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2017 AMERICAN BAR ASSOCIATION

BAR LEADERSHIP INSTITUTE

CHICAGO MARRIOTT DOWNTOWN MAGNIFICENT MILE

MARCH 15-17, 2017
CHICAGO, IL

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Follow the 2017 Bar Leadership Institute on Twitter at

#BLI17

Use password BLI17 to access complimentary WiFi service on Thursday and Friday.

Find the ABA-BLI wireless network connection in your WiFi settings, connect to the internet on the Marriott page, accept the terms and conditions for usage, enter password BLI17 and click “submit.”

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

www.ambar.org/blihandouts2017

SPREAD THE WORD
ABA DIVISION FOR BAR SERVICES

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The Beyond the Op-Ed: Bar Associations and Today’s Media plenary and Avoid the Quick Sand: Bar Communications Lightning Round are brought to you by Casemaker.

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Tom Morrison is brought to you by Fastcase.
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The Survival Skills for Leadership and Beyond plenary is brought to you by LexisNexis.
The ABA BLI is grateful to the National Association of Bar Executives and its president, Zoe Linza, and to the National Conference of Bar Presidents and its president, Jonathan Cole, for their support of the 2017 BLI Scholarship Program.
Dear Bar Leader:

On behalf of ABA President Linda A. Klein, President-elect Hilarie Bass, the Standing Committee on Bar Activities and Services, and the staff of the Division for Bar Services, I welcome you to the ABA’s “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 the two days of the BLI, we have one 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 industry experts, to support and energize you.

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

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

We hope that, as it was for the thousands of graduates before you, your BLI experience is truly transformative and that the ABA and the Division for Bar Services will become essential resources for 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 15, 2017

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.  
**Presidential Bootcamp**  
GRAND BALLROOM SALONS I/II, 7TH FLOOR

Start the planning process for your presidential journey with **BLI Bootcamp**, where communication, branding, and social media experts will be on hand to offer you advice and guidance. You can build your own program by participating in one or more of Bootcamp’s sessions on *LinkedIn, Minute Messaging, and Personal Branding*, each of which will be repeated once. Prefer a more informal structure? With your smart phone and questions in hand, you also can drop by for informal Q&A sessions on **Smart Phone Basics** and **Social Media**.

**See below for session information:**

The sessions below will begin at 4:00 p.m. and repeat at 4:30 p.m.

**LinkedIn Profiles**
Learn how to create a LinkedIn profile that will grow your career and network by helping you stand out and connect with important influencers online.

**NORA REGIS**  
Chicago, IL  
Technology Trainer and Coordinator, Chicago Bar Association

**What’s Your Minute Message?**
First impressions are crucial. Judgment is quick. What will your answer be when asked “What does your association do?” Whether you have one minute or ten, Julie Brown will share tips on how to develop and communicate a message for your organization. She also will help you tailor your delivery to your audience. So whether talking with a member, potential member or someone from the community, don’t miss this opportunity to learn how to deliver an answer that leaves a positive, lasting first impression.

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

**Personal Branding**
Your personal brand is all about how other people see and experience you. To be successful as a bar president you need to understand those perceptions and use your perceived strengths to lead. You also need to understand your bar association’s brand and figure out how to align your brand and the association’s brand. Come to this fast paced, highly interactive workshop to get a leg up on having a successful year as president. The best part is that the tools you acquire here also will help you in your day job!
JOHN E. MITCHELL
Chicago, IL
Managing Director, KM Advisors LLC and Chair, ABA Law Practice Division

The sessions below will run continuously.

Smart Phone Basics
Are you getting the most out of your phone? Whether you are an Android or iOS device user, bring your phone (and your questions) to this informal session. From productivity tools to proper security settings, these practice advisers will ensure that you are up to speed.

JIM CALLOWAY
Oklahoma City, OK
Director, Management Assistance Program, Oklahoma Bar Association
iOS Expert

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

Get Ready with Social Media Basics
Facebook? Twitter? Instagram? What’s a bar leader to do? Bring any and all questions about social media best practices to this session.

