



Communicators Talk

News from the NABE's Communications Section • Spring 2000

Hello, Mayflower? We're moving to Tahoe!

No one told me there would be days (weeks?) like this when I became chair of NABE's Communications Section. With apologies to Dickens, the last few weeks have been "the best of times, the worst of times" for our group.

As I'm sure all of you know by now, on January 1 the NAACP began a boycott of South Carolina because that state flies the Confederate flag over its statehouse. Many other groups from around the nation who had originally planned to conduct meetings in South Carolina have since canceled those

arrangements in honor of the boycott.

That put the Section on the spot, as our annual workshop was scheduled for the Daufuskie Island Club & Resort during early October.

Although the Communications Section had entered into a contract with the resort prior to the start of the boycott – indeed, even before the boycott was *announced* – the Section's executive council had been watching the issue very carefully for some time. In fact, the issue came up at the executive council's meeting in Dallas in February, at which time there seemed to be some hope that the matter would be resolved well in advance of our workshop.

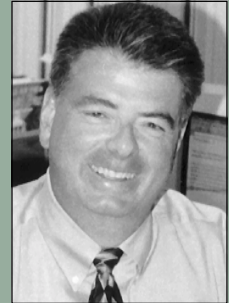
When it became evident that the South Carolina legislature would remain at an impasse on the flag situation, the Section was forced to revisit the issue. The executive council convened by conference call, at which time it was decided to poll

the membership of the Section as to their feelings on the matter. That survey was sent to all members of the Section by listserv message and by blast fax.

Although a majority of respondents to the survey indicated the location of the workshop would play no role in their plans, a significant number of others said they could not, in good conscience, attend a workshop in South Carolina under the present circumstances.

This placed the Section between the proverbial "rock and a hard place." Moving forward with plans to hold the workshop on Daufuskie Island would result in a significant drop in attendance for the Section's premier annual gathering and create a potentially divisive split within our ranks over the political/moral issues involved. On the other hand, cancellation of our contract with the resort would have resulted in huge financial penalties – penalties that would have, in effect, bankrupted the Section.

Faced with this "no-win" situation, the executive council convened another conference call to consider our next step. During that call, executive council member Wendy Jones of the



Gary Toohey
Section chair

South Carolina Bar – who was to chair the workshop – agreed to explore other options with the resort. Thanks to her hard work, the Daufuskie Island Club & Resort has agreed to waive all penalties for cancellation of our meeting in exchange for a pledge that we will schedule our workshop there in 2001 (if the boycott is lifted) or another future year.

As a result, the executive council has voted to "flip-flop" workshop locations. This means that Lake Tahoe, originally scheduled as the site of the 2001 workshop, will instead host this year's gathering. Chris Cendagorta of the Washoe County (NV) Bar Association will chair this year's event, now scheduled for September 6-9 at the Granlibakken Resort and Conference Center at Lake Tahoe.

I can assure you that the

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executive council, in making this decision, agonized over the ramifications of its actions. Moving this year's workshop to an attractive location *and* keeping Daufuskie Island in our future plans – without any additional financial penalty to the Section – is a decision that makes sense from practical, financial and moral viewpoints. The decision to move the workshop location in no way implies that the Section has taken a position on what is, in essence, an internal South Carolina political dispute. Rather, the decision is reflective of the fact that a large number of our members would feel uncomfortable attending a meeting in

South Carolina at this time.

Before wrapping up my monologue about the workshop, please permit me one bit of personal privilege. I want to tell all of you how proud I am to be a member of the Communications Section. Your responses to the survey we sent out showed a remarkable range of heartfelt opinion, all thoughtfully expressed. The members of the executive council, in turn, dealt with a very difficult and potentially explosive issue with the highest degree of professionalism and real concern for the best interests of the Section and its membership.

Finally, I would like to thank Wendy Jones, whose sensitivity and diligence in the face of an awkward situ-

ation resulted in the Section avoiding crippling financial penalties while maintaining future access to a wonderful facility. We all owe her a huge debt of gratitude, and I hope that each of you will convey your appreciation to her when convenient.

Bylaws changes proposed

An outstanding group of bar communicators, the members of our Bylaws Review Committee, has completed the first phase of its mission to review the Section's bylaws. At the recent NABE Midyear Meeting in Dallas, committee chair Cheryl Bruce of the State Bar of New Mexico offered the committee's thoughts on Articles 7-12 of the bylaws. These sections primarily relate to the procedures for the nomination and selection of Section officers and executive council members. As a result of its review, the committee has recommended several changes to these sections.

