.

We are also working to improve the web entry form process, using the suggestions gleaned from the survey as a guide. I would like to thank David Simms of the DC Bar, a dedicated section member who developed the web entry form last year and is working on enhancements to it this year.

Plans also include greater marketing and promotion of the Luminary Awards. We are planning to develop an electronic marketing piece to be e-mailed to all section members, regular reminders of the Luminary Awards deadlines and promotion of the award in NABE President Tom Tinder's weekly e-mail newsletter to all NABE members.

In addition, we will ask past awards recipients to write whimsical testimonials and send them out (possibly through the listserve) to encourage Luminary Awards entries.

Peer recognition of excellent work is one of the most valuable and rewarding experiences in a professional's career. The Luminary Awards provide that peer recognition to our bar communications colleagues. I thank Mark Mathewson of the Illinois State Bar Association, who has chaired the Luminary Awards Committee, the many award judges and West Group for its continued support.

I encourage all eligible section members to enter the Luminary Awards competition this year. You will be glad you did.

Revitalizing Association Sponsorship

By Sharon Koubek Nolan
Director of Marketing
The Chicago Bar Association

The very thought of finding event sponsors can strike fear in the heart of even the most seasoned communications professional. While we understand the financial benefits of sponsorship, finding the time to execute a well-developed plan can be daunting to most busy and overworked executives.

NABE members recently got a lesson in sponsorship planning at the NABE 2003 Midyear Meeting in Seattle. Sponsorship guru Bruce L. Erley, president of Creative Strategies Group, provided great tips and a very usable outline on how to develop a sponsorship package.

Erley's basic message was that sponsorship is a business deal. He stated that many executives think of sponsorship as fundraising. Wrong! A sponsor is paying a cash or in-kind fee in exchange for access to your members. Sponsors want exposure through direct mail, signage, exhibit space, hospitality suites, and more. Fundraising is a goodwill donation with nothing expected in return.

When developing your sponsorship package, first determine what makes your event special. Is it the activity (meet the judges)? The setting (a luxury hotel, a networking reception)? Or the audience (attorneys, judges, law students)? Next, develop a laundry list of what you have to offer a potential sponsor. Tangible assets (quantifiable) include collateral marketing material, advertising, commercial displays, signage, registration, hospitality suites, mailing lists, web sites (including banner ads), and more. Intangible assets (being associated with your organization) include the prestige of the event, name/logo, market impact, audience, degree of sponsor clutter, the age/track record of the event, and more. Special tip: During this brainstorming phase don't limit yourself – write down everything.

A sponsor is paying a cash or in-kind fee in exchange for access to your members.

After you've completed the above, work turns to creating the actual offer. First determine what you are not willing to give up or sell-off (e.g. mailing lists, email addresses, access to speakers) as well as unacceptable types of sponsors (e.g. alcohol-related products, bail bondsmen). Also, you will need to determine what types of "rights" you will offer. For example, you might offer an "exclusive right" for the event goodie bag or podium signage. Finally, determine your package categories and what tangible and intangible assets (and special rights) are included with each level. Special tip: Erley stated corporate sponsors shy away from the popular bronze, silver and gold designations because it denotes fundraising. Try new terms like presenting sponsor and title sponsor.

Perhaps the most difficult part of sponsorship is determining the value of each category. While only an association can make that determination, Erley suggested the sponsorship levels should be based on the degree of access to your members, not the cost or expense of the asset being sponsored. Hence, if your convention brochure costs $1,500 to produce but is mailed to 20,000 members – you should be charging the value of exposure to those 20,000 members, not just $1,500 to cover printing costs. Special tip: Erley felt strongly that it is better to have three sponsors paying $5,000 each than 15 sponsors paying $1,000 each. Why? Sponsors like category exclusivity—they want to be the only one so they don't get lost in the clutter. They also like "exclusive rights" to popular items like event bags, stage signage, and hospitality suites.

The final step of the process is making the pitch to potential sponsors. Erley suggested making a target list of natural matches for your organization (their customers are your members), investigating who is sponsoring your competition, and exploring external marketplace opportunities (try companies that are new to your area and are looking to make an impact). Special tip: Remember to pitch from their perspective, not yours. A potential sponsor wants to hear how you will help them fulfill their marketing objectives, not yours.