LOWELL BROWN
Austin, TX
Communications Division Director, State Bar of Texas

Professional Headshots
Professional photographer Harvey Tillis will be available to take headshots during the Presidential Bootcamp. Don’t miss the opportunity to get a complimentary headshot that can be used to showcase your personal brand on social media, your bar association website, and more. If you scheduled your headshot in advance, see your registration packet for your assigned photograph time. If you do not have a scheduled time and would like to take advantage of this opportunity, stop by the Division for Bar Services resource table for assistance.

5:00 p.m. - 6:30 p.m.

Sponsor Networking Time and Welcome Reception
7TH FLOOR FOYER
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 16, 2017

7:30 a.m. - 4:30 p.m.  Registration  
7TH FLOOR REGISTRATION DESK  
*Registration will be closed for lunch from 12:40 p.m. to 1:40 p.m.

7:30 a.m. - 8:15 a.m.  Continental Breakfast  
GRAND BALLROOM SALONS I/II, 7TH FLOOR

8:15 a.m. - 8:50 a.m.  Welcome and Orientation  
GRAND BALLROOM SALONS I/II, 7TH FLOOR  
KATHRYN GRANT MADIGAN  
Binghamton, NY  
Chair, ABA Standing Committee on Bar Activities and Services  
LINDA A. KLEIN  
Atlanta, GA  
President, American Bar Association

8:50 a.m. - 9:55 a.m.  What’s Your Uber?  
GRAND BALLROOM SALONS I/II, 7TH FLOOR  
How can you maximize value and member engagement— and keep up in this dynamic global environment? This fast-paced session will provide key strategies in researching and determining what future disruption is coming your members’ way. Tom Morrison, a full-time association CEO and national author, speaker, and trends observer, will help you recognize the three elements that are changing every industry and the three reasons for market disruptions. By the end of this session, you will be better equipped to assist members in the efficient and competent delivery of legal services.  
TOM MORRISON  
Jacksonville, FL  
President and CEO, Tom Morrison & Associates  
SPONSORED BY FASTCASE

9:55 a.m. - 10:05 a.m.  Transfer Break

10:05 a.m. - 11:10 a.m.  Leadership Culture and Continuity  
GRAND BALLROOM SALON III, 7TH FLOOR  
Expanding on the themes from the keynote, association expert Marc Smiley and our panelists will help bar leaders explore the impact of acceleration and change on bar governance. Given factors such as time pressures and the complexity of association business, are our governance structures still serving us well? How might we need to think differently about governance in order to stay nimble? How will bars need to balance longer-term planning with more immediate action and responsiveness to their members and communities?  
MODERATOR AND CONTRIBUTOR:  
MARC SMILEY  
Portland, OR  
Principal, Solid Ground Consulting
REACTION PANELISTS:
PATRICIA JARZOBISKI
Denver, CO
President, Colorado Bar Association

JOHN F. PHELPS
Phoenix, AZ
Chief Executive Officer and Executive Director, State Bar of Arizona

REBECCA RUPPERT MCMAHON
Cleveland, OH
Executive Director, Cleveland Metropolitan Bar Association

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

11:10 a.m. - 11:30 a.m. 
Sponsor Break
7TH FLOOR FOYER
Talk with sponsors about the resources available to your bar organization and members.

11:30 a.m. - 12:30 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: Agile Bar Leadership as a Catalyst for Innovation
NORTHWESTERN/Ohio/PURDUE/WISCONSIN, 6TH FLOOR
As bar associations face increasing competition from commercial marketplaces, bar leaders themselves face increasing pressure to provide answers and direction regarding how their organizations can and should leverage technology, data, and the bar’s own assets to develop innovative business processes.

Our speakers will present case studies and specific blueprints for how they effectively led bar association stakeholders and staff in implementing strategic change programs to drive revenues, increase member engagement, and provide service to the community. You will leave with a roadmap for how to lead an innovative project from stakeholder buy-in to implementation, including how to identify and overcome a variety of external and internal obstacles.

