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## Sponsors Rise to the Top of the Section Thank-You List

*By Christine Morganti, State Bar of New Mexico*

I was extremely impressed to see the dedication of our sponsors as I worked as a member of the 2006 Sponsorship Committee for the New Mexico workshop. I had the opportunity to work with both our longstanding and first-time supporters. They deserve a tremendous thank you. Sponsors make it possible for the section to present terrific programming and networking events year after year.

**Legal Directories Publishing Inc.** has been a sponsor since 2001 and has always selected the Wednesday night opening event. Not a stranger to the larger NABE group, Legal Directories is a very loyal supporter.

The sponsorship of the Luminary Awards and the luncheon at which they are presented belongs to **Thomson West**, our generous sponsor of these coveted awards since 2001. Luminary Awards recognize the exemplary work done in communicating to legal professionals through Web sites, print publications, and public relations efforts. The luncheon is always a highlight of the workshop as those hoping to receive awards wait in excited anticipation. Recipients take home beautiful etched crystal trophies as symbol of the excellence of their accomplishments to proudly show off to their bar associations.

**IPC Print Services** has supported the section since 2004 and finds this event helpful in connecting with its current and potential customers on a face-to-face basis. Friday afternoon breakout sessions were sponsored by IPC.

With two years under their belts as workshop sponsors are **Fastcase** and **ElectionsOnline**. Fastcase sponsored all of Thursday's events. ElectionsOnline has provide great tote bags each year, which will be needed for carrying all the other items we collect even if course materials are provided on memory sticks.

One of the workshop's first-time sponsors was **EsqSites123.com**. Fastcase is to be thanked for bringing this generous sponsor our way. EsqSites123.com sponsored the opening plenary on Wednesday.

**Media Two**, also a first-time sponsor, made possible the Wednesday afternoon breakout sessions. Like many of this year's workshop sponsors, Media Two traveled a great distance to participate. The section hopes that the visibility and connections made will encourage all first-time sponsors to return.

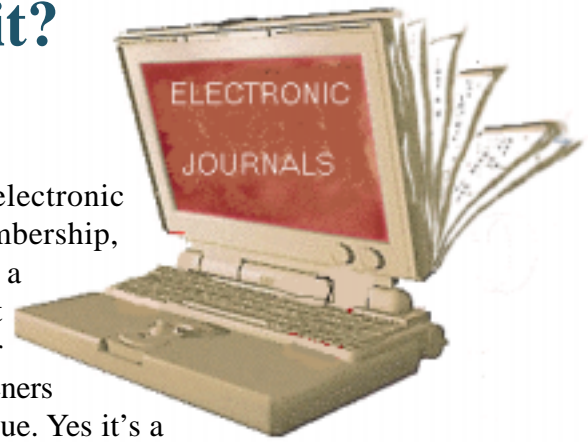
Two other first-time sponsors were **Advanced Technology Solutions** and **RealTimeSites**. Both companies were instrumental in presenting quality programming to members. ATS taught *60 Technology Tips in 60 Minutes* and has previously been a sponsor at meetings of the larger NABE group. RealTimeSites informed attendees about *Web Design on a Dime*.

Several sponsors made commitments for the 2007 workshop in Philadelphia prior to leaving Albuquerque. With this in mind, the 2007 Sponsorship Committee is on its way to contributing to another successful program. If your bar associations use the products and services provided by these NABE Communications Section sponsors, please remember to extend our appreciation. On to Philadelphia! ■

# The e-Daily Grind: Is it Worth it? These Bars say “Yes.”

By Mark Matthewson, State Bar of Illinois

**W**hile most bar associations produce some kind of electronic publication for at least some segment of their membership, only a handful offer e-dailies. And no wonder. Isn't it a lot of work to put out a daily publication? And don't members resent the daily contact? Yes and no, Barry Kolar of the Tennessee Bar Association and Naseem Stecker of the State Bar of Michigan told listeners at the fall NABE Communications Section Workshop in Albuquerque. Yes it's a lot of work, but no, members don't mind. Quite the contrary, in fact; members' enthusiasm for e-dailies makes the hard work worthwhile.



