

**STATE BAR OF MICHIGAN
2014-2015 COMMITTEE ANNUAL REPORT**

Article VI §6, Bylaws of the State Bar of Michigan

No later than May 1 of each year, the chair of each committee and subentity of the Bar, with the assistance of the staff liaison, shall report to the Executive Director on a form provided by the State Bar on the activities and accomplishments of the committee or subentity.

Committee Name: Publications and Website Advisory Committee

Jurisdiction: Provide editorial guidance concerning the *Michigan Bar Journal*, the State Bar of Michigan website, and other regular State Bar publications for the general membership or public. Provide guidance to the Practice Management Resource Center (PMRC) in the development, maintenance and evaluation of resources, programs, and services designed to help members build and strengthen their law practices, with particular emphasis on the use of online resources as the primary vehicle to market and disseminate PMRC services.

Chair(s) and Committee Members:

Officer	Name	Address	Telephone	Email
Chair	Francine Cullari	8341 Office Park Dr., Ste C Grand Blanc, MI 48439-2077	(810) 695-7400	cullarilaw@sbcglobal.net
State Bar Liaison	Nancy Brown	306 Townsend St., Lansing, MI 48933-2083	(517) 346-6350	nbrown@mail.michbar.org
State Bar Liaison	Linda Novak	306 Townsend St., Lansing, MI 48933-2012	(517) 618-6771	lnovak@mail.michbar.org

Member/Advisor/Other
William J. Ard
David M. Cohen
Stephen D. Conley
Margaret A. Costello
Francine Cullari
Jessica S. Fox
Brendan Henry Frey
Eli D. Greenbaum
Jason T. Hanselman
John O. Juroszek

Member/Advisor/Other
Joseph Kimble
Richard C. Kraus
Gerard Mantese
John P. Mayer
Ronald D. Richards Jr.
John R. Runyan Jr.
Christopher R. Trudeau
Linda M. Watson
Roberta J. F. Wray
Tyra L. Wright

STATE BAR OF MICHIGAN
2014-2015 COMMITTEE ANNUAL REPORT

Committee Meeting Schedule:

Please describe the meeting type and purpose, including the date, time and location. Any additional information required should be attached as an addendum.

10/29/14: General meeting; teleconference

The committee is a smoothly functioning entity which conducts virtually all its work through e-mails and the committee web portal. Very few meetings are needed, saving SBM and committee members time and money.

Resources provided by the State Bar of Michigan in support of committee work:

The SBM staff is nothing short of incredible, providing consistent, timely service to PWAC. The committee has had services beyond the call of duty from the following staffers this year:

Nancy Brown, Director of Member Services & Communications, continued excellence on a professional and personal level
Linda Novak, Editor, the once-and-always-queen of the *Michigan Bar Journal*
Diane Ebersole, Law Practice Solutions column
Mike Eidelbes, Copy Editor/Writer and PWAC reporter, who takes flawless minutes and has edited many legal brochures this year
JoAnn Hathaway, Law Practice Solutions column
Chelsea Huber, Citation Support
Stacy Marciniak, Advertising
Samantha Meinke, Communications Manager
Joyce Nordeen, Editorial Assistant
Sarah Nussbaumer, Contributing Graphic Designer
Sue Oudsema, April Directory
Carrie Sharlow, excellent MBJ Michigan Lawyers in History articles
Kari Thrush, member services ads/Annual Meeting materials
Tish Vincent, Practicing Wellness

The SBM also provides a website for members, publications for members and the public, and a PWAC web forum for committee work in addition to teleconferencing capability, meeting rooms, and refreshments (the lobster was spectacular this year).

Committee Activities:

The committee is a recommending body to the SBM Board of Directors and staff regarding many print and online services and communications to members. PWAC continually monitors and updates the SBM website, develops the *Bar Journal*, the Practice Management Resource Center, the April Directory, and various legal publications of the Bar.

STATE BAR OF MICHIGAN
2014-2015 COMMITTEE ANNUAL REPORT

In 2014–2015, SBM President Tom Rombach appointed three new members with exceptional credentials to PWAC: Margaret Costello, former SBM Board member and liaison to PWAC; Eli Greenbaum, an attorney who also works in the advertising field; and Brendan Frey, a web expert who has accepted the role of chairperson of the PWAC Web Subcommittee.

Two PWAC members were nominated for SBM awards: Joseph Kimble for Champion of Justice Award (Awards Committee decision date in May 2015 and Francine Cullari for the Roberts P. Hudson Award (received September 2014).

WEBSITE

All section websites have been migrated to the new, interactive SBM Connect platform. SBM Connect allows members to interact with their sections and each other using the discussion area, library, and member-only pages.

Each BOC committee will also have a community in SBM Connect with a discussion area and library for its members.

After much discussion of which platform and technology should be used for the new SBM website, the design phase began in June 2014 using .Net technology with a robust content management system. The website was soft-launched on April 28 with a complete transition estimated for May 15. The new site offers a fresh look and feel, 100 percent mobile-friendly web pages, three main-content buttons for easy navigation, a home-page banner carousel, management tools for multiple administrators, and load balancing servers for peak usage time.

The online member directory is used as a trusted resource for accurate information. Through the SBM partnership with ZeekBeek, members can build an expanded profile, pull in a profile already built on LinkedIn, add videos and articles, and link to blogs and websites—all for free. When SBM rolled out the new member directory in January, staff heard positive and negative comments from many members about the new design. Since that time there have been significant improvements made: searches are faster, the directory is easier and more intuitive to navigate, it is cleaner in appearance, and members can choose the format of the search results that best fit individual preferences.