This workshop will be repeated in the afternoon.

HANNAH KONITSEK
San Francisco, CA
Sales Engineering and Policy, Legal.io

TONY LAI
San Francisco, CA
Chief Executive Officer, Legal.io
Workshop 2A: Legal Hot Buttons and Traps for the Unwary
DENVER/ HOUSTON/ KANSAS CITY, 5TH FLOOR
This presentation will focus on the key considerations for keeping associations on the “right” side of the law. Topics to be addressed include transactions with related parties, relationships with charitable foundations, lobbying/political activities, public disclosure, reasonable compensation, conducting fundraisers, governance best practices, annual tax filings, unrelated business income, and the most prevalent traps that can legally doom an unwary association.
This workshop will be repeated in the afternoon.

Workshop 3A: How to Make Better Decisions
CHICAGO BALLROOMS A/B, 5TH FLOOR
Individually or collectively, bar leaders make a myriad of tactical and strategic decisions. To help you make the best decisions possible, this session examines some fundamentals of effective decision-making, including:
• Framing discussions to elicit better thinking.
• Using data to drive decisions.
• Interrupting implicit bias and other habits that put blinders on your thinking.
• Applying decision-making rules.
• Facilitating different perspectives.
You will leave better equipped to manage or contribute to the next decision your bar association faces.
This workshop will be repeated in the afternoon.

Workshop 4A: Leading the Strategic Membership Conversation
LOS ANGELES/ MIAMI/ SCOTTSDALE, 5TH FLOOR
A shrinking lawyer population, a profession in flux, different attitudes toward affiliation. It’s a challenging membership environment for bar associations, with many potential pitfalls and rabbit holes. There’s no question the president plays an important role in helping the bar understand what’s happening and determining how to stay vital and relevant. In this session, three bar executives share their insights on what makes good membership
strategy for the 21st century, and how the president and other bar leaders can help move the conversation forward. This workshop will be repeated in the afternoon.

**ELIZABETH M. DERRICO**  
Albany, NY  
Associate Executive Director, New York State Bar Association

**ELLEN MILLER-SHARP**  
San Diego, CA  
Executive Director and Chief Executive Officer, San Diego County Bar Association

**C. ALLEN NICHOLS**  
Akron, OH  
Executive Director, Akron Bar Association and Foundation

**Workshop 5A: Board Meetings that Inspire (Yes, Really)**  
INDIANA/IOWA/MICHIGAN/MICHIGAN STATE, 6TH FLOOR

What is one of the most anxiety-ridden aspects of serving on a nonprofit board? The board meeting itself. Presidents and executive directors put tremendous effort into compiling materials and developing an engaging agenda, and yet … the meetings rarely meet expectations, and board members often feel they’ve wasted their time.

This interactive session will examine 21st century board meetings and provide suggestions for making them more engaging and productive. Topics include:

- Fulfilling the board’s fiduciary duty without boring everyone.
- Monitoring the strategic plan without undermining it.
- Carving out time for meaningful discussions that lead to positive action.
- Using project management tools to share information and ensure progress between board meetings.

**Workshop 6A: How to Get Members to Shout Your Name and Ask for More**  
CHICAGO BALLROOM D, 5TH FLOOR

In this energetic and interactive session, Tom Morrison will unpack the chaotic trends coming at associations and his 10 keys to maximizing member value, increasing member engagement and building revenues in the midst of disruption. In this session, you will learn:

- The keys to recruiting members.
- The keys to engaging members in your programs.
- How to choose and build non-dues revenue programs.
- How to reach the younger generation for volunteering and membership.
- The two hidden keys to member value for the next generation.
You also will discuss what you should do differently as soon as you get back to the office!