The State Bar of Michigan's (Michbar) e-Journal was the first daily e-newsletter in the bar world. Launched in 1999, it reaches 16,000 subscribers, more than 70 percent of whom read it daily, according to a recent Michbar survey. Most of its content is primary law—case summaries, legislative updates, ethics opinions—with the balance made up of bar events and classified and display ads.

And that mix is a key to e-Journal success, according to Stecker, Michbar's manager of media and public relations. High-value, practice-oriented content is a must in this age of spam and e-glut, particularly for any title published daily and delivered electronically, she said. News about the association simply isn't substantial enough to support a daily e-publication. News your members can use is essential.

It's also important to nurture the relationship of trust you already enjoy with your members by, for example, linking to your privacy policy and making it easy for members to remove themselves from the e-mailing list, she said.

The e-Journal is a labor-intensive and expensive publication to produce, Stecker told workshop attendees. It is staffed by a full-time publications coordinator and three full-time lawyer editors, whose salaries account for the majority of the publication's \$200,000-plus-per-annum cost. That expense is offset by more than \$100,000 in income, most of it from display and classified advertising.

But the real payoff is sky-high reader satisfaction, Stecker said. A recent survey showed that an astonishing 99 percent of e-Journal readers find the case summaries helpful in their practices.

Like their peers to the north, the communications experts at the Tennessee Bar Association (TBA) determined that an e-daily would be welcomed, not resented, by members as long as the content was compelling. And indeed, what proved so popular in Michigan was likewise a hit with TBA members.

The Tennessee e-daily evolved from an earlier subscription-only case-digest service, explained Barry Kolar, TBA assistant executive director and the force behind his bar's e-daily. The for-fee product, while still popular, was losing circulation as the number of low- and no-cost sources of legal information grew. The TBA decided to fold the case digests into a free, daily members-only service. The result, christened TBA Today, provides state court opinions, legislative and other legal updates, law-related news from Tennessee newspapers, and a smattering of association-related info.

Tennessee's approach to staffing requires much a much lower financial investment than Michigan's, Kolar said, largely because the TBA uses opinion summaries produced by the Tennessee courts rather than by staff lawyer-digesters. The TBA also purchased a custom content-management program that enables the bar to spread editing duties among a handful of existing communications staffers rather than hiring a full-time editor.

Of course, producing a daily still takes time, sometimes several hours per day. That obviously puts pressure on staff and distracts them from other duties. But TBA members' remarkable enthusiasm for TBA Today vindicates the effort, Kolar said. Surveys show that 96 percent of TBA members find the content useful to very useful and 99 percent like the format.

To look at TBA Today, visit <http://www.tba.org>. For more about Michbar's e-Journal, go to <http://www.michbar.org>. ■

# Publication Redesign

By Jenna Grubb, Toledo Bar Association

**P**resenters of the Publication Redesign breakout session included Suzanne Robertson, Tennessee Bar Association; Paul Nickell, Oregon State Bar Association; and Jud Havercamp, Minnesota State Bar Association. Suzanne introduced the presenters, explaining that Tennessee is beginning a redesign; Oregon is mid-process; and Minnesota has successfully completed theirs, representing where everyone wants to be.

**Tennessee Bar Journal** (PowerPoint & RFP available upon request: <mailto:srobertson@tnbar.org>)

This is the first time the Tennessee Bar Journal has undertaken a deliberate redesign—enumerated in five steps:

1. Begin with the mission statement and how the publication carries it out.
2. Develop a request for proposals, a good exercise in defining the publication.
3. Send RFP to a few targeted designers.
4. The designer, once hired, meets with the publication's editorial board to listen to the goals and concerns of the board. The board will NOT be involved in design decisions.
5. Identify precisely what needs a redesign. For the Tennessee Bar, this is the logo and certain other elements.

## Oregon State Bar

The Oregon State Bar has redesigned its Bar Bulletin twice in 17 years—the first, in 1991, to take advantage of the new technology and save time. A template was developed into which the editor could “pour” type, which was good for more than 15 years!

