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## The Chair's Column

*Susan Andres*

### Back to the Future



**B**ack to the Future is my husband Hoyt's all-time favorite movie – and I couldn't help but think of those words as I "look back" on what we have done this year to ensure a bright "future" for our section.

When I became chair in August of last year, I had three goals for our section. I want to give you a quick status report and update of where we are now – and what our future is looking like ...

#### GOAL ONE: CREATE 3-5 YEAR STRATEGIC PLAN FOR SECTION

■ Using our survey results as a base, section members were invited to meet in Salt Lake City for a planning session, led by our own Elizabeth Derrico. A draft of that strategic plan will be presented for approval by the executive council on August 2 in Chicago.

#### GOAL TWO: LEADERSHIP DEVELOPMENT

■ Thanks to Joyce Hastings and Betty Braden for taking on the leadership roles for this "work in progress" as we seek to define, delegate, and document roles as well as identify candidates.

■ With the able guidance of Jill Werner, we established and distributed our first Officer Protocol handbook, memorializing key section documents for historical purposes as well as guidelines for our future leadership.

■ Each officer and committee chair will be writing an annual report with recommendations for leadership positions, and efforts to involve new/potential leaders in section activities on expanded levels has worked well. Christine Morganti and Veronica Cordova of the New Mexico Bar started the ball rolling by volunteering to host our 2006 Workshop in Albuquerque!

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# The Wonderful World of Bar Communications

**By Summer Hall, Florida Bar communications intern\*,  
and Francine Walker, workshop chair**

**D**o you want to discover the magic? Then register for the 2005 National Association of Bar Executives Communications Section Workshop themed “The Wonderful World of Bar Communications.” Enjoy the sunny scenery of Orlando, Fla., experience the comfort of the world-famous Hilton in the Walt Disney Resort, gain valuable knowledge that will enhance your professional development, enjoy great special events, and visit with sponsors to learn about products and services for bar programs.

**This year’s workshop kicks off on Wednesday afternoon, Sept. 28, with keynote speaker C. Del Galloway**, APR, CPRC, 2004 president and CEO of the Public Relations Society of America, the world’s largest association of public relations professionals. Galloway, partner at Husk Jennings Galloway in Jacksonville, Fla., will discuss association governance and help workshop attendees explore the role public relations plays in brand management and reputation.

**On Thursday morning, Sept. 29, keynote speaker Carolyn Fennell**, director of public affairs of the Greater Orlando Aviation Authority, will provide expertise on crisis communications featuring methods that can be used during a crisis to communicate effectively with the media.

**On Friday, Sept. 30, the final keynote speaker will be Bill Warren**, vice president for public affairs for the Walt Disney World Company. Warren will discuss how communications professionals can take charge of their messages without filters and through the endorsement of outside supporters. Friday also features the annual Luminary Awards and Luncheon sponsored by West.

Although the keynote speakers are the highlight of the workshop, each day will feature other top-notch professionals who will address a host of topical issues, including ideas for celebrating anniversaries, publications management, best practices for Web sites, creating public information for the Hispanic market, membership marketing, and conducting effective focus groups. Plus, attendees will further be able to exchange ideas and bar practices during the breakfast roundtable discussions, and a special session is planned for first-time attendees and new Section members. The workshop wraps up on Saturday morning with a panel of bar execs and leaders sharing their own views from the top.

Special events include a Wednesday night buffet dinner at one of Pleasure Island’s most popular hot spots,

the Adventurer’s Club, where attendees will experience interactive entertainment set in a fictional 1930’s atmosphere and then enjoy all of the action on Pleasure Island. This fun evening is sponsored by Legal Directories Publishing. In addition, we’ll have our own private Character Breakfast sponsored by Fastcase Inc., with a special appearance by Mickey Mouse for photos and autographs on Saturday, Oct. 1 – guest tickets will be only \$15 so plan to bring your family!

Thursday afternoon allows everyone to indulge in some of the fun Orlando and surrounding areas have to offer by participating in the optional excursions. Admire the scenes of Florida’s premier urban village, Winter Park, by lunching on traditional French cuisine at Chez Vincent; touring a top American Art museum; and enjoying more than 100 unique shop, boutiques, and galleries. For the true explorers, visit Kennedy Space Center and take a 90-minute private guided tour through NASA’s headquarters and get the closest possible viewing of the Space Shuttle launch pads, plus the landing facilities, the massive Vehicle Assembly Building, NASA’s gigantic Crawler Transporters, and the International Space Station Center where technicians assemble actual components to be launched into space. Or take a Disney behind-the-scenes tour – Innovation in Action. See how the textile services operate; hear stories about the early days of Walt’s career; and journey beneath the Magic Kingdom into the Utilidor System, which supports park operations overhead. Prices for optional excursions vary and registration deadlines apply.

