

## The Chair's Column

*Susan Andres*

### In This Issue

- 2** A Fond Farewell to Friends and Colleagues.

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- 3** Tips for Creating an Identity for Your Bar Publication.

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- 4** Scarle Receives Anne Charles Award.

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- 5** Cendagorta Earns 2004 Richter Leadership Award.

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- 6** Twelve Bar Associations Win Luminary Awards.

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- 7** The Web We Weave: Content Management Systems (CMS).

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- 8** Author Release Forms — Required, Not Optional.

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- 9** People & Places.

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## Making Tracks to Minnesota was a Trek Worth Taking



**N**ow I know how our bar presidents feel when it comes time to put their thoughts down on paper for their columns. This first column as Communications Section chair had been hanging pretty heavy over me, especially considering those talented folks who have preceded me. However, as I should have known, the section comes through once again – and rescues me with one of the most outstanding workshops that I have

ever attended! I can't say enough about the tremendous job done by Duane Stanley, his staff from the Hennepin County Bar, and "The Wild Bunch," as his committee was affectionately known. In terms that Star Trek fan Duane can relate to – this workshop enabled us to "boldly go where no one has gone before." From the clever bear tracks running wild all over our materials to the innovative trading post where speakers and contest winners could redeem "Moose and Squirrel Bucks" for great prizes from Minnesota, attendees got a real flavor of what was to come (Nut Goodies in our registration totes were a VERY popular item, and I would venture a guess that many Nut Goodies made their way across the country at the end of the meeting!). For those not able to attend, Nut Goodies were considered the real coin of the realm – they were even used to bribe ... oops ... encourage participants to complete and turn in workshop evaluations before leaving. It worked, by the way, with a record number of evaluations being done.

Speaking of record numbers – that also seemed to be a recurring theme of the workshop (along with the food theme). We had more than 90 registrations and 27 first-timers for another record-setting count. And to top it all, the weather could not have been more perfect with blue skies, fall

*Continued on page 10*

# A Fond Farewell to Friends and Colleagues

by Christopher G. Blake, CAE, Connecticut Bar Association

I want to thank the members of the NABE Communications Section for all of the heartwarming messages you sent to me on the section list serve after I announced my resignation from the Connecticut Bar Association, effective November 12. I was really touched by your warm and thoughtful expressions of support.

Leaving the CBA after nine-and-a-half years was difficult. Saying goodbye to all of my friends and colleagues in the Communications Section was equally difficult.

What sticks in my mind at this time of transition are the words of Chris Cendagorta upon receiving the prestigious E.A. "Wally" Richter Award recently at the 2004 section workshop in Minneapolis: "This section to me is home. You have all been home to me. I have enjoyed every minute with this group." Although I am allegedly a wordsmith, I cannot write it better than that.

When I joined the section and attended my first business meeting in Chicago in 1995, I remember meeting some of the leading bar communicators, people like Janet Eveleth and Joyce Hastings. After talking to several experienced bar communicators, I thought to myself, "Wow! I don't know anything!" Fortunately, Janet and Joyce and the rest of my colleagues have been all too happy through the years to share their extensive knowledge and experience with "newbies" like me. That is one of the things that make our section great.



(l to r): Chris; Dan Maguire, State Bar of Georgia; and Kevin Ryan, Vermont Bar Association, at the Metrodome during game three of the AL playoff series.

Another great aspect of our section is the friendships we make. I have made lifelong friends in the section. Even though we only see each other two or three times a year, the geographical distance between us does not weaken the bonds.

Finally, there is the intangible benefit of membership in the Communications Section: Fun! Whether we are white water rafting down the Truckee River near Lake Tahoe, enjoying hurricanes in New Orleans, or showing up en masse for a playoff game between the Minnesota Twins and the New York Yankees, the members of our section know how to have fun. I will always look back with a chuckle on all of the fun times and the many laughs we have shared (usually at each other's expense!).

