NATIONAL ASSOCIATION

NABE-News

OF BAR EXECUTIVES

Thursday, April 7, 2005

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CALENDAR

from www.nabenet.org

NABE Board of Directors Meeting
When: April 8-10, 2005
Where: Memphis, TN

NABE/NCBP/NCBF Annual Meeting
When: August 2-4, 2005
Where: Chicago, IL

NABE/NCBP/NCBF NABE Communications Section Workshop
When: September 28 - October 1, 2005
Where: Orlando, Florida

ANNOUNCEMENTS

CONGRATULATIONS TO: Linda Oligschlaeger, Membership Services Director for The Missouri Bar, who received a 2005 Lexie Award at the Annual Legal Consultants & Technologists Dinner on March 31 in Chicago. The awards recognize "Outstanding Contribution to the Legal Technology Community." Linda was honored for her efforts in establishing the highly successful Missouri Bar Solo & Small Firm Conference, which has become a model for other bar associations in creating similar events. The Annual Legal Consultants & Technologists Dinner is an annual sponsored event that recognizes the top influencers, opinion leaders, authors, educators, speakers, media representatives, bar officials, and personalities in the legal technology and law practice management community. Congratulations Linda – you richly deserve it!

BEST WISHES TO: Greg Derwart who is leaving as Director of Administration for the Maryland State Bar Association to take a very responsible position with the Maryland Transportation Authority. Greg has been extremely active in the A&F Section, producing the section's newsletter and chairing the committee in charge of the recent section workshop in Salt Lake City. We'll miss you, Greg, but wish you well in your new position. Thanks for all you've done for NABE!

THE WONDERFUL WORLD OF BAR COMMUNICATIONS: Join the Communications Section for its Annual Workshop at the Hilton in Walt Disney World™ Resort in Orlando, FL from September 28 to October 1, 2005. The group hotel rate is $169 and it's good for three days before and three days after the workshop. Call Hilton Reservations at 800/548-8690 and indicate that you're attending the NABE Communications Workshop. The early registration fee (before September 7) is $260 for Communications Section Members; $295 for non-section members (it includes membership in the section); and $350 for non-NABE members. Check the Communications Section web site (www.abanet.org/nabe/nabecomm/htm) for information about the programs and speakers.

10 RULES FOR EFFECTIVE COMMUNICATION: Speaking of bar communications, the ABA Division for Media Relations and Communication Services offers the following ten rules for effective communication:

1. Have realistic expectations. A single communication rarely persuades an audience. Persuasion usually requires multiple communications and a strategic plan for delivering the communications.

If you have an announcement that you would like to see included in the weekly NABE-News, please contact Anne Fritz, President, NABE, at afritz@memphisbar.org or call (901) 527-3573.

2. Identify the "real" audience you are trying to reach. Usually it is a much smaller and more specific audience than you may initially think.
3. Understand what your audience knows/thinks/believes about the matter on which you are communicating. Knowing your audience will help you communicate persuasively.
4. Identify who should be the "voice" in the communication. It may or may not be you. Who will your audience believe and value?
5. Identify what barriers exist to the audience believing what you want to tell them, and what opportunities exist that may help communicate your message.
6. Identify in precise terms what idea you want them to take away and believe from your communication. Actually write it out.
7. Define your competitors. There may be communications going to your audience that say the opposite of what you want them to believe. It's important to know what else the audience is hearing/seeing/reading.
8. Avoid negative communication. It just doesn't work. Attacking a competitor is always less successful than communicating your value or the value of your message.
9. Develop your communication in simple, memorable and persuasive language. Use true anecdotes or factual/statistical information to substantiate your message.
10. Include in your communication information that will "connect" with the audience and with the values it holds.

ANOTHER RESOURCE: The ABA Legal Technology Resource Center is available to help bar staff and our members with technology questions by providing discussion forums, newsletters, articles, CLE, comparison charts, a hotline, and much more. The center publishes a monthly online magazine, Site-tation, which highlights new or useful web sites of interest to attorneys and other legal professionals. You can sign up to get email notification of each free issue at www.lawtechnology.org/site-tation/. To find out more about what the ABA Legal Technology Resource Center can do for you, go to www.lawtechnology.org/services.html .

NABE BOARD MEETING: The NABE Board is meeting in Memphis on Friday and Saturday of this week. I promise to take pictures and share all the good gossip with you next week!

MARCH M(S)ADNESS: Sadly, the "Fightin' Illini" went down to defeat in the championship game of the NCAA basketball tournament, but they fought valiantly. Congratulations to North Carolina – we challenge you to a rematch next year!