2016 AMERICAN BAR ASSOCIATION

BAR LEADERSHIP INSTITUTE
MARCH 16-18, 2016
CHICAGO, IL

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American Bar Association through the Standing Committee on Bar Activities and Services and the Division for Bar Services

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Use passcode BLI16 to access complimentary WiFi service on Thursday and Friday throughout the BLI meeting space.

Find the Marriott Meeting wireless network connection in your WiFi settings, connect to the internet on the Marriott page, accept the terms and conditions for usage, enter access code BLI16 and click “submit.”

Visit the ABA Division for Bar Services website for BLI handouts:

www.ambar.org/blihandouts2016

SPREAD THE WORD

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**RAFFLE PRIZE: $50 VISA GIFT CARD**
On behalf of ABA President Paulette Brown, President-elect Linda A. Klein, the Standing Committee on Bar Activities and Services, and the staff of the Division for Bar Services, I welcome you to the ABAs “must attend” event for successful bar leaders: the Bar Leadership Institute.

For more than 35 years the ABA has offered this premier leadership training experience for bar leaders across the nation. Throughout these two days of the BLI, we have one focus and goal – preparing you to be the best leader you can be for your bar.

Here you will learn about inspirational leadership, best practices in governance and effective communication.

We have assembled an outstanding faculty, including experienced bar presidents and executive directors, as well as professional speakers, industry experts and association leaders, all here to support and energize you.

To maximize the benefits of the BLI, we encourage you to commit to these seven principles:

- Attend
- Listen actively
- Participate fully
- Connect with those you meet
- Learn (be inspired!)
- Take it home
- Make a difference

Like the thousands of graduates before you, we hope your BLI experience is truly transformative and that the ABA and the Division for Bar Services will become your essential resource throughout your leadership journey. Please call on us anytime, here at the BLI or in the months ahead.

We are here for you.

Sincerely,

Kathryn Grant Madigan
Chair, ABA Standing Committee on Bar Activities and Services
WEDNESDAY, MARCH 16, 2016

All events will take place at the Chicago Marriott Downtown. Registration is on the 7th Floor.

3:30 p.m. – 6:30 p.m.  Early Registration
7TH FLOOR REGISTRATION DESK

4:00 p.m. – 5:00 p.m.  Navigating the Changing Technology Landscape Affecting Your Members
GRAND BALLROOM SALON III, 7TH FLOOR
Every day, practice management advisors (PMAs) at state and local bar associations guide lawyers in how to use technology to their benefit. Who better, then, to help you understand the technology trends affecting your members, how bar leaders can help members navigate this ever-changing world and how you can use technology to thrive during your tenure as bar president? Join us for this pre-session led by four bar association PMAs. And bring your questions—there will be time for Q&A. The session will adjourn directly into the welcome reception, where PMAs will be available to answer your specific questions.

PRACTICE MANAGEMENT ADVISORS:
JAMES A. CALLOWAY
Oklahoma City, OK
Director, Management Assistance Program, Oklahoma Bar Association

DANIELLE M. HALL
Topeka, KS
Law Practice Services Director, Kansas Bar Association

NATALIE R. KELLY
Atlanta, GA
Director, Law Practice Management Program, State Bar of Georgia

CATHERINE SANDERS REACH
Chicago, IL
Director, Law Practice Management and Technology, The Chicago Bar Association

5:00 p.m. – 6:30 p.m.  Sponsor Networking Time and Welcome Reception
7TH FLOOR FOYER
Kick-start your BLI experience by joining sponsors and colleagues for this casual reception. Take advantage of the relaxed setting to learn about sponsor resources available to you, your organization and your law practice. Members of the ABA Standing Committee on Bar Activities and Services also will be on hand to answer your questions about the BLI.
THURSDAY, MARCH 17, 2016

7:00 a.m. – 4:45 p.m.*  Registration
7TH FLOOR REGISTRATION DESK
*Registration will be closed for lunch from 12:05 p.m.–1:05 p.m.

7:00 a.m. – 8:00 a.m.  Continental Breakfast
GRAND BALLROOM SALONS I/II, 7TH FLOOR

8:00 a.m. – 8:10 a.m.  Welcome
GRAND BALLROOM SALONS I/II, 7TH FLOOR
KATHRYN GRANT MADIGAN
Binghamton, NY
Chair, ABA Standing Committee on
Bar Activities and Services
PAULETTE BROWN
Morristown, NJ
President, American Bar Association

8:10 a.m. – 8:45 a.m.  Setting the Stage: Expectations Now and Beyond
GRAND BALLROOM SALONS I/II, 7TH FLOOR
In our opening session, we invite you—the ABA BLI Class of 2016—to share your key concerns and hopes for the year you’ll spend as bar president. Four former bar presidents will share their own stories about this unique experience to help you become a prepared and confident leader.