The Bar is now redesigning to bring the journal up to modern technology standards and to universalize the software used. Paul's summary:

- What is the point of the redesign? Look? Function? Content?
- The Bar conducted research through Survey Monkey, with a 35 percent result. The majority was very satisfied with the present look and feel of the Bar Bulletin.
- Paul heeded suggestions for tweaking content and the order of the layout.
- The process is underway—for two years now! They are waiting for the resulting redesign.
- Trust your intuition!

**Minnesota State Bar Association** (PowerPoint & RFP available upon request: <mailto:jhavercamp@mnbar.org>)

Jud shared Minnesota's well-organized process and displayed several “before and after” spreads to illustrate his points. The resulting redesign is carefully integrated into the Bar's identity.

Why redesign? For Minnesota, the list included:

- Format and content—how to most effectively deliver content?
- Attract new/young readers.
- Re-engage established readers.
- Save and make money.
- Reinforce “MSBA” identity.

Their redesign budget was \$14,000 and their timeline was 16 months, with one month built in for debugging and publishing. The stages of redesign included logo, page designs, final boards, and templates. They changed the nameplate and display type; text size and leading; the grid (the publication now has a flexible 12-column grid); and departments, titles, and graphics.

Jud and his staff are thrilled with their new look, with lively “scan-able” pages, and a designer-prescribed color palette. ■

# Trust and Working Relationships

By Holly Wilkerson, State Bar of Texas

**A**t first glimpse, the *Trust and Working Relationships* session resembled a child's birthday party with adults clad in business attire bouncing a balloon around tables. Endless chatter came from the group of communicators who were eager to hear a crash course in building trust and managing relationships from Jesse G. Mendoza from ITODynamiX.

Mendoza's goals were to increase personal awareness of four important factors in professional and personal relationships: behaviors that build and break trust, how behaviors contribute to building and breaking trust, ways to heal from betrayal and rebuild trust, and the reciprocal relationship between communication and trust.

The interactive workshop began with Mendoza asking the group what the term "relationship" means. Responses included, "exchange of information, empathy, value, and bond between people." When asked to define trust, responses included, "respect, value, mutual benefit, dependability, integrity, and true to word."

Mendoza emphasized that trust is the foundation of relationships, which is essential in business because business is conducted through relationships. The most important aspect of a relationship is creating and maintaining a healthy level of trust. Humans do not realize the implications of trust until it is broken and betrayal is experienced.



What does one do when betrayed? The key to healing is open and honest communication between parties. Mendoza outlined seven steps for healing from betrayal:

- **Observe and acknowledge what has happened.** Validate the trust with both parties because how a situation is perceived is reality.
- **Allow feelings to surface.** Keeping feelings inside denies one's human side.
- **Get support.** Get support from a mentor, family member, or spouse. Do not let the support turn into gossip. Seek support in the interest of resolution!
- **Reframe the experience.** Inject accountability and other details of the situation in order to get more insight. It is

possible the circumstances surrounding the situation might shed new light on the betrayal.

- **Take responsibility.**
- **Forgive yourself and others.** High-achieving people are horrible about forgiving themselves and more focused on outcome.
- **Let go and move on.**

While practicing these steps, remember that trust is complicated. Experiencing betrayal plays an instrumental role in development. Learn from the experience and move forward without harboring resentment. ■

## Web Design on a Dime

By Stephanie Abbott, Clark County (NV.) Bar Association

**O**ffering a glimpse at what content management software can do, this presentation revealed that a small organization or business can get a Web site up and running with minimal investment. Presenter Stephen Schroeder demonstrated the affordability and abilities of his company RealTimeSites. The presentation focused on the unique alternative to businesses with a limited budget to develop a Web site that isn't just a stagnant, informational site.

The user doesn't need to install any special software; as an alternative service provider, RealTimeSites maintains the dynamic software. Since the user's software platform is less of an issue, the presenter demonstrated how easy it was to create a page with buttons, links, and content. Their content management software enables business owners to easily update their site's content using commonly used office software such as Microsoft Word, Excel, and PowerPoint.