It was a privilege to serve as your section chair for the 2002-2003 year. I know that the section is



NABE baseball fans gather at the stadium to watch the Twins vs. Yankees game in Minnesota. (Back row, l to r): Dan Maguire, Georgia; Mark Mathewson, Illinois; Kevin Ryan, Vermont; Chris Blake, Connecticut; and Kevin Priestner and John Sirman, Texas. (Front row, l to r): Elizabeth Post, San Fernando Valley, Calif.; René Eiche, Kansas; Paulette Suwa, Hawaii; and Cynthia Khun, Washington, D.C.

in great hands with Susan Andres as section chair and a great leadership team in place.

I wish all of you good health, happiness, and success in the future.

**“So, who is this Chris Blake guy that now has at least 20 messages from friends, colleagues, people whose lives he touched for being such a decent, hardworking and friendly type? So, who is this Chris Blake guy that never failed to say hi to just about everyone he met at an ABA meeting. I’ll tell you who is this Chris Blake guy. Someone who, for me, is unforgettable.”**

**— Bradley Carr, New York State Bar Association**

# Tips for Creating an Identity for Your Bar Publication

by Christopher G. Blake, CAE, Connecticut Bar Association

**W**hat three adjectives would you use to describe your bar magazine? What three adjectives would your readers use to describe your bar magazine? Do your readers' and your descriptions match?

These were some of the questions Sandra R. Sabo and two experienced bar magazine editors addressed during a breakout session entitled, "Print Personality: Creating and Managing Your Publication's Identity," held on October 7 at the Communications Section Workshop in Minneapolis.

"It is essential for editors to create an identity for their publication," said Sabo, a freelance writer and editor who serves as editor of Association Publishing, the bimonthly magazine published by the Society of National Association Publications.

Sabo outlined five steps for bar magazine editors to take to develop an identity for their publications:

**1. Find out what the readers think by conducting a readership survey.** Sabo recommended hiring a third party to conduct the survey. The survey should ask readers whether they find the publication useful, how much time they spend reading it, and what features or articles they read regularly.

**2. Tailor your content based on your readership research.** Identify gaps in your content, based on the readership survey.

**3. Invest in graphic design.** Make sure your designer gives you a menu of graphic design options, such as pull quotes, sidebars, and compelling art work. The up-front costs of good design will pay dividends through increased readership and advertising revenue.

**4. Develop editorial and graphic guidelines and stick to them.** Guidelines should include standards for article submissions, deadlines for submissions, and a consistent editorial to advertising ratio. The benchmark for editorial and advertising ratio is 70 percent editorial content and 30 percent advertising content, according to a recent publishing industry study. Limit your color palette and carefully select your colors.

**5. Make sure your cover grabs attention.** The cover is the first thing that a reader sees and it should pull the reader in.

Sabo also offered these tips:

- Once a year, hold an editorial brainstorming session to talk about the objectives of the magazine.
- Every two years, conduct a readership survey.
- Every three years, put your magazine out to bid. "You might save money," she said.
- Every four years, conduct a comprehensive review and competitive analysis of your magazine.
- Every five years, redesign your magazine.

Mark A. Tarasiewicz, director of publications and news media for the Philadelphia Bar Association, spoke on the subject of shaping the graphic identity of a bar magazine. "The challenge is to keep your magazine fresh and appealing while working within available resources," he said.

Like Sabo, Tarasiewicz emphasized the importance of using the cover to attract the reader's attention. He also said it is important to use the cover "to tell the edition's story."

Tarasiewicz outlined other ideas to shape the graphic identity of a bar magazine:

- Represent your membership appropriately by showing images that reflect the diversity of practice areas and ethnicity in your bar.
- Don't offer a single entree, but rather produce a meal with many choices. Offer content for every type of reader and give them a full menu of content choices with visual appeal.
- Commissioning art is part of the process (if the budget allows). Get to know the work of freelance photographers and illustrators. Use the Internet as a resource to find freelancers and their work. Ask illustrators for the non-profit rate.
- Give a static story an electric layout. Use a two-page spread to add life to your layout.