MODERATOR AND CONTRIBUTOR:
KATHRYN GRANT MADIGAN
Binghamton, NY
Chair, ABA Standing Committee on
Bar Activities and Services

PANELISTS:
FRANK X. NEUNER, JR.
Lafayette, LA
Past President, Louisiana State Bar Association, and Member, ABA Standing Committee on Bar Activities and Services
LAUREN STILLER RIKLEEN
Wayland, MA
Past President, Boston Bar Association, and Member, ABA Standing Committee on Bar Activities and Services
CARL D. SMALLWOOD
Columbus, OH
Past President, Columbus Bar Association; Past President, National Conference of Bar Presidents; and Member, ABA Standing Committee on Bar Activities and Services

8:45 a.m. – 9:00 a.m.  Transfer Break
9:00 a.m. – 10:30 a.m.

**Leading Collaboratively and Courageously**
GRAND BALLROOM SALON III, 7TH FLOOR
Chief Ambassador. Chief Facilitator. Chief Conflict Smoother. Chief Motivator. This panel of experienced past presidents and executive directors will focus on the most important aspects of the bar president’s job and offer their personal insights on what it means to be an effective steward. They will discuss how to manage and make the most of the president’s day-to-day work, and explore the critical relationship that helps presidents navigate the unexpected events that arise during every term.

**MODERATOR AND CONTRIBUTOR:**
MARC SMILEY
Portland, OR
Principal, Solid Ground Consulting

**PANELISTS:**
A. SCOTT CHINN
Indianapolis, IN
Past President, Indianapolis Bar Association, and Executive Council Member, National Conference of Bar Presidents

VICKIE SCHATZ
Kansas City, MO
Executive Director, Kansas City Metropolitan Bar Association

LISA M. TATUM
San Antonio, TX
Past President, State Bar of Texas

DAVID R. WATSON
Albany, NY
Executive Director, New York State Bar Association

SPONSORED BY FASTCASE

10:30 a.m. – 10:50 a.m.

**Sponsor Break**
7TH FLOOR FOYER
Talk with sponsors about the resources available to your bar organization and members.

10:50 a.m. – 11:50 p.m.

**Concurrent Workshops**
These workshops will focus on leadership strategies and skills that will help you lead a more productive, focused and strategic board, and empower volunteers and bar entities to advance the association.

**Workshop 1A: Bar Leader as Designer**
CHICAGO BALLROOM D, 5TH FLOOR
Thinking like a designer can transform the way organizations develop products, services, processes, and strategy. IDEO, an award-winning global design and innovation firm, is using design to reimagine all kinds of industries, the legal industry included. As bars strive to address a vast array of organizational challenges—from legal service delivery to...
engagement with members to internal capacity and processes—we need new ways of understanding the obstacles in front of us while also developing new tools, strategies and solutions. Our speakers will discuss how design thinking can help us move beyond the obvious answers, and approach the challenges in our organizations and in the profession with ingenuity and enthusiasm.

_This workshop will be repeated in the afternoon._

**ROCHAELE SOPER ADRAINLY**  
Palo Alto, CA  
General Counsel, IDEO

**CHIOMA UME**  
San Francisco, CA  
Senior Community Designer

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**Workshop 2A: Leading the Extraordinary Board**  
**LOS ANGELES/MIAMIBSCOTTSDALE, 5TH FLOOR**

Good governance is a team sport. Our governance expert will share the critical qualities of well-functioning boards and the practices they employ that make it all happen. While no one can transform a board single-handedly, our speaker will highlight the opportunities you have as president to strengthen your board, enabling it to better anticipate the bar’s challenges and opportunities in the years ahead.

_This workshop will be repeated in the afternoon._

**VICKI CLARK**  
Memphis, TN  
Consultant, Building the Capacity of Organizations

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**Workshop 3A: Right Metrics, Right Decisions: Top 10 Benchmarks That Matter**  
**DENVER/HOUSTON/KANSAS CITY, 5TH FLOOR**

Are your leaders paying attention to metrics that truly reflect your bar’s priorities? In this session, our speakers will help us explore the metrics their bars have used to recognize trends, develop strategy and demonstrate success. Since no generic set of benchmarks applies to every bar, our speakers will inspire us to think about the metrics that best reflect our own organizations’ priorities and help our boards govern wisely.

