The leadership of the Section of Antitrust Law, recognizing the need for continuous reevaluation of the role it should play in improving the legal profession, has periodically restated and updated this Long Range Plan, most recently in 2015. The Plan outlines the mission of the Section and the main strategies for fulfilling its mission. Going forward, it is our expectation that the Plan will be used as the key reference point for a variety of Section activities. It will be the responsibility of the Section leadership to set priorities within the boundaries of the Plan and to adjust the Plan to suit the times. We recognize that some of the goals and strategies are more practically achievable than others. However, even the less practical objectives are deemed to be desirable, even if aspirational.

The Mission of the Section

The Section of Antitrust Law is dedicated to the continuous pursuit of each of the following objectives:

Enhancing its role as the preeminent source for analysis, debate and continuing legal education regarding law and policy in the fields of antitrust, competition and consumer protection.

Helping to develop and sustain the competence of lawyers in the substantive law and policy of federal and state antitrust, competition, trade regulation and consumer protection.

Helping to develop and enhance the practice skills of antitrust and consumer protection lawyers, stressing responsible and ethical conduct as officers of the court, and encouraging civility and camaraderie among members of the antitrust bar.

Making known to a diverse group of law students and young lawyers the opportunities for satisfying and rewarding careers in the practice of antitrust and consumer protection law, and encouraging them to consider pursuing such opportunities.

Advancing an understanding of domestic and foreign competition and consumer protection laws and the free market competitive process and their importance in maximizing consumer welfare in our society and in the global community, and advocating respect for, and compliance with, the law and legal system.

Advocating sensible competition principles as a fundamental underpinning of public policy and legislation.
Promoting thoughtful and fair enforcement of the law by public officials; supporting appropriate use of the law and the courts to resolve private disputes promptly and efficiently; and advocating for allocation of sufficient public resources to accomplish these goals.

Promoting effective relationships with Congress by providing advice, counsel and testimony on all matters within the Section's charter.

Working within the ABA and with other Sections to address issues of common interest and concern.

The Section will evaluate and adapt its activities and pronouncements to achieve compatibility with these objectives.

The Goals and Strategies of the Section

The Section has determined that, in addition to its historic role, established policies and regular practices, each of the following initiatives is important to the fulfillment of its mission.

Accordingly, the Officers, Council and other Section leadership will actively and deliberately proceed with the implementation of each initiative.

The Section's Charter

The Section will include within its mandate and scope all federal, state, common and foreign law, rules, regulations and policies, as well as public and private enforcement activities, that promote competition and protect consumers; the improved integration of national and international markets by encouraging the reduction of trade barriers; the development of active antitrust enforcement; state laws and common law doctrines involving business torts and unfair and deceptive acts and practices affecting competition; and the considerations relevant to the exemption of specific industries or activities from the full application of free market principles.

The Section recognizes three important trends within its charter: (1) the globalization of competition and consumer protection law with over one hundred countries having enacted such laws; (2) the rapid change of technology and the challenge of applying substantive law to changing circumstances; and (3) the changing regulation in certain industries such as data privacy and security, finance, health care, marketing and telecommunications. The Section will address these issues and their ramifications to public policy, legislative initiatives and government enforcement.

The Section's Educational Scope

The Section will remain at the forefront of education for lawyers on the substantive laws and policies within the scope of its charter. Included among the constituencies the Section will seek to serve are members of the federal and state judiciary, legislators, public officials and other formulators of public policy, including those from foreign governments, law school students and
faculty members, business leaders and others in the general public. Programs and publications will be developed from time to time specifically to address these audiences.

The Section will also provide insight and perspective with respect to competition and consumer protection policy and will comment on proposed legislation, regulation and interpretation. The Section will examine key policy statements and legislation within the scope of its charter. The Section will also use its membership as a source for surveys of substantive antitrust issues and experience.