**TOM MORRISON**
Jacksonville, FL
President and CEO, Tom Morrison & Associates

12:30 p.m. - 12:35 p.m.  **Transfer Break**  
12:35 p.m. - 1:45 p.m.  **Lunch**  
GRAND BALLROOM SALONS I/II, 7TH FLOOR  
Get to know more about ABA President-elect Hilarie Bass and her interests during this brief luncheon address. President-elect Bass will share some of her ideas about the role of the organized bar and the year ahead. Deborah Enix-Ross, Chair, ABA House of Delegates, briefly will explain why and how bar associations can become involved in developing resolutions for ABA consideration in the house.

1:45 p.m. - 2:00 p.m.  **Transfer Break**  
2:00 p.m. - 3:00 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 1B: Agile Bar Leadership as a Catalyst for Innovation**  
NORTHWESTERN/OHIO/PURDUE/WISCONSIN, 6TH FLOOR  
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**HANNAH KONITSHEK**  
San Francisco, CA  
Sales Engineering and Policy, Legal.io  

**TONY LAI**  
San Francisco, CA  
Chief Executive Officer, Legal.io  

**SUSAN SALKIND**  
Stanford, CA  
Residential Fellow, Code X - The Stanford Center for Legal Informatics
STACEY WHITELEY
Albany, NY
Managing Director of Legal and Community Services, New York State Bar Association

Workshop 2B: Legal Hot Buttons and Traps for the Unwary
DENVER/HOUSTON/KANSAS CITY, 5TH FLOOR
This presentation will focus on the key considerations for keeping associations on the “right” side of the law. Topics to be addressed include transactions with related parties, relationships with charitable foundations, lobbying/political activities, public disclosure, reasonable compensation, conducting fundraisers, governance best practices, annual tax filings, unrelated business income, and the most prevalent traps that can legally doom an unwary association.

BRIAN YACKER
Huntington Beach, CA
Managing Partner, YH Advisors

Workshop 3B: How to Make Better Decisions
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JEFFREY CUFUADE
Indianapolis, IN
President and CEO, Idea Architects

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ELIZABETH M. DERRICO
Albany, NY
Associate Executive Director, New York State Bar Association
Workshop 5B: Board Meetings that Inspire (Yes, Really)
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This interactive session will examine 21st century board meetings and provide suggestions for making them more engaging and productive. Topics include:
• Fulfilling the board’s fiduciary duty without boring everyone.
• Monitoring the strategic plan without undermining it.
• Carving out time for meaningful discussions that lead to positive action.
• Using project management tools to share information and ensure progress between board meetings.

Workshop 6B: Strategic Planning: Where Do You Want to Go?
CHICAGO BALLROOM D, 5TH FLOOR
Planning is not dead—far from it. Now more than ever, bar associations need to be clear about important issues such as value proposition, intended impact, program priorities, sustainable revenue, and more. Until an organization is clear where it wants to go—and in particular, what difference it wants to make—it’s impossible to know how to get there. This session will explore options and approaches for putting more intention and accountability into the work of your bar. It will define specific steps, both small and large, that groups can take to incorporate planning as a regular part of the organization’s successful governance and management.

Sponsor Break
7TH FLOOR FOYER
Enjoy a beverage and light afternoon snack as you learn about sponsor products and services.
3:20 p.m. - 4:10 p.m.  **Survival Skills for Leadership and Beyond**  **GRAND BALLROOM SALON III, 7TH FLOOR**  Let’s face it: Bar leadership can be tough work—and it can wreak (temporary) havoc on your professional and personal life. But the last thing you want to do is trudge through it with grim determination and miss the many opportunities for connection, meaning and, yes … fun. We will end the day with a series of quick, practical tips on leadership, wellness, time management, technology, and more, from bar leaders and staff who know what is required to survive, thrive, and make the most of a whirlwind year.  **GEORGE C. BROWN**  Madison, WI  Executive Director, State Bar of Wisconsin and Past President, National Association of Bar Executives  **PAMILA J. BROWN**  Ellicott City, MD  Past President, Maryland State Bar Association; Past President, The Bar Association of Baltimore City; and Member, ABA Standing Committee on Bar Activities and Services  **ERIK MAZZONE**  Cary, NC  Director, Center for Practice Management, North Carolina Bar Association  **JENNIFER L. PARENT**  Manchester, NH  Past President, New Hampshire Bar Association, and Treasurer, National Conference of Bar Presidents  **SPONSORED BY LEXISNEXIS**  

