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## Welcome to Bar Leader Weekly

Learn what's on the mind of staff of the ABA Division for Bar Services. This weekly newsletter helps busy bar leaders to stay up-to-date with the latest in bar association news and key issues in the legal profession. Check your inbox each Tuesday to be in the know.



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## Want to Retain Your Members? You've Got to Know Them First

How well do you really know your members? And if you don't know them as well as you should, what happens when it's time for them to renew their membership—or not? Elizabeth Weaver Engel of [Spark Consulting](#) says that if member recruitment is like dating, retention is like sustaining a marriage. The good news? Even a few small, simple steps can help you keep that "marriage" strong.



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## Supreme Court Decision on Teachers' Unions May Have Implications for Bars

Is the U.S. Supreme Court poised to overrule a 1977 decision involving teachers' unions and fees? It appears that way, according to [SCOTUSblog](#)—and unified bar associations should take notice. Why? The decision involves whether professionals working in a particular field should be required to pay for certain union functions even if they object to paying for its political activities. Sounds familiar, doesn't it?

## 'Teeth Whitening' Case Continues to Impact Other Professions and Regulatory Bodies

Remember the "teeth whitening case?" An [article in Modern Healthcare](#) discusses a recent U.S. District Court ruling that denied the Texas Medical Board's request to jettison a lawsuit by a company that facilitates doctors and patients consulting via technology rather than in person. The judge, citing the U.S. Supreme Court decision in *North Carolina Dental Board v. FTC* (the teeth whitening case), said state licensing boards made up of active members of the profession they regulate are not immune from antitrust laws. Unified bar associations might wish to read up and get ready.

## Preliminary Numbers Show a Slight Increase in Law School Applications for 2016-17

Could it be that the trend away from entering law school is beginning to reverse itself? The Law School Admission Council recently released some preliminary numbers for 2016-17. "We will know a lot more by the end of January -- and a whole lot more by the end of March -- but it looks like we'll have a small increase in applicants," writes [The Faculty Lounge blog](#).

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American Bar Association | 321 N Clark, Chicago, IL 60654-7598 | 800-285-2221 | 312-988-5356