In addition, the Section will complement its comprehensive, highly regarded substantive educational activities, both programs and publications, by including a curriculum for practice skills training. Although the skills training curriculum will be aimed principally at lawyers with five or fewer years of practice, it will be readily accessible on selective topics by more experienced practitioners. Skills training will assume a basic familiarity with the applicable substantive laws and principles within the scope of our charter. It will continue to include the basics of practice and procedure in competition and consumer protection litigation, discovery, expert witnesses (including the theory and application of economics and marketing), client counseling, government investigations and proceedings, compliance programs, ethics and conflicts of interest, and other relevant subjects.

Recognizing the synergies that exist when combining the marketing of programs and publications, the Section will attempt to coordinate the release of new publications with the scheduling of related seminars and other educational efforts. The Section will also evaluate its proposed educational offerings, both individually and in the aggregate, to make certain we are providing desirable programs that satisfy the needs of attendees. Among the factors that we believe should be taken into account for programs (and many apply to publications as well) are quality, topical timeliness, perceived consumer demand, relevance to our constituencies, content, balance, relationship of projected revenues to costs, number and diversity of speakers, geographic location, optimum co-sponsorship arrangements, and frequency and total number of offerings. The Section will take full advantage of new delivery mechanisms to maximize the convenience of participation by its members.

In striving to enhance its role as the preeminent source for legal education in the antitrust field, the Section will continue to devote a substantial proportion of its resources to educational activities. This will require the ongoing support of its leadership, and a collection of highly committed volunteers who, year in and year out, devote enormous amounts of time and energy to the Section. It will also require the continued support of an excellent permanent ABA staff, other Association resources (including the ABA leadership), and supplemental staff on a contract basis when needed.

**Section Outreach and Membership**

As the Section looks to its future, it will be developing more active support and participation from students and young practitioners; the academic community, including law, economics and business; the plaintiffs’ bar; the judiciary; legislatures, government enforcement agencies and policy-makers, including foreign officials and representatives from foreign bar associations; and
the business community. The Section will develop and maintain such support by making these constituencies more aware of our programs and publications; designing activities aimed at, and more inclusive of, their members; and continuing to participate actively in the legislative and policy formation process (e.g., by commenting on legislation, participating in working groups and task forces, and preparing and publishing thorough and objective materials). We believe as well that the Section should develop a communications program for the general public, whether via the schools, civic organizations, consumer groups or the like, to explain the role of a vigorous free market system in maximizing consumer welfare.

Strategies for gaining this enhanced support will include involving more academics in Section programs; making students more aware of the kinds of career opportunities that exist in our specialty; making it more attractive for students and young practitioners to purchase Section publications and attend our programs; and through the Federal Judicial Center, the circuit judicial conferences and direct mail, and stimulating interest within the judiciary in the work of the Section (including publications, programs, and our positions on policy issues). The Section's educational efforts into skills training should have particular appeal to law students, young lawyers, experts, law firms and corporate and institutional employers.

Strategies will also include more experimentation with regional or local activities and through electronic communications media. We believe that experimentation is important and will lead to new and better ways of delivering our materials and services.

On the membership front, the Section Officers will continue to work with other sections and the Section Officers Conference to maintain and enhance the value of ABA membership, especially to young lawyers, in-house counsel, government lawyers, and solo and small firm practitioners. The Section continues to be committed to reaching out to diverse segments of the bar, including particularly women, minorities, and other traditionally underrepresented groups. We believe that participation in Section activities, and advancement to leadership positions within the Section, should be available to any and all individuals who have clearly demonstrated the interest, ability, dedication, and leadership and management skills to help the Section carry out its multi-faceted functions in a productive way. The Section will continue to seek out women and minority members to encourage them to become active, and to review periodically the success of such efforts.