*"The challenge is to keep your magazine fresh and appealing while working within available resources."*

Continued on page 4

# Scarle Receives Anne Charles Award

by Christopher G. Blake, CAE, Connecticut Bar Association

**A**nn Scarle, executive director of the Baton Rouge (La.) Bar Association, received the Anne Charles Award on October 8 at the Communications Section's annual workshop in Minneapolis.

Roger Parris, the 2003 Anne Charles Award recipient, made the presentation to Scarle. Parris said Scarle "has been a quiet supporter of our section for many years." Quoting one of the nomination forms, Parris said, "Her service is quiet and effective. She gets the work done without a lot of fanfare and certainly never draws any attention to the fact that she got it done."

Scarle joined the section in 1992 and immediately became involved in its activities. Scarle was active on several workshop program committees. She stepped in to rescue the 1998 workshop after the original location fell through. That workshop was moved to New Orleans and proved to be one of the most successful to date. She also represented the section well as a member of the National Association of Bar Executives' board of directors, Parris said.

One of Scarle's bar presidents wrote: "The Baton Rouge Bar Association has made tremendous strides in the last few years. Our membership has increased, we have added excellent new programs, our existing programs run like clockwork, and the involvement of our membership in our association's activities has grown. This success is due in large part to our executive director, Ann Scarle, who has worked quietly behind the scenes making sure everything is operating as it should."

The Anne Charles Award for Distinguished Service is presented to a member of the 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.

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.



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## Creating a Publications Identity

*Continued from page 3*

- Battle for an art budget. A good time to create an art budget is after a graphic redesign of your magazine.
- Consider hiring a graphic design consultant to assist in creating templates. "It will force you to keep on track and not to tinker with the design," he said.

Cynthia G. Kuhn, communications director for the District of Columbia Bar and editor of Washington Lawyer magazine, offered her perspectives on editorial standards and consistency in a bar publication. "Articulate your reasons for publishing and do not deviate from your core mission," Kuhn said.

Make sure the vision for your bar publication is shared and gain "buy in" from the executive director, the editorial board, and the bar president, she said. It is also important to establish and articulate your editorial standards and to make sure authors adhere to a style manual. ■

# Cendagorta Earns Richter Award

by Christopher G. Blake, CAE, Connecticut Bar Association

**C**hristine Cendagorta, a former Communications Section chair and longtime executive director of the Washoe County (Nev.) Bar Association (WCBA), received the prestigious E.A. “Wally” Richter Leadership Award on October 8 at the section’s workshop in Minneapolis.

The Richter Award is presented to an individual who has provided leadership to the Communications Section, has been there for their NABE colleagues, and deserves the recognition of their peers. 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 preminent bar communicator who served as director of public information for the Missouri Bar for 28 years.

Gary Toohey of the Missouri Bar, the 2003 award recipient, made the presentation to Cendagorta. “Chris has given an extraordinary amount

of time and effort to ensure that the section meets the needs of its members,” Toohey said. Toohey added that Cendagorta provided strong leadership during some troubled times for the section. In 2000, when it appeared that the section workshop would have to be cancelled due to



*(l to r) Nevada winners: Christine Cendagorta, Washoe County Bar Association, Richter Award recipient, and Stephanie Abbott, Clark County Bar Association, Luminary Award recipient, proudly display their awards.*

problems with the location in Daufuskie Island, S.C., Cendagorta stepped up and agreed to move the Lake Tahoe workshop a year earlier than originally planned and pulled it off successfully. She also agreed to

stay on for a second term as section chair in 2001-2002, after the section lost its top tier of future leaders to other career opportunities.

