

Bar Executive Spring 2003

President's Perspective By Tom Tinder

As all you NABE members know by now, a major emphasis during this year has been to communicate with you and keep you informed about what your association is doing. There is so much going on that you need to be informed of and aware of, so that you have a better understanding of what activities are available for you and how you can be involved in the workings of NABE.

Whether it is the weekly e-mail blast, NABE News, various authorized and "unauthorized" listservs, NABE-NET or our website, there are just three words for you to remember - communicate, communicate, communicate.

In addition, you are still receiving a lot of snail-mail and by July, we will have communicated with every NABE member by telephone to get your comments and input. Finally, there is this Bar Executive publication that is also an excellent communications tool.

NABE's major decision making body is its Board of Directors. Consequently, I want you to be aware of what your Board of Directors has been doing in order for you to be able to communicate with the Board members on these issues that affect you.

The NABE Board meets four times a year - twice at the Mid-Year and Annual Meetings of the organization in February and August, as well as once in the fall and once in the spring. During this year, we met in Omaha, Nebraska in September - an historic joint meeting with the National Conference of Bar Presidents' Executive Council - and in April in West Virginia. I have given you brief synopses of the Board's work in several NABE News messages. However, I want you to have more detail based upon what occurred at the most recent Board Meeting in April.

Your NABE Board of Directors is a diverse group of bar executives who give a tremendous amount of time and effort to improve and enhance the programs and services of our organization. They are:

Tom Pyrz - President-Elect (Indiana State Bar) Anne Fritz - Vice President (Memphis Bar) Larry Buxbaum - Secretary (Hennepin County Bar) Ev Sullivan - Treasurer (Lancaster Bar) Allan Head - State Bar Director (North Carolina Bar) Rod Wegener - State Bar Director (Oregon State Bar) Ann Scarle - Local Bar Director (Baton Rouge Bar) Ken Schear - Local Bar Director (Philadelphia Bar) Janet Sosin - Director At-Large (Illinois State Bar)

At the Board meeting in April, the following actions and decisions were taken or made:

1. The 2003-2004 NABE Directory will be received by members by November 1.
2. A Board committee working on a membership survey was authorized to set up appropriate focus groups of annual meeting attendees at San Francisco in August as well as non-attendees.
3. The Board re-approved its continuing commitment to leadership development as a major component of NABE programs with the Program Committee being made aware of this ongoing commitment.
4. The Board spent an extensive amount of time reviewing the financial status and a proposed budget for 2003-2004. The underlying assumptions were that the NABE membership would be constant, dues will not increase, the sponsorships at the annual meeting will be greater than in prior years and that the costs of the overall operation of the organization will increase by 8% overall. The financial report and the budget were approved by the Board members.
5. A detailed report was made by Tom Edmonds (Virginia State Bar) in his position as NABE's representative to the ABA House of Delegates. The House did approve a membership dues increase to be effective in August, 2003.
6. The Board approved a resolution honoring the memory and achievements of the late Bernie Raverty (Dayton Bar).
7. After in depth discussion and review, the Board selected Bob Craghead (Illinois State Bar) to receive the Bolton Award, the highest honor which can be bestowed on a NABE member. The Board also selected Allen Kimbrough (Nevada State Bar) to serve a two year term as NABE's representative to the American Bar Association's House of Delegates.
8. The Board reviewed its criteria for designating honorary members of NABE, who are those individuals who have been NABE members for ten years, have retired from a bar association position and have strengthened the organization. It was agreed that there would be further review of the criteria and means of selection of Honorary Members. The Board did take action to designate the following individuals as NABE Honorary Members - Tom Barletta, Mona Buckley, Kay Fisher, Frank Moran, Lori Ruello, Cynthia Spanhel, Jack Sweeney and Dalton Menhall.
9. The Board approved a recommendation from the Election Committee that the NABE listserv not be used for campaigning in NABE elections.
10. The Board approved the Diversity Development Committee's request to conduct a survey and create a mentorship program.

11. The Board received a report from President-Elect Pyrz regarding his Committee's investigation of alternatives for NABE meeting at the same time as the ABA's Annual and Mid-Year Meetings. There will be a further discussion and review of this situation at the next Board meeting in San Francisco in August.

12. Vice President Fritz and John Norwine (Cincinnati Bar) were assigned to participate in a task force including representatives from the National Conference of Bar Presidents and the National Conference of Bar Foundations to look at pricing of American Bar Association programs.

13. The Board approved a recommendation from the Sponsorship Committee relating to the definition of "non-member" of NABE as a person otherwise qualified to be a member, but has not paid the necessary membership dues.

14. The Board approved reports from several NABE sections, committees and forums.

Your NABE Board of Directors will next meet at 12:00 noon on Tuesday, August 5, 2003 at the Marriott Hotel in San Francisco. All Board of Directors meetings are open to any NABE member. Why not stop in and see your NABE Board in action. I guarantee that it will be an interesting experience for you!

Then, you will know even more of what's up!

San Francisco Snapshots

By Elizabeth Derrico

For those of a certain age, their first exposure to San Francisco was on television. There was the cable car heading down one of the city's steep streets as the jingle played, "Rice-A-Roni, that San Francisco treat." (Frankly, the food in San Francisco should NOT be judged by this 'treat.')

