

NABE COMMUNICATIONS SECTION
Executive Council Meeting
Tuesday, February 5, 2008, 4-5:30 p.m.
Hyatt Regency Century Plaza
Los Angeles, CA

Members Present

Chair Mark Mathewson, Illinois State Bar Association
Chair-elect Francine Walker, The Florida Bar
Brad Carr, Alabama Bar Association
Jenna Grubb, Toledo Bar Association
Kelley Jones King, State Bar of Texas
Carol Manning, Oklahoma Bar Association
Bonnie Sashin, Boston Bar Association
Mark Tarasiewicz, Philadelphia Bar Association

Others Present

Elizabeth Derrico, American Bar Association
Craig Johnson, ABA/NABE
Eric Mann, Las Vegas Bar Association

ACTION AGENDA

Call to Order/Chair's Remarks - The meeting was called to order by the chair who then explained the agenda format, with action items and informational items listed. Next Mr. Mathewson: (1) thanked the council members who volunteered to serve as buddies for first-timers and suggested considering allowing select section members to serve as buddies in the future with the dinner expense covered by the section; (2) announced that Ms. Sashin will be recognized by the BBA for 20 years' service and congratulated her on behalf of the section; (3) announced that Craig Johnson is the new NABE staff director and he welcomed Craig to this and future meetings of the section; and (4) said that he attended the NABE board meeting earlier in the day and reported on behalf of the section.

Minutes – A motion to approve the minutes of October 9, 2007, was unanimously approved.

Workshop 2009 Proposal – Eric Mann, Clark County Bar Association, offered to host the 2009 workshop in Las Vegas. He said that his bar's new communications director and special events/CLE director would co-chair. The council accepted the offer. Mr. Tarasiewicz will provide Mr. Mann with the workshop planning guide.

Committee on Committees Report – Ms. Walker said that she, Mr. Carr and Ms. Sashin reviewed the current committees and structure. No changes to the committees are recommended at this time. However, upon taking the chair she will assign council members with committee liaison responsibilities.

Council Vacancy– Mr. Mathewson said that following Rene Eichem’s resignation, Kevin Ryan agreed to serve as secretary for the remainder of the year which creates a vacancy in the office of treasurer. The council agreed to this change of duties for Mr. Ryan and agreed to leave the treasurer position open.

Luminary Awards – Chair Barry Kolar, Tennessee State Bar Association, via a written report, proposed the addition of a new category for electronic newsletters. He said that each year, the Luminary Awards Committee is seeing more e-newsletters entered in the publications category creating difficulties in the judging process. The council concurred with the need to add the category and approved Mr. Kolar’s proposal for implementation beginning in 2008. Mr. Kolar, vice-chair Kevin Priestner, State Bar of Texas, and members of the committee will develop the criteria.

Communicator’s Talk – Mr. Mathewson said that three section members are now working on the newsletter: Alexa Giacomini, Illinois State Bar Association, is the assignment editor; Jeanne Barker, Idaho State Bar Association, is copy editor and Sarah Coole, State Bar of Georgia, is handling layout and design. A discussion ensued as to whether the newsletter should be continued in the current format or be converted to an e-newsletter. It was decided that this change would be discussed further at the August council meeting.

Anne Charles Award –At Mr. Carr's request, Mr. Mathewson asked the council to consider the Anne Charles Award, noting that there was not a recipient in 2007 due to lack of nominations. Mr. Carr made the case that the Charles committee should not feel obliged to select a winner every year. Reserving the award for truly appropriate winners only increases the honor to the recipient, he said.

Recruiting NABECOMM Candidates for the NABE Board – Mr. Carr announced that Mrs. Sashin will seek election to the NABE board this year. He reminded the council that the section’s strategic plan calls for the section to offer its collective expertise to NABE leadership and encouraged continued interest in recruiting section members to run for the NABE board.

INFORMATION AGENDA

Treasurer’s Report – The council reviewed a profit/loss statement for June 1, 2007 through January 30, 2008. The 2007 workshop netted a profit of just over \$6,000. The section reserve balance as of this period is \$16,294. Ms. Derrico said that a healthy reserve balance for the section would be between \$8-10,000 and that the NABE board will look to the council to expend some of the balance on services for section members. Ms. Walker said she will propose additional workshop scholarships in the 08-09 budget and asked the council members to suggest other member benefits/activities.

Workshop 2007 Report – The council reviewed the attendee evaluations report compiled by Adrienne Cornwall, Philadelphia Bar Association. She said that general comments very positive and indications of future attendance were plentiful. However, Ms. Cornwall’s final impression was that additional opportunities for informal

networking/engagement would be welcomed. It was also noted that a number of attendees suggested that the workshop be shortened and the Saturday session eliminated. The council generally agreed that this was a suggestion meriting further consideration. Ms. King said that although the contract is in place for the 2008 workshop, she would ask the hotel if adjustments could be made without penalty.

Workshop 2008 – Ms. King said plans are well underway for the October 21-25 workshop in Austin.

Membership – Ms. Grubb reported that the membership total for 07-08 – 255 – is an increase of 14% since 2004. She conducted a brief analysis of the current section members and said that 51% are with state bars, 42% are with local bars and 6% are with ABA and other federation bars. Of the 255 members, approximately 165 (65%) are involved in more traditional “communications work”

Newsletter – Additional volunteers are needed to cover sessions during the Midyear meeting.

Educational Programming – Cynthia Kuhn represents the section on the NABE program committee. Please contact her with ideas for programming.

Sponsorship – Ms. Cornwall, in a written report, outlined the committee’s projects for 2008. The committee has established a sponsorship goal of \$25,000 for this year’s workshop. Thomson West has already agreed to sponsor the Luminary awards and luncheon.

Web Site – Mr. Mathewson said that a committee has been formed to work on Web content for the section’s page with Veronica Cordova, State Bar of New Mexico, serving as chair.

AAL Partnership Opportunities – On behalf of Joyce Hastings, State Bar of Wisconsin, Mr. Mathewson distributed information on potential partnerships between bar associations and the AALL.

Division for Bar Services – Ms. Derrico said there has been a great, and grateful, response to the division’s efforts to compile all responses to listserv posed questions. This will be continued. She suggested to the executive council that a strategic planning session be scheduled during the NABE annual meeting in order to assess progress and update goals.

Adjourn – There being no further business, the meeting was adjourned.