_This workshop will be repeated in the afternoon._

**WHITNEY VON HAAM**  
Cary, NC  
Executive Director, Wake County Bar Association/ Tenth Judicial District Bar

**ANNE VROOMAN**  
Lansing, MI  
Director of Research and Development, State Bar of Michigan
**Workshop 4A: Productive, Purposeful Meetings That Leave Participants Engaged and Inspired**

**INDIANA/IOWA/MICHIGAN/MICHIGAN STATE, 6TH FLOOR**

Nothing is more frustrating than a meeting where time isn’t used wisely. To ensure that your meetings are as efficient and valuable as possible, veteran BLI faculty member Nancy Sylvester will provide you with techniques for serving as a successful chair, keeping the meeting focused, deftly facilitating discussion and ensuring follow-through.

**NANCY SYLVESTER, MA, PRP, CPP-T**  
Loves Park, IL  
Governance Consultant and Professional Parliamentarian, Sylvester Enterprises, Inc.

**Workshop 5A: I Will Survive: Overseeing a Successful Executive Transition**

**NORTHWESTERN/OHIO/PURDUE/WISCONSIN, 6TH FLOOR**

Whether it’s 10 years from now or tomorrow, your chief executive is eventually going to leave your organization. Will you be ready? Do you have a plan in place that provides for business continuity and outlines the steps you will take to identify a successor? Through their own experiences, our speakers will discuss succession planning, key considerations surrounding the executive search process and transition practices that will help your new executive get off to a strong start.

**HON. PATRICK FISCHER**  
Cincinnati, OH  
Past President, Ohio State Bar Association, and  
Past President, Cincinnati Bar Association  

**ELIZABETH NEELEY**  
Lincoln, NE  
Executive Director, Nebraska State Bar Association

**Workshop 6A: Maximizing Member Engagement Through Micro-volunteerism**

**CHICAGO BALLROOMS A/B, 5TH FLOOR**

What is micro-volunteerism, and how can it help you engage members and attract more of the volunteers your bar needs? Join us for a dialogue on how associations can evolve their volunteering programs to embrace this trend toward “small bites” of service. We’ll decipher what micro-volunteerism is, exactly, and how to bring it to your association. It’s all about leveraging the passion and skills of your members while maximizing your resources.

*This workshop will be repeated in the afternoon.*

**PEGGY M. HOFFMAN**  
Baltimore, MD  
President, Mariner Management and Marketing LLC
11:50 a.m. – 12:00 p.m.  Transfer Break

12:00 p.m. – 1:10 p.m.  Lunch
GRAND BALLROOM SALONS I/II, 7TH FLOOR
ABA President Paulette Brown returns to the BLI stage to share highlights from her conversations and visits with bar leaders during her tenure as ABA president.

PAULETTE BROWN
Morristown, NJ
President, American Bar Association

1:10 p.m. – 1:20 p.m.  Transfer Break

1:20 p.m. – 2:20 p.m.  Concurrent Workshops
These afternoon workshops will focus on leadership strategies and skills that will help you lead a more productive, focused and strategic board, and empower volunteers and bar entities to advance the association.

Workshop 1B: Bar Leader as Designer
CHICAGO BALLROOM D, 5TH FLOOR
Thinking like a designer can transform the way organizations develop products, services, processes, and strategy. IDEO, an award-winning global design and innovation firm, is using design to reimagine all kinds of industries, the legal industry included. As bars strive to address a vast array of organizational challenges—from legal service delivery to engagement with members to internal capacity and processes—we need new ways of understanding the obstacles in front of us while also developing new tools, strategies and solutions. Our speakers will discuss how design thinking can help us move beyond the obvious answers, and approach the challenges in our organizations and in the profession with ingenuity and enthusiasm.

ROCHAEL SOPER ADRIANLY
Palo Alto, CA
General Counsel, IDEO

CHIOMA UME
San Francisco, CA
Senior Community Designer

Workshop 2B: Leading the Extraordinary Board
LOS ANGELES/MIAMI/SCOTTSDALE, 5TH FLOOR
Good governance is a team sport. Our governance expert will share the critical qualities of well-functioning boards and the practices they employ that make it all happen. While no one can transform a board single-handedly, our speaker will highlight the opportunities
you have as president to strengthen your board, enabling it to better anticipate the bar’s challenges and opportunities in the years ahead.