So, next annual meeting or young lawyer social event, don't run from sponsorship. With a few tips from Erley and a well-developed package offering, sponsors will be knocking down your door and you'll look like a star whose bringing additional revenue to the association. For more information on sponsorship, refer to Erley's complete program notes (including a sample meeting sponsorship summary of rights and benefits) at www.abanet.org/nabe/midyear_2003_handouts.html.

Portland Consultant Gives Tips on Care and Feeding of Volunteers

By Chris Blake, CAE
Section Chair

See if you recognize this scenario: you are a staff member working with a volunteer committee on a project. You diligently follow the committee's direction in implementing the project. The project is moving forward. One day, a volunteer shows up in your office and hands you a detailed list of implementation tasks that had not been planned or discussed in committee meetings. What do you do?

Here's another scenario: you are serving as a volunteer on a local board or committee. You have championed a project that your committee endorses and assigns to a staff member for implementation. You assume the project is being implemented. Six months later, you check with the staff member and are shocked to discover that no work has been done on the project. How can you rescue this project and save face with your board?

These two scenarios point out some of the pitfalls of volunteer/staff relations. Organizational consultant Marc Smiley of Portland, Ore., gave NABE members some excellent tips on board development and volunteer/staff roles during a plenary presentation called, "Is Your Organization Making a Difference—Or Just Fighting Wildfires?" The session took place on February 6 at the NABE 2003 Midyear Meeting in Seattle.

Smiley identified two areas of strength for non-profit associations: people and a plan. Structure is needed to marry people and plans to create an effective organization that serves its members. Building an effective organization requires attention to board development and the creation of a committee structure to allow organizations to do significantly more work effectively than they would otherwise get done.

Organizations should look to expand the "circle of involvement" by activating several constituencies: members to serve on appropriate committees, advisors who don't have the time to go to meetings to serve in an advisory capacity and supporters to contribute funding or other tangible assets.

Board members and staff have some shared roles, but Smiley said it is important to understand they have distinct responsibilities. The board, in its governance role, has four areas of primary responsibility: strategic direction, resource development (fundraising and developing financial resources to support programs), financial accountability and leadership development.

For larger organizations (with more than four paid staff members), boards typically delegate most or all of the management functions to the staff. These functions usually are program planning and implementation and administration. For organizations with fewer than four staff, the delegated responsibilities are typically more limited – and therefore more confusing. This suggests clarifying the degree to which the staff has responsibility and authority for those management functions.

Committees play a vital role in the success of an organization, he said. As a basic rule, form follows function. In other words, the board decides the work to be done (function), and then determines its committees (form).

"Committees do the work and the board makes the decision," he said. Boards can most effectively use committees to investigate issues, explore options and, if appropriate, develop recommendations that the board can then review to make polices and plans based on the background work of the committees.

Some benefits of committees are: dividing the work among many people, getting more people invested in the success of the organization, keeping board meetings to a reasonable length and allowing more work to take place concurrently, thus moving the organization forward faster.

Smiley identified a number of factors for making a committee structure work effectively. Committees should have a clear mandate, leadership, membership and a work plan. Committee leaders should do their homework to make meetings more productive. Members should receive a packet at least six to eight days in advance of the meeting. This packet should contain job descriptions, an agenda, minutes of previous meetings, supporting materials for items to be discussed and committee reports.

Other success factors for committees include opening membership on them to a broader circle of peoples. In addition, the committee structure should evolve as the organization evolves. Lastly, committees should apply all of the principles of solid group process (clear expectations, proper orientation, good agendas, effective communication and responsible follow-through).

In discussing board/staff relations, Smiley noted that boards and staff should respect the lines of authority in an organization. For large organizations with paid staff, the governance side is led by the board chair, who oversees the committee chairs, who in turn oversee board members who serve on these committees. They in turn oversee staff members who serve as a resource to the board. On the management side, the executive director supervises the staff, who may oversee unpaid staff and volunteers working on various activities, who in turn oversee board members working as program volunteers.

The board chair and the executive director constitute the leadership team and should be in constant communication. All other major communications regarding policy or implementation should go up and over the top, meaning staff should communicate major concerns and developments through the executive director to the board chair and the those in board positions should do the same through the board chair on the governance side. Conflicts and problems can arise between board members and staff when the line is broken and there is direct communication between staff and volunteers regarding major policy or program implementation issues.

In theory, Smiley said, board development and the creation of an effective committee structure are board responsibilities. In reality, though, it often becomes part of the executive's job. Smiley left the plenary session audience with three suggestions as to how to assist the board in developing an effective governance structure and working with staff.