Attendees have a chance to make time for the magic by taking advantage of the specially priced/advanced purchase tickets, including multi-day “Park Hopper” passes to the Disney theme parks. A great deal is the one-day or two-day “After 2 p.m. Tickets,” which offer admission to either the Magic Kingdom, EPCOT, Disney-MGM Studios, or Disney’s Animal Kingdom Theme Park. The cost of the one-day/After 2 p.m. ticket is only \$44 and the two-day/After 2 p.m. ticket is just \$78. Other ticket packages are also available. All advanced tickets requests must be received by Sept. 25.

At press time, additional sponsors include ElectionsOnline and IPC Print Services; both of these companies will have display tables in the registration/break area.

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# **NABE Communications Section 2005 Workshop** **The Wonderful World of Bar Communications**

**September 28 – October 1**

**Hilton in the Walt Disney World Resort Orlando, Florida**

## **Main Events:**

### **Wednesday, 9/28**

- **Programming** ..... 1-5 p.m.
- **Welcome Reception** ..... 6 p.m.

### **Thursday, 9/29**

- **Breakfast roundtables** ..... 7:30 a.m.
- **Programming** ..... 8:30 a.m. - 1 p.m.
- **Optional afternoon excursions**

### **Friday, 9/30**

- **Breakfast roundtables** ..... 7:30 a.m.
- **Programming** ..... 8 a.m. - 5 p.m.
- **Luminary Awards Luncheon** ..... Noon
- **Web Pub and Pub Pub** ..... 3-5 p.m.

### **Saturday, 10/1**

- **Breakfast with Mickey** ..... 8 a.m.
- **Section Business Meeting and Programming** ..... 9-11 a.m.

**Call today for hotel reservations at the group rate of \$169: 1-800-548-8690.**

**Visit <http://www.abanet.org/nabe/csworkshop> or email [fwalker@flabar.org](mailto:fwalker@flabar.org) for more information. Group hotel rate expires August 26.**

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## **Workshop Registration Fees:** **Includes Breakfast With Mickey!**

Registration fee includes admission to all workshop programs, meals, social events (other than optional excursions), and all handout materials.

Section Members	-----	by September 7	-----	\$260
Non-Section Members	-----	by September 7	-----	\$295
			(includes section membership)	
Non-NABE Members	-----	by September 7	-----	\$350
All registrants	-----	after September 7	-----	\$375

# Nominations Report

by **Cynthia Kuhn, District of Columbia Bar**

**T**he Section Nominations Committee is pleased to announce that it will move the election of the following individuals at our Annual Business Meeting in Chicago on August 4, and they will take office at the conclusion of that meeting. Congratulations, all!!!

**Carol Manning**, chair elect, is public information director at the Oklahoma Bar Association. She served as section secretary for two years and has chaired the Membership Committee and served on the Leadership Development Committee. At home she loves working in the yard and has endured a three-year home remodeling project, yet to be finished.

**Mark Mathewson**, secretary, is the Illinois State Bar Association's director of legal publishing (he leaves the illegal publishing in his colleagues' capable hands). A lawyer with a background in journalism, he has been with the ISBA for nearly 17 years.

**Francine Andía Walker**, treasurer, is Director of Public Information and Bar Services for The Florida Bar. She has previously served on the executive council as an at-large member and as treasurer and was on the program committees for the 2002 and 2003 section workshops. Francine is chair of the 2005 section workshop "The Wonderful World of Bar Communications" to be held September 28 - October 1 in Orlando, Florida. Her interests include reading and traveling.

**Colleen Buggy**, executive council member, is the Director of Membership Services at the Ohio State Bar Association. Colleen has been with the OSBA for eight years and has served on the section executive council for four years. In her spare time, Colleen serves as Secretary/Treasurer of the Capital Area Humane Society's Young Professionals Group. Colleen recently became engaged to Colin Evans, and they will marry on October 29 in Columbus.

**Kevin Ryan**, executive council member, is director of education and communication at the Vermont Bar Association. He has been a member of NABE for four years and has served on the sponsorship committee for the Section workshop. A former college professor, he has published numerous articles on a wide range of subjects and is the author of a quarterly essay in the Vermont Bar Journal entitled "Lex et Ratio." In addition to his publication duties at the VBA, he spearheads the VBA's public education and lawyer education efforts. When not busy at the Bar, he coaches baseball, basketball, and forensics at his local high school.

**Matt Silverman**, executive council member, is the Senior Director of Communications at the State Bar of Arizona. Matt is the Chair of the Luminary Awards Committee and a frequent presenter at a variety of NABE Communication seminars.