**VICKI CLARK**  
Memphis, TN  
Consultant, Building the Capacity of Organizations

**Workshop 3B: Right Metrics, Right Decisions: Top 10 Benchmarks That Matter**  
DENVER/HOUSTON/KANSAS CITY, 5TH FLOOR  
Are your leaders paying attention to metrics that truly reflect your bar’s priorities? In this session, our speakers will help us explore the metrics their bars have used to recognize trends, develop strategy and demonstrate success. Since no generic set of benchmarks applies to every bar, our speakers will inspire us to think about the metrics that best reflect our own organizations’ priorities and help our boards govern wisely.

**WHITNEY VON HAAM**  
Cary, NC  
Executive Director, Wake County Bar Association/Tenth Judicial District Bar  
**ANNE VROOMAN**  
Lansing, MI  
Director of Research and Development, State Bar of Michigan

**Workshop 4B: Who’s Afraid of Robert’s Rules?**  
INDIANA/IOWA/MICHIGAN/MICHIGAN STATE, 6TH FLOOR  
An hour with veteran BLI faculty member Nancy Sylvester is all you need to feel confident using parliamentary procedure. Nancy will help you successfully navigate the complexities of parliamentary procedure based on Robert’s Rules, and provide strategies to help you effectively use it. Bring your questions!

**NANCY SYLVESTER, MA, PRP, CPP-T**  
Loves Park, IL  
Governance Consultant and Professional Parliamentarian, Sylvester Enterprises, Inc.

**Workshop 5B: Bar Sections and the Foundation: Cultivating Our Best Relationships**  
NORTHWESTERN/OHIO/PURDUE/WISCONSIN, 6TH FLOOR  
With resources increasingly squeezed, conflicts with practice sections and with our partner foundations become increasingly common. Join Marc Smiley for a problem-solving seminar focused on section and foundation challenges presented by you, the participants. In addition to solutions offered by
other participants, Marc will offer his best tools and techniques to help facilitate these critical relationships. *Seats in this session are limited.*

**MARC SMILEY**  
Portland, OR  
Principal, Solid Ground Consulting

**Workshop 6B: Maximizing Member Engagement Through Micro-volunteerism**  
**CHICAGO BALLROOMS A/B, 5TH FLOOR**  
What is micro-volunteerism, and how can it help you engage members and attract more of the volunteers your bar needs? Join us for a dialogue on how associations can evolve their volunteering programs to embrace this trend toward “small bites” of service. We’ll decipher what micro-volunteerism is, exactly, and how to bring it to your association. It’s all about leveraging the passion and skills of your members while maximizing your resources.  

**PEGGY M. HOFFMAN**  
Baltimore, MD  
President, Mariner Management and Marketing LLC

2:20 p.m. – 2:40 p.m.  
**Sponsor Break**  
Enjoy a beverage and a light afternoon snack as you learn about sponsor products and services.

2:40 p.m. – 2:55 p.m.  
**Interview with ABA President-elect Linda Klein**  
**GRAND BALLROOM SALON III, 7TH FLOOR**  
Get to know President-elect Linda Klein as she reflects on her involvement in bar associations, and the impact the legal profession can have when leaders at the local, state and national levels work together. She also will highlight some of the issues on which she wants to focus attention, and invite your participation with the ABA.  

**LINDA A. KLEIN**  
Atlanta, GA  
President-elect, American Bar Association

**FRANK X. NEUNER, JR.**  
Lafayette, LA  
Past President, Louisiana State Bar Association, and Member, ABA Standing Committee on Bar Activities and Services

2:55 p.m. – 4:25 p.m.  
**Let’s Think Innovate!**  
**GRAND BALLROOM SALON III, 7TH FLOOR**  
It hasn’t been “business as usual” for some time. We talk about the “new normal,” referring to constant, rapid change. How do we adapt to this fluidity? How do we plan? What does it take to problem-solve in this environment? Our conversation today with several bar leaders will offer insights into how to reframe obstacles and achieve some breakthroughs, no matter how small or large.
MODERATOR AND CONTRIBUTOR:
FREDERIC S. URY
Fairfield, CT
Past President, Connecticut Bar Association; Past President, National Conference of Bar Presidents; and Member, ABA Commission on the Future of Legal Services