Then there was the crime-fighting duo of Karl Malden and Michael Douglas busting bad guys on the Streets of San Francisco. The city's famous skyline, from the Golden Gate Bridge to Alcatraz to Fisherman's Wharf to the Coit Tower, provides filmmakers, photographers and painters with a spectacular backdrop.

www.sfvisitor.org

While all cities are unique in their own way, with their own character, San Francisco's history, climate and geography converge to give the visitor a memorable experience. The city's first settlement, Yerba Buena was founded in 1776. It was a small community until word of the 1847 discovery of gold in the Sierra Nevada Mountains reached the rest of the nation and the world. The city's population grew from a mere 500 to 25,000 with the onslaught of the '49ers seeking their fortunes. Along with the gold seekers came saloons, dry goods stores and all forms of commerce necessary to support the miners, including some infamous brothels.

www.goldrushtrail.org

One of the entrepreneurs who arrived in San Francisco in the shadow of the Gold Rush was dry good merchant Levi Strauss. In 1873 he and his partner, tailor Jacob Davis who used Strauss denim to make pants for miners, patented the now-famous metal rivets on denim (Levi's 501 jeans). The two men received patent #139,121 from the U.S. Patent and Trademark Office. Levi Strauss considers that day to be the official "birthday" of blue jeans. www.levistrauss.com

Just as the destiny of Chicago was changed by the great fire of 1871 so too the 1906 earthquake changed the shape and course of San Francisco history. Just as in Chicago, a frenzied rebuilding that shaped much of what is the modern city followed the momentous event. It wasn't the earthquake that caused the most damage in the city; it was the ensuing fires. www.sfmuseum.org/1906/06.html

Any discussion of the city would not be complete without a nod to its literary legacy. Jack London was born there. Mark Twain made the city famous in his dispatches to Harper's Magazine and other journals. San Francisco's literary reputation however, rests squarely with the "Beats." The City Lights Bookstore continues its 50-year tradition created by Allen Ginsberg, Jack Kerouac and Lawrence Ferlinghetti and Neal Cassady. www.citylights.com www.latimes.com/news/nationworld/nation/la-et-citylights27may27234427.story

No other icon of San Francisco, amid a legion of famous sites, is more photographed than the Golden Gate Bridge. The public works project, started in 1933 and completed in 1937 is an engineering marvel. The suspension portion of the Golden Gate Bridge is 4200 feet long. A walk across the bridge (painted "international orange") on clear day provides breath-taking vistas. www.goldengatebridge.org

Encapsulating all that there is to do and see in San Francisco is impossible. A google search of "San Francisco" turns up a mind boggling 5,690,000 hits, so you might want to check out some of the links in this article and be sure to narrow your own on-line explorations. To get the full flavor of the city while attending the Annual Meeting, you might want to take a walking tour. It is a great way to explore the culture, architecture and history. www.sfhistorytour.com.

Whatever you choose to do during your stay in the "City by the Bay," you'll certainly leave a piece of your heart there.

Some San Francisco Movies

By Elizabeth Derrico

To get ready for your trip to San Francisco or if you can't attend to get a feel for what you are missing, why not check out a movie set in the city? This is just a sampling (and some of my favorites) If you want to see a comprehensive list, check out www.norcalmovies.com

The Maltese Falcon

The Lady from Shanghai

The Bird Man of Alcatraz

Dirty Harry

Beaches (warning, "chick flick")

Jagged Edge

Vertigo

Bullit

DOA

The Joy Luck Club

Pacific Heights

Edmonds Wants to Build on NABE's Sections

By Tom Tinder

Tom Edmonds has gotten a pretty good idea of how NABE runs and the concerns the group faces from his years on the Executive Committee (which became the Board of Directors) and as the organization's representative to the ABA House of Delegates.

"The issues haven't changed much," Edmonds said after the recent election that made him vice-president designate. "We are essentially an educational and networking enterprise."

Edmonds, executive director of the Virginia State Bar, believes that the main questions NABE faces are:

- "how to do programming that appeals to the broad range of membership," and
- "how to get the benefits of our educational programming to people who are unable to attend our meetings."

Part of the answer may lie in expanding section programming, Edmonds believes. While the current sections do a good job at having meetings that appeal to their members,

NABE may want to expand the number of sections, so that a broader group of members can have a group that focuses on their particular interests.

Along with expanding section programming, Edmonds believes that NABE should consider whether there should be only one annual meeting where the entire membership gathers, instead of the current two.

"The Programming Committee has a heck of a time coming up with an ongoing array of programs twice a year. Every six months you've got to be planning and putting on a program that's of high quality and of general interest and appeal to people who do everything from finances to communications to people who do legislative work. That's a challenging task."

Edmonds said that NABE's resources might be better used in planning for one annual meeting "of the highest quality," where "top notch" speakers could be invited.

Edmonds is looking forward to the next year as NABE vice president. His job, as he sees it, is to "do whatever the president asks me to do." He doesn't see the increased workload of vice president as interfering with his work at the VSB. "I've always stayed extra time at the House of Delegates meetings."

NABE offers help to meeting first-timers

Those attending a meeting of a group such as NABE for the first time can find it intimidating. Not that NABE folks are hard to get to know, or make it difficult for rookies. But trying to make connections in a group where many people have known each other for years can be awkward for many people.

NABE Membership Committee to the rescue. Chair Terry Scheid of the New York State Bar Association and the rest of the committee have planned activities to help newcomers feel more at home and help them start some of the strong connections NABE members have established over the years.