4:10 p.m. - 4:20 p.m.  **Close for the Day and Preview of Lawyer as Problem Solver Campaign**  **GRAND BALLROOM SALON III, 7TH FLOOR**  We end the day with ABA President Linda Klein showcasing the Lawyer as Problem Solver campaign. The campaign provides bar associations with tools to illustrate the value of lawyers and connections to lawyer referral programs.  **KATHRYN GRANT MADIGAN**  Binghampton, 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 Linda A. Klein and ABA President-elect Hilarie Bass. Please see insert in the registration package for your assigned photograph time.
FRIDAY, MARCH 17, 2017

7:30 a.m. – 3:30 p.m.* Registration
7TH FLOOR REGISTRATION DESK
*Registration will be closed for lunch from 11:45 a.m. - 12:45 p.m.

7:50 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 discuss with your bar leader peers the most important issues you and your bar are likely to be facing during your presidency and beyond. We will introduce you to the presidential planning tools available in New Bar President and will encourage leaders to use this time to strategize.

At 8:35 a.m., Jonathan Cole, President of the National Conference of Bar Presidents, will share information about NCBP and how the organization can assist you during your bar presidency.

8:50 a.m. – 9:00 a.m. Transfer Break

9:00 a.m. – 9:30 a.m. Beyond the Op-Ed: Bar Associations and Today’s Media
GRAND BALLROOM SALON III, 7TH FLOOR
It used to be that you could read a daily newspaper or two, write (or at least sign) an occasional letter to the editor and call it a day, as far as reading and reacting to news regarding the legal profession. Well, those days are over: The news changes by the minute, and much of the discussion occurs online. Are you on social media as a participant or observer? Learn from two bar association communications professionals about the current media environment, how we should engage with the media and social media, and which blogs and social media accounts are well worth your time.

MEREDITH Z. AVAKIAN-HARDAWAY
Philadelphia, PA
Director of Communications and Marketing, Philadelphia Bar Association

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

SPONSORED BY CASEMAKER

9:30 a.m. – 10:15 a.m. Avoid the Quicksand: Bar Communications Lightning Round
GRAND BALLROOM SALON III, 7TH FLOOR
A collection of expert bar communicators will be asked about potential communications challenges that bar leaders and staff might face. The trick is, they’ll have less than a minute to answer each question! Buckle your seatbelt for quick tips on how to react to the unexpected.
MODERATOR AND CONTRIBUTOR:
MICHELLE BEHNKE
Madison, WI
Past President, State Bar of Wisconsin, and ABA Treasurer-elect

PANELISTS:
MEREDITH Z. AVAKIAN-HARDAWAY
Philadelphia, PA
Director of Communications and Marketing, Philadelphia Bar Association

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

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

SPONSORED BY CASEMAKER

10:15 a.m. – 10:35 a.m. Sponsor Break
7TH FLOOR FOYER

10:35 a.m. – 11:35 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: Take Your Place at the Table: The Bar as a Civic Leader
LOS ANGELES/MIAMI/SCOTTSDALE, 5TH FLOOR
Beyond judicial evaluations and service projects, a bar association can be a key player in its community. Learn from a bar leader and an executive how bar associations can assist civic partners, the media, and other stakeholders and assume a true leadership role for the communities they serve. This workshop will be repeated in the afternoon.

REBECCA RUPPERT MCMAHON
Cleveland, OH
Executive Director, Cleveland Metropolitan Bar Association

FRANK E. STEVENSON
Dallas, TX
President, State Bar of Texas and Past President, Dallas Bar Association

Workshop 2A: Advocacy: When and How the Bar Should Get Involved
DENVER/HOUSTON/KANSAS CITY, 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 the advocacy process, how to select issues and set 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 tools that are available for achieving your objectives.

