Managing The Message As President

James Dimos
Frost Brown Todd LLC
Indianapolis, IN
It’s Not Your Message

- It is the Association’s message to its members.
- You are always speaking for the Bar and should be advancing the goals of the Association every time you communicate.
- Secret: Find topics that interest you and further the strategic goals of the Association.
Develop An Editorial Schedule

• Helps to manage deadlines.
  ▫ What are you going to talk about and when

• Identify likely topics before your term begins:
  ▫ Bar’s strategic plan; calendar; BLI and NCBP; member feedback; personal interests
  ▫ Be “member-centric”

• List the likely topics and when you want to address them.
Translating Topics to Messages

• Examples of Sources:
  ▫ Strategic Plan: Diversity—History of lawyers of color and history of women lawyers in Indiana
  ▫ Calendar: November—Veterans Day & Bar’s efforts to support veterans
  ▫ BLI—Future of the practice of law
  ▫ Personal interest—Pro bono case I handed and how it was rewarding
Translating Topics to Messages

• Example of a Schedule:
  ▫ November: Installation Speech
  ▫ December: Future of the practice of law
  ▫ January: Legislative preview
  ▫ February: Diversity
  ▫ April: ABA Day
  ▫ May: Legislative recap
  ▫ August: Annual Meeting
  ▫ October: Report to the House of Delegates
Resonating with the Audience

• If it isn’t interesting, it won’t be read.
• Who is your audience?
• Tell a story.
  ▫ It is not a brief or law review article
  ▫ More conversational
• Humanize it if possible but don’t boast.
  ▫ Profile other members
  ▫ Be self-deprecating
  ▫ Humor is hard
Tips

• Coordinate schedule with staff.
• Be flexible as you may need to go off schedule.
• Be modest and let someone else edit it before it goes out. It will be better.
• Share the load if it is too much.
Managing Social Media

• One of the biggest differences between 2001 and 2014.
  ▫ Indianapolis Bar Association: 26 messages
  ▫ ISBA: 11 messages, 19 blog posts, and 100s of tweets

• Have to communicate in the manner that your members want to receive information.
Managing Social Media

• Establish “official” social media sites dedicated to the Association, the officer, or both.
  ▫ You are still President while using social media
  ▫ Allows you to share access with staff
• Only work with what you are comfortable with and delegate the rest.
Managing Social Media

• Repetition is the key to building an audience.
  ▫ Blog: 2-3 times a week
  ▫ Twitter 4-6 times a day
• Retweets are endorsements—and good fodder.
  ▫ Be discerning on what you reuse
• Maximize content by cross-purposing.
  ▫ Speech/President’s Message/Blog Post/Tweet
Presidential Communications

Karen Korr
Director of Communications
San Diego County Bar Association
2013 SDCBA Key Messages

**New Bar Center**

- One of the Association’s long-term goals has been to be a centralized “hub” for the legal community, close to San Diego’s state and federal courthouses. Moving to our new location allows us to relocate the Bar Center closer to the courthouse and the core of San Diego’s legal and business communities.

- The service the SDCBA provides to members of the legal community and the greater San Diego community will not be compromised in any way by this transition, but will only serve to strengthen the member experience.

- SDCBA leaders have reviewed and analyzed many options for the Bar Center’s new home for many years, and we are confident our new location will best serve the needs of our members today and into the future.

- This is an ideal time for the Bar Center to relocate: we were able to take advantage of a favorable tenant market and were able to sell our building in a difficult sellers’ market. The Bar Center at 1333 Seventh Avenue was in dire need of costly structural and capital repairs, and the IT infrastructure is outdated and no longer meets our needs. There is no better time to create a new and improved home for the SDCBA and San Diego’s legal community.

**Court Funding**

- Direct and timely access to our courts is vital to the well-being, stability and security of California’s residents, businesses and employers. However, three consecutive years of budget cuts pose a serious threat to our justice system, as cuts have already led to partial courthouse closures and delays in filings, court dates and trial or other resolutions throughout the state.

- Underfunding of the courts diminishes the power of the judiciary as a co-equal branch of government. Our courts are lacking the staff and other resources needed to timely process cases, and to administer justice in a timely and effective manner.