Filling out the rest of our new leadership team will be:

**Duane Stanley**, chair, is the assistant executive director at the Hennepin County Bar Association (Minneapolis, MN) where his tenure reaches 18 years this fall. He served as chair of the section's Workshop Committee in 2004 and has served on a variety of other section committees. At the HCBA, Duane oversees print and electronic communications, public relations, office technology, and the bar's legal service programs. He is an incorrigible editor who finds the present tense and the past perfect. He is also an avid family historian and is planning a sesquicentennial family reunion celebrating Minnesota pioneer roots.

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# Nominations Report ...

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*Continued from page 4*

**Susan Andres**, immediate past chair, is director of communications for the Alabama State Bar. She has been involved in NABE and the section for more than 10 years, serving as section treasurer and as chair of the Program and Workshop Committees, as well as chair of the NABE State and Local Bar Forum and member of the NABE Program and Nominations Committees. When not at work, you can find the Andres at their cabin in the North Carolina mountains or traveling to visit Madison, Mallory, and Max!

**Dan Cirucci**, executive council member, oversees the Philadelphia Bar Association's communications, marketing, public affairs, and publications functions. Dan previously served the Philadelphia Bar Association as director of communications and earlier worked as associate director of communications at the New Jersey State Bar Association. A member of the Philadelphia Public Relations Hall of Fame, Dan's work has been honored by Women in Communications, the American Society of Association Executives, and the International Association of Business Communicators, among others. He received the first Luminary Award for public relations from the National Association of Bar Executives and was Rowans University's 2002 Graduate Public Relations Alumnus of the Year.

**Emily S. Eastin**, executive council member, is director of communications and membership at the Columbus Bar Association. Emily oversees two publications and the association's Web site and also is responsible for membership matters. A proud Cornhusker, Emily attended the University of Nebraska-Lincoln and received a bachelor's degree in journalism and mass communication.

**René Eichem**, executive council member, is the assistant executive director of the Kansas Bar Association. René graduated cum laude from Kansas State University with a B.S. in journalism and mass communications/public relations and an outside concentration in English. Prior to joining the KBA in May 2003 as the communications and marketing director, she spent 12 years working at her alma mater as a writer and editor, where she won more than 20 national and regional writing awards. René starts each morning armed with a fresh batch of red ink pens, Post-it Notes, and "creative lighter fluid" (aka coffee).

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## Workshop Scholarships Available

**T**he Communications Section is again offering at least two scholarships to assist section members who would otherwise not be able to attend this year's Annual Workshop set for September 28-October 1 in Orlando, Fla.

The scholarships, which are administered by the section's Scholarship Committee, are available to any member who has not attended the workshop in the past five years and provide up to \$500 in reimbursement and waiver of registration fees. No member may receive a scholarship more than once.

In awarding scholarships, the committee also considers whether applicants are new to bar association work or have moved to a bar association that is financially constrained; whether their participation would improve the racial or ethnic diversity of the section; and whether applicants are likely to continue their participation in the section.

Submit the form (located on [Page 8](#) of this newsletter) to Cynthia Kuhn by **August 31** via one of three ways:

1. **Mail:** Cynthia Kuhn, District of Columbia Bar, 1250 H Street NW, Sixth Floor, Washington DC 20005
2. **E-mail:** [cgkuhn@dcbbar.org](mailto:cgkuhn@dcbbar.org)
3. **Fax:** (202) 626-3471



# Back to the Future ...

Continued from page 1

## GOAL THREE: DEVELOP MEMBER SERVICES BASED ON SURVEY NEEDS

■ Duane Stanley headed up this effort, which provided invaluable information for our strategic planning and for providing guidelines for our council and committees as we make recommendations on new/current services. Toby Brown and his Web site committee are continuing efforts to make an even more active listserve, with the addition of more online resources and more opportunities for interactive contacts with your colleagues, as well as revamping our Communications Section Web site.

Of course, being the consummate communicators that we are, we couldn't just stop with meeting our top three goals. We had to do more!

That included:

■ Plans to present to the executive council in August a proposed bylaws change to: (1) limit to two terms the length any individual member can serve in a specific elected office and (2) allow no more than one representative of any bar association to serve on the executive council at any given time.

■ Continued efforts in the area of member recruitment and personal contact, under the leadership of Yvonne McGhee. A record number of first-timers attended the 2004 workshop in Minneapolis. Yvonne and Emily Easton also ably represented the section on the NABE Program Committee, working with section program chair, Sharon Nolen, to ensure some outstanding communications programs at our mid-year and annual meetings. Our *Web-Pub* session in Salt Lake City got rave reviews – and requests for an encore!