**LEAH G. JOHNSON**
Columbia, SC
Assistant Executive Director, South Carolina Bar

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

**Workshop 3A: Storytelling: How ‘Sticky’ Is Your Message?**
NORTHWESTERN/OHIO/ PURDUE/WISCONSIN, 6TH FLOOR
People examine ideas, but people follow people. To get people to understand and follow, we all need to be better at telling our stories. More than a general concept, storytelling is a communications strategy that makes a bar association’s needs and opportunities memorable, relevant and compelling to others. Incorporating storytelling and “story-spotting” into regular planning and communications will make messages stickier, stronger and much more compelling. This workshop will help you understand the power of stories, and apply the concepts to strengthen your organization. This workshop will be repeated in the afternoon.

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

**Workshop 4A: Difficult Conversations: How to Say What ‘Someone’ Has To**
CHICAGO BALLROOMS A/B, 5TH FLOOR
Leadership is not always easy. As bar president, you will be called on to make tough decisions … and communicate with those who are affected. In other words, you are now the “someone” who has to deliver difficult news. Whether you have decided not to reappoint a long-standing committee chair or need to constructively criticize a board member, this session will provide practical techniques to help you conduct these necessary conversations. You will learn new ways to preserve and build bridges rather than burn them. This workshop will be repeated in the afternoon.

**PATRICIA PIPPERT**
Chicago, IL
President and Founder, P2 Enterprises

**Workshop 5A: Put Out the Welcome Mat: Effective Member Engagement**
CHICAGO BALLROOM D, 5TH FLOOR
Among his or her many other responsibilities, a bar president plays a key role in any membership effort. How can bar leaders create, promote, and communicate the value of bar association membership and involvement for lawyers of all ages and stages? Are you prepared to be the cheerleader-
in-chief? 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 President-elect, National Association of Bar Executives

Workshop 6A: Treat Your Volunteers as Customers

You know how the crew on just about any plane these days acknowledges that you have “many choices,” and thanks you for choosing their airline? Well, your members have just as many choices about where and how to spend their increasingly limited time. Now more than ever, attracting and keeping volunteers requires considering their needs and never taking them for granted. This workshop will help you think strategically about your association’s relationship with volunteers, including trends in volunteering, what motivates volunteers, and how a bit of “customer service” can help you keep them engaged.

VICKI CLARK
Memphis, TN
Owner, Building the Capacity of Organizations

11:35 a.m. – 12:50 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 Deputy Executive Director James Dimos will highlight several programs and services that support the ABAs 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.

12:50 p.m. – 1:05 p.m.  
Transfer Break

1:05 p.m. – 2:05 p.m.  
Communications Workshops

These afternoon 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: Take Your Place at the Table: The Bar as a Civic Leader
LOS ANGELES/MIAMI/SCOTTSDALE, 5TH FLOOR
Beyond judicial evaluations and service projects, a bar association can be a key player in its community. Learn from a bar leader and an executive how bar associations can assist civic partners, the media, and other stakeholders, and assume a true leadership role for the communities they serve.

REBECCA RUPPERT MCMAHON
Cleveland, OH
Executive Director, Cleveland Metropolitan Bar Association
FRANK E. STEVENSON
Dallas, TX
President, State Bar of Texas and Past President, Dallas Bar Association

Workshop 2B: 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 make the most of 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 Communications Services

Workshop 3B: Storytelling: How ‘Sticky’ Is Your Message?
NORTHWESTERN/OHIO/PURDUE/WISCONSIN, 6TH FLOOR
People examine ideas, but people follow people. To get people to understand and follow, we all need to be better at telling our story. More than a general concept, storytelling is a communications strategy that makes a bar association’s needs and opportunities memorable, relevant and compelling to others. Incorporating storytelling and “story-spotting” into regular planning and communications will make messages stickier, stronger and much more compelling. This workshop will help you understand the power of stories, and apply the concepts to strengthen your organization.