First, executives should "know this stuff, board governance versus management. Be the expert in the organization," he said. Secondly, executives should "find a champion on the board" to assist with board development and volunteer/staff relations. Third, "control your universe. Make changes you can make and make your committees that you staff effective," he said.

Immediate Past Section Chair Christine Cendagorta was instrumental in recruiting Smiley as a speaker at the NABE Midyear Meeting. The section thanks Chris for her outstanding efforts in coordinating this plenary session. Smiley also presented on similar topics at two breakout sessions during the Midyear Meeting.

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

Philadelphia Bar Association Associate Executive Director **Dan Cirucci** will be inducted into the Philadelphia Public Relations Hall of Fame on May 13 at a luncheon sponsored by the Philadelphia Public Relations Association (PPRA) the oldest and largest local association of its type in the nation. Cirucci, who is celebrating his 25th anniversary with the Philadelphia Bar Association, will be honored for his contributions to the profession and the community and his commitment to the profession's highest standards. He becomes the 29th Philadelphia public relations practitioner to be inducted into the elite group.

Angie Burke has joined the ABA Center for Professional Responsibility as Director of Marketing and Program Development after five years with the ABA Division for Media Relations and Communication Services (and six years prior to that with the ABA Legal Technology Resource Center). Her new number at the ABA is 312/988-5305 and e-mail remains the same as angelaburke@staff.abanet.org .

Joseph Satter was promoted in January to the new position of marketing director for the Hennepin County Bar Association. He has been with the association for seven years, beginning as a communications assistant and then becoming the communications specialist, working on public relations, web site, electronic newsletter, and all special events promotions. Joseph continues many of his old duties, has some new marketing responsibilities and will also oversee community services programming for the association.

Chris Blake, director of communications for the Connecticut Bar Association, recently earned the Certified Association Executive (CAE) designation from the American Society of Association Executives. The CAE program is a voluntary certification effort designed to elevate professional standards, enhance individual performance and designate those who demonstrate knowledge essential to the practice of association management. Prior to certification, applicants must have obtained career experience for a required length of time within the field of association management, earned multiple hours of continuing professional education and successfully completed a comprehensive examination that tests fundamental knowledge of all areas of the association management profession.

Member Feedback on a Shoestring

By Sharon Koubek Nolan
Director of Marketing
The Chicago Bar Association

Member needs assessments, readership surveys, CLE surveys, dropped member surveys, prospective member surveys, new product offerings…the list goes on and on. As communication executives, we are often called upon by our membership or executive directors to comment on or develop surveys. Many communications professionals do not have formal training in this area and many bar associations do not have financial support for this important marketing activity. To help provide some perspective to this issue, a panel of association executives provided some basic information and tips at the NABE 2003 Midyear Meeting in Seattle.

According to surveys conducted by the American Society of Association Executives, the majority of associations do not perform formal market research to assess member feedback. Well, if you're not, you should be! How else will you learn what is hot in your marketplace, what issues your members are concerned about, or the quality of your CLE surveys? Market research helps you retain members, evaluate potential new member benefits, determine member attitudes, and develop new revenue sources.

There are two basic types of research: secondary and primary. Secondary research is free to you because it already exists. Scan industry publications, government resources, white papers, past CLE attendance records and membership record to examine trends in your area's legal industry as well as your own membership's interest areas and buying habits. Primary research is new data that is gathered by your association. The panelists covered several types of primary survey methods, including:

Direct Mail: Low-cost, low-response rate (a postage-paid return envelope will improve your response).

Telephone: High-cost, high-response rate.

Focus Groups: Moderate-cost, high-response rate.

Internet: Cost-effective, easy to execute and tabulate, high-response rate. Check out www.zoomerang.com and www.surveymonkey.com.

Before determining which method you will use, consider first "What do I want to learn?" and "What am I going to do with the information?" Also determine what resources (both staff and financial) are available. For example, if you are truly on a shoe-string budget, hiring professional telemarketers may be out of the question for a phone survey or if you want in-depth answers to your questions, a focus group may work best.

The panelists covered each area in brief detail, but had some especially helpful suggestions regarding focus groups. It was suggested that focus groups provide an excellent opportunity to get "inside" information from participants because they give you an opportunity to actually talk to your members. Keep in mind the following when planning a focus group: make it convenient, limit it to one hour, have board members sit in and listen, use a peer moderator not staff (prevents bias), develop a predetermined set of questions, and have a someone take notes or record the discussion.