Cendagorta’s contributions to the section also include several years as chair of the Luminary Awards Committee and her chairmanship of a special project to create a searchable section member directory and database on the NABE Web site.

“Through it all, she has acted with class, with grace, and with respect for the opinions of others, and always, with a smile,” Toohey said.

Cendagorta said she was “amazed” by the award. “This section to me is home. You have all been home to me,” she said. “I have enjoyed every minute with this group. Everybody steps up and contributes.”

Cendagorta has been a section member for 20 years. She began her career in bar work in 1980, editing the bar journal for the State Bar of Nevada as an independent contractor. She was hired by the WCBA in 1985 and continued to edit the state bar publication. She joined the WCBA on a full-time basis in 1998.

## Overheard at the workshop in Minnesota ...

**“We are Tiger Women who eat deadlines for breakfast.”** — Jill Werner, ABA

**“Not unpleasant, but unusual.”** — Kevin Priestner, State Bar of Texas, referring to the sushi.

**“Me, I’m ready to move to Minnesota. Too chilly for me in Illinois. That stuff about the frozen north is obviously a big lie y’all tell to keep people away.”** — Mark Mathewson, Illinois State Bar Association

**Duane Stanley:** “Does anyone know what the Indian name (according to Longfellow) was for Lake Superior?”

**Francine Walker:** “Gimme Guchi.”

**Duane:** “Gimme Guchi is the other optional excursion — to Mall of America.” [Correct answer is “Gitchee Gumee.”]

# Twelve Bar Associations Win Luminary Awards

by Matt Silverman, State Bar of Arizona

**T**welve bar associations, ranging from large to small, garnered Luminary Awards in the annual competition sponsored by the National Association of Bar Executives' Communications Section and Thomson West. The awards were presented at the annual Awards Luncheon held on Friday, October 8, 2004, at the section's workshop in Minneapolis. Matt Silverman of the State Bar of Arizona, chair of the section's Luminary Awards Committee, said there were 15 judges who evaluated the submissions. Awards are given in three categories based on bar size: large (15,000 or more members), medium (5,000 to 15,000 members), and small (fewer than 5,000 members).

Gretchen DeSutter of Thomson West made the award presentations.

Congratulations to this year's Luminary Awards winners. The section encourages all members to submit a Luminary Awards entry as it is a great way to gain recognition from your peers. A new Luminary Awards brochure and nomination form is being developed and will be sent to section members in early 2005.



2004 Luminary Award winners: (back row, l to r) Barry Kolar, Melanie Henry, Susan Andres, and Crista Hogan; (front row, l to r) Ken Brown, Jan Wade, Darlene LaBranche, Stephanie Abbott, Leigh Thomas, and Gretchen DeSutter.

**This year's winners and the names of those accepting the awards for their bar association were:**

## Marketing

Medium—Tennessee Bar Association, Barry Kolar

## Public Relations

Large—Ohio State Bar Association, Ken Brown

Medium—Alabama State Bar, Susan Andres

## Special Publications

Large—Massachusetts Bar Association, Bill Weber

Medium—Mississippi Bar Association,

Melanie Henry

Small—Springfield (Mo.) Metro Bar Association,

Crista Hogan

## Regular Publications

Large—Louisiana State Bar Association,  
Darlene LaBranche

Medium—American Board of Trial Advocacy,  
Brian Tyson

Small (2)—Clark County (Nv.) Bar Association,  
Stephanie Abbott; and Louisville (Ky.) Bar  
Association, Kimberly Farmer and Diane Pfister

## Web Sites

Medium—South Carolina Bar Association,  
Denise Rachels

Small—Kane County (Il.) Bar Association, Jan Wade



# The Web We Weave: Content Management Systems (CMS)

*By Veronica Cordova, State Bar of New Mexico*

**C**ontent management is a simple concept of managing copy (content) of a Web site in a complex environment. The complexity of this system stems from integrating a database to provide certain functionality into your Web site. Various types of functionality include reading the database to accept username and password upon entering gated areas of a Web site; shopping cart areas where certain fees are applicable to members or nonmembers; and discussion groups that have restriction for participation and where more than one staff member may have assigned privileges to edit, approve, or publish content. CMS can also permit writing back to the database from the Web. As users wish to update their profile, or change their address, those changes can immediately be written back to the database. Security to write back systems do exist and they free up manual effort from systems or data entry staff for other important tasks.