The recommendations forwarded by Cheryl's committee were subsequently approved by the Section at the business meeting held in

Dallas. The NABE Board of Directors subsequently approved the revisions, making the updated bylaws effective. As a result of this quick action, the nomination and election of 2000-2001 Section officers and executive council members will take place within the specifications of the amended bylaws.

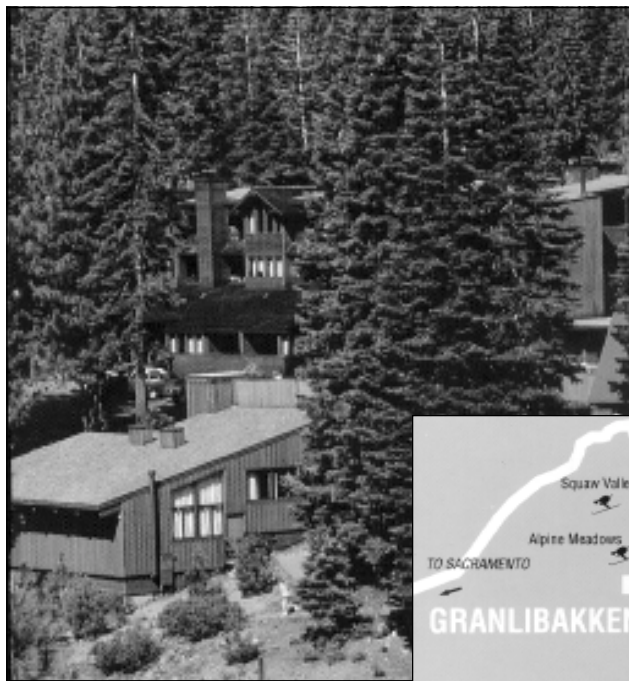
The complete text of the bylaws changes approved by the Section may be found on page 8 in this issue of *Communicators Talk*. I urge all Section members – especially those who could not join us for the Section business meeting in Dallas – to carefully review them in advance of the call for nominations for the next year. (Note: Contact Jennifer Davis at the State Bar of Georgia, (404) 527-8736, for details on officer and council vacancies.)

On the horizon . . .

In the meantime, plans are moving ahead at full steam for the next blip on the calendar, the NABE Annual Meeting in New York.

Because this year's ABA Annual Meeting will be split between New York and London, the NABE meeting – which typically precedes the start of the ABA meeting – will be held July 5-7. The Independence Day holiday adds another twist to the mixture, meaning that most people will have to travel to New York on Wednesday, July 5. The NABE meeting will begin with a welcoming reception that evening, and then follow with two days of greatly compressed programming.

The Communications



The Granlibakken, Lake Tahoe, the destination for the Communications Section's fall workshop.



Section's Program Committee, led by co-chairs Susan Andres and Wendy Jones, responded in its usual efficient way to a call for programming by developing a session for New York entitled "Countdown 2000: Six Communications Tips for the 21st Century."

Susan and Wendy say the program will feature a panel of three outstanding New York communications experts (we *are* smack in the middle of the world's biggest communications center!) sharing their insights on public perception, publications, technology and more. It sounds like another winner from the Program Committee, although it will be hard-pressed to top its Dallas program on innovations in electronic communications.



Above: Recently, Mike Gunn, Missouri Bar president, and Jennifer Davis, past Communications Section chair, presented a Bar Leadership Institute program on creating presidents pages. Check out Mike's shoes.

Fall workshop update – new dates, new place!

Sept. 6 - 8, 2000

Granlibakken Resort & Conference Center, Lake Tahoe

Planning for the Lake Tahoe Workshop is in the works. Here's what the Workshop Committee, chaired by Christine Cendagorta, is considering:

Educational sessions

- marketing
- technology
- many, many more

Special programming

- Judge Mills Lane, a former Reno judge with a national television show – perhaps best known to you as the referee in the Mike Tyson ear-biting incident

- Clay Jenkinson, a humanities scholar who portrays Thomas Jefferson and has a national show on public radio. We hope he'll discuss South Carolina's situation with the Confederate flag that led us to Lake Tahoe a year early

- The National Judicial College is opening the brand-new Donald W. Reynolds Center for the Courts and the Media and we hope to involve them in one of the sessions

- Team building with the Sierra Challenge Ropes Course.

Thursday afternoon free time options

- raft the Truckee River
- hike into nearby Desolation Wilderness
- visit South Lake Tahoe's Nevada side for gambling, entertainment, and shopping
- tours of Lake Tahoe's grand old homes and resorts owned by the railroad barons and San Francisco elite

Substantive programs still are in the works, so watch for information as plans are complete. Please feel free to call or email Workshop Chair Chris Cendagorta at atwcba@intercomm.com with ideas or offers of help

Our destination

Think of the Lake Tahoe Workshop as Communications Camp – Granlibakken sits on 74 wooded acres in a picturesque mountain valley. September is Tahoe's best weather month so expect Indian summer with cool nights. To get there, you can fly into Reno Tahoe International Airport and drive or take the resort's shuttle to Granlibakken, which is a one-hour drive. Visit www.granlibakken.com to get a preview of your camp location.