"There's always a concern for first-timers when they don't know anyone," Scheid said. "We're trying various ways to make contact with them even before the meeting."

When a NABE novice registers for the upcoming Annual Meeting, he or she is notified about the buddy system that the Membership Committee has established. The Committee is pairing all first-timers with either a Committee member or a member of the NABE board.

That person calls the newcomer prior to the meeting, to introduce him or herself and to give the rookie a sense of what to expect at the meeting and to answer any questions.

At the meeting itself, the buddy has special duties. Prior to the opening reception, there is a first-timers meeting, where the newcomers meet their buddies, as well as NABE officers and DBS staff. After the reception, the Membership Committee and first-timers go out to dinner.

Throughout the meeting, newcomers, if they choose, can go to programs with their buddies. Near the end of the meeting, there will be a wrap-up meeting where Committee members will ask the first-timers for feedback on how the buddy process went, and whether there are any suggestions for improving it. In addition, Committee members will follow up with first-timers about two weeks after the meeting.

The Committee hopes that these procedures will help those attending their first NABE meeting to have a good time and get the most out of their experience, Scheid said. Her recommendation to newcomers: "Try to take it all in. Attend everything you can, and don't be shy. Don't be afraid to ask questions... those who are veterans now were first-timers once, too."

Get the Most Out of the Annual Meeting

NABE's Membership Committee is doing what it can to make the Annual Meeting experience as meaningful as possible for first-timers. But whether this is your first NABE gathering or your twenty-first, there are general rules for helping to make sure you get the most out of your time in San Francisco (at least the meeting part).

The experts at Professional Training Associates and JDWrite offer these suggestions:

- Study the program outline. Review all sessions being offered and select those that will benefit you the most. In addition, select second choices so that if a session is full, you won't waste time deciding what to do next. Many large conferences offer special "first-timer" orientations. Attending these sessions will ensure that you get the most from the conference resources and services available to you.
- Put the office on hold. Concentrate on the conference, and don't let yourself be distracted by minor problems back at the office. Resist the temptation to check your voicemail unless you are expecting an urgent call. Leave a number at the office where you can be reached in an emergency, then check messages at the conference once in a while.
- Be prepared to network. Take a good supply of business cards. (If you don't have any, get some; they're a worthwhile investment.) When you exchange cards with someone, take a minute to make notes on the back of the card about where you met, what you talked about, and what follow-up action you might take.

- Don't be shy about talking with strangers. You are surrounded by people with whom you share a strong interest. Take advantage of the opportunity to ask questions and compare opinions.
- Record action ideas. Don't bury good ideas in notes that you may never look at again. Use a separate sheet to list ideas that you want to try as soon as you return to work.
- Follow up on new ideas immediately. When you return to the office, before catching up on messages and mail, take out your action list and plan how you can implement at least one idea. E-mail your boss or copy your colleagues on some of the materials you collected. By following up immediately, you will get more value from the conference and ensure that the time you spent there benefits both you and your employer-which is the reason you went in the first place.
- Remember that you're not just here to learn from the experts. Every attendee can teach you something and you are here to network. Even if you are shy, don't forget that everyone is in the same situation. Some people come with a friend, but there are plenty of others flying solo. Social events give you a chance to meet people whose faces you will be seeing in seminars, to catch up with people you connected with earlier, and to talk to other people. How often do you get that in your everyday life?
- You may also find that the experts and speakers come out to mingle at these events. If you have a question for them or simply want to compliment them on their presentation (and believe me, they'll appreciate that), go on over, introduce yourself and say your piece. Remember, they're only human.

Annual Meeting Schedule

NABE ANNUAL MEETING

Bar Associations: Risky Business

You won't see Tom Cruise clad in underwear, dancing and playing air guitar. NABE's view of risky business takes things a little more seriously, with a focus on the minefields that bar executives traverse in the complex world of associations. Keys to managing risk in all aspects of association business will be provided throughout the sessions in this year's program.

Issues addressed were chosen to inform bar association professionals regardless of their various responsibilities or the size of their bars. However, some programs may have a special appeal to certain groups within the NABE membership.

For executives of smaller bar associations...

Wednesday	11:15 a.m. – 12:15 p.m.	A Policy Primer for Enhancing Your LRIS Operations
Wednesday	3:00 p.m. – 4:00 p.m.	Meeting Planning for Non-Meeting Planners
Thursday	11:55 a.m. – 12:55 p.m.	Nothing Personal; It's Personnel Policy

For those interested in communications, marketing and membership...

Wednesday	11:15 a.m. – 12:15 p.m.	60 Legal PC Tips, Gadgets and 'Net Sites in 60 Minutes
Wednesday	3:00 – 4:00 p.m.	Governmental Relations & Communications: Working Together to Achieve Results
Thursday	10:45 a.m. – 11:45 a.m.	Raise The Bar, Attract New Members, Increase Attendance At Meetings: How Innovation Can Be Used in Any Size Association

For those with administrative, financial or technical responsibilities...

Wednesday	11:15 a.m. – 12:15 p.m.	60 Legal PC Tips, Gadgets and 'Net Sites in 60 Minutes
Wednesday	3:00 p.m. – 4:00 p.m.	Protecting Your Assets
Thursday	10:45 a.m. – 11:45 a.m.	Cyber Security

For CSEs...