## **Considerations**

If managing your Web site is becoming more time consuming in regular maintenance and there is a demand to integrate your existing database into your Web site, then consider a content management system that can meet those needs. Some proprietary databases have integration restrictions, where you are tied into a content management system that is only supported in their environment. This in itself is not a terrible thing, since these applications have proven quite successful. Other commercial database applications do not have such restrictions and there are more CMS providers out for your business.

## **Staff Involvement**

One of the most beneficial and taxing features of CMS is the ability to assign specific privileges to staff that don't need technical skills, except basic word processing, to update content. It's beneficial because it frees up time of a Webmaster to be more creative in conceiving site features and functions and overseeing site administration. The Webmaster takes on a different role than previously held, so it's important for this person to see the benefits and the limitations so they are prepared for the change that CMS will bring. The taxing features of CMS are the implementation of site guidelines and consistency for all those who have permissions, to maintain the consistency of presentation and writing style.

## **Investment**

There are open source systems that provide more flexibility in developing CMS for your association that are less expensive and will require a skilled Webmaster and IT professional to make it all come together. There can be no proprietary database infringements with this choice. Other CMS can use other database programs and third party developers who will work with your association to develop a site plan to integrate your database and design Web templates to meet your specific needs. The costs are more expensive with third party developers as they have the expertise and knowledge to build a system and a site that work well. Your investment in any CMS is long term. It's too costly to develop a site with this infrastructure and then abandon your work to go back. As with any site, it is always a work in progress, and the goal to improve and provide more to your users is constant. A site driven by CMS requires the same resources and continued investment for improvement. It also requires a dedicated staff willing to share in some of the workload in updating content as it pertains to their department.

If you have any questions about CMS, please feel free to contact Veronica at (505) 797-6039 or [vcordova@nmba.org](mailto:vcordova@nmba.org)

# Author Release Forms – Required, Not Optional

By Mark Mathewson, Illinois State Bar Association

One of your members, Susan Uppencomer, sends you an article for your bar’s monthly newsletter.

You didn’t solicit it and – of course – you won’t pay Susan a dime and she knows it. She’s just glad to get her name in front of her colleagues, she assures you.

So you do a little light editing, removing a *herewith* or two and translating “it was thereby stated by the Court” to “the court wrote,” and ship it off with the rest of the newsletter to the printer and to your Webmaster for posting on your Web site. With this month’s issue safely to bed, it’s time to start worrying about next month.

Still, you can’t shake the feeling that you’ve missed a step. You remember hearing somewhere that you’re supposed to get freelancers’ written permission to publish their work in electronic form before putting your newsletter on the Web. And you didn’t get a release from Susan.

But, c’mon, Susan isn’t a really freelancer. You aren’t paying her. Heck, you didn’t even ask her to write the piece. It came in over the transom. And Susan knows your bar posts its newsletter on the Web. Surely you don’t need to get a release from her. Right?

Au contraire. Minneapolis attorney Jeffrey C. Brown warns that, thanks to a 2001 U.S. Supreme Court case, it’s more important than ever to get written permission from authors before publishing their articles on your Web site. Brown described

the case and its implications during a session entitled “Avoiding Legal and Other Minefields” at the 2004 NABE Communications Section workshop, held in October in Minneapolis.