Section Governance and Structure

The Section will ensure that the criteria for advancement within the Section leadership are clearly stated and widely disseminated to those in, or interested in, the leadership of the Section. The Chair of the Section will seek greater involvement of the Council in the Nominating Committee selection process. Each year before the Spring Meeting the Nominating Committee will identify candidates for appointments or nominations from those individuals who have made significant contributions to committees, programs, publications and other activities of the Section. Committee leaders, members of the Council, and the Officers will be solicited expressly to participate in identifying prospective candidates and evaluating their contributions and qualifications. Outstanding individual and collective performance will also be publicly recognized at periodic meetings of the Section.
The Section will endeavor to accomplish its work through its Officers, Council and standing Committees to the maximum extent practical. Special committees and task forces may be appointed by the Chair for a specific charge and limited period of existence, where circumstances warrant it. These ad hoc groups will have representation from related standing Committees of the Section. The Committee Officer will have a clearly defined role in working with the Committees, including planning of Committee activities and evaluation of the work of the Committees and the Committee Chairs. The responsibilities and terms of office of Officers are intended to create opportunities for leadership experience, permit flexibility in Officer appointments and achieve consistency in the number of Officer positions to be filled each year.

**The Section's Relationship with the ABA**

The Section will actively focus on its role within the ABA, both to enhance the Section’s effectiveness in achieving its objectives, and to make the ABA a more effective organization, responsive to the legal profession. Among other things, the Section will continue to advocate increased fiscal responsibility for the Association, increased revenue allocations to the sections, independence for section programs and publications, and section autonomy regarding budget, revenues and investments.

The Section encourages the Association to focus its agenda, attention and resources on matters that have a direct and significant relationship to the support of its members, including their sections, the administration of justice, the betterment of the legal profession, the practice of law, or the rule of law here and abroad. The challenges facing the ABA can become challenges to its Sections, and we should seek means of making the relationship more synergistic and efficient.

The Section will seek to work effectively and cooperatively with the various bodies of the ABA, i.e., the ABA staff, the House of Delegates, the Board of Governors and the relevant committees. It will continue to be involved in the activities of the Section Officers’ Conference and urge SOC to take positions that advance the Sections’ effectiveness within the Association. The Section will intensify its current efforts to coordinate administrative and policy initiatives with the other sections where relevant to its own. In this more direct manner, the Section will strengthen its voice and effectiveness within the ABA, and with the ABA membership at large.

Finally, the Section will endeavor to build stronger relationships with the leadership of the Association, principally by increasing the level and frequency of communication. The Section will continue to strengthen its relationships with the Executive Director, the President and President-Elect, and the Board of Governors. It will seek a regular dialogue with the Association's senior staff and keep them apprised of the issues of concern to the Section. The Section will routinely call on its representative to the Board of Governors and its liaison from the Board to counsel the Section leadership and serve as advocate for the Section's interests in appropriate circumstances.

**The Role of Technology in Serving Our Members**

The Section will continue to monitor and examine, with great rigor, the role technology can play in serving the Section and its constituents. This is a complex subject, and one that is rapidly
changing. Many aspects of the Section's mission will be affected by the uses to which we put technology -- the delivery of services to the membership (e.g., electronic publications and programs, the Section website, and skills training in how to incorporate technology in the law practice), and the manner in which the Section leadership and membership as a whole will communicate with one another. The Section will work within the ABA to improve the Section’s technical capabilities, and the Section will develop best practices and other initiatives to promote the use of technology by its leadership.

**Long Range Planning**

The Vice Chair, in conjunction with the Chair and Chair-Elect, will have responsibility for implementing and monitoring the progress of this Long Range Plan. The Vice Chair will report to the Officers and Council with respect to the Section's progress in carrying out the goals and strategies articulated in the Long Range Plan, as well as any strategies for implementation that have been adopted (including those prepared by special task forces or committees), and will propose any changes with respect to such goals and strategies. In consultation with the Chair and Chair-Elect, the Vice Chair will work with the Officers and others in leadership positions of the Section to develop and coordinate long range planning for the Section. In consultation with the Chair-Elect and the Vice Chair, the Chair may assign other individuals to assist the Vice Chair with respect to long range planning (such as a Long Range Planning Committee or Task Force). From time to time, but no less frequently than every five years, the leadership of the Section will review this Long Range Plan and recommend appropriate modifications.