

NABE-News

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CALENDAR

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Aug. 6-7, 2007
Administration/IT Workshop
San Francisco, CA

Aug. 8-9, 2007
NABE Annual Meeting
San Francisco, CA

Oct. 10-13, 2007
Communications Section Workshop
Philadelphia, PA

Nov. 14-16, 2007
Governmental Relations Section Workshop
Raleigh, NC

Feb. 5-7, 2008
NABE Midyear Meeting
Los Angeles, CA

March 13-15, 2008
Bar Leadership Institute
Chicago, IL

HEAD NOTES

- Always put a volunteer between yourself and a problem.
- Wear your name badge on the RIGHT side.
- There is no mission without money.
- Learn people's names and what they do or did.
- "What can I do to help" will endear you to others.

SHEREE SWETIN

It is appropriate to pause for a moment and remember the June 3 passing of San Diego County Bar Association Executive Director Sheree Swetin. Sheree will be remembered not only as a great bar executive, but also for her wonderful smile and helpful attitude. We will all miss Sheree.

BOARD VACANCY

Congratulations to David Blaner, Executive Director of the Allegheny County (PA) Bar Association on being elected by the board to fill a one-year unexpired term on the NABE Board.

DUES SURVEY

The ABA Division for Bar Services has released the results of its 2007 State and Local Bar Membership Dues and Mandatory Fees Survey. Thank you to all that responded - the final product will be very useful to the Division in responding to information requests on membership-related topics. Information was collected on dues and fees, membership retention



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rates and recruitment efforts, membership benefits and services, programs to attract and serve specific market segments, dues increases, dues collection methods and other information related to membership recruitment, retention and benefits. The results are available as an e-publication for a fee of \$29.95. Visit <http://www.abanet.org/abastore> to order a copy. Any questions about the publication, please contact Joanne O'Reilly at 312/988-5348 or oreillyj@staff.abanet.org.

COMINGS AND GOINGS

Tom Tinder, long time Executive Director of the West Virginia State Bar has announced his retirement . . . read on . . . to become the first Executive Director of the West Virginia Bar Foundation, effective Jan. 1, 2008.

PROFESSIONALISM - THINK ABOUT IT

The following article is brought to you courtesy of the NABE Professionalism Task Force and member Bill Weisenberg, Assistant Executive Director of the Ohio State Bar Association. (Thank you Bill)

I have always thought of myself as a professional, a person respectful of the opinion of others, a person respectful of my colleague's humanity; a person respectful of other's cultural, religious and ethnic heritage; in essence one who tries to live by the "Golden Rule."

When "professionalism" was adopted as part of our CLE requirement some years ago, I was asked to lecture on it, facilitate discussion groups and serve on panels. What I learned is that it is easy to read a "Creed of Professionalism," it is another thing to engage in a dialogue about it. What I did observe, and still do, is people who share high standards in practicing their "profession," who do believe in a higher calling, and who do believe that more often than not the process of how we do things is as important, or more important, than the product of our effort.

This past year my Association engaged in a strategic planning exercise and one of the components addressed succession planning. There will be a time when all of us move on and it is important to plan for the future. Recognizing that I am now in my 60's and retirement is several years down the road (assuming Denny does not accelerate it or something unforeseen develops), I was asked to develop a blueprint of desirable skills and traits of a government relations professional. When I sat down to do this and reflected on who I am, what I do, and the standards I have tried to set for myself in my professional life, I came up with the following template:

Integrity: Integrity is essential to the role of a governmental relations professional, as it is for all professionals. The old expression "a person's word is their bond" is a predicate for this position as it exemplifies what counts and what is expected.

Character: A "statesman" is what the individual should be, rising above partisan politics and representing the highest standards of the profession; thus being a walking example of

(continued)

If you have an announcement that you would like to see included in the NABE-News, please contact Allan Head, President, NABE, at ahead@nbar.org or call him at (919) 677-0561, ext. 300.



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professionalism.

Skillful Advocate: representing the bar in the legislative arena in much the same manner as an attorney representing a client in the judicial arena. The advocate must see the association as the client, the totality of members as the client. Negotiation and mediation skills are important as well as patience and a sense of humor. The ability to recognize other points of view and be respectful of others.

Articulate: The individual is the spokesperson of the association before legislative, judicial and other organizations and must have a command of language and the ability to communicate effectively.

Collegiality: Ability to work well with others (officers, board members, members, and staff) and a wide range of local, state and national professional organizations.

Persuasiveness: The ability to be an effective advocate requires knowledge of issues being advanced and the skill to move policy-makers in the direction being advocated.

Passion: To be an effective advocate and spokesperson for the legal profession, and for professions in general, an individual must have great passion for the issues and causes they represent. For the OSBA a passion for the law, a deep and firm commitment to improvement in the law and administration of justice, and a desire to advance the attainable goal of justice for all are essential.

Honesty, accuracy, expertise, enthusiasm, and the above characteristics define what the association should look for in a governmental relations professional. The person should be a lawyer as the individual will be addressing complex legal principles and must be able to articulate them in a skillful manner. Combine this with a strong work ethic, the highest standards of ethics and professionalism, and unquestioned loyalty to the association and you have the person to fill this important role.

Each and every day I do my best to adhere to these standards. For those I work with and come in contact with, I trust they deem me respectful of them and in turn worthy of seeing the reflection of a professional when looking into the mirror of life.

TICK-TOCK, NABE MEMBERS!

The housing deadline for our 2007 Annual Meeting is Friday, July 6. There are about 20 rooms left at the Hilton, where the NABE/NCBP/NCBF meetings are located, so if you're thinking about coming, now's the time to make your move. So far, this meeting has drawn 250 registrants - a remarkable crowd for a remarkable array of sessions. The Program Committee is experimenting with several different ways for meeting attendees to shape the content of the sessions. Sign up begins today for one special service. NABE experts have volunteered to provide private consultations on human resources, technology issues or your website or publications. The HR and IT experts will work individually; the Web/Pub experts will work in teams of two.



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To make an appointment, e-mail Jill with a request for a private consultation on HR, IT or Web/Pub. In a couple of weeks she'll send you a form so you can describe your issue and send it directly to the expert with whom you'll be meeting. (After all, even experts need time to do a little homework!)

There are several other sessions that will offer programming tailored directly by you. See details on the NABE website at: <http://www.abanet.org/nabe/events/annual2007.html>

Many thanks to our ever-creative Program Chair Leah Johnson and her committee of over-achievers!

COMPENSATION & BENEFITS SURVEY - ELECTRONIC RESULTS

The votes are in, and the results will be sent "free" to every Executive Director who participated - electronically! This saves us money, gets it to you quicker, and makes it easier for you to use. 124 folks responded (thanks). Special thanks to Mike Garcia, Director of Research, Planning and Evaluation for The Florida Bar who helped to make this survey "the best ever" - over 200 pages of very helpful information.

It is an honor and a pleasure to serve as President of NABE. Please share your concerns and/or suggestions with me at ahead@ncbar.org.

Allan Head

*"It is only through the power of association that those
of any calling exercise due influence in their communities."*

Elihu Root

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