The business can choose to enhance their site by including commerce solutions with secure online payment transactions, password protections, public and intranet Web sites, and custom graphic design if necessary.

Examples of current sites using their software services can be seen on their Case Studies page at <http://realtimesites.com/casestudy.asp>. ■

# The Art of Delegation

By Kelley Jones King, State Bar of Texas

**D**elegation at its simplest is how well you work with others, according to Mia Logan of LTD Unlimited in her workshop session titled *Working Through Others and Managing Your Key Goals and Milestones*. It is important to remember that people generally don't make mistakes on purpose, that it is important to "not sweat the small stuff," and that sometimes setting smaller goals on the way to the final goal is a good way to ensure that there is communication.

When you delegate a task, remember that it really is turning responsibility over to someone else. Many of us are afraid to actually take that step because we are worried that the person will not follow through or complete the task in a timely manner or in the way we would have done it. Logan advised patience and standing back and reflecting on whether the difference is wrong or just not the way you would have reached the goal.

Delegation requires explaining the task, establishing expectations, and then following up. She emphasized explaining the importance of the task so the person getting the assignment doesn't feel like he or she is being dumped on but feels that you trust their abilities and have confidence in them to complete the task.

One of the best effects of delegation is that there is more support for a program or project. "People support what they create," said Logan. "When you develop a dynamic work force, where people are sharing the workload, you set the stage and people know when they need to ask for direction or clarification."

Logan emphasized that all of us have to work on trust issues and in building relationships as we delegate, and she advised that building relationships takes time. She led the group through a variety of exercises and discussions as we examined our own skills and ways we might delegate more effectively. ■

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## What do Members Want? Is There a Magic Bullet?

By Susan McKaskle, Kansas Bar Association

**M**andatory or voluntary, large or small, does it make a difference in the service provided to the bar membership by their association? No, the service members receive must be of value and relevance to their present and future practice.

Jeanne Barker, communications director, Idaho State Bar (ISB); Tim Elliott, marketing, member services and sales, Los Angeles County Bar Association (LACBA); and Patricia Wood, senior director, membership services, New York State Bar Association (NYSBA), addressed the challenge of providing valuable and relevant service to members.

Affinity programs were of significant focus during the seminar. A survey by the NYSBA found that although a large percentage of their members did not make use of the affinity programs, they were still an important part of member services.

Members want to know they are there when and if they need them.

When considering a new affinity partnership, research is a key component. Know as much as possible about the company before committing. Find out if they are reliable and convenient and will their service enhance your members' professional life. Be very careful about your choice of affinity partners.

Marketing the association's programs to its members is another important area of service. If no one knows about them, how will they flourish? Barker shared one program used to promote their Lawyer Referral Service. Once a year, the association hosts a Citizen Law Academy. The academy is taught by attorneys and judges to educate the public about the legal profession and the law. The public is invited to the event at no cost.

For the voluntary bar, membership recruitment and retention are primary concerns. During this discussion, there was a consensus that invoicing for retention of members is a great tool. For recruitment, the "Take us for a Test Drive" was an interesting concept. It consists of offering a six-month free membership; communicating with the potential full-time member during the test drive; then at the end of the drive, invoicing them for a full membership. If the communication and service were at their best, the driver will probably pay the invoice and become a valued member.

Mandatory or voluntary, large or small, bar associations are there to serve their members and the public. Use your imagination and talent and you will find valuable and relevant programs that will be important to the present and future practice of law. ■

# Decisions, Decisions ...

By Neil Cavanaugh, Maine State Bar Association



every NABE Communications Workshop, attendees are faced with choosing from several outstanding breakout sessions. It seems there is always a “really helpful!” session, a “should really be at that!” session, and a “have to go to this one!” It’s never easy, and Albuquerque was no exception.

One of my “have to” sessions was *60 Technology Tips in 60 Minutes*. A tall order, but one handled expertly by Randy Richter of Association Technology Solutions. Tips included some common sense information, a few keyboard shortcuts (that I’m sure I knew once), and lots of other cool stuff.