- The quality of justice is not the concern of the legal community alone. The health and well-being of our entire community is negatively affected if we cannot ensure the stability of a system that can efficiently resolve disputes.

- A functioning court system provides perhaps the only impartial forum for family disputes and allows individuals to resolve their conflicts (including child custody) without undue delay, so they can “get on” with their lives, thus promoting the health and safety of all families.

- If businesses cannot get into court and have their cases heard in a timely fashion to enforce contracts and settle disputes, California’s financial recovery will be greatly threatened.
SDCBA Members - This year we are trying something new for this space in San Diego Lawyer. I will be using infographics (like this one) to offer a quick peek at what's happening at the SDCBA and beyond. Indeed, the below infographic vividly highlights a few activities and your engagement with the SDCBA, as we transitioned to the new Bar Center at 401 over the last year. What a great year it has been! Thank you all for your membership in the SDCBA - every single one of you helps to foster our legal community and truly belongs here. And thanks for reading! Jon

### BAR CENTER AT 401

#### TOTAL VISITORS TO THE BAR CENTER AT 401 SINCE JANUARY 2013

- 7000
- 760

#### SIGNATURE EVENTS

- Judicial Reception
- Law Student Welcome Reception

#### OFFSITE EVENTS

- 517

#### 36 BAR CENTER AT 401 WORK AND LIFESTYLE PROGRAM ATTENDS

- 4 Wright Watchers Meetings
- Per Month
- 4 Wellness Workshops
- 4 Friday Socials
- 3 TED Talks & Brews
- 2 Cabi Fashion Events
- 3 PR Power Hours
- 2 Bar Book Clubs
- 3 Lunch & Learns

### ONLINE STATS

- SDCBA Website: 1,295,087 unique visitors since January 1, 2013
- 3,144 unique visitors per day

- SDCBA App: 2,123 unique visitors since launch August 2013

- This Week at the Bar: 13,668 open per month

- Webcasts: 78 in 2013

- Listserves: 5843 total messages sent

### SOCIAL MEDIA

- Twitter Followers: 679
- Facebook Likes: 658
- LinkedIn Group Members: 432

### VOLUNTEER OPPORTUNITIES:

- 2371

### MEMBERS OF THE COMMUNITY SERVED THROUGH SDCBA VOLUNTEER PROJECTS

- Serving Lunch To Seniors
- Crawford Law Academy
- High School Mock Trial Competition
- Porter Readers
- Foster Kids Patrol
- Adopt A Family
- Claremont High Motivational Series
- Peace Patrol/Conflict Resolution
- Big Brothers and Big Sisters Program
- Juvenile Court Book Club
- Street Law
- Teen Court
- Voices for Children
- Home Owners Mobile Education Clinics
- Family Justice Center Alliance

### MENTOR PROGRAM:

- 280 Participants

### SIGNATURE EVENTS:

- Law Week Luncheon
- Bench-Bar Luncheon
- Golf Tournament
SMALL FIRMS / SOLO PRACTITIONERS

63%
OF SD CBA MEMBERS WORK IN A SMALL FIRM OR ARE SOLO PRACTITIONERS

16%
OF SD CBA MEMBERS WORK IN SMALL FIRMS OF 2-5 ATTORNEYS

47%
MEMBERS ARE SOLO PRACTITIONERS

1598
SMALL FIRM/SOLO MEMBERS HAVE BEEN IN PRACTICE 20+ YEARS

2233
SMALL FIRM/SOLO MEMBERS HAVE BEEN IN PRACTICE LESS THAN 20 YEARS

89%
OF LRS PANELISTS ARE SMALL FIRM AND/OR SOLO PRACTITIONERS

24%
OF SMALL/SOLO PRACTITIONERS HAVE PRACTICED FOR LESS THAN 7 YEARS

43
SMALL FIRM/SOLO MEMBERS HAVE BEEN IN PRACTICE 50+ YEARS

74%
OF SMALL FIRM/SOLO PRACTITIONER MEMBERS WORK IN SAN DIEGO CITY PROPER

26%
WORK DOWNTOWN

26%
WORK OUTSIDE OF SAN DIEGO CITY PROPER

OVER 40
AREAS OF LAW PRACTICED BY SMALL FIRMS/SOLO PRACTITIONERS INCLUDING:

