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[Dayton Bar Association Announces New Executive Director](#)

## Dayton Bar Association Names Sally Dunker as Next Executive Director

The Dayton Bar Association recently announced that Sally Dunker will be its next executive director, succeeding Bill Wheeler, who will retire at the end of this month. Dunker was most recently chief executive officer of the Oakland/Berkley Association of Realtors, where she facilitated the successful merger of the two local associations. Learn more about Dunker in [the announcement](#) from the DBA.

## Do Accounting Firms Have Their Sights Set on the Legal Profession?

Just when you think you're staying current on all the new providers of legal services ... did you know that the "Big Four" accounting firms are making some real inroads? Or that this is not their first foray? In the 1990s, the then-Big Five "built legal arms which rivalled the scale of the biggest law firms," according to a report from [ALM Intelligence](#). Those previous efforts dissolved in scandal and resulting regulation; what lessons did accounting firms learn from that experience—and could the Big Four become the biggest players in the legal industry within the next 10 years?

## Would You Know What to Do in a PR Crisis? New York Times Undergoes Hyper-Realistic Training

Taunts from a masked hacker. A torrent of negative posts on social media. A barrage of calls from reporters. And *The New York Times* actually paid for all of this to happen. Well, sort of ... it was a simulation of a PR crisis, provided in real time by a firm called CommCore so the *Times* could practice its response. The crux of the simulated scandal was that a major investor had ties to the world's biggest polluter. In an interesting twist, reporter Sapna Maheshwari and her editor, Connor Ennis, played the role of professionals on the business side of the *Times*. How did CommCore make the crisis extra realistic, what lessons arose from the experience, and what was it like to be on the other side of a stressful interview? Maheshwari offers [her account](#) of the fake firestorm.

## Committee's Pick for Texas Bar ED Hired Amid Controversy

The selection process for the next executive director of the State Bar of Texas was more contentious than most, with an opposition group on Facebook gaining steam and lawyers being urged to call their representatives on the board and ask that they vote "no" on the nomination of Trey Apffel, who is a Texas lawyer himself. The controversy centered on Apffel's testimony that lawyers should no longer have the right to vote on attorney rule referendums. Supporters say that Apffel's statement was taken out of context and mischaracterized. Read more at [Texas Lawyer](#). Ultimately, Apffel's nomination [was approved by the State Bar of Texas Board of Directors](#) on Friday, September 22, 2017.



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