The PWAC Web Subcommittee, composed of Brendan Frey, Eli Greenbaum, and John Mayer, will undertake a complete review of the new site to suggest further refinements.

BAR JOURNAL

Under the continued unparalleled editorship of Linda Novak, MBJ published five general issues and seven theme issues this year, including:

Business Litigation (August 2014)
Uniform Commercial Code (October 2014)
Elder Law and Disability Rights (November 2014)
Franchising and Antitrust Law (December 2014)

STATE BAR OF MICHIGAN
2014-2015 COMMITTEE ANNUAL REPORT

Military and Veterans Law (February 2015)
Blacks in the Law II (May 2015)
Alternative Dispute Resolution (June 2015)

Various committee members have written articles and edited theme issues and columns:

Authors: Margaret Costello, “Legal Assistance for Veterans: What Can a Lawyer Do?” (Feb. 2015); Joseph Kimble, “Another Example from the Proposed New Federal Rules of Evidence” (July 2014), “Where Should the Citations Go?” (Nov. 2014), “You Think Lawyers Are Good Drafters?” (May 2015); Gerard Mantese, “Fiduciary Duty in Business Litigation” (Aug. 2014), “The Michigan Supreme Court Speaks: *Madugula v Tanb* and Shareholder Oppression” (Nov. 2014); Ron Richards, “A Checklist for Attorneys Negotiating Telecommunications Equipment Leases on Municipal Property” (March 2015); and John Runyan, *Judicial Deceit* book review (Dec. 2014).

Column editors: Joseph Kimble, Plain Language; and Gerard Mantese, Trial Practice.

General issue editors: John Mayer (July 2014, Sept. 2014, Jan. 2015, March 2015) and Roberta Wray (July 2014).

Theme issue editors: Josh Ard (Nov. 2014 Elder Law and Disability Rights); Gerard Mantese (Aug. 2014 Business Litigation, May 2015 Blacks in the Law II); and Linda Watson (Dec. 2014 Franchising and Antitrust Law).

In 2014–2015, committee members reviewed 41 unsolicited articles, with Richard Kraus at the helm of the review process, identifying experts and secondary reviewers for each article.

PWAC, with the expert assistance of Anne Vrooman, surveyed SBM members regarding their use of the *Journal*. Committee members reviewed the lengthy results and are integrating various suggestions into future issues. One significant finding is that members prefer the current mix of theme issue and general issues, typically 50 percent each per year. John Runyan, MBJ vice chairperson and a member of the Readership Survey Subcommittee, performed a yeoman’s task of summarizing the survey results for committee review. A copy of the summary can be viewed at http://www.michbar.org/publications/pdfs/bj_survey_2014.pdf.

As more information from the April Directory is available on the SBM website, approx. 33 percent of members have opted out of receiving the print directory.

PMRC

The PMRC manages an Overdrive Digital Library of 275 volumes, with 20 books added this year. Since October 1, 2014, 267 books have been checked out. In the hardcover library, 15 books have been added, taking the total to 200 books.

**STATE BAR OF MICHIGAN
2014-2015 COMMITTEE ANNUAL REPORT**

The PMRC developed the *Planning Ahead: A Guide to Protecting Your Clients' Interests in the Event of Your Disability or Death* manual and downloadable forms for State Bar of Michigan members. The material is available from the PMRC website.

Two live webinars are in the planning stages for early summer. A series of short how-to videos titled *QuickStart* is in production and will also be added to the website soon.

The following regional seminars were held:

- Planning Ahead: Master Lawyers Genesee County—Flint 10/09/14
- 21st Century Boot Camp—Auburn Hills 11/13/14
- Financial Benchmarks: American Immigration Lawyers Association—Detroit 01/13/15
- Tips for Thriving in a Restructuring Profession: Kent County Bar—Grand Rapids 01/29/15
- Law Practice Technology Essentials: Young Lawyers Oakland County—Bloomfield Hills 02/05/15
- Planning Ahead & Using Web Meeting Technology: American Immigration Lawyers Association—Detroit 02/12/15
- 21st Century Boot Camp—Lansing 02/23/15
- 60 Tips in 60 Minutes: ABA TECHSHOW 2015—Chicago 04/17/15
- How to Create and Use Digital Signatures: ABA TECHSHOW 2015—Chicago 04/17/15
- Litigating on an iPad: Fraser Law Firm—Lansing 04/23/15
- Practice Management Software: Your Firm's Swiss Army Knife, Solo and Sm. Firm Section—Bloomfield Hills 04/30/15

In addition to general training, PMRC customized training and consulting on Time-Matters software practice management and technology consultations.

LEGAL PUBLICATIONS

More than 20 print brochures have been updated by PWAC members and appropriate SBM sections. The brochures are available to attorneys and the public, ranging from estate planning and probate matters to marriage laws and elder abuse. Staff member Mike Eidelbes edited all final drafts for the committee.

Future Goals and Activities:

PWAC will continue to produce the *Bar Journal*, with the goal of increasing the number of online readers, currently at approx. 31 percent.

The Web Subcommittee will review and make recommendations about the new (and current) features of the website.

STATE BAR OF MICHIGAN
2014-2015 COMMITTEE ANNUAL REPORT

Two or three additional brochures will be updated for the public and members.

The PMRC plans the following activities for the coming year:

- 21st Century Boot Camp—Lansing 05/11/15
- Adobe Acrobat: ABA Webinar—05/13/15
- PMRC Orientation for YLS, Wayne State University—Detroit 05/29/15
- 45 in 45! Tips, Sites, Gadgets, and Tools for Your Firm: Upper Michigan Legal Institute—Mackinac Island 06/12/15