■ Expanded participation in and publicity regarding the Luminary Awards, thanks to Matt Silverman, Ken Brown, and Mark Mathewson, who are also working with their committee to establish new guidelines for all of our section awards.

■ Continuing the tradition of outstanding workshops – thanks to Francine Walker's great efforts, Orlando promises to be "magical." According to Chris Morganti and Veronica Cordova, our 2006 workshop in Albuquerque will certainly be taking us "up, up and away" as we meet during the annual Hot Air Balloon Festival!

I am so proud of the commitment and efforts made by our section members – all of whom wear many hats in their organizations while still working so hard for us. It is truly an honor to work with each of you and share our vision of what the section can be as we look ahead. A friend and noted team builder once said "All of us together can do so much more than each of us can do alone." I think this so aptly describes our section as we move forward into challenging and exciting times ahead; Back to the Future – Part II, perhaps?

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# The Wonderful World ...

Continued from page 2

Come to the 2005 NABE Communications Section Workshop and take home endless memories of the happiest place on earth. For registration information, a sponsor list and links, and other workshop details, visit the NABE Web site at <http://www.abanet.org/nabe/csworkshop.htm>. The early registration form can also be found on [Page 9](#) of this newsletter; the final registration form will include fees for optional

events and guest tickets. Early-bird registration is September 7.

**Editor's Note:** *Summer Hall is a graduate student studying communications at Florida A&M University. One of her internship projects is working on plans for "The Wonderful World of Bar Communications."*

**NABE SCHOLARSHIP APPLICATION**  
**2005 Communications Section Workshop**  
**Orlando, Florida**

**APPLICATION DEADLINE: AUGUST 31, 2005**

Name: \_\_\_\_\_

Position/Title: \_\_\_\_\_

Bar Association: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/ZIP: \_\_\_\_\_

Phone/Fax: \_\_\_\_\_ Year Joined NABE: \_\_\_\_\_

Have you ever attended a Section Workshop meeting?  Yes  No

Briefly state your professional goals and how attendance at this Section Workshop will help you reach those goals.

Have you ever received a NABE Scholarship?  Yes  No

If yes, for which meeting? \_\_\_\_\_

Information about your Bar Association

Annual Budget: \_\_\_\_\_ Membership #: \_\_\_\_\_ Staff #: \_\_\_\_\_

I understand that the basis for the scholarship is financial need. I hereby make application to the National Association of Bar Executives Communications Section Scholarship Committee for a scholarship based on the inability of my association to pay the full cost for me to attend the Section Workshop.

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Signature, Date

**Submit this form by August 31 via one of three ways:**

1. **Mail:** Cynthia Kuhn, District of Columbia Bar, 1250 H Street NW, Sixth Floor, Washington DC 20005
2. **E-mail:** [cgkuhn@dcbar.org](mailto:cgkuhn@dcbar.org)
3. **Fax:** (202) 626-3471

# 2005 NABE COMMUNICATIONS SECTION WORKSHOP

September 28 – October 1, 2005, Orlando, Florida

## EARLY Registration Form\*

Please complete and mail with your check – made payable to NABE to:

Maria Johnson, NABE Membership Coordinator  
ABA Division for Bar Services  
321 N. Clark St., 20<sup>th</sup> Floor, Chicago, IL 60610

Early registration fees apply until September 7, 2005. Cancellations must be received in writing and postmarked by September 14, 2005. Refunds will not be given after this date. Contact Maria at 312-988-5360 or [johnsonmaria@staff.abanet.org](mailto:johnsonmaria@staff.abanet.org) regarding registration.

\_\_\_\_\_  
Name

\_\_\_\_\_  
Name to appear on badge

\_\_\_\_\_  
Organization

\_\_\_\_\_  
Address

\_\_\_\_\_  
City

\_\_\_\_\_  
State

\_\_\_\_\_  
Zip

\_\_\_\_\_  
Telephone

\_\_\_\_\_  
Fax

\_\_\_\_\_  
Email

Are you a first-time attendee? (circle one) Yes No

I'm interested in participating in Friday's Web site and publication evaluations (indicate choice):

Web Pub  Print Pub

**Registration** – Fee includes admission to all workshop programs, meals, social events (other than optional excursions) and all handout materials.

Section Members by Sept. 7 .....	\$260
Non-Section Members by Sept. 7 .....	\$295
	(includes section membership)
Non-NABE Members by Sept. 7 .....	\$350
All registrants after September 7 .....	\$375

**Total enclosed \$** \_\_\_\_\_

*\*The FINAL registration form will include fees for optional events and guest tickets.*