The case, *New York Times v. Tasini*, was the product of a suit by freelancers against the *Times* and other publishers. The publishers licensed (which is to say, sold) articles written originally for print to Nexis and other online database providers without the authors’ express permission. The *Times* argued that its ownership of the “collective work” – the issues of the newspaper that contained the freelance articles in question – gave them the right to license articles to Nexis under federal copyright law.

But the Court ruled against the *Times*, as Brown explained. “The Court held that the collective-work provision of the copyright statute did not shelter the publishers, because the databases reproduce the articles standing alone – that is, each article is retrievable in isolation by those searching the database, clear of the context of the original print publication in which it appeared.”

So what about Susan and her article? The upshot of the *Tasini* case is that you need to get a written re-

lease from her. That, or don’t post her article on your Web site. Unless perhaps you offer your newsletter on your Web site in a way that requires readers to page through the issue to get to a given article and doesn’t allow readers to jump directly to the article. *Tasini* didn’t expressly forbid that kind of presentation, though it didn’t expressly allow it, either. And anyway, who does that?

Brown shared with session attendees a copy of the Hennepin County (Minn.) Bar Association’s “Author’s Agreement.” By signing this document, authors grant the bar the right “to first publish the article,” “to publish

the article ... on the association’s Web site,” “to permit reproduction of the article or abstracts thereof in computer-assisted legal research services (e.g., Westlaw),” along with other rights.

And the agreement recites that “consideration” for the agreement is the bar’s promise to “evaluat[e] [the] article for publication.” Why is that important? Because you can be guilty of copyright infringement even when, as in Susan’s case, no money changes hands.

For a copy of the Hennepin Lawyer “Author Agreement,” visit the Hennepin County Bar Association Web site at <http://www.hcba.org/Henn-Lawyer/authorguide.htm>

***“Thanks to a 2001 Supreme Court case, you should get releases from all of your authors if there’s any chance you’ll use their work on the Web.”***

**Anita S. Becker**, managing editor of the New Hampshire Bar News and a lieutenant colonel in the U.S. Army Reserve, was activated in October for 365 days (more or less, your guess is as good as anyone else's how long it will actually be). Anita, who joined the bar last March, is supervising logistics in the Quartermaster corps and was assigned to Fort Drum, in Watertown, N.Y. She reports that she has under her command two warehouses and a truck motor pool.

Another NABE member from New Hampshire, **Lynette Gorman**, web coordinator (of a 2003 Luminary award-winning site) announced that she has taken a position as executive assistant at the law firm of Hebert & Uchida. She will be working directly with Richard Y. Uchida, the New Hampshire Bar's president-elect.

**Christopher G. Blake**, CAE, has resigned as director of communications for the Connecticut Bar Association, effective November 12, to take a position with an association management company based in West Hartford, Conn. Blake served as the 2002-2003 chair of the NABE Communications Section and as a member of the section's Executive Council from 2001 to 2004. The Executive Council of the NABE Communication Section voted to award Blake an honorary section member status.

**René Eichem** was recently promoted, effective October 1, to assistant executive director of the Kansas Bar Association. Eichem, the former marketing and communications director, has been with the Kansas Bar since April 2003.

**Bonnie Sashin**, APR, communications director of the Boston Bar Association and an ardent advocate of work-life balance, rowed in the Head of the Charles Regatta on October 24. Sashin, who did most of her training at 5 a.m. before her work day began, logged more than 700 miles in preparation for the race. She was one of 18 women racing in the Women's Grand Master Singles category. Immediately following the race, she was off to New York for a public relations conference.

**Susan Sowards**, executive director of the Nashville Bar Association, has been appointed to the American Bar Association Standing Committee of Lawyer Referral and Information Service (LRIS). Sowards was one of four new appointments to this 10-member committee. The committee is well balanced between bar leaders, bar directors, and LRIS directors. Sowards received her B.A. from the Michigan State University and her J.D. from the University of Kentucky College of Law in 1978.