Scholarships available

Two \$500 scholarships to attend the Communications Section Workshop are available to section members. Watch for more information coming soon, or

contact Scholarship Committee Chair

Barbara Kittrell, executive director,

Berks County Bar Association,

at (610) 375-4591.

Growth of online service options offers vision of interactive future for bar communicators

by Gary Toohey, section chair

Can you remember a time before the Internet . . . before email . . . before fax machines? It wasn't that long ago, was it? Just think about the enormous leaps in communications technology that have come along in the last 10 - 15 years.

Then, given the ongoing pace of that change, try to envision the changes to come in the first years of the new millennium!

Getting a handle on the future of electronic communications – and how we, as bar communicators, can use it – was the focus of a special program developed by the Communications Section at the NABE Midyear Meeting in Dallas.

"Has Your Bar Been Bitten by the 'E-Bug?'" covered the overall subject of electronic commerce (e-commerce) with a look at exciting new ventures on the horizon, as well as what some bar organizations are already offering in the area of online services and features for members and the public. The session included discussions of how blast e-mail, e-journals, broadcast fax, user-based fees and online listings and services will change the face of bar communications in the years ahead.

Rules of the road

The presentation began with Angela Burke of the American Bar Association's Division for Media Relations and Public Affairs, who said bar

organizations have generally moved past the struggles involved with the initial development of their sites. Bar associations now find themselves "riding the second wave," she said, dealing with such issues as the migration from text-only to multi-media (webcasting and audio/video clips), knowledge synthesis (new ways to organize information), interaction with users and the development of Internet-specific products.

Of these "second wave" issues, knowledge synthesis – the way in which information is presented – is playing an increasingly important role in Web site refinement, Burke said. "Take a look at your Web site and make sure that people can actually use it, rather than a big glob of information," she added. "Putting everything you have on the Web site isn't necessarily a good idea."

The development of a business policy related to one's Web site also is particularly important, Burke said. Issues that could be addressed in such a policy include web linking agreements, Internet advertising, staff/member development guidelines, and develop-

ment of a way to monitor the degree of activity related to the site. "What you have to ask yourself is, 'Now that we have this stuff, do we have policies to cover it?'" Burke said.

Online ordering by credit card

Lori L. Ruello, communications director for the Louisiana State Bar Association, then described the LSBA's efforts to develop a method for online ordering, via credit card, of various programs and materials. She said the LSBA, which does not accept credit cards for payment of membership dues, gave long consideration to a proposal to accept credit cards for other bar services. The debate included consideration of the financial impact of credit card fees and which products and services should be available by credit card.

Ruello said the key to successful implementation of such a plan is to work with one's bank. By working with the bank where it had the largest volume of business, the LSBA was able to receive a better transaction fee.

Under the process eventually adopted at the LSBA, credit card orders pass through a secure socket area to a secure server. At the time that occurs, an e-mail is automatically sent confirming the order, and an e-mail alert is sent to the LSBA staff per-

son with a link to the server. The staff person manually retrieves the order from the secure server, and then processes the order on a local credit card machine. After that is accomplished, another e-mail is sent to the customer confirming that the order has been processed.

She said credit card transactions in the first 11 months of the service totaled \$174,000, with that amount expected to increase.

She added that the LSBA is currently considering authorizing the use of "checks over the Internet," a system of databases and software that approves a transaction in real-time and prepares for a daily batch transfer of funds directly from a customer's bank account.

Lawyer referral

Wendy Jones, communications director for the South Carolina Bar, next took the podium to describe that bar's online lawyer referral service. By simply accessing the state bar's Web site (www.sccbar.org), members of the public can select a county in which they would like to find a lawyer. By clicking on the county name, visitors to the web site can then see a list of the names of participating lawyers, their telephone numbers, and the areas of law in which they practice.

Lawyers must pay an annual fee of \$50 per county of

listing to participate in the lawyer referral service, and agree to provide a discounted rate (\$25 for the first 30-minute consultation) with clients referred through the service.

Jones said the online lawyer referral service has seen an increase in usage since its inception, but noted that the volume of telephone calls to the bar's traditional lawyer referral service has not diminished.