- AEROSPACE
- CLEAN TECH
- CONSTRUCTION
- IMMIGRATION
- PERSONAL INJURY
- JUVENILE
- REAL ESTATE DEVELOPMENT
- TAXATION

HEY!
AS A SMALL FIRM PRACTITIONER, I WAS CURIOUS ABOUT HOW MANY OF OUR MEMBERS, NEW ATTORNEYS AND VETERANS ALIKE, PRACTICE IN A FIRM WITH LESS THAN 6 ATTORNEYS. WE'VE NOTICED THE SHIFT TO SMALLER FIRM SIZES AS A TREND ON A NATIONAL LEVEL, AND IT IS INTERESTING TO SEE HOW WE MEASURE UP. SOME INTERESTING STATS FOR OUR SMALL/SOLO SUPERHEROES!

WHAT KIND OF FIRM DO YOU WORK FOR? LARGE FIRM? MID-SIZED? GOVERNMENT/PUBLIC AGENCY? NO MATTER THE SIZE OR TYPE OF YOUR FIRM, YOUR SD CBA MEMBERSHIP CATERS SPECIFICALLY TO YOU. VISIT THE SD CBA'S HOME PAGE "PORTALS" TO SEE WHAT YOUR BAR ASSOCIATION CAN DO FOR YOU.
ATTORNEY VOLUNTEERS TOOK STUDENTS PARTICIPATING IN THE SAN DIEGO COUNTY BAR ASSOCIATION’S MENTORING PROGRAMS TO THE ANIMAL SHELTER TO HELP WITH THE CLINIC.

THE SDABA’S 20TH SERVICE AWARD WINNERS WERE RECOGNIZED AT THE ANNUAL LAW DAY LUNCHEON & CELEBRATION OF COMMUNITY SERVICES.

MEMBERS OF THE ASSOCIATION OF CORPORATE COUNSEL - SAN DIEGO OFFICE ENJOYED THEIR FIRST ROUND OF GOLF.

THE NORTH COUNTY BAR ASSOCIATION HOSTED THEIR ANNUAL CRUISE.

SAN DIEGO LAWYERS ASSOCIATION MEMBERS MINDLED AT AMERICAN ACADEMY OF CHILDREN.

ATTORNEYS VOLUNTEERED TO PROVIDE FREE LEGAL SERVICES AT THE SAN DIEGO VOLUNTEER LAWYERS PROGRAM’S 20TH ANNUAL WOMEN’S RESOURCES FUND.

ATTORNEYS JOINED IN A MARCH TO THE CIVIL RIGHTS MARCH ON WASHINGTON D.C.

THE SAN DIEGO COUNTY PUBLIC LAW LIBRARY HOSTED A FAMILY LAW CLINIC FOR LAW WEEK, WHERE ATTORNEYS ANSWERED LEGAL QUESTIONS FROM THE PUBLIC.

SAVE THE DATE
A Night at the Zoo
Friday, June 20
6:00 p.m. - 10:00 p.m.

CIVIL APPELLATE SELF-HELP WORKSHOP
First session for the public
May 20, 4-6 p.m.

The creatures that inhabit this earth, be they human beings or animals, are here to contribute, each in its own particular way, to the beauty and prosperity of the world. — Debra Lampa XIV

THE VOLUNTEERS FROM THE BENCH AND BAR STOPPED TO EAT A "SUSHI" AFTER VOLUNTEERING TO SERVE LUNCH TO SENIOR CITIZENS.

THE WINE AND LAWYERS OF SAN DIEGO, FILIPINO LAWYERS OF SAN DIEGO AND CAL. WESTERN SCHOOL OF LAW ASIAN PACIFIC AMERICAN LAW STUDENTS’ ASSOCIATION ENJOYED THE TASTE OF ASIA EVENT.

CONSUMER ATTORNEYS OF SAN DIEGO HELPED BUILD HOUSES FOR FAMILIES DURING THEIR BUILT DAY EVENT.