Wednesday	11:15 a.m. – 12:15 p.m.	Risk Checklist for Managers: What to Review, Update and Calendar
Thursday	10:45 a.m. – 11:45 a.m.	Lessons Learned from Nearly 100 Years of Experience: Mistakes Not to Be Repeated
Thursday	11:55 a.m. – 12:55 p.m.	Space: The Final Frontier

Avoid taking unnecessary risks...

Check the errata sheet daily at the registration desk to sidestep the risk of missing important sessions or events that could be affected by last-minute changes.

MEET, GREET, EAT

NABE Board of Directors Meeting
12:00 Noon Tuesday, August 5 Pacific Suite I, Fourth Floor

Communications Section Executive Council Meeting
4:00 p.m. Tuesday, August 5 Sierra Suite B, Fifth Floor

NABE New Chair Orientation Meeting

4:45 p.m. Floor	Tuesday, August 5	Pacific Suite I, Fourth
Program Committee Meeting 5:00 p.m. Floor	Tuesday, August 5	Sierra Suite H, Fifth
2:00 p.m. Floor	Friday, August 8	Sierra Suite J, Fifth
First-Time Attendee and New Member Orientation 5:30 p.m. Lower B2 Level	Tuesday, August 5	Ballroom Salons 1&2,
Welcome Reception 6:30 p.m.	Tuesday, August 5	Atrium Lounge
Administrative and Finance Section Meeting 7:30 a.m. C1, B2 Level	Wednesday, August 6	Golden Gate Salon
Communications Section Meeting 7:30 a.m. C2, B2 Level	Wednesday, August 6	Golden Gate Salon
Lawyer Referral Information Service Forum Meeting 12:30 p.m. Floor	Wednesday, August 6	Pacific Suite 1, Fourth
Meetings/Seminars/Events Forum Meeting 12:30 p.m. B2 Level	Wednesday, August 6	Golden Gate Salon A,
Sections and Committees Forum Meeting 12:30 p.m. B2 Level	Wednesday, August 6	Golden Gate Salon A,
Membership Committee Meeting 12:30 p.m. B2 Level	Wednesday, August 6	Golden Gate Salon A,
Sponsorship Committee Meeting 12:30 p.m. B2 Level	Wednesday, August 6	Golden Gate Salon A,
Survey Committee Meeting 12:30 p.m. B2 Level	Wednesday, August 6	Golden Gate Salon A,
First-Time Attendees Wrap-up Session 2:30 p.m. B2 Level	Thursday, August 7	Golden Gate Salon A,

Governmental Relations Section Meeting

2:30 p.m.
Floor

Thursday, August 7

Sierra Suite G, Fifth

Tuesday, August 5

7:30 a.m. – 5:00 p.m.

NABE/NCBP/NCBF Joint Registration

Noon – 4:00 p.m.

NABE Board of Directors Meeting

Pacific Suite I, Fourth Floor

4:00 p.m. – 5:30 p.m.

NABE Communications Section Executive Council Meeting

Sierra Suite B, Fifth Floor

4:45 p.m. – 5:30 p.m.

NABE New Chair Orientation

Pacific Suite 1, Fourth Floor

5:00 p.m. – 6:00 p.m.

NABE Program Committee Meeting

Sierra Suite H, Fifth Floor

5:30 p.m. – 6:15 p.m.

First-time Attendees and New Member Orientation

Ballroom Salons 1 and 2, Lower B2 Level

This informal session will enable you to connect with your bar association colleagues and learn more about NABE. Begin building your NABE network in a relaxed atmosphere!

6:30 p.m. – 7:30 p.m.

NABE Welcome Reception

Atrium Lounge, Atrium Level

It's time to eat well and talk wisely or, as a party aficionado advised, eat wisely and talk well. Whatever your party plan, the only risk you'll run into here is missing the fun if you come late. Remember to thank all NABE sponsors for their contributions to this event.

7:30 p.m.

NABE First-time Attendee and New Member Dinner

Location to be determined

First-timers will mix with NABE veterans and ABA staff to continue to build networks and knowledge, both of which are strong benefits of NABE membership.

Wednesday, August 6

7:00 a.m. – 4:15 p.m.

NABE Registration

7:30 a.m. – 8:30 a.m.
NABE Administration & Finance Section Breakfast
Golden Gate Salon C1, B2 Level

NABE Communications Section Breakfast
Golden Gate Salon C2, B2 Level

NABE General Continental Breakfast and Networking Opportunity
Golden Gate Salon A, B2 Level

8:30 a.m – 9:15 a.m.
Welcome to San Francisco, Introductions and Announcements
Golden Gate Salon B, B2 Level
Thomas R. Tinder, Charleston, WV, President, NABE
Judy Johnson, San Francisco, CA, executive director, The State Bar of California
Martha Whetstone, San Francisco, CA, executive director, Bar Association of San Francisco
Introduction of First-time Attendees
Terry Scheid, Albany, NY, Chair, NABE Membership Committee

9:15 a.m. – 10:15 a.m.
NABE Plenary Session: Inspiring Others to Succeed
Golden Gate Salon B, B2 Level
In a world of busy schedules, e-mails, phone calls and meetings, many ask the question, "How do I find time to lead effectively?"
This session will allow participants to learn some key leadership characteristics, explore via instrumentation their individual familiarity with those characteristics, and create action plans to take back to their work environments that will enable both intra- and interpersonal change. Be open to learning, reflecting and applying.
Speaker:
Stuart Shepley, Martinsville, IN, associate director of Bradford Woods, Indiana University's 2,400-acre Outdoor Leadership Center, and director of the Professional Development Center and assistant professor in Indiana University's School of Health, Physical Education and Recreation