E-mail publications

The rapid growth of e-mail for communication among lawyers offers another opportunity for the growth of online bar services, as evidenced by Danial Kim, deputy executive director of the State Bar of Michigan. Kim showcased the bar's e-Journal, a daily e-mail publication sent to every member who provides the state bar with an e-mail address. The e-Journal was highlighted in the Winter 1999 edition of *Communicators Talk*.

The e-Journal includes case summaries, ethics opinions, discipline reports, information on bar events and more. In addition, it contains a "Quick links" area that lists practice areas addressed by the cases listed in that day's edition. Readers can simply click on the practice areas to see the case summaries in those areas. An additional link takes readers to the full text of the opinion.

The business plan for the e-Journal, created in advance of its launch, emphasized the goals of providing a tangible member benefit, focusing on practical infor-

mation, minimizing the negative impact to budget, and keeping printing and postage costs down.

Kim said the e-Journal has a distinct advantage in that it is sent to all lawyers who provide an e-mail address, rather than forcing lawyers to take the affirmative step of going to a passive web site. "With the e-Journal, we are actively in touch with our members, providing them with useful contact on a daily basis," he added.

Attorney information services

Taking the general goal of lawyer referral services – linking attorneys with potential clients – a step further, the Washoe County (NV) Bar Association recently entered into a partnership to develop and market an online attorney information service. A three-way partnership among the bar, the Web site developer and Attorney Guide.com LLC has proven quite successful, according to the bar's executive director, Christine Cendagorta.

Attorneys interested in being included on the site pay any of a variety of package prices, each of which includes various features. For example, the "Diamond Package" (\$199 per month or \$1,791 prepaid, plus a one-time \$300 set-up fee) includes a large color photo, basic listing information, a contact link, a firm page with link, a web site link, and up to a 200-word description listed in up to 15 case types.

Cendagorta said the Washoe County Bar Association retains ultimate control over what goes on the

site. She added that the local bar sets policies on the types of photographs allowed, created a checklist for compliance with advertising rules, and uses a three-lawyer panel to review all submissions.

The bar receives 20% of all sales for attorney and firm listings, with the Web site developer and Attorney Guide.com dividing the remaining 80%. All expenses are borne by the site developer and investors, with the

site developer charging separately for the creation of Web pages and page layout.

AttorneyGuide.com LLC handles all marketing of the service to lawyers, advertising of the site's availability to the public, and most administrative chores.

Cendagorta said the site is averaging 7,000 hits per day, with an average stay on site of 15 minutes. She added that most attorneys using the site have reported cases acquired.

Don't reinvent the wheel!

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 those lines?

Is your president wondering why you don't know what every other bar organization in the country is doing in a particular area?

Don't fret. Instead, call the ABA's Division for Bar Services, which serves as a clearinghouse for information on bar activities throughout the nation. You – and your president – will be glad you did!

Contact the Division for Bar Services at:

541 North Fairbanks Court

Chicago, IL 60611-3314

Phone: 312-988-5356

Fax: 312-988-5492

E-mail: derricoe@staff.abanet.org

Minutes of the NABE Communications Section business meeting

by Ginger Banks, Section secretary

National Association of
Bar Executives,
Communication's
Section business
meeting, Feb. 10,
2000, Wyndham
Anatole Hotel, Dallas,
Texas

Minutes

The regular business meeting of the NABE Communications Section was called to order by Chair Gary Toohey. Also present were Samia Amamoo, Ginger Banks, Chris Blake, Jennifer Brown, Cheryl Bruce, Sarina Butler, Angie Burke, Brad Carr, Christine Cendagorta, Dan Cirucci, Elizabeth Derrico, Janet Eveleth, Melanie Henry, Katherine Henson, Wendy Jones, Carol Manning, Roger Parris, Matt Silverman, Denette Young, and Michelle D. Wilson.

The minutes of the October 23, 1999, Section business meeting were approved.

Committee Reports

Bylaws Review. Chair Cheryl Bruce reported that the committee met three times by teleconference to review the Section Bylaws. The committee concentrated on the nominations and elections process first and will later review the remaining articles to make them consistent with the NABE Bylaws. Cheryl submitted the proposed revisions to the Section and gave an overview of each.

Most of the proposed changes were designed to either streamline the Section's election process and/or to bring the Section Bylaws into consistency with the NABE Bylaws.

A motion was made to waive the notice requirement to Section members about the proposed bylaws revisions. The motion was seconded and approved.

A motion was made to approve the Section Bylaws revisions as proposed by the committee. The motion was seconded and approved.

Program. Gary Toohey reported that the program the Section produced at this NABE meeting ("Has Your Bar Been Bitten by the 'e-Bug?") was excellent. He reported that committee chairs Susan Andres and Wendy Jones are working on a program for the 2000 NABE Annual Meeting in New York City. Wendy said she got a great response to a request on the Section's listserv for program speakers. Local media talent will be utilized for the program.

