

NABE-News

CALENDAR from www.nabenet.org

NABE Board of Directors meeting

When: Nov. 5 - 6
Where: Destin, FL

GR Section Workshop

When: Nov. 10 - 12
Where: Washington, DC

NABE Administration and Finance Section Meeting

When: Feb. 7 - 8
Where: Salt Lake City, UT

NABE/NCBP/NCBF Midyear Meeting

When: Feb. 8-12
Where: Salt Lake City, UT

CSE Retreat

When: March 8 - 9, 2005
Where: Chicago, IL

Bar Leadership Institute

When: March 10 -12, 2005
Where: Chicago, IL

ANNOUNCEMENTS

NABE Website Survey: The NABE Website Committee wants your thoughts on the NABE website, and asks you to take a moment to complete a brief survey. You can access the survey at <http://www.surveymonkey.com/s.asp?u=58260668134>. I promise it will take you less than a minute to complete, so whether you regularly go to the NABE website or can't remember its address (www.nabenet.org), please give the committee feedback so they can better meet your needs. The results of the survey will be published in a future NABE-News.

New Members: Welcome to the newest members of NABE:

- Steven Dunn, Director of Information Technology, Illinois State Bar Association
- Monica Finch, Media Services Assistant, New York State Bar Association
- Kathleen Wilson, Executive Director, Association of Trial Lawyer Executives
- Stephen Murrell, Legislative Counsel, The Missouri Bar

We're pleased to have you as members, and look forward to your participation in NABE!

Government Relations Section Workshop: Following on the heels of the Communication Section workshop, is the GR Section Workshop, November 10-12 in Washington, DC. The workshop begins with a state courts and judiciary review from 1:00-2:30 p.m. on Wednesday, followed by a "behind the scenes" tour of the United States Supreme Court. On Thursday's schedule are programs on handling divisive issues and tort reform, as well as an update from the ABA Governmental Affairs Office and roundtable discussions. Friday features updates on election and redistricting and the American Jury Project, plus the effect of the *Blakely* decision on states. Hotel reservations can be made at Jurys Washington Hotel, Dupont Circle (866/534-6835 or 202/483-6000); rooms are \$150/night. The registration fee is \$185 for GR Section members; \$220 for NABE members (includes workshop registration and GR Section dues); and \$250 for non-NABE members. Limited scholarship opportunities are available. To apply, provide a brief statement of interest and contact information to GR Section Chair, Matthew Hallisey, at 860/612-2004 or mhallisey@ctbar.org.

Communication Section Awards: At its recent workshop, the Communications Section presented the following awards:

- **Anne Charles Award for Distinguished Service** – Ann Scarle, Executive Director of the Baton Rouge Bar Association

This award is presented to a member of the Communications Section who has made a significant contribution to advancing the goals of the section through committee service or other similar contributions. The award is intended to recognize the "unsung heroes" who have shared their time and expertise on behalf of the section. The award is named for the late Anne Charles, director of communications at the State Bar of California, who served the section by chairing committees, serving on the Executive Council, mentoring new members, and representing the section's interests with the NABE Board of Directors.

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- **E.A. “Wally” Richter Leadership Award** – Christine Cendagorta, Executive Director of the Washoe County (NV) Bar Association

This award is given to a member of the NABE Communications Section “for outstanding achievement in the field of communications, for extraordinary service to colleagues in the National Association of Bar Executives, and for distinguished leadership of the Communications Section.” It is named after E.A. “Wally” Richter, the longtime director of communications for The Missouri Bar.

- **Luminary Awards** – These awards recognize outstanding achievement in various categories: marketing, public relations, regular and special publications, and websites. Recipients were:

Marketing – Barry Kolar, Assistant Executive Director, Tennessee Bar Association

Public Relations – Ken Brown, Director of Public & Media Relations, Ohio State Bar Association, and Susan Andres, Director of Communications, Alabama State Bar

Regular Publications – Darlene LaBranche, Publications Assistant, Louisiana State Bar; Brian Tyson, Publications & Communications Coordinator, American Board of Trial Advocates; Stephanie Abbott, Communications Director, Clark County (NV) Bar Association; and Kimberly Farmer, Executive Director, and Diane Pfister, Communications Director, Louisville Bar Association

Special Publications – Bill Weber, Communications & Marketing Director, Massachusetts Bar Association; Melanie Henry, Director of Program & Communications, The Mississippi Bar; and Christa Hogan, Executive Director, Springfield (MO) Metropolitan Bar Association

Websites – Denise Rachels, Communications Director, South Carolina Bar, and Jan Wade, Executive Director, Kane County (IL) Bar

If you’d like to see samples of the winning entries, contact these winners – they’ll be happy to share with you!

Managing and Motivating the Generations: In last week’s NABE-News, I cited an article mentioned by Dr. Stephen Carey on strategies for managing and motivating different generations. The article offers some advice for dealing with customers and employees of different generations:

- **Traditionalists (1900-1945)**
Always provide consistent customer service. Policies and regulations must exist for a purpose. Enforce them equally for everyone. Make them feel special by remembering their name.
Thank them with personal, handwritten notes. Form letters aren’t acceptable with this generation. They want and expect the personal touch.
Be patient with them. Give them plenty of time to make a decision.
They tend to be conservative financially.
- **Baby Boomers (1946-1964)**
Treat them as individuals. Make them feel special.
Be solution oriented. If you cannot fix or correct something, be honest and offer alternatives. Boomers value their time and want solutions now, not later.
Do not tell Boomers what they can do. Ask them what they want done or accomplished.
Boomers want accessibility and convenience.
Boomers ask for evidence of quality and expertise.

- Generation Xers (1965-1981)
Like to spend money.
Appeal to their technical savvy. Most of these young people have been around computers since they were born.
Be flexible or create alternatives for them. They have been forced to learn flexibility at an early age, and want to work and deal with people who also are flexible.

If you want to read the entire article, go to www.physicaltherapyjournal.net/PTmagazine and click on the March 2004 issue.