PANELISTS:
NATHAN D. ALDER
Salt Lake City, UT
Past President, Utah State Bar, and Executive Council Member, National Conference of Bar Presidents

RICHARD D. CASEY
Sioux Falls, SD
Past President, State Bar of South Dakota, and Member, ABA Standing Committee on Bar Activities and Services

VICTORIA A. CONNOR
York, PA
Chief Executive Officer, York County Bar Association and Bar Foundation

MARCELLA O. MCLAUGHLIN
San Diego, CA
Past President, San Diego County Bar Association

MONICA G. PARHAM
Washington, DC
Past President, Women's Bar Association of the District of Columbia

JORDAN E. YOCHIM
Topeka, KS
Executive Director, Kansas Bar Association

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4:25 p.m. – 4:30 p.m.
Close for the Day and Announcements
KATHRYN GRANT MADIGAN
Binghamton, NY
Chair, ABA Standing Committee on Bar Activities and Services

4:30 p.m. – 6:30 p.m.
Reception and Photo Session with ABA President and President-elect
GRAND BALLROOM SALONS I/II, 7TH FLOOR
Use this time to network with new friends and reconnect with colleagues while also enjoying the opportunity to meet and be photographed with ABA President Paulette Brown and ABA President-elect Linda A. Klein. Please see the insert in the registration packet for your assigned photograph time.
FRIDAY, MARCH 18, 2016

7:30 a.m. – 4:00 p.m.*

Registration
7TH FLOOR REGISTRATION DESK
*Registration will be closed for lunch from 11:35 a.m. to 12:35 p.m.

7:30 a.m. – 8:50 a.m.

Leadership Planning Breakfast—Discussion by Bar Size
GRAND BALLROOM SALONS I/II, 7TH FLOOR
Throughout this working breakfast, you will have the opportunity to interact with your bar leader peers and talk about the most important issues likely to be facing your bar during your tenure as bar president and beyond. We will introduce bar leaders to the presidential planning tools available in New Bar President and will encourage leaders to use this time to strategize.

At 8:30 a.m., Lanneau W. Lambert Jr., president of the National Conference of Bar Presidents, will share information about NCBP and how the organization can assist you during your tenure as bar president.

8:50 a.m. – 9:00 a.m.

Transfer Break

9:00 a.m. – 9:15 a.m.

Everyone Is a Communicator! How Will You Be Heard?
GRAND BALLROOM SALON III, 7TH FLOOR
The editor of Arizona Attorney is here to provide a quick overview of today’s communications playground, where everyone has a voice. How do bars authentically communicate their message in an age when words often take a back seat to emoji? In this session, you will become more familiar with the tools available to start preparing a personal communications plan that complements your bar’s ongoing communications efforts.

TIM EIGO
Phoenix, AZ
Editor, Arizona Attorney Magazine, State Bar of Arizona
SPONSORED BY CUBA CULTURAL TRAVEL

9:15 a.m. – 10:00 a.m.

Avoid the Quicksand: Bar Communicators Lightning Round
GRAND BALLROOM SALON III, 7TH FLOOR
In this fast-paced session, a collection of expert bar communicators will be put to the test. Our panel will be asked questions about hypothetical communications snafus that bar leaders and staff might face—and they’ll also be up against a strict time limit! Be prepared to learn about best practices in print, electronic and in-person communications, and how to react to the unexpected.
**MODERATOR AND CONTRIBUTOR:**
**MICHELLE BEHNKE**  
Madison, WI  
Past President, State Bar of Wisconsin, and  
Treasurer-elect designee, American Bar Association

**PANELISTS:**
**JULIE BROWN**  
Chicago, IL  
Manager, Broadcast Communications, ABA Division for Media Relations and Communication Services

**TIM EIGO**  
Phoenix, AZ  
Editor, Arizona Attorney Magazine,  
State Bar of Arizona

**FARRAH FITE**  
Jefferson City, MO  
Media Relations Director, The Missouri Bar

**SPONSORED BY CUBA CULTURAL TRAVEL**

10:00 a.m. – 10:20 a.m.  
**Sponsor Break**  
**7TH FLOOR FOYER**  
Enjoy extended conversations with sponsor representatives, and be sure to ask how you can enter to win their luncheon raffle drawing prize.

