



# STATE AND LOCAL BAR RELATIONS COMMITTEE NEWSLETTER

October 2014

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November 21-22, 2014  
Washington, D.C.

## Editorial Board

- [Bill Boyd](#), Des Moines, IA
- [Merritt Cole](#), Philadelphia, PA
- [Patricia Struck](#), Madison, WI

## Message from the Chair



Welcome to the State and Local Bar Relations Committee's new newsletter. We hope that you find that the information helpful in your role as a leader in your state or local bar association. We realize that there are many challenges for business bar leaders, including time constraints. A main objective of the Committee to provide you with information and resources to support your efforts as a business bar leader. Our newsletter is one of the tools to accomplish this goal. In this newsletter, there is information about the annual Business Bar Leaders Conference held for leaders such as you. Regardless of whether you were able to attend

the Conference this year, we have the Conference materials available on our website for your use.

The ABA Business Law Section has over 65 substantive committees working on issues that are relevant to the practices of your members. In an effort to "connect" you with these committees, our Committee has sponsored a joint programming effort that is discussed below. We also are sponsoring webinars on topics that we believe are relevant to you and your members. Below is information on an upcoming free webinar.

We hope you find the newsletter a helpful resource. Please let me know if you have any questions, comments or suggestions for future newsletters or the Committee.

Bill Boyd  
Chair, State and Local Bar Relations Committee

## Business Bar Leaders Conference

A major activity of the State and Local Bar Relations Committee is the annual **Business Bar Leaders Conference** held in Chicago every year. This year, the 12<sup>th</sup> annual Conference was held on May 16. The program, which provides a unique opportunity for state and local bar business law leaders to meet, share ideas, and learn how the ABA and other state and local organizations can help them fulfill their mission and best serve their members. There was a lot of interaction among the attendees regarding ideas and challenges they face. Subjects covered at the Conference included the following:

- Membership Recruitment, Involvement and Outreach
- Developing and Delivering Substantive Law Content
- ABA and ABA Business Law Section Resources Available to State and Local Bar Associations
- Social Media and the Bar: What Do Existing and Potential Members Really Want
- Innovative Projects of State and Local Bars
- Interactive Roundtable of Bar Leaders

The luncheon, in conjunction with the meeting, included remarks from ABA President, James R. Silkenat.

The Conference attendees included bar leaders from the following bar associations: State Bar of California, Santa Clara County Bar Association, San Diego County Bar Association, Sacramento County Bar Association, Colorado Bar Association, District of Columbia Bar, The Florida Bar, Hawaii State Bar Association, Idaho State Bar Association, Chicago Bar Association, Iowa State Bar Association, Indiana State Bar Association, Kentucky Bar Association, Maryland State Bar Association, Boston Bar Association, State Bar of Michigan, Mississippi Bar Association, The Missouri Bar, State Bar of Nevada, National Bar Association, New Jersey State Bar Association, State Bar of New Mexico, New York State Bar Association, Oklahoma Bar Association, Pennsylvania Bar Association, Philadelphia Bar Association, Nashville Bar Association, State Bar of Texas, Dallas Bar Association, Houston Bar Association, Utah State Bar Association, Washington State Bar Association, and the Canadian Bar Association.

[Materials for the Conference are available on the Committee's website.](#)

## CLE Program Assistance from ABA Business Law Section

As you work with your business law section on CLEs, please consider the resources available from the ABA Business Law Section with regard to CLE programming. The ABA Business Law Section has taken steps to make it possible for state and local bar associations to leverage and repurpose programs already created by Committees of the ABA Business Law Section. These high quality presentations can be adapted for your own section's use. The ABA Business Law Section can be quite flexible, dependent upon your desires, with regard to the nature of the program you may wish to stage. That is, the program could involve local speakers only at a live program, a program with some ABA speaker involvement, or live local programming with input by audio or video of a national speaker who had participated in the ABA Business Law Section program.

Several state bar associations have used this flexible joint programming concept to leverage work already done by the ABA to provide valuable CLE content for their members by utilizing ABA speakers, either in person or electronically, to deliver timely programs for its members.

If you are interested in considering a "joint programming" effort, please check the programs that will be part of the 2014 Fall Meeting of the Business Section being held in September in Chicago. [A listing of programs taking place at the Fall ABA Business Law Section can be found here.](#)

If you would like more information on joint programming offerings or would like to pursue an opportunity, please contact Bill Boyd at [wlb@nyemaster.com](mailto:wlb@nyemaster.com).

## Great Ideas Innovative Projects of State and Local Bar Relations Committee E-Bulletins

Each newsletter will feature a project of a state or local business bar section that may be something that would work for your section.

For this issue, we are featuring the California "**E-Bulletin Project**". Bob Hawn, the Vice Chair of Member Services, Business Law Section of The State Bar of California presented on this topic at this year's Business Bar Leaders Conference in May.

The Business Law Section of The State Bar of California is composed of over 8,000 attorneys. Currently, the Section has 13 standing committees, and a quarterly publication. The Committees cover substantive areas as diverse as Agribusiness, Cyberspace, Financial Institutions, Franchises, Health Law, Insolvency, Insurance, Nonprofits, Legal Opinions, and Partnerships. Its E-Bulletin Project allows these Committees to send emails of important developments in their respective area to their constituents. Last year these Committees sent out

collectively 280 E-Bulletins.

Each E-Bulletin focuses on a recent significant development relevant to a particular Committee. This could include a short description of a new statute or a recent case, or even a meeting announcement or recruitment notice. The objective is to include information that is fresh and current. Each Committee has a list of constituents who have requested information concerning the Committee's subject area. Constituents can easily sign up to receive E-Bulletins from one or more of the Committees by indicating their choices on the Business Law Section page of the California State Bar's website.

Many E-Bulletins are capable of being leveraged into 2 to 3 other social media transmissions. For Facebook, the text of the E-Bulletin can be used "as is." For Linked-In, a question is added to start a discussion on the topic in the Business Law Section's Linked-In Group. For Twitter, a teaser for the E-Bulletin can be composed by translating the main subject of the E-Bulletin into "Twitter haiku" (hint: drop the vowels).

Not to stop there, the Business Law Section is embarking on a project to build an online data base of useful E-Bulletins for later retrieval by members.

Bob said the E-Bulletins have been well received by members who have found it a great benefit to their membership in the Business Law Section. According to Bob, the key to success of the Program is to have motivated writers willing to prepare short E-Bulletins that are "short and simple."

[Bob's materials on the California E-Bulletin Project appear in the 2014 Business Bar Leaders Conference program materials available on the State and Local Bar Relations Committee's website.](#)

## Survey of Business Bar Leaders

This fall, you will be receiving a survey from the State and Local Bar Relations Committee. The purpose of the survey is provide leaders of state and local bar sections with information as to the activities of other state and local bar sections and how leaders view the success and relevance of their sections. The survey should take minimal time to complete and return. Once the survey is completed, we will be reporting back to you on the survey results. Thank you in advance for your participation in the survey.

## Ideas for the Committee?

The State and Local Bar Relations Committee is interested in any ideas you may have in how the Committee may better assist state and local bar leaders. Please forward your ideas to Bill Boyd at [wlb@nyemaster.com](mailto:wlb@nyemaster.com).

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American Bar Association | 321 N Clark, Chicago, IL 60654-7598 | 800-285-2221 | 312-988-5522