Newsletter. Gary Toohey said that the editor's reins

were turned over to Kim Rowden. The deadline for the next issue is March 1, 2000.

Marketing. Chair Chris Blake reported that the committee has had a good response to the handbook it produced, *Marketing Commandments for Bar Communicators*. The committee will update the handbook to include information on e-marketing. Also, the committee will produce a program for the 2000 Communications Section Workshop.

Luminary Awards. Gary Toohey explained that the Luminary Awards honor Section members for their work on publications, public relations, and web sites. The West Group sponsors the awards luncheon and the physical awards. They have agreed to extend their support for three more years. The Executive Council approved a new trophy for the Luminary Awards, which will be presented for the first time during the 2000 Communications Section Workshop.

1999 Chair Christine Cendagorta said the awards have evolved since their inception six or seven years ago to include the web site category. She also said future award recipients will be notified in advance so they can attend the workshop to receive the award. This year, existing NABE mailings will be piggybacked to help publicize the Luminary

Awards. Information about the winning projects will be put on the Section's pages on the NABE web site and the winning entries will be archived by the ABA Division for Bar Services.

Richter Award. Chair Elizabeth Derrico said the Richter Award, the highest honor given by the Section, was presented posthumously to Anne Charles in 1999. Materials to solicit nominations for the 2000 award will be mailed during May. Nomination materials will be requested on a disk so they can be archived. Efforts will be made to ensure that the Richter Award honoree attends the Communications Section Workshop to receive the award.

New Member Outreach. Chair Carol Manning reported that one of the committee's tasks is to identify new Section members.

The Member Recruitment Subcommittee got a list of new attendees at the Dallas Midyear NABE meeting and called each about the Communications Section. The New Members Subcommittee is working with the Division for Bar Services to identify potential new Section members. Each new NABE member will get a letter and phone call about the Section. The Communications Workshop Greeting Subcommittee is planning a get-acquainted activity for the Section's workshop. As of Feb. 4, the Communications Section had 134 members.

Leadership Development. Gary Toohey reported that the committee is designed to encourage members to be involved in the Section and take leadership positions within it. The committee, chaired by Joyce Hastings, has met by teleconference and will present a plan to the Section during the 2000 NABE Annual Meeting in New York City.

Scholarship. Gary Toohey said two scholarships of \$500 each are available to help attendees with expenses for the 2000 Communications Section Workshop.

Communications Review. Gary Toohey said this committee was formed by combining the Communications Audit and the Publications Review Committees. Gary said the committees have been underutilized during recent years. An article about the services appeared in the Section's newsletter. The committee will consider the possibility of making the communications audit service available without requiring an onsite visit.

Electronic Services. Chair Roger Parris reported the Section's web site is a part of the NABE web site, which currently is being redesigned by Craig Becker. The

NABE Web Site Committee had a teleconference to review preliminary designs for the site.

NABE Web Site Committee Chair Mark Mathewson commended the Communications Section for being in the vanguard of electronic communication education and for the Section materials on the NABE web site. Mark suggested the Section encourage bar association webmasters to become members of the Communications Section. Roger will send an e-mail message to the webmasters for that purpose.

Roger is developing a survey of bar associations about their Web activity. Roger also reported that he has received several requests from NABE members, who are not Section members, to be on the Section's listserv. It was decided that the listserv will be restricted to Section members.

2000 Communications Workshop. Chair Wendy Jones reported the workshop will be at Daufuskie Island Club and Resort on Daufuskie Island, South Carolina, October 4-7, 2000. Wendy said the workshop will begin Wednesday at noon. Rooms will be \$155. Wendy encouraged Section members to contribute ideas for workshop sessions. She said the next Section news-

Calendar

July 5-7, 2000

NABE Annual Meeting
New York, NY

Sept. 6-8, 2000

NABE Communications
Section Workshop
Lake Tahoe, CA

Feb. 14-17, 2001

NABE Mid Year Meeting
San Diego, CA

letter will include information about the best ways to travel to the workshop.

Gary Toohey mentioned the controversy over South Carolina flying the Confederate flag on the State Capitol. He said the consensus was that the flag will probably be removed from the Capitol dome prior to the Communications Section Workshop.

Future Communications Workshops. Gary Toohey mentioned that the 2001 workshop will be at Lake Tahoe and the 2002 workshop will be in Alexandria, Va. Each year, the dates of the workshop are alternated between September and October in an effort to accommodate bar associations with annual meetings during the fall.