I don’t have space enough to share everything I learned, and I am sure

everyone’s list would be different, but here are my Top 10 Tech Tips:

10. Send large files with YouSendIt—<http://www.yousendit.com>. Free uploads of files up to 1GB, and e-mail link is sent to the recipient. There are some pop-up ads.

9. Recover data off a dying hard drive. Put the drive in a plastic baggie and place it in the freezer for 15 minutes, then replace the drive and copy the data to another drive.

8. Copy and “Paste Special” in Excel to paste values derived from formulas.

7. Check your outgoing marketing e-mails to see if spam blockers might catch them. There are free and fee-based options—for sites, try Googling “spam check.”

6. Quickly shift between Windows applications using ALT-TAB and

SHIFT-ALT-TAB (I knew that, too ... once).

5. Avoid forwarding hoax e-mails; go to <http://www.snopes.com> to see if it’s legit.

4. Send marketing e-mails on Tuesday, Wednesday, or Thursday for best results, and send on a regular schedule.

3. Prolong your laptop battery life by closing unnecessary applications, including wireless networking when there is no wireless service.

2. Setup Google alerts to watch for key words—a good source for news stories.

And my favorite “ah-ah” tip:

1. Use USB keys to store passwords, favorites, and applications that you can take with you and use on any computer. ■

## Design, Design, Design

By Kevin Priestner, State Bar of Texas

Costing herself as the imposter on a panel of “excellent designers,” René Eichem of the Kansas Bar Association launched a breakout session on print and Web design.

Stephanie Abbott of the Clark County Bar Association focused on the “Three E’s” of print design: economy, effectiveness, and efficiency. Starting from the premise that communications professionals need constantly to validate their print publication’s design budget, Abbott offered tips on managing print budgets and squeezing efficiencies out of available resources.

“I don’t have enough money to commission artwork and I don’t like stock art,” she said, “So I take the photos myself.” Abbott lessens the burden by concentrating her design efforts on covers and feature spreads.

In an era of increased printer capabilities, Abbott discussed the benefits and logistics of changing printers. “When I made this big decision, I asked for the world—and I got it,” she said.

Jenna Grubb of the Toledo Bar Association discussed electronic newsletters. Like Abbott, Grubb focused on the need to deliver content to members in a way they can use it. “People don’t like attachments,” Grubb said. “Store images on your Web site, not in the document.” Grubb also advised participants to limit design to standard fonts and to strive for brevity: “Run a synopsis or the first few lines of each article, then link to your Web site for the rest of the story. Avoid cluttering the screen with more than five to eight images.”

Eichem offered attendees a primer on Web site design. “The rules of print don’t apply to the Web,” she said. “Your Web site should be easy to read, easy to navigate, quick to download, and consistent throughout the site.” She advised Web designers to avoid Flash (“I think it’s overused and annoying”) and to use icons viewers understand (“Everyone knows a shopping cart—don’t confuse them with a wheelbarrow or a briefcase”).

Eichem said one of the common problems with Web design is image size. “Web graphics should not be larger than 72 pixels per inch,” she said. “JPEG is the best format for photos; use GIFs for everything else.” To illustrate her point, she displayed a photo from the NABE Communications Workshop in Minneapolis two years ago in a variety of image sizes. True enough, the NABE Comm members who attended the Yankees-Twins playoff game looked no better at 300 ppi than they did at 72. ■

# The “Least Understood Branch”

By Francine Walker, *The Florida Bar*

Once again, the ABA steps up in defense of judicial independence and as a result bar associations now have several new tools—with more promised—to educate the public about our judicial system.

Doreen Dodson, chair of the ABA’s Standing Committee on Judicial Independence, and Ohio State Bar Association’s Bill Weisenberg, presented and discussed the new “Least Understood Branch” program developed by the committee with the ABA Judicial Division.

One new resource is “Countering the Critics,” a pamphlet that describes how to stay on message in support of fair and impartial courts. Prepared by Margie Elsberg, a media consultant, this 20-page Q&A guide gives tips for speakers, instructions about bridging to the core message, and advice on fielding questions.