Associations typically have a good response to surveys—around 17-20%. To be statistically sound, a survey would need about a 13% response rate (however, this number can change depending on sample size and membership size). Also, remember to survey a good cross-section of your membership (eg. large firm, solo practitioner, government, etc.).

The session wrapped up with some tips on how to survey on shoestring:

- Contact a local college or university and see if they will design your survey as a class project.
- Host "Breakfast at the Bar" events to have informal discussions with your members—make sure to invite a variety of groups by interest area, location, etc.
- Ask staff what they are hearing from members – give staff comment cards to fill out.
- Monitor your listserves – your members are talking, are you listening?
- Cross-evaluate – for example, if you have a CLE program evaluation, ask a membership question at the end.
- Include feedback forms in dues mailings.

Most importantly, do something with the information that you collect! Involve your board and staff in implementing suggestions from the survey results and make them accountable with action items in your strategic planning. And remember, every contact with a member is an opportunity to collect information!

Want more information? The ABA's Division for Bar Services has a wealth of information available to bar executives on surveying. Visit the DBS's Information Clearinghouse at www.abanet.org/barserv.

Rhode Island Bar Association Responds to the Nightclub Fire

Submitted by Fred Massie, Rhode Island Bar Association

On Thursday, February 21, 2003, a fire swept through the Station nightclub in West Warwick, R.I. The next morning images of the tragedy were broadcast first throughout the state and soon throughout the nation. With 98 fatalities, it was the deadliest U.S. nightclub fire since 165 people were killed at the Beverly Hills Supper Club in Southgate, Kentucky, in 1977, and it occurred less than a week after 21 people were killed in a stampede at a Chicago nightspot.

Almost immediately after the fire, attorneys began contacting the Rhode Island Bar Association offering their services, free of charge, to the victims of the fire. Concurrently the Rhode Island Bar Association activated its disaster response plan and the Association Officers and staff Directors discussed and implemented an action plan flexible enough to allow adaptation to changing circumstances.

1) The Rhode Island Bar Association (RIBA) expressed deep sympathy and offered nightclub fire victims and their families the aid of volunteer lawyers, free of charge, in dealing with legal issues requiring immediate assistance including, but not limited to, health care, probate and social security. This assistance was offered through the Rhode Island Bar Association's Public Service Department.

2) The Bar's volunteer lawyer assistance service for nightclub victims and their families, with RIBA contact names, telephone numbers and email addresses, was publicized through news releases emailed and faxed to all local and state news media outlets. RIBA follow-up telephone calls were made to major daily print and electronic media in the state to ensure the releases were received and understood.

3) The RIBA Communications Department fielded news media inquiries from state and national news media including National Public Radio, MSNBC, New York Times, Washington Post, Los Angeles Times, Fox News, and many others. Requests were directed to appropriate RIBA attorneys based on the nature of the inquiry; i.e., civil law, criminal law, social security, probate and other areas of the law. RIBA President Michael A. St. Pierre served as principal spokesperson for the Association and handled civil law-related requests. As some attorneys disqualified themselves due to client involvement, new attorneys were secured to respond to continuing media inquiries.

4) The Rhode Island Governor's Office and the Rhode Island Emergency Management Agency designated RIBA as coordinator for volunteer legal assistance to victims and their families. Michael A. St. Pierre, President of RIBA sent a blast email to all Bar members, lauding the generosity of the initial volunteers, detailing the Bar's volunteer effort and inviting member participation. In this communication, St. Pierre also noted, "…that in times of emergency, it is particularly important for all of us to remember, and live by, our Rules of Professional Conduct and to behave in a manner that brings honor and respect to our profession."

5) RIBA set up, and the RIBA Public Service Department staffed, a station at the Family Service Center established by the Rhode Island Governor and the state's Emergency Management Agency at a location near the scene of the fire. At this station, Rhode Island Bar Association staff members accepted and directed inquiries from victims and their families to the volunteer lawyers whose legal expertise is within the particular area of concern. No attorneys were at this station.

6) Reinforcing the Association's volunteer efforts and cautioning victims and their families against making hasty legal decisions (this was given greater impetus in light of out-of-state attorneys soliciting victims and their families as clients for class action law suits), RIBA President Michael A. St. Pierre wrote a Letter To The Editor of the state's largest and primary daily newspaper, the *Providence Journal*. This piece also served as a position statement used in ongoing communications with the news media and in assisting the Rhode Island Judiciary in crafting their nightclub fire-related news media communications.