10:15 a.m. – 10:45 a.m.
Introduction to Risk Management
Golden Gate Salon B, B2 Level
As an association executive, you are responsible for the management of the affairs of the association. A large part of this responsibility is to steer the organization through today's risk-laden environment with maximum protection, minimum danger and quick and effective corrective action when the inevitable collision with trouble occurs. James Seely of Association Legal Services in San Francisco will draw on his 20-plus years of experience providing legal services to trade and professional associations to remind us of our responsibilities while guiding (and protecting) a "risky business."
Speaker:
James Seely, San Francisco, CA, senior attorney, Association Legal Services

10:45 a.m. – 11:15 a.m.
NABE Sponsor Networking Break

Foyer, B2 Level

First Set of NABE Concurrent Track Programs

11:15 a.m. – 12:15 p.m.

Risk Checklist for Managers: What to Review, Update and Calendar

Golden Gate Salon C1, B2 Level

Can you say with certainty that your association's policies, contracts, coverages, trademarks, and other vital business concerns meet your current needs or, in some cases, even comply with current case law? Learn what practices should be addressed and what files you should review. In addition, the concept of institutionalizing a special counsel panel to provide consistent evaluation will also be discussed.

Speaker:

D. Rusty Denton, Indianapolis, IN, partner with Bingham McHale, LLP, and former counsel to the Indianapolis Bar Association Board

Policy Pointers for Executive Directors: A Policy Primer for Enhancing Your LRIS Operations.

Golden Gate Salon C2, B2 Level

Delivered by a squad of seasoned LRIS professionals, this program will focus on practical performance rather than abstract concepts. Be ready for a rapid-fire presentation on the best strategies for making your LRIS engine hum. Specific topics include: business planning, finance, marketing, public relations, and insurance/liability. Miss this session and miss the chance to make your program the best it can be.

Speakers:

Jonathan Cowles, New Brunswick, NJ, executive director, Middlesex County Bar Association

Helen Druce, Syracuse, NY, executive director, Onondaga County Bar Association

Sherry King, St. Louis, MO, assistant executive director, Bar Association of Metropolitan St. Louis

Carol Woods, San Francisco, CA, LRIS director, Bar Association of San Francisco

60 Legal PC Tips, Gadgets and 'Net Sites in 60 Minutes

Golden Gate Salon C3, B2 Level

Who doesn't love a "Tips" program!?!? This fast and furious session brings together the best tips you'll ever hear about legal technology information you can take back to your firm and use NOW! From word processing tips to Palm-sized gear, how to pay for technology purchases to "Surviving Windows" to protecting your system from disasters to spending as little as possible on maximum impact legal research to technology "FAQs." You won't want to miss this popular session!

Speaker:

Ross Kodner, Milwaukee, WI, founder and president of MicroLaw and an award-winning technology consultant

12:30 p.m. – 1:30 p.m.

NABE Buffet Luncheon

Golden Gate Salon A, B2 Level

NABE Committees and Forums will meet during this time. Please check the "Meet, Greet and Eat" listing to see whether your group is meeting.

1:45 p.m. – 2:45 p.m.

NABE Plenary Session: The Paper LESS Office 2002: Taming the Paper Monster
Golden Gate Salon B, B2 Level

A fresh update of one of the most popular legal technology programs of all time! Based on the ground-breaking "in the trenches" experience of nationally known legal technology consultant and attorney Ross Kodner with his own consulting clients. This has been one of the hottest topics across the nation! Ross will show you how to reduce the time association executives waste looking for paper files by using a low-cost "scan everything" approach that stores externally-received documents with internally-generated work product. This process will show you how to make all your files contiguous and fully electronic. We don't throw away the paper--this is NOT the paperless office. We just don't need to pull hard copy from our paper files nearly as often, reducing the number of times we have to physically touch a piece of paper. The bottom line is clear-cut: recover lost bills, increase profits, achieve faster client response time, and, oh...no more lost documents!

Speaker:

Ross Kodner, Milwaukee, WI, founder and president of MicroLaw and an award-winning technology consultant

2:45 p.m. – 3:00 p.m.

NABE Sponsor Networking Break
Foyer, B2 Level

Second Set of NABE Concurrent Track Programs

3:00 p.m. – 4:00 p.m.

Protecting Your Assets

Golden Gate Salon C1, B2 Level

In order to "C.Y.A." - you better "P.Y.A."...Protect Your Assets!

Building on the Management Checklist offered in the morning track program, Jim Seely and Susan Waters will share more information on what you need to be watching,

monitoring and responding to in order to limit liabilities and protect assets such as your organization's programs, services, investments and tax status. Learn what may be - or ought to be - keeping you awake at night...and get some tips on how to sleep more soundly!

Speakers:

Jim Seely, San Francisco, CA, senior attorney, Association Legal Services

Susan Waters, CAE, San Francisco, CA, chief executive officer for California Society of Certified Public Accountants and former executive director of the Massachusetts Bar Association

Meeting Planning for Non-Meeting Planners

Golden Gate Salon C2, B2 Level

A meeting without a planner is likely to be memorable...although not in a good way. However, many association executives find themselves wearing the "planner hat" without having much planning experience. This session will feature experienced meeting planners who will share their tips and techniques for a smooth meeting, regardless of size. Topics to be covered include goal setting, budgeting, contract negotiation, site inspections, and speaker management. Attendees will receive a copy of the Meeting/Event Planning Guidebook.