10:20 a.m. – 11:20 a.m.  
**Communications Workshops**  
These workshops focus on leadership strategies and skills that will help you and your association more effectively connect with members, the media and the community.

**Workshop 1A: Communication Without Fear: President’s Pages and Social Media**  
**CHICAGO BALLROOM D, 5TH FLOOR**  
Whether through a president’s column or social media outlets, this session will help you communicate effectively and tackle your fears. Get some practical advice about what to talk about, what to avoid and how to tell your story effectively. A current bar president and bar communication professional will give you tips on how to inform, entertain and connect with your legal community. Bring the questions you have been afraid to ask elsewhere.  
*This workshop will be repeated in the afternoon.*

**FARRAH FITE**  
Jefferson City, MO  
Media Relations Director, The Missouri Bar

**MIKE UNGER**  
Minneapolis, MN  
President, Minnesota State Bar Association
Workshop 2A: Crisis Communication: Master Class
NORTHWESTERN/OHIO/PURDUE/WISCONSIN, 6TH FLOOR
Are you prepared to field calls from the media? What happens if Twitter activism impacts your bar association? What does it mean to go off the record? Bruce M. Hennes returns to the BLI for a deep dive into crisis communication techniques. 
*This workshop will be repeated in the afternoon.*

BRUCE M. HENNES
Cleveland, OH
Managing Partner, Hennes Communications

Workshop 3A: Member Engagement Is Everyone’s Job
CHICAGO BALLROOMS A/B, 5TH FLOOR
How do you create a bar association that four generations of lawyers want to join? Wait … Is that your job? The fact is, a bar president plays a key role in any membership effort. How can the president and other bar leaders create, promote and communicate the value of bar association membership and involvement for lawyers of all ages and stages? A former bar president and current executive director share tactics, best practices and the essential conversations you as leaders need to have with your target audiences.
*This workshop will be repeated in the afternoon.*

ERIC T. COOPERSTEIN
Minneapolis, MN
Past President, Hennepin County Bar Association

ROBERT E. CRAGHEAD
Springfield, IL
Executive Director, Illinois State Bar Association, and Vice President, National Association of Bar Executives

Workshop 4A: The How-Tos of Effective Advocacy for Bar Leaders
LOS ANGELES/MIAMI/SCOTTSDALE, 5TH FLOOR
Who, if not representatives of bar associations, will speak to our legislative and rule-making bodies on behalf of courts, lawyers and the justice system? Learn why bar leaders should be engaged in this advocacy process, how to select the issues and priorities for engagement, how to ensure that your positions comply with the bar’s internal rules and guidelines and how to be effective lobbyists. Our presenters will guide you through the steps of creating your legislative program and identifying available tools for achieving your objectives.
CALE BATTLES
Madison, WI
Government Relations Coordinator,
State Bar of Wisconsin

THOMAS M. SUSMAN
Washington, DC
Director, ABA Governmental Affairs Office

Workshop 5A: Four Dimensions of Great Bar Associations
INDIANA/IOWA/MICHIGAN/MICHIGAN STATE,
6TH FLOOR
It’s easy to see greatness in a bar association, but it’s trickier to explain how greatness happens. In this workshop, Marc Smiley will discuss four key elements—leadership, brand/position, strategy and culture—that enable great associations to deliver on their promise of sustained impact on their communities’ priorities. Join Marc to explore how to flex each of these important organizational muscles and build your organization’s capacity.
This workshop will be repeated in the afternoon.

MARC SMILEY
Portland, OR
Principal, Solid Ground Consulting

11:20 a.m. – 11:30 a.m.
Transfer Break

11:30 a.m. – 12:40 p.m.
Taste of ABA Resources Luncheon
GRAND BALLROOM SALONS I/II, 7TH FLOOR
Sample the wealth of resources available to you through the American Bar Association. Stop by the staffed tables to talk to an ABA staff or volunteer expert on an issue of concern or to find out about services that complement what your bar already offers. And because you won’t be able to make it to every table, ABA Executive Director Jack Rives will highlight several programs and services that support the ABA’s valuable partnership with bar associations. BLI Platinum Level Sponsors also will be available to talk with you about their offerings.
See separate Taste of ABA Resources program for a detailed description of entities, a map of the room and information about the sponsor raffle.