**Teresa Weidemann-Smith** recently was hired as the public relations coordinator at the State Bar of Wisconsin. Weidemann-Smith graduated in 1989 from the University of Wisconsin-Madison in agricultural journalism with an emphasis in broadcast and print media. For the past five years, Weidemann-Smith has served as a communications specialist at the state of Wisconsin Department of Workforce Development. Previously, she had 10 years of association experience at positions within the Wisconsin Automobile & Truck Dealers Association, the Wisconsin Hospital Association, and the Madison Area Builders Association. She is a former newspaper editor and reporter and intern for Wisconsin Public Radio.

**The State Bar of Arizona's** "All For You" marketing campaign is the recipient of a prestigious "Platinum Award" from the 2004 MarCom Creative Awards. The MarCom Creative Awards is an international competition that reviews thousands of entries and recognizes only those that demonstrate outstanding achievement by marketing and communications practitioners.

The bar's "All For You" marketing campaign was designed to inform the 12,000+ state bar members about the organization's products and services. The multi-channel campaign featured a diverse group of attorneys as the primary storytellers.

"It's an honor to receive this type of national recognition," said Matt Silverman, director of communications for the State Bar of Arizona and a section member. "My thanks go to the small group of dedicated professionals on my staff and to the attorneys who helped us make the 'All for You' concept come alive."

leaves, and unseasonably warm temperatures. The mild weather meant that some of us got to ride on top of the open-air double-decker bus on our city tour to the dock (those on the lower level suffered from only a small degree of gas fumes and slight nausea) where we all boarded the riverboat for a dinner cruise up and down the Mississippi, including going through the locks – a unique experience for most of us land-lubbers.

As usual, the speakers and programs were outstanding – you will hear more details about some of those in other accompanying articles. Suffice to say, we had everything from “Hands-on Tools for Creating a Communications Strategy” to “Pearls from Peers” to “Newbie Networking.” I am confident that everyone who attended took back some ideas to put to good use at their bars, regardless of size! Special thanks also to NABE President Anne Fritz, not only for attending, but also for sharing her tiara and magic wand with me for our opening session. Admit it. It did get your attention. Anne knows a fun group when she sees one!

I also have to send out one more round of congratulations to our award winners. We will recognize our Luminary Award winners in another section of this newsletter, but I want to highlight our two special section award winners. Ann Scarle of the Baton Rouge Bar was our Anne Charles Award winner – and talk about someone who is always there to serve the section. In fact, Ann had not planned to attend due to a big event at her bar on Thursday night. But with a little help from her bar president and a plea to come “rescue” us by serving on a panel, Ann once again stepped up. This time, however, the real surprise was for her – and she was here with us to accept her award!

The E.A. “Wally” Richter Award for exceptional leadership went to Chris Cendagorta of the Washoe County (Nev.) Bar. If you have been a member of this section for longer than 10 minutes, you know who Chris is and have seen her in action! She has seen the section through some of its toughest times (mass exodus of council members moving on to other jobs, etc.). Her solution? Just agree to serve as chair again and start regrouping. Her contributions, talents, and sense of humor are legend. What a worthy recipient of this high honor.

In conclusion, I will have to admit that my proudest moment of the entire workshop was when several members commented to me that our first-timers were overheard talking about what a warm welcome they had experienced and how impressed that they were with our camaraderie as a group – not to mention what fun we all seemed to have with one another. I couldn’t have said it better myself!

## 2004-2005 Communications Section Officers and Executive Council

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Susan Andres, Alabama State Bar

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Minneapolis, Minn.

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Emily Eastin, Columbus Bar Association

René Eichem, Kansas Bar Association

Mark Mathewson, Illinois State Bar Association

Matthew Silverman, State Bar of Arizona

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René Eichem, Kansas Bar Association, designer

Susan McKaskle, Kansas Bar Association, editor

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Veronica Cordova, State Bar of New Mexico

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Gary Toohey, The Missouri Bar Association