Treasurer's Report

On Treasurer Susan Andres' behalf, Gary Toohey reported that it appears that the 1999 Communications Workshop in San Antonio, Texas made a small profit.

The Section's current balance is \$8,471.67.

Governmental Relations Section

Gary Toohey said the NABE Governmental Relations Section wants to develop ties with the Communications Section. The GR Section proposes that we formalize an arrangement with them to have a joint workshop every other year. In off years, perhaps the two sections could co-sponsor education programs during NABE Midyear and Annual Meetings Gary said he had gotten an indication from the GR Section that the Communications Section would control the location of the workshops. The GR Section deals with issues; the Communications Section deals with communications about issues, so there may be benefits to sharing information.

In the ensuing discussion about the proposal, Commu-

(continued on page 10)

Section approves bylaw changes to streamline election process

The Communications Section's Bylaws Committee proposed the following bylaw revisions to streamline the Section's election process and to make its bylaws consistent with NABE bylaws. The revisions were approved at the Section's business meeting in Dallas on Feb. 10.

ARTICLE VII: Nomination and Election of Officers

A. Nominating Committee
Prior to the Annual Meeting of the Section, the chairperson shall appoint a nominating committee of ~~seven (7)~~ five (5) members. The immediate past chairperson of the Section shall chair this committee. At least ~~120~~ 90 days before the Annual Meeting, the Nominating Committee shall issue a general call for nominations to all members of the Section soliciting names of proposed nominees. Members of the Nominating Committee shall prepare a report containing

its nominations for at least one candidate for each of the offices of chairperson, vice-chairperson, secretary, treasurer and members of the Council. This report shall be ~~mailed~~ distributed to each member of the Section, or published in the NABE Newsletter no later than ~~90~~ 60 days prior to the Annual Meeting.

B. Additional Nominations
Additional nominations for any office to be filled by election at the Annual Meeting may be made by submitting to the chairperson of the Nominating Committee, no later than ~~60~~ 45 days prior to the Annual Meeting, or by an alternate deadline selected by the Section Council, a written petition signed by at least five (5) members of the Section representing five (5) or more employers. Such petition shall state the name of the candidate and the position for which he or she is to be nominated. Nomination of candidates from the floor at the Annual Meeting shall not be permitted.

C. Elections Committee

In the event of a contested election, the Section

chairperson shall appoint an Elections Committee consisting of three (3) members of the Section, designating one of these members as chairperson of the committee.

D. Ballots and Voting in Contested Elections

In the event of a contested election, the Elections Committee shall, not later than 30 days prior to the Annual Meeting, or by an alternate deadline selected by the Section council, prepare written ballots, ~~as determined by the Section Election Procedures,~~ and mail distribute them to all Section members determined to be in good standing on the date of mailing distribution. Completed ballots shall be returned by mail to the chairperson of the Elections Committee by a date selected by the Section Council. Ballots not returned by the designated date shall not be counted. ~~In the event that a candidate files a petition to run for one of the Council seats, the names of all candidates stated by the Nominating Committee, as well as the name(s) of any petition candidate(s), and such other information as shall be directed by the Section Election Procedures or the Section Council, shall be placed~~

~~on the ballot. The appropriate number of candidates receiving the highest number of votes shall be declared elected to the Council for a two-year term commencing at the close of the Annual Meeting.~~

E. Elections

(1) Contested Elections.
The Elections Committee shall count and tabulate all ballots delivered by the designated date, determine all challenges and questions arising in connection with the right to vote, and perform other acts to assure a fair election. No ballots shall be opened before the end of the balloting period. Any member of the Section may attend the meeting at which the ballots are verified, opened and counted. The results of the voting shall be announced as soon as possible at the Annual Meeting. The candidates receiving the plurality of the votes cast for each position shall be declared elected to such position to serve a one-year term, or until the next Annual Meeting except that Council members shall be declared elected to such position to serve a two-year term. The newly-elected officers shall take office at the Annual Meeting shall vote to break the tie.

(2) Uncontested Elections.
Unopposed candidates shall be elected by motion at the Annual Meeting to serve a one-year term, or until the next Annual Meeting.

The Elections Committee

District Two of the International Association of Business Communicators included *Communicators Talk* in the cover design of its awards brochure. Squint and look to the right edge. The brochure was designed by Section member Deanette Young of the Louisiana State Bar Association.



or its designee shall count and tabulate all ballots delivered by the deadline. The Elections Committee shall determine all challenges and questions arising in connection with the right to vote, and shall do such acts as are proper to conduct the election with fairness. The newly elected officers shall take office at the close of the last business session of the Annual Meeting. In the event of a tie vote, those present at the Annual Meeting shall vote to break the tie.