LAW SCHOOL GRADUATION CEREMONY:
Calvary Western - May 11
Thomas Jefferson - May 12
USD - May 17

EARL B. GILLIAM BAR ASSOCIATION
THE EARL B. GILLIAM BAR ASSOCIATION MARCHED IN THE MARTIN LUTHER KING JR. DAY PARADE.
Check out these numbers...

While the legal community continues to work towards diversifying the profession across the U.S., the statistics on these two pages show there is still a long way to go. As the definition of diversity evolves, we must create and embrace new ways to increase inclusion in our profession. Read on through this issue as we explore this idea, and as we highlight some of the SDCBA’s diversity and inclusion efforts.

### Gender

<table>
<thead>
<tr>
<th>Gender</th>
<th>Males</th>
<th>Females</th>
</tr>
</thead>
<tbody>
<tr>
<td>Of the U.S. Population</td>
<td>49.3%</td>
<td>50.7%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Attorneys</th>
<th>Males</th>
<th>Females</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attorneys</td>
<td>66.6%</td>
<td>33.4%</td>
</tr>
<tr>
<td>Attorneys</td>
<td>60.6%</td>
<td>39.4%</td>
</tr>
<tr>
<td>Attorneys</td>
<td>63.8%</td>
<td>36.2%</td>
</tr>
</tbody>
</table>

### Sexual Orientation

- **Percentage of the U.S. Population Who Self-Identify as Gay, Lesbian, Bi-Sexual, or Transgendered:** 2.5%
- **Attorneys Self-Identifying as Gay, Lesbian, Bi-Sexual, or Transgendered:** 4.6%, 1.7%

Source: Centers for Disease Control and Prevention, National Health Interview Survey, State Bar of California 2014 Legal Employers Report, 2013 SDCBA ERDC Diversity Survey

### Law Schools

- **National Total JD Enrollment 2012 - 2013:** 139,055
- **Males:** 52.9%
- **Females:** 47.1%


### Judiciary

- **Federal Court Judges:**
  - Males: 3,532
  - Females: 389
- **California Judges:**
  - Males: 1,681
  - Females: 541

### Legislature

- **Total Members of Congress:** 538
  - African American: 43.1%
  - Asian: 10.0%

Source: ABA Section of Legal Education and Admissions to the Bar, Enrollment and degrees awarded 1963-2012, ABA Section of Legal Education and Admissions to the Bar, Website Statistics Page

### Race & Ethnicity

#### Attorney Demographics

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>Caucasian</th>
<th>African American</th>
<th>Asian</th>
<th>Hispanic/Latino</th>
<th>Mixed/Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>CAUCASIAN</td>
<td>85.7%</td>
<td>4.6%</td>
<td>3.6%</td>
<td>4.6%</td>
<td>0.6%</td>
</tr>
<tr>
<td>AFRICAN AMERICAN</td>
<td>84.3%</td>
<td>2.7%</td>
<td>7.7%</td>
<td>4.2%</td>
<td>6.1%</td>
</tr>
<tr>
<td>ASIAN</td>
<td>85.7%</td>
<td>1.0%</td>
<td>6.7%</td>
<td>5.4%</td>
<td>0.8%</td>
</tr>
<tr>
<td>HISPANIC/LATINO</td>
<td>85.7%</td>
<td>1.0%</td>
<td>6.7%</td>
<td>5.4%</td>
<td>0.8%</td>
</tr>
<tr>
<td>MIXED/OTHER</td>
<td>85.7%</td>
<td>1.0%</td>
<td>6.7%</td>
<td>5.4%</td>
<td>0.8%</td>
</tr>
</tbody>
</table>

2014 AT A GLANCE

TED Talks and other Bar Center at 401 events

Legends of the Bar

Celebrity support

Launch of Civil Appellate Self-Help Workshops

Serving our community

Networking

Awards! Awards! And more awards!

Events with the press

Wild nights out!

WITH GRATITUDE

What a year! We would need another complete edition of this magazine to sum up all of the amazing programs and initiatives you all have created, led, and attended this year, but these two pages will have to suffice. As our accomplishments as a professional association are immeasurable – and far too great to enumerate – I highlight here just a few numbers to give you a glimpse of the “bigger picture.”

1,497 members attended the SDCBA’s signature events in 2014.

