

Is this email not displaying correctly? [View In Browser](#)



Issue 98 | February 13

[New ED in Connecticut](#)

Connecticut Bar Association Names Keith Soressi as Its New Executive Director

Effective February 26, Keith Soressi will be executive director of the Connecticut Bar Association. Soressi is currently executive director of the Nassau County (N.Y.) Bar Association and was described by CBA President Karen DeMeola as a "bar lifer" who understands all aspects of bar management and how to engage members. DeMeola and past CBA President Monte Frank both noted that Soressi shares the bar's commitment to continuing and building from recent diversity plans. [Connecticut Law Tribune](#) has more details about Soressi and about why the search committee selected him as executive director.

Tennessee Bar Association Plans New Effort to Encourage More Lawyer-Legislators

Perhaps like some other bar associations, the Tennessee Bar Association has been alarmed by recent and upcoming drops in the number of lawyer-legislators in the state Legislature, because of retirements and leadership changes. At the same time, writes Lucian Pera at [TBA Law Blog](#), the political upheaval surrounding the 2016 election has a lot of members asking how they can become more involved in politics and in their community. Those two concurrent phenomena have sparked the bar to develop the TBA Public Service Academy, expected to launch in the next few months. How will the academy encourage lawyers (of any political party or beliefs) to run for office, and what other bar association does Pera cite as a model?

How to Succeed with Facebook's New Model for Business Posts? Get Personal

If you use Facebook both personally and professionally, you might have mixed feelings about recently announced big changes that CEO Mark Zuckerberg said are meant to promote more connection and sharing: In a nutshell, posts from your family and friends will be given a higher priority than those from brands and businesses (including associations). Pages for associations and other organizations will still exist, says Mark Athitakis at [Associations Now](#), but you'll need to change your approach if you want your content to be seen. The key, he believes, is to focus on personal interaction?such as by encouraging your current most active supporters to share your content and by spotlighting individual people in your posts. How else can you get ready for this shift?

CuroLegal Launches New 'Studio' Venture with a Big Goal in Mind

Is the well-known gap in access to legal services a problem that can be solved in just 10 years? CuroLegal acknowledges that this is a "moonshot" goal?but that's what it's working toward by recently launching a legal research and development business called CuroStudio. Chad Burton, CEO of both CuroLegal and the new venture, said that the aim is to continue Curo's work to modernize legal services via a model that "will allow us to scale more ideas more quickly." Find out more about this development?including what CuroStudio's first projects will be?at [ABA Journal](#).



[Learn more about the ABA Division for Bar Services](#)

[Read the latest issue of Bar Leader Magazine](#)

{{AA_HTML Manual - Chicago Footer}}