“Protecting Our Rights, Protecting Our Courts” is a 12-minute DVD speakers can use for civic and community groups. It covers the importance of a fair and impartial judiciary in our everyday lives, separation of powers, and the integral role bar associations play in preparing the public to vote for judges.

Dodson said that the focus of the “Least Understood Branch” program is to teach the fundamental principles

of the separation of powers and the role the courts play in our everyday lives, resolving disputes in a fair and impartial manner. She said this is a long-term effort and that resource materials will regularly be supplemented and updated with current issues and targeting varied audiences.

Weisenberg, who is assistant executive director for public affairs and government relations in Ohio, discussed some hot button topics often associated with judicial independence, including social issues, constitutional issues, and issues of the courts themselves. He went over some of the questions listed in the pamphlet that speakers should anticipate, such as “Why should we allow activist judges to legislate from the bench?”

Both speakers said lawyers must do a better job of explaining the accountability of judges and communicating that a judge’s absolute duty is to follow the law and to uphold it.

To access the standing committee’s materials, visit <http://www.abanet.org/judind/toolkit/impartialcourts>. For more information, NABE members can also contact ABA’s manager of judicial independence initiatives, Konstantina Vagenas, at (312) 988-5105 or at <mailto:vagenask@staff.abanet.org>. ■

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## Courageous Leadership

By René Eichen, *Kansas Bar Association*

Wednesday’s plenary session started off with presenter Mia Logan, LTD Unlimited, asking the toughest question any communicator has to face: “Are you afraid to ask the tough questions?” Giving the audience no time to respond, she hit us with another toughie: “What gets in the way of your doing things differently and making changes in your life to be the best that you can be?”

Most of the group attended the *Courageous Leadership* session at the section workshop in Albuquerque to learn how to assess the fears that prevent many of us from reaching our full potential. According to the handouts, we were going to explore ways to overcome those fears and make an action plan toward success.

Mia said the word courage is derived from the French **Corage**, meaning heart and spirit. Webster’s defines it as mental or moral strength to venture, persevere and withstand danger, fear or difficulty. Mia asked the audience for our definition of courage. According to those present, courage means: 1.) standing up for what you believe in despite the consequences; 2.) overcoming fear; 3.) stepping into something unknown and making it your own; and 4.) doing something that you know you’re going to fail at, but doing it anyway.

The audience also set the following ground rules, which we were to use during the workshop as well as in life: 1.) set boundaries; 2.) have shared expectations; 3.) be respectful of other people’s limitations and opinions;

“To be courageous,  
you must pass  
through the fear.”

— Todd Wilkerson

(Continued on Page 8)

# The Power of Petroglyphs

By Naseem Stecker, State Bar of Michigan

I will admit this: Before I went to Albuquerque I did know about the images and designs carved on rocks centuries ago, I just did not know that they were called petroglyphs. Now, it's one of my favorite new words – PETROglyph, petroGLYPH, PETROGLYPH!

Primitive, elemental images have always attracted me. So, when an opportunity arose to actually visit the Petroglyph National Monument just outside of Albuquerque, I was beside myself! With enthusiastic fellow explorer and the best buddy ever at the NABE Communicators Conference, Judson Haverkamp of the Minnesota State Bar, we ventured out. Renting the last car available on the Enterprise lot on that very busy balloon fiesta weekend, we headed west. We had both seen some of the distinctive New Mexico landscape from the bus on a different excursion, but arriving at the Boca Negra Canyon seemed to just put everything in perspective—the black boulders broken from lava cap rock, the mesa and the stunning volcanic landscape seemed to beckon—“wander and be inspired” it seemed to say.

With cameras in hand, we clambered up the mesa admiring scenic views and the ancient carvings



Photo of a petroglyph with the Sandia Mountain range and Albuquerque in the background. Photo by Naseem Stecker.

in the shape of animals, insects, people, and other geometric symbols. It felt like being in a huge open air art gallery framed by the deep blue New Mexico sky. What did that drawing mean? Who carved it and why? Perhaps explorers, colonists, or even shepherds herding their animals in the Rio Grande Valley may have paused at times to break the monotony of their day by chipping at the rocks' thin top layer. These unknown carvers discovered a lighter shade beneath the rock that made their imprints permanent.