12:40 p.m. – 12:50 p.m.
Transfer Break

12:50 p.m. – 1:50 p.m.
Communications Workshops
These workshops focus on leadership strategies and skills that will help you and your association more effectively connect with members, the media and the community.
Workshop 1B: Communication Without Fear: President’s Pages and Social Media

CHICAGO BALLROOM D, 5TH FLOOR

Whether through a president’s column or social media outlets, this session will help you communicate effectively and tackle your fears. Get some practical advice about what to talk about, what to avoid and how to tell your story effectively. A current bar president and bar communication professional will give you tips on how to inform, entertain and connect with your legal community. Bring the questions you have been afraid to ask elsewhere.

FARRAH FITE
Jefferson City, MO
Media Relations Director, The Missouri Bar

MIKE UNGER
Minneapolis, MN
President, Minnesota State Bar Association

Workshop 2B: Crisis Communication: Master Class

NORTHWESTERN/OHIO/PURDUE/WISCONSIN, 6TH FLOOR

Are you prepared to field calls from the media? What happens if Twitter activism impacts your bar association? What does it mean to go off the record? Bruce M. Hennes returns to the BLI for a deep dive into crisis communication techniques.

BRUCE M. HENNES
Cleveland, OH
Managing Partner, Hennes Communications

Workshop 3B: Member Engagement Is Everyone’s Job

CHICAGO BALLROOMS A/B, 5TH FLOOR

How do you create a bar association that four generations of lawyers want to join? Wait … Is that your job? The fact is, a bar president plays a key role in any membership effort. How can the president and other bar leaders create, promote and communicate the value of bar association membership and involvement for lawyers of all ages and stages? A former bar president and current executive director share tactics, best practices and the essential conversations you as leaders need to have with your target audiences.

ERIC T. COOPERSTEIN
Minneapolis, MN
Past President, Hennepin County Bar Association

ROBERT E. CRAGHEAD
Springfield, IL
Executive Director, Illinois State Bar Association, and Vice President, National Association of Bar Executives
Workshop 4B: Media Interview Lab  
DENVER/HOUSTON/KANSAS CITY, 5TH FLOOR  
In this hands-on “lab,” you will apply the techniques you learned in this morning’s sessions. Broadcast interviewer Julie Brown will put volunteers to the test in mock—but very realistic—live on-camera interviews designed to help you make the most of your media opportunities. You’ll leave this experience much better prepared to serve as the official spokesperson of your organization. This session is interactive, with plenty of opportunity for questions and personal attention.  
**JULIE BROWN**  
Chicago, IL  
Manager, Broadcast Communications, ABA Division for Media Relations and Communication Services

Workshop 5B: Four Dimensions of Great Bar Associations  
INDIANA/IOWA/MICHIGAN/MICHIGAN STATE, 6TH FLOOR  
It’s easy to see greatness in a bar association, but it’s trickier to explain how greatness happens. In this workshop, Marc Smiley will discuss four key elements—leadership, brand/position, strategy and culture—that enable great associations to deliver on their promise of sustained impact on their communities’ priorities. Join Marc to explore how to flex each of these important organizational muscles and build your organization’s capacity.  
**MARC SMILEY**  
Portland, OR  
Principal, Solid Ground Consulting

1:50 p.m. – 2:00 p.m.  
**Transfer Break**

2:00 p.m. – 3:40 p.m.  
**Storytelling Tools of the Trade: Improv Insights from Second City**  
GRAND BALLROOM SALON III, 7TH FLOOR  
We are hardwired to enjoy hearing and telling stories. They inspire, delight, teach and challenge us. In our closing session, we welcome facilitators from Chicago’s famed improv theater Second City. During this dynamic session, we will use improv-based tools to help craft and tell our best stories—to better connect with members, inspire volunteers and advance our bars in the community.  
**CHRISTY BONSTELL**  
Chicago, IL  
Lead Creative Facilitator, Second City Works  
**BUTCH JERINIC**  
Chicago, IL  
Lead Creative Facilitator, Second City Works  
**SPONSORED BY CASEMAKER**

3:40 p.m. - 3:50 p.m.  
**Wrap-up and Adjourn**  
GRAND BALLROOM SALON III, 7TH FLOOR  
**KATHRYN GRANT MADIGAN**  
Binghamton, NY  
Chair, ABA Standing Committee on Bar Activities and Services
RESOURCES FOR BAR LEADERS
The ABA Division for Bar Services has several resources you will want to have handy as you chart your way to success. Resources cover topics ranging from best practices in the nonprofit sector to understanding the responsibilities of the board. To learn more visit www.ambar.org/BarResources.