Speakers:

Denice DeStefano, Concord, NH, assistant executive director, New Hampshire Bar Association

Audrey Mathias, Indianapolis, IN, program director, Indianapolis Bar Association

Governmental Relations & Communications: Working Together to Achieve Results

Golden Gate Salon C3, B2 Level

Ronald Kennedy, Chair of the NABE Governmental Relations Section, and Chris Blake, Chair of the NABE Communications Section, will lead a panel of veterans in a discussion about how the two areas can work together to maximize their results.

Speakers:

Chris Blake, New Britain, CT, communications director, Connecticut Bar Association

Ronald Kennedy, Albany, NY, associate director of government relations, New York State Bar Association

7:00 p.m. – 11:00 p.m.

Aquarium by the Bay, The Embarcadero at Beach Street

There'll be fins to the left and fins to the right (with a nod to Jimmy Buffet) when NABE hosts its Wednesday Night Party at the Aquarium by the Bay. Food, drink and music will be provided along with a bus shuttle schedule that will accommodate both early birds and night owls.

Thursday, August 7

7:30 a.m. – 8:30 a.m.

NABE General Breakfast

Golden Gate Salon A, B2 Level

8:45 a.m. – 10:15 a.m.

Golden Gate Salon B, B2 Level

NABE Plenary Session: Association Branding: Why Branding Matters and What To Do About It

The good news: virtually every person in America belongs to an association.

The bad news: virtually every person in America belongs to an association.

During tough economic times, people become very selective in what associations they decide to invest time and money in. The key is to build a brand that provides an overwhelmingly positive level of perceived value. Your association must be seen as so valuable that your target audience feels they have to be a part of it. In this fast-paced and highly interactive session, we will examine why brands matter, how brands are built and, most importantly, how you can build the most effective brand for your particular association. Your brand represents the value that people think they get from being part of your association or think they would get if they did join your association. This session provides a very practical approach to building the brand you want.

Speaker:

Dan Coughlin, St. Louis, MO, president of The Coughlin Company, Inc., corporate advisor and teacher

10:15 a.m. – 10:45 a.m.

NABE Sponsor Networking Break

Foyer, B2 Level

Third Set of NABE Concurrent Track Programs

10:45 a.m. – 11:45 a.m.

Lessons Learned from Nearly 100 Years of Experience: Mistakes Not To Be Repeated
Location to be determined.

By popular demand, a panel of veterans execs have been assembled to provide those attending with the most practical information of all – “10 Mistakes I Made That I Beg You Not to Repeat.” A lively Q&A will also be included. Don’t miss this one!

Speakers:

Kathy Bifaro, Buffalo, NY, executive director, Bar Association of Erie County

Keith Birkes, Jefferson City, MO, executive director, The Missouri Bar

Chris Burdick, executive director and general counsel, Santa Clara County Bar Association

Diane Minnich, Boise, ID, executive director, Idaho State Bar

Raise The Bar, Attract New Members, Increase Attendance At Meetings: How Innovation Can Be Used in Any Size Association!

Golden Gate Salon C2, B2 Level

This highly interactive session provides five innovative methods that any size association can implement to drive better results. The greatest myth about innovation is that it's costly. Just the opposite is true. True

innovations are usually the most cost-effective short-term and long-term solutions to any situation. The greatest investment in innovation is a mental investment. The payoff in terms of greater membership, attendance at meetings and volunteerism can be extraordinary. Walk away from this session

with innovative tools you can apply immediately to your situation.

Speaker:

Dan Coughlin, St. Louis, MO, president of The Coughlin Company, Inc., corporate advisor and teacher

Cyber Security

Golden Gate Salon C3, B2 Level

Time is money...at least it used to be. Nowadays, data is money, which would explain why so many people are trying to steal it. And unlike the good ol' days, the tools for stealing data evolve on a daily basis. It is no longer sufficient to put up a firewall, install virus protection and sit back and relax. This session will explore some of the growing security threats to electronic information. Also, tools and approaches for protection of this data will be examined. Learn how to protect your own data and by extension, your members' data.

Speaker:

Toby Brown, Bountiful, UT, president of Roberts Brown LLC, which provides strategic technology and marketing consulting services

Fourth Set of NABE Concurrent Track Programs

11:55 a.m. – 12:55 p.m.

Space: The Final Frontier

Location to be determined.

Bar associations are continually faced with the dilemma as to whether to lease space for their operations or whether to buy a building for their future needs. This program will address this issue and will answer the following questions:

- Am I giving up future flexibility by buying a building? Will a fixed structure meet our future needs?
- Is it a wise financial decision to tie up my capital in a building?
- Does it make sense from a tax perspective for a non-profit to own a building?
- Should my foundation, a 501 (C)(3), own our building, should my association, a 501 (C)(6), own it or should I create a new 501 (C)(2) to take ownership?

Two respected bar leaders will combine with a noted San Francisco tax attorney to discuss this. George Brown, executive director of the State Bar of Wisconsin, will review his association's building ownership; Alex Lagusch, executive director of The Columbus Bar Association, will discuss his association's decision to lease, and the attorney will outline some of the tax and business ramifications of leasing versus ownership. This program is so significant that you would be better off having your staff work out of their cars rather than make a building decision prior to August.

