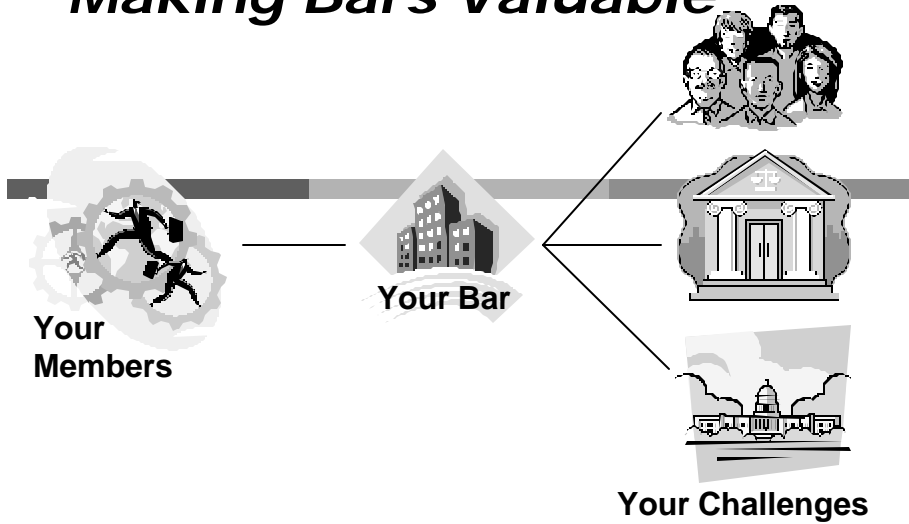
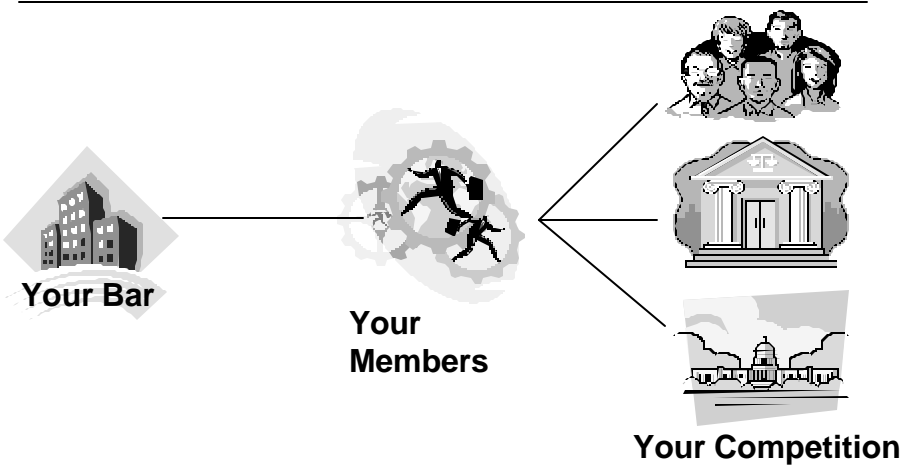


# *The Future of Relevance: Making Bars Valuable*



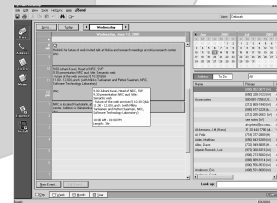
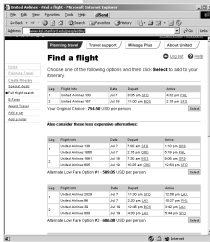
# *The Future of Relevance: Cut Out the Middle Man*



# Current Status of the Bar Web Ecology:

The Web as:

- Communications Tool
- Simplistic Search Mechanism
- Rudimentary Transactions
- Static Silos of Data



# The Bar Web Site as Idiot Savant

- ❑ Rapid publication of documents and supporting terms to index and search engines.
- ❑ Human interaction for input → evaluation → re-input
- ❑ Information retrieved as documents according to index engine relevance
- ❑ Human interaction for evaluation, assimilation, integration, action

REPEAT ad Nauseum

## The Bar Web Site's Limitations

---

- The web is still labor intensive
  - Requires constant input modifications and reinterpretation
  - Requires constant filtering and evaluation
- The Web lacks transactional functionality
  - Not agent operational
    - Can't Delegate
    - Can't Transport
  - Neither adaptive or intuitive
    - Limited context
    - Limited service

## Future: How the Web Site Should Be

---

- Understand term meaning and reference contextually
- Interoperable Applications AND Data
- Programmable via simple rules
- Self – filtering based on context and identity
- Capable of accessing and executing both 'local' and 'remote' services

# Getting to “as it should be”

## □ The Options Are:

- Off the shelf – The Bar as compensator
- Do It Yourself – The Bar as Technology Developer
- Outsourcing – Slave or Partner?

# The Enabling Technologies – The Codes

## HTML – Simple Presentation

```
<html>
<head> <TITLE>John Baldwin</TITLE> </head>
<body> <H1>Information About John Baldwin</H1>
<P>John Baldwin is the Director of the Utah Bar. He is an Active Member of
the Utah Bar. </P>
</body>
</html>
```

## XML – Data Identification

```
<person>
<name>John Baldwin</name>
<employer>Utah State Bar</employer>
<profession>Lawyer</profession>
<jobtitle>Director</jobtitle>
</person>
```

## DAML Setting Context and Relationship

```
<rdf:RDF
xmlns:rdf="http://www.w3.org/1999/02/22-rdf-syntax-ns#"
xmlns:daml="http://www.daml.org/2001/03/daml+oil#"
xmlns:="http://www.nabe.org/directory#"
xmlns:title="http://www.nabe.org/title#"
xmlns:status="http://www.utahbar.org/status#"
<usb:Member rdf:ID="jbaldwin">
<usb:firstName>John</usb:firstName>
<usb:lastName>Baldwin</usb:lastName>
<nabe:service rdf:resource="http://www.nabe.org/directory"/>
<nabe:title rdf:resource="http://www.nabe.org/title"/>
<nabe:employer rdf:resource="http://www.nabe.org/employment"/>
<daml:equivalentTo rdf:resource="status
http://www.utahbar.org/status"/>
</rdf:RDF>
```

## Enabling Technologies – The Services

---

- Programmable Information Broadcast
  - BLOGS
  - Electronic News Letters
- Member Record Management
  - Self Data Management & Reporting
  - Communication & Transaction Automation Rules
  - Record Portability
- Member / Public Legal Portal

## Enabling Technologies – The Information

---

- Document Databases & Archives
- Web Based News & Publications

## Enabling Technologies – The Transactions

---

- ❑ 'Precision' CLE (Shopping Cart from Hell)
- ❑ Court & Agency Transaction Facilitator ( Electronic Filing )
- ❑ Client Preparation and Delivery Services ( Tomorrow's LRS Systems )
- ❑ Vendor Evaluation and Purchase Agent Services

## The Key Systems

---

- ❑ Bar Web Site
- ❑ Membership Management System
- ❑ Accounting & Transaction Systems

## The Key Partnerships: The 'Easy' Ones

---

- The 'Easy' Ones:
  - Bar ← → Courts
  - Bar ← → Executive Agencies
  - Bar ← → Legislature

## Key Partnerships: The 'Hard' Ones

---

- Bar ← → Vendors
- Bar ← → Public

## Key Partnerships: The 'Abstract' Ones

---

- Bar ← → Bar
- Bar ← → Other Associations

## Summary

---

- Always Move TO technology integration
- Use technology to avoid being the middleman