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Show Them the Money

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Want to Attract Millennials as Employees? Spend More on Salaries, Less on Ping Pong

The largest generation to date is now job hunting, says Lisa Campo at [Association Success.org](#) and chances are, whatever you think about Millennials, you realize you need to attract some talented younger people to your association staff. Don't let the assumptions you might have toward them make the wrong impression and drive them away, Campo says; for example, not every Millennial wants to manage your social media, and many don't want a "fun" atmosphere with lots of parties and ping pong tables ? especially if you're paying for those by cheaping out on salaries and benefits. Campo lists five ways you can repel Millennials from working for you and, conversely, how you can show that you value them and take them seriously.

Lawyer Mental Health Problems and Substance Abuse: Are Big Law Firms Treating the Symptoms, Not the Cause?

It's been well-documented that lawyers suffer from high levels of stress, mental illness, substance abuse, and suicide. In response, many firms have increased their focus on mental health support as an aspect of wellness. But are they just treating the symptoms of a systemic problem that they have helped cause and don't want to fix? That's the provocative question raised by Steven J. Harper in [The American Lawyer](#). The problems that many lawyers are having don't stem from the "lawyer personality," he writes, but instead from fundamental, unhealthy changes in the Big Law business model over the past several decades. What are those changes, and what data points does Harper use to make his case?

A Look Back, and Forward with the State Bar of Wisconsin's George Brown

George Brown is retiring on June 30 after 30 years at the State Bar of Wisconsin and 17 years as executive director. As ED, his bar publication columns became known for their careful consideration of history and their bold view of the future of the profession.

[Wisconsin Lawyer](#) didn't want to let Brown go without one last look back and forward at his many accomplishments, and at what he thinks is ahead for the bar as Larry Martin takes the helm. What is Brown proudest of, what worries him about the future of the profession, where does he think bar associations in general are headed ? and what does he plan to do next?

What's Your Story? Avoid These 7 Deadly Sins of Storytelling

Storytelling is a hot concept in the business and professional world these days it's a powerful way to connect with members and others who are important to your association. But if you're going to do it, you need to do it well, say Neil Stevenson and Annette Ferrara at [IDEO U](#); nothing turns an audience off more than an obviously unrehearsed presentation where you read from your slides, keep everything abstract, and seem to have no idea how to end your story. Stevenson and Ferrara will help you steer clear of these and other "deadly sins" of storytelling.



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