MARC SMILEY
Portland, OR
Principal, Solid Ground Consulting

Workshop 4B: Difficult Conversations: How to Say What ‘Someone’ Has To
CHICAGO BALLROOMS A/B, 5TH FLOOR
Leadership is not always easy. As bar president, you will be called on to make tough decisions … and communicate with those who are affected. In other words, you are now
the “someone” who has to deliver difficult news. Whether you have decided not to reappoint a long-standing committee chair or need to constructively criticize a board member, this session will provide practical techniques to help you conduct these necessary conversations. You will learn new ways to preserve and build bridges rather than burn them.

PATRICIA PIPPERT
Chicago, IL
President and Founder, P2 Enterprises

Workshop 5B: Put out the Welcome Mat: Effective Member Engagement
CHICAGO BALLROOM D, 5TH FLOOR
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ROBERT E. CRAGHEAD
Springfield, IL
Executive Director, Illinois State Bar Association, and President-elect, National Association of Bar Executives

2:05 p.m. – 2:15 p.m. Transfer Break

2:15 p.m. – 3:15 p.m. Servant Leadership: Collaboration for the Win
GRAND BALLROOM SALON III, 7TH FLOOR
“If you want to go fast, go alone. If you want to go far, go together.”
-African proverb
Serving as bar president is not about having all the answers. It is about knowing how to build leadership teams that will continue to serve the association long after you leave the presidential stage. BLI veteran and governance expert Vicki Clark will close BLI with insights on how to take your association far by engaging members and creating a collaborative culture that builds strong board, section, committee, and staff teams. Her reflections on servant leadership will help you prepare your association for the future, and allow you to unequivocally say your association is in a better place than when your presidential journey began.

VICKI CLARK
Memphis, TN
Owner, Building the Capacity of Organizations

3:15 p.m. – 3:20 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
SPECIAL BLI OFFER
15 copies of NEW BAR BOARD MEMBER for $135 (includes shipping)

As the name implies, New Bar Board Member speaks specifically to the unique role of bar association board members. The handbook will help readers learn about the bar landscape, refresh their understanding of fiduciary duty and the practices of exceptional boards, and help them understand how every board experience is unique. Use New Bar Board Member as a foundation for your orientation, or for any board training effort.

To receive the discounted price, the order must be placed by March 17, 2017. Please fill out the postcard provided in your materials and drop in the “New Bar Board Member Orders” box on the Bar Services Resource table in the 7th floor foyer. Samples are available at the table for viewing. An invoice will be included with your order.
CONGRATULATIONS TO THE BLI CLASS OF 2017
2017 NABE/NCBP/NCBF ANNUAL MEETING
New York City • August 8-12

MARK YOUR CALENDARS and plan to attend the 2017 Annual Meeting of the National Association of Bar Executives (August 8-10)
National Conference of Bar Presidents (August 10-12)
National Conference of Bar Foundations (August 10-12) in New York City!
Stay tuned for more information.

For more information, please visit:

2018 MIDYEAR MEETING - VANCOUVER, BRITISH COLUMBIA
NABE: January 30-February 1, 2018
NCBP: February 1-3, 2018
NCBF: February 1-3, 2018

2018 ANNUAL MEETING - CHICAGO, IL
NABE: July 31-August 2, 2018
NCBP: August 2-4, 2018
NCBF: August 2-4, 2018

2019 MIDYEAR MEETING - LAS VEGAS, NV
NABE: January 22-24, 2019
NCBP: January 24-26, 2019
NCBF: January 24-26, 2019

2019 ANNUAL MEETING - SAN FRANCISCO, CA
NABE: August 6-8, 2019
NCBP: August 8-10, 2019
NCBF: August 8-10, 2019

2020 MIDYEAR MEETING - AUSTIN, TX
NABE: February 11-13, 2020
NCBP: February 13-15, 2020
NCBF: February 13-15, 2020

2020 ANNUAL MEETING - CHICAGO, IL
NABE: July 28-30, 2020
NCBP: July 30-August 1, 2020
NCBF: July 30, August 1, 2020
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.