1. Notification

a. The candidates receiving a plurality of the votes cast shall be notified as soon as possible prior to the Annual Meeting.

b. The Section Council will be notified of the slate of officers and Council members in advance of the meeting, and the Section Chair will announce the slate of officers and Council members at the Annual Meeting.

c. All Section members will be notified of the slate of officers and Council members shortly after the Annual Meeting.

ARTICLE VIII: Meetings

1. Section Meetings. The Section's Annual and Midyear Meetings shall be held concurrent with the Annual and Midyear Meetings of the National Association of Bar Executives. Regional meetings, seminars and Council meetings may be held during the interim or at such times and places designated by the chairperson. NABE. The Section may also hold a business meeting at the Annual Workshop or any other Section-sponsored conference or program.

2. Council Meetings. Council meetings may be held at any time designated by the Section Chair.

ARTICLE IX: Quorum

At regular meetings of the Section, the presence of ~~ten (10)~~ fifteen (15) members shall constitute a quorum for the transaction of any business in this Section.

ARTICLE X: Dues and Voting Privileges

The dues of this Section shall be set by the Section Council, and approved by the NABE Executive Committee. ~~Board of Directors.~~ Dues shall be payable on or before June 1. Each ~~paid-up~~ member in good standing present at a general membership meeting of the Section is entitled to one vote.

ARTICLE XI: Amendments

~~A. Proposals to Amend These bylaws may be amended by:~~ 1. A written petition, submitted to the Executive Council, signed by any five (5) or more Section members in good standing. ~~A proposal that these bylaws be amended may be made by filing with the Section Council a written petition signed by five (5) or more section members representing five (5) or more employers, setting forth the proposed amendments or,~~ 2. A written petition submitted to the Section Council by the Section's Bylaws Committee. ~~such a proposal may be made by a duly appointed Section Bylaws Committee acting in their official capacity.~~ 3. A resolution submitted by the Section Council.

The Section Council shall review the proposed amendment(s) and shall

~~submit proposed amendment(s) to the Section membership, with any recommendations, at and with the proper notice submit it to the section membership at the next regular meeting, or at a special meeting called for such purpose. A proposal that these bylaws be amended may also be made by resolution of the Section~~

~~Council. In such event, the proposal shall, with proper notice, be submitted to the section membership at the next regular meeting or at a special meeting called for such purpose.~~

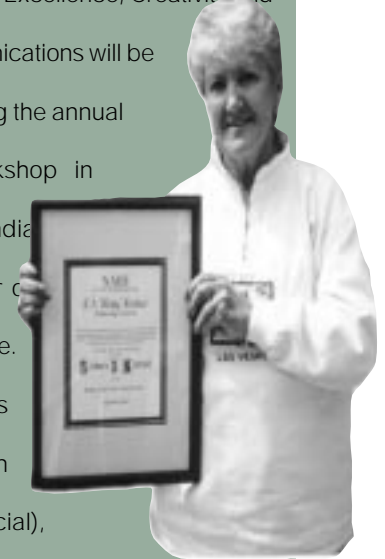
B. Notice: ~~True copies of~~ the proposed amendment(s) shall be forwarded to every eligible voting member of the *(continued on page 11)*

Luminary Awards deadline June 1

The NABE Luminary Awards for Excellence, Creativity and Professionalism in Bar Communications will be presented Sept. 6, 2000, during the annual Communications Section Workshop in Lake Tahoe. Susan Ferrer, Indiana State Bar Association, is chair of the Luminary Awards Committee.

Luminary Award categories are as follows: excellence in publications (regular and special), public relations, and Web sites for bar associations with 5,000 members or fewer, 5,001 to 14,999 members, and 15,000 members and over.

Look for the Luminary Awards user-friendly entry form in the mail later this spring; entry deadline is June 1, 2000. Collect your best work from 1999 and share it with your colleagues from across the country. Give yourself a chance to gain national recognition for a job well done! Let your light shine!



1999-2000 Communications Section

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Communicators Talk is a newsletter published by the National Association of Bar Executives Communications Section as a membership benefit. To submit material for the summer issue of the newsletter, send it to Kimberly Rowden, The Kansas City Metropolitan Bar Association, 1125 Grand Blvd., Suite 400, Kansas City, MO 64106, (816) 474-4322, fax: (816) 474-0103, email krowden@kcmba.org.

Dallas in review

(from page 7)

Communications Section members expressed concern that such arrangements with the GR Section not dilute the hands-on programs the Communications Section conducts during the Communications Workshops and NABE Midyear and Annual Meetings. It was suggested that if the Communications Section does have joint workshops with the GR Section, programs be offered for the sections both jointly and separately.