Some symbols were more mysterious than others but all were early forms of communication carved, we were told, about 400 to 700 years ago (and some even dating back 3,000 years) by the ancestors of New Mexico's native people. A communicator cannot help but draw parallels between what these ancient symbols represented and the many marks and logos of corporate culture today. Much of what we communicate today is so instantaneous and ever changing that it's reassuring to find something so permanent and protected as these beautiful petroglyphs that are actually set in stone!

I learned from this adventure that the American Indians consider the entire monument a sacred landscape and that in this rich environment inhabited by hawks, road runners, rattlesnakes (thankfully, we did not encounter one!), and other critters, the spirits from the past live and linger and visitors may feel another presence beyond what is seen and heard. I can't say that I felt anyone breathing down my neck, but I felt reassured and connected to the past through these simple but strangely powerful works of art. ■

## Courageous Leadership ...

(Continued from Page 7)

4.) don't speak over one another; 5.) turn off cell phones when in a meeting; 6.) allow all questions to be asked and answered; and 7.) give undivided attention to the person speaking. In other words, obey the “playground rules” from when you were a child. Everyone gets a turn, and everyone is treated with respect.

According to Mia, courage is greater than action; courageous behavior means speaking the truth, being able to say no, charting a new path, taking risk, revealing vulnerabilities, and making sacrifices.

During the session, she asked us to visualize a time at work when we were proud of ourselves for stepping out and being courageous. Next we had to visualize a time when courage was not called upon. This, she noted, was a missed opportunity that can never be reclaimed.

“Think about how the outcome could have been different if you had acted out of courage,” Mia said. “Could your life be different now if action was taken?”

With Mia's help, we were able to discover how to overcome fear, explore how to speak truthfully, and achieve positive outcomes for ourselves and our bar associations. ■

# Communicator Kudos: Neil Cavanaugh Focuses on Dollars and Sense

By Yvonne McGhee, Fairfax (Va.) Bar Association



**T**he 2006 NABE dues mailing contained brochures touting the benefits of the Communication Section and the IT Section, but none for the Administration and Finance (A&F) Section. A&F Section Council Member Yvonne McGhee noticed. And when it came time to promote NABE Sections at the 2006 Small Bar Conference, she took action.

Recalling the exceptional spirit of volunteerism and outstanding skills possessed by the NABE Communications Section, McGhee put out the call, and Neil Cavanaugh sprung into action.

Neil, Member Services Director of the Maine State Bar, received the text for the brochure on June 9 and a final draft was completed June 14, in plenty of time to get to presses for the First Annual Small Bar Conference on June 20.

NABE A&F Section Chair Trudy C. Levindofske, associate executive director of Orange County (CA) Bar Association, praised Neil's work:

*"As a former Communications Section Council member I am well aware of the wealth of talent that resides in that Section. As Chair of the Admin & Finance Section I am thrilled that we were able to tap into some of that talent to create some interest in the A&F section. Kudos to Neil Cavanaugh of the Maine Bar for a job well-done. The brochure has a crisp look that captures the theme of focusing on dollars and sense. I'm sure it will be a valuable tool towards expanding our membership."*

The brochure made its official NABE debut in Hawaii and will be included in the 2007 NABE dues mailing coming to a mailbox near you. Seeing the finished product, A&F Section member Dana Collier Smith remarked:

*"It's not easy to pull together all the benefits of belonging to NABE's Administration & Finance Section, but Neil Cavanaugh did a fantastic job of doing so in the recent membership brochure. This is a brochure we can proudly distribute to non-Section members to highlight the many benefits the A&F Section has to offer."*

Many thanks and for his outstanding work, Neil gets cross-sectional Kudos!!! ■

## 2006-2007 Communications Section Officers and Executive Council

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