The SDCBA hosted over 350 hours of live and livestreamed Continuing Legal Education programming.

The Bar Center at 401 member lounge, conference rooms, and shared workspace was utilized by over 8,400 members, and over 2,000 more visited the SDCBA Conference Center.

Over 2,570 SDCBA members volunteered for community service programs and projects with the SDCBA.

A record number of 26 schools participated in the annual San Diego County High School Mock Trial Competition – with 279 attorney coaches, judges and scorers volunteering as well.

We evaluated 11 judicial candidates in contested judicial elections.

Impressive, huh?

This year, we also managed to impress some of our peers not only here in San Diego, but across the country as well,besting other Bar Associations, public relations professionals, and journalists to win the following awards:

ASAE Gold Circle Award for Bar Center at 401

ABA Partnership Program Award for SDCBA Diversity Fellowship Program

NABE Luminary Awards for San Diego Lawyer, and the SDCBA Website & App

PRSA San Diego Chapter Bernays Award for Bar Center at 401 Campaigns

San Diego Press Club Excellence in Journalism Awards for the 2013 State of the Judiciary and San Diego Lawyer

None of this would have been possible without you, the member. The SDCBA is your place – you define who we are, and you create our success. Many thanks to each and every one of you for all that you do, and for allowing me the honor as your President, to receive on your behalf all of the accolades you so rightly deserve.

A special thank you to the SDCBA’s 2014 Board of Directors (Richard Huer, Marcella McLaughlin, Lawrence Campisiello, Bob Gagnone, Laura Miller, Stacie Patterson, James Crosby, Danielle Hickman, Ilana Antonian, Dan Roach, Lissette Hernandez-Castellanos, Andy Cook, Ray Estabrook, Loren Freestone, Heather Riley, Kristin Rizzo, and Alanna Pearl) for all that they do behind the scenes and especially to Executive Director Ellen Miller-Sharp for all of her hard work, creativity, and endless dedication.

Jon R. Williams
QUESTION:
What career would you have chosen if you had not become an attorney?

“I came across the word ‘Winoist.’ Its definition: ‘An individual who enjoys wine, travel and unforgettable experiences.’ My first thought: This cleverly legitimizes my ‘passion’ for wine and travel, and I could get paid to take people to exotic wineries across the globe? My second thought: I’ll drink to that!”
— Lorraine Slosman, Legal Aid Society of San Diego (lrosenas@sasd.org)

“I would probably be in Supply Chain Management because I loved that course as an undergraduate. The strategy and problem solving is similar to what is required of an attorney. After the law, I hope to volunteer more of my time and maybe write a novel.”
— Christopher Hein, Solo Practitioner (christopher.hein@gmail.com)

“Had I not been a lawyer, I would have been a journalist. I love writing and investigation. Journalism, I think, would have also provided a way for me to pursue my passion for justice and equal rights.”
— Libby McCoy, Thomas Jefferson School of Law (lmccoy@tjsl.edu)

“I have always had a childlike fascination with many facets of the weather. From the catastrophic complexities of super typhoons, rogue waves and El Nino, to the simplest direction, speed and cause of the daily breeze, I’d love to study and understand (then consult or teach) how it all works.”
— Jason Evans, CaseyGerry (jevans@cglaw.com)
Social Media Explained

- **Twitter**: I am eating a #donut
- **Facebook**: I like donuts
- **Foursquare**: This is where I eat donuts
- **Instagram**: Here's a vintage photo of my donut
- **YouTube**: Watch me eating a donut
- **LinkedIn**: My skills include donut eating
- **Pinterest**: Here's a donut recipe
- **Last.fm**: Now listening to “donuts”
- **Google+**: I am a Google employee who eats donuts

Please reshare! JeffHester.net
The SDCBA aims to add value or provide meaningful input to the conversation, through the lens of being the voice of and the hub for San Diego’s legal community, and/or to encourage dialogue on important matters that affect our membership.
Friday night, I was honored to be sworn in as the 106th President of the San Diego County Bar Association. Founded in 1899 SDCBA is one of the largest Regional bar associations in the country. Congratulations and thanks to my good friend and outgoing President Jon Williams on a job well done.
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