The Section decided to propose a joint workshop with the GR section at Lake Tahoe in 2001. A decision about formalizing the relationship between the two sections will be made following that workshop.

Law Day

Samia Amamoo, Director of Community Programs for the ABA Division for Public Education, said the Division would like to have information about bar association Law Day activities by March 1, 2000. The Division will try to extend the outreach to national legal and non-legal organizations. Mabel McKinney Browning requested that Communications Section members send copies of Law Day speeches to the ABA.

Justice Initiatives

Jack Sweeney of the ABA Office of Justice Initiatives mentioned the conference on public trust and confidence in the legal system that was held in May 1999. He said a summary of activities will be sent to the courts

and the Communications Section.

Division for Bar Services

DBS Associate Director for Bar Management and Information Elizabeth Derrico reported on several activities/projects of the Division:

- The *Privacy and Cyberspace* fact book is available from the ABA Division for Media Relations & Communication Services.

- The new ABA web site design will be unveiled this week. It is template-driven.

- Staff changes in the Division for Bar Services include the additions of a new Publications/Editorial Assistant and a Coordinator of Consultative Services, who will work with Elizabeth.

- The DBS will cross-market the Communications Section's publications review and communications audit services along with those being developed by the Division.

Elizabeth distributed a summary of the planning session on Communications Strategy that the Section conducted during the 1999 Communications Workshop. The Communications Strategy will be refined and accompanied by a "how-to" for use by Section members. A session on using the strategy will be offered during the 2000 Communications Workshop.

Gary Toohey thanked the Division for Bar Services for its support of the Section.

There being no further business, a motion was made, seconded, and adopted for adjournment.

Section biz

(from page 9)

Section no later than twenty (20) days prior to the next a scheduled general membership meeting.

C. Vote: ~~These bylaws shall be amended if two-thirds (2/3) of the members qualified to vote who are present at any regular or special meeting of members, approve such amendment(s), provided a quorum is present.~~ Provided a quorum is present, the bylaws shall be amended by a two-thirds (2/3) vote of the Section members present at the membership meeting.

D. Approval The ~~Section Chair shall present proposed amendments to the Executive Committee Board of Directors of the National Association of Bar Executives-NABE~~ no later than twenty (20) days prior to the next at its next scheduled meeting of the ~~committee Board of Directors.~~ No amendment shall be effective until ~~subsequently approved by the Executive Committee of the National Association of Bar Executives.~~ Board.

ARTICLE XII: Effective Date of Bylaws

These bylaws shall become effective by their approval of the Board of Directors of NABE. ~~Executive Committee of the National Association of Bar Executives.~~

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

Comings and goings ...

Shelley Fulton has left the position of communications director for the Cleveland Bar Association. "I wanted to be sure to let all of my NABE friends know how much your friendship and professional support has meant to me. NABE has been one of the highlights of my work at the bar association, and I'm sure you will welcome the new Communications Director with the same friendly enthusiasm. I have accepted a position as Communications Director at a wonderful private school in the Cleveland area. I don't yet know my direct dial or my e-mail, but the bar association will know how to find me if any of you need me. Thank you for all of the wonderful memories!"



Sharon Texter has been named communications director at the Cleveland Bar Association. She was formerly the communications coordinator at CBA.



Carol J. Branch

Carol J. Branch is the new communications director for the Cincinnati Bar Association. She began her post in the fall, after working in the education arena handling communications and publicity for the Cincinnati Public School District. "I look forward to meeting everybody in NABE at the ABA meeting in July!"

Philadelphia Bar Association Associate Executive Director **Dan Cirucci** was recently elected vice-president of the Philadelphia Public Relations Association, the oldest and largest group of its type in the tri-state Philadelphia region. Cirucci, who oversees communications and public affairs for the Philadelphia Bar Association, is a former officer of the NABE Communications Section who has spoken at numerous NABE conferences and workshops. He is a recipient of the Section's Luminary Award and numerous other honors and recognitions.

Francine Walker is the new director of public information for The Florida Bar, replacing Jerry Butterfield who retired on January 4. Francine was formerly director of the Division of Communications for Florida Medical Association in Tallahassee for five years. Her background also includes public relations management positions with three hospitals, account executive for The William Cook Agency, and public relations specialist for a professional liability insurance company (med mal), all in her hometown of Jacksonville, Florida. "I am a Gator (BS Journalism, 1981) in Seminole country but Tallahassee is a beautiful town and is a kinder, gentler place than Jacksonville (except during the 60-day legislative session). I am excited about joining my colleague and friend Park Trammell here at the bar and look forward to interactions with all of you."



Francine Walker

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here