Speakers:

George Brown, Madison, WI, executive director, State Bar of Wisconsin

Alex Lagusch, Columbus, OH, executive director, The Columbus Bar Association

Nothing Personal; It's Personnel Policy

Golden Gate Salon C2, B2 Level

Personnel policy manuals have come a long way from the days of the one-pager listing vacation and sick-pay rules. Today, manuals range from five-page handouts to tomes the size of Tolstoy's *War and Peace*. But good policies are not measured by weight as much as by words. In this session, bar administrators will explain the essential components of a sound personnel policy manual and discuss their experiences with updating policies to address emerging employment practices. This session is designed to be interactive, so bring your questions. You'll leave with a model for your own policy manual.

Speakers:

Janis Jerman, New Britain, CT, administration & finance director and bar counsel, Connecticut Bar Association

Charlie Lorenzetti, Washington, DC, assistant executive director, The District of Columbia Bar

What Keeps You Up at Night?

Golden Gate Salon C3, B2 Level

This session will be conducted in an open space format, which gives participants the opportunity to set the agenda of the program and discuss in small groups only those issues in which they are interested. It allows the energy and information typically exchanged in conference hallways to flow into a conference session. The one requirement is The Law of Two Feet, which simply dictates that you are responsible for making good use of your time. If you find you are not learning or contributing, you have the right and the responsibility to move...to another discussion group, to a completely different breakout session, or to your hotel room to relax.

Facilitator:

Elizabeth Derrico, Chicago, IL, associate director, ABA Division of Bar Services

12:55 p.m. – 1:30 p.m.

NABE Membership Business Meeting

Golden Gate Salon B, B2 Level

Hear what your association has accomplished over the past year and get a glimpse at upcoming projects.

1:30 p.m. – 2:30 p.m.

Passing of the Gavel & Awards Luncheon

Golden Gate Salon A, B2 Level

Thank Tom Tinder for his creation of NABE News and his year of outstanding leadership as president of NABE. He will be passing the gavel to president-elect Tom Pyrz.

2:30 p.m. – 3:30 p.m.

First-time Attendees Wrap-up Session

Golden Gate Salon A, B2 Level

First-timers, plan to stay a little later in our luncheon room to provide feedback about your conference experience so the NABE Program Committee can incorporate your fresh ideas into the meeting planning process.

2:30 p.m. – 4:00 p.m.

Governmental Relations Section Meeting

Sierra Suite G, Fifth Floor

Friday, August 7

2 p.m. – 5:30 p.m.

NABE Program Committee Meeting

Sierra Suite J, Fifth Floor

NABE Diversity Committee Update

By Jane Schoenike

The Diversity Committee, chaired by Tony Alvarado at the State Bar of Texas, is working on two projects. The first is a baseline survey of the NABE membership on the demographics of bar association personnel. The second is a pilot project to develop a mentoring program that seeks to improve the diversity of the NABE membership.

The purpose of the survey is to gather any available data on NABE membership profiles to create a baseline evaluation for the mentorship pilot project. The survey was sent electronically to 201 executive directors of state and local bar associations. The questionnaire asks 13 questions to define the association's profile and then the composition of the management and support staff in bar associations.

So far, we have received 79 responses (a nearly 40% response rate). The Diversity Committee has not had the opportunity to analyze the responses, but several preliminary results are interesting. 44% of respondents report that they have between 1-5 minority managers and 49% of respondents report that they have 1-5 minority support staff. 42%

of respondents report that the number of minority members of their staff have increased in the last five years, 42% say that the number has remained the same and 9% of respondents report a decrease in the number of minority staff in the last five years. In answer to the question of whether their association supports staff development for minority staff members, 73% said yes.

All chief staff executives who have not answered the survey may still do so. The survey is on-line at <http://www.zoomerang.com/survey.zgi?9XQM7EEWEN1DW8D3B30E16XF>. It's not too late to provide us with your information. Completing the questionnaire takes only minutes.

The purpose of the Mentoring Pilot Project is to appreciate, encourage and support current and future members of NABE who are racial or ethnic minorities. The goal is to enhance leadership opportunities for members of NABE, increase awareness and understanding of the benefits of diversity within NABE and its companion organizations, and to increase the number of minority members in NABE by providing a forum for the discussion of strategies to improve hiring, retention and promotion of minority staff members.

The pilot project will consider sponsoring networking events, listservs and/or orientation programs for minority members. Whatever types of activities are attempted, this is intended to be an enjoyable experience for all involved. The pilot should take 2-3 years, and be evaluated by the participants.

Upcoming NABE Events

August 5 - 8, 2003
ABA/NABE/NCBP/NCBF Annual Meeting
San Francisco, CA
San Francisco Hilton
Contact: ABA Service Center
312/988-5522
abasvcctr@staff.abanet.org

October 15-18, 2003
NABE Communications Section Workshop
St. Louis, MO
Contact: Jill Werner at wernerj@staff.abanet.org

November 7 - 9, 2003
NABE Board of Directors Meeting
Contact Jill Werner at wernerj@staff.abanet.org

November 13 - 15, 2003
17th Annual State Legislative Workshop
Contact Ken Goldsmith at goldsmithk@staff.abanet.org

Want to Make the Most of Your NABE Membership?



GET INVOLVED!

Share information and ideas with your bar association colleagues.



Activities

NABE offers members a chance to participate in one of four specialty forums.