Paint the Town Blue at Communications Workshop in St. Louis

When you visit St. Louis, you can certainly hear the blues at one of the city's musical nightspots. You can even see the Blues take on top National Hockey League competition at the Savvis Center. But you won't be "singing the blues" if you plan to attend the 2003 NABE Communications Section Workshop.

This year's event – three and one-half days of intensive programming of direct relevance to bar communicators – will take place October 15-18 at the Millennium Hotel in St. Louis. The Millennium Hotel is an outstanding facility located (literally) in the shadow of the Gateway Arch and within easy walking distance of the Mississippi River, the historic Old Courthouse and other sites of interest in downtown St. Louis.

Although programming details are not yet finalized, the workshop planning committee is hard at work developing a slate of educational options that will offer something for everyone, regardless of the role you play within your communications department.

From riverboats to its world-renowned zoo, the St. Louis area is rich in sightseeing opportunities, and it is anticipated that workshop registrants will have several organized social activities from which to choose. Likewise, look for ample time to explore the Gateway Arch and other attractions on your own.

The city's central location and its role as a hub for American Airlines are expected to facilitate easy travel from virtually every corner of the nation.

Workshop Chair Gary Toohey, the 1999-2000 chair of the Communications Section, has put together three subcommittees to work on educational programs, social events, and sponsorships. Francine Walker of the Florida Bar is chairing the program committee. Please let Francine know if you have any ideas for educational programs or are willing to help out with this committee. Yvonne McGhee of the Fairfax (Virginia) Bar Association is chairing the social events subcommittee. Please contact Yvonne with any ideas for social events. Dan Wise of the New Hampshire Bar Association is chairing the sponsorship subcommittee. Dan

is interested in any assistance from section members regarding possible sponsors.

Section members promoted the workshop at the recent NABE 2003 Midyear Meeting in Seattle. Joe Conte of the State Bar of Georgia developed a colorful promotional piece around the theme "Show Me" to highlight Missouri's nickname, the Show Me State. Additional details about the workshop – including specifics as to registration, the educational lineup, social events, airfare discounts and more – will be provided in the coming months. In the meantime, be sure to pencil in the dates of October 15-18 on your calendars now and make plans to join your friends and colleagues in St. Louis!

Nominations Sought for Richter Award

It's that time of year again. Members of the National Association of Bar Executives have the opportunity to honor a Communications Section member for his or her leadership to the section, active participation in professional communications and public relations activities and commitment to the professional growth of bar communicators.

Since 1983, the Communications Section has recognized one of its members with the presentation of the E.A. "Wally" Richter Leadership Award. This great honor recognizes a section member for "outstanding achievement in the field of communications, for extraordinary services 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 a preeminent bar communicator who served as director of public information for the Missouri Bar for 28 years.

The criteria and entry form for the Richter Award have been posted on the NABE web site at www.nabenet.org. 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 annual Communications Workshop, which will be held October 15-18, 2003, at the Millennium Hotel in downtown St. Louis.

Please note that all NABE members may submit nominations. However, only members of the Communications Section are eligible to be nominated for the award.

The deadline for all entries is August 15, 2003. Please direct questions to Joyce Hastings, awards committee chair, (608) 250-6126, jhastings@wisbar.org, or Elizabeth Derrico, (312) 988-5346, derricoe@staff.abanet.org

Richter Communications Leadership Awards Past Winners

1983	E.A. "Wally Richter," The Missouri Bar
1984	David N. Anderson, Illinois State Bar Association
1985	Elizabeth C. Price, Delaware County Bar Association
1986	Robert A. Young, American College of Trial Lawyers
1987	Sharon R. Stephan, Nebraska State Bar Association
1988	Philip O. Spelman, State Bar of Michigan
1989	R. Wayne Wilson, Washington State Bar Association
1990	Marcia Poell Holston, Kansas Bar Association
1991	Gary Hunt, Tennessee Bar Association
1992	Martha Snow, Oklahoma Bar Association
1993	Bradley Carr, New York State Bar Association
1994	Dennis P. Whalen, Ohio State Bar Association
1995	Patricia Gannon, State Bar of Arizona
1996	Mary Elizabeth Stritmatter, Washington State Bar
1997	Janet S. Evelyth, The Maryland State Bar Association
1998	Elizabeth Derrico, New York State Bar Association and American Bar Association
1999	Anne Charles, State Bar of California (posthumously)
2000	Barbara Kittrell, Berks County Bar Association (PA)
2001	Ginger Banks, State Bar of Texas