- Lawyer Referral & Information Service

- Law Office Economics and Management
- Meetings/Seminars/Events
- Sections and Committees

These forums promote an exchange of ideas for bar executives focused on various aspects of association management.

NABE members are eligible for conference scholarships.

Annual and Midyear Meeting Dates and Locations

Year	Midyear	Annual
2003	Seattle Feb. 3 – Feb. 8	San Francisco Aug. 5 – Aug. 9
2004	San Antonio Feb. 3 -- Feb. 7	Atlanta Aug. 3 – Aug. 7
2005	Salt Lake City Feb. 8 – Feb. 12	Chicago Aug. 2 – Aug. 6
2006	New Orleans Jan. 31 – Feb. 4	Honolulu Aug. 1 – Aug. 5
2007	Miami Feb. 6 – Feb. 10	San Francisco Aug. 7 – Aug. 11
2008	Beverly Hills Feb. 5 – Feb. 9	New York City Aug. 5 – Aug. 9

Section Workshops scheduled this year:

- Communications Section Workshop
Oct. 15 – 18, 2003, St. Louis
- Governmental Relations Workshop
Nov. 13 – 15, 2003, Washington, DC

Scholarships include waivers of registration and event fees along with a travel stipend.

Answers

NABE provides information through members-only Listservs, the web site and NABE Net.

- Handouts from NABE conferences

- Opportunities for electronic discussions
- Section newsletters
- Sample documents for staff specialists, such as meeting planners and communication professionals

In addition, NABE members receive a weekly e-update from the association president.

NABE promotes networking through a special Buddy Program, which pairs new members with experienced association professionals.

- An orientation session and dinner for First-Time conference attendees is scheduled at both the Annual and Midyear meetings.
- New members are encouraged to keep in contact with their veteran partners to learn more about becoming involved in NABE, whether through committee work or as a contributing writer for the web site.

Access

NABE members enjoy greater access to programs and services offered by the ABA's Division of Bar Services.

- Information Clearinghouse, a free information request service.
- Field service visits, on-site assistance in program and project planning.
- Bar Crawler, keyword access to the public content of more than 300 state and local bar web sites.
- Consulting services, focused evaluations to direct bar associations to "best practices management."
- Special publications on membership development, financial management and available awards and grants.

AND for a few dollars more...enroll in a Section.

- Administration & Finance, \$30 dues
- Communications, \$30 dues
- Governmental Relations, \$40 dues

Sections sponsor special educational sessions, exchange information through members-only Listservs and publish e-newsletters.

NABE members say...

"I have been a member of NABE for 26 years. It's been a tremendous asset in my professional growth. I'm smart enough to know I can never be smart enough. That's where a sharp executive team comes in. NABE provides a forum to hear problems and innovations, early in their development. Next, it acquaints executive team members with their counterparts. The economy dictates we must be more efficient. NABE facilitates applied efficiency, right things...done right."

Alex Lagusch , Executive Director, The Columbus Bar Association

"NABE membership is a great benefit for professional staff. Whether for the membership director, communications director or CLE director, NABE has great networking and information-sharing opportunities. My staff members have found that whether they attend a NABE conference or not, they have access to resources that make their jobs easier and broaden their professional circle."

Julie Armstrong, Executive Director, Indianapolis Bar Association & Foundation

"NABE is rich in resources, both people and information. When quandaries arise, my staff and I pick up the phone and call a NABE colleague or we search the online clearinghouse. I encourage my staff to join NABE for their own career building."

Tim Hazen, Executive Director, Connecticut State Bar

"It is important for my key staff to be members of NABE. This organization is the best place to float a new idea before seasoned veterans, secure help in avoiding problems headed your way and get inspiration for that next great project lurking in the back of your mind. Your professional personnel will not realize its full potential without active participation in NABE."

Robert Wells, Executive Director, South Carolina Bar

Staff specialists endorse NABE...

"More than any other benefit, I value the personal relationships I've developed through NABE. Nowhere else can I find a network of peers that understand the challenges and victories of that peculiar animal known as the bar association administrator. Other professional associations may be nice to visit, but it's always comforting to come home to my NABE family."

Gregory M. Derwart, Director of Administration, Maryland Bar Association

"Got a question that has you stumped? Looking for a good project idea? Or talk to someone who has been there and done that --- and can advise or commiserate? The answer can be summed up quite simply. It's NABE From a NABE member spending 30 minutes on the phone advising me. . . to a project idea

"borrowed" from another NABE member's association that turned into an award-winning partnership . . . to seeing names from the NABE directory

turning into faces recognized at meetings, then becoming life-long friends. It's what NABE has been for me - and what NABE offers to each of us."

Susan Andres, Director of Communications, Alabama State Bar

"Like so many bar staff members, I wear a number of "hats" at the Colorado and Denver Bar Associations. By bringing together staff from local, state and specialty bars, NABE has provided a forum for me to learn ways to do my job more effectively. I've taken advantage of the invaluable educational programs, and the resource documents posted on the NABE website (so I don't have to reinvent the wheel). I've also been able to identify those with similar job responsibilities whom I can contact when I have questions. Although it's still in its infancy, NABE-Net is providing yet another means of communicating with my peers about bar-related issues. With each passing year, I find more and more value from my NABE membership. And, as an added bonus, I've met some of my closest friends through NABE!"

Dana Collier Smith, Assistant Executive Director, Colorado Bar Association

**For more information, contact:
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johnsonmaria@staff.abanet.org**