

**STATE BAR OF MICHIGAN
2010-2011 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: Membership Services Committee

Jurisdiction: Evaluate and make recommendations concerning the selection, retention, development, and marketing of State Bar services and products. Make recommendations concerning programs and services to meet the needs and interests of lawyers in the Upper Peninsula. The membership of the committee shall include at least one member from the Upper Peninsula of Michigan.

Chairperson and Committee Members:

Officer	Name	Address	Telephone	Email
Chairperson	Mary Chartier-Mittendorf	Alane & Chartier, PLC 535 N Capitol Ave, Ste A Lansing, MI 48933-1233	(517) 482-2000	mary@alanechartier.com
Staff Liaisons	Kari Thrush Nancy Brown	State Bar of Michigan 306 Townsend Street Lansing, MI 48933	(517) 346-6371 (517) 346-6350	kthrush@mail.michbar.org nbrown@mail.michbar.org
Commissioner Liaison	Danielle Mason Anderson	Miller Canfield Paddock & Stone PLC 277 S Rose St Ste 5000 Kalamazoo, MI 49007	(269) 383-5880	andersond@millercanfield.com

Member/Advisor
Lynn P. Chard – Advisor
Shawn P. Eyestone
Sarah E. Henderson
Richard J. Muzingo
Lisa Danielle Screen
L'Mell Moore Smith
Linda J. Tortorice
Honorable Cynthia Thomas Walker

Committee Meeting Schedule:

Meeting Type	Date	Location
Membership Services Meeting <i>- Yearly review of all programs and discussed new programs for consideration.</i>	December 8, 2010	Conference Call
Membership Services Meeting <i>- Discussion of possible new programs, including payroll processing and</i>	February 14, 2011	Conference Call

STATE BAR OF MICHIGAN
2010-2011 COMMITTEE ANNUAL REPORT

<i>practice management services.</i>		
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Resources provided by the State Bar of Michigan in support of committee work:

The Membership Services Committee has worked with two amazing State Bar Liaisons, Kari Thrush and Nancy Brown. It is an understatement to say that they have been a vital part of our committee efforts. In addition, Amy Castner has performed administrative assistance in scheduling meetings and circulating information to committee members for our meetings. Through the collective efforts of our Staff Liaisons and Ms. Castner, they have ensured preparation of meeting agendas, minutes, and detailed reports, and they have gathered information to facilitate committee meetings. They have promptly, thoroughly, and tirelessly responded to action items articulated during our meetings to facilitate further committee action. Without their work and those of others at the State Bar, the Committee would be unable to effectively serve State Bar members. It is no exaggeration to state that the activities of the Membership Services Committee would not have been possible without the commitment and assistance of Ms. Brown, Ms. Thrush, and Ms. Castner. The State Bar of Michigan is incredibly lucky to have such high-quality staff members, and the Committee sincerely thanks them for their hard work. As Chairperson, I also must personally note that Ms. Thrush is one of the brightest and most dedicated professionals whom I have ever had the privilege to work with. She responds faster than appears to be humanly possible to any request or question. She is always pleasant and has a great sense of humor. She gently prods me along when needed to make sure everything is on track. She is outstanding. As an attorney and member of the State Bar, I am thrilled that she is one of the staff members responsible for the success of our organization.

The activities of the Membership Services Committee were also made possible via the professional conference call services made available through the State Bar. Given the busy business schedules and location of the attorneys serving on our Committee, our meeting schedule would have been very difficult without the use of conference calls.

Finally, State Bar staff have routinely provided historical information from records maintained by the State Bar as needed to facilitate the activities of the Membership Services Committee. Thus, we were able to obtain guidance from the past in planning for future programs and services and evaluating State Bar endorsed programs and services.

Committee Activities:

The Membership Services Committee has held regular meetings to evaluate and make recommendations regarding State Bar endorsed programs and services to meet the needs and interests of members.

An annual review of programs was conducted to guide and inform the Committee. Many of the programs are remaining consistent or seeing a slight decline, likely as a result of economic conditions. Some highlights from the programs are as follows:

During this reporting period, the Committee reviewed the *Casemaker* on-line research program. The contract with *Casemaker* was renegotiated so that members will continue to receive the service for all 50 states and the federal districts for the next five years. Over 5,000 members are already using the program and a link has added to the State Bar's main page to help boost users.

A new contract with the *Sprint* program had to be signed because the discounts for our members were better than the discount for members of the American Bar Association (ABA). A member actually complained to the ABA, and the ABA then contacted *Sprint*. The State Bar's discounts will

STATE BAR OF MICHIGAN
2010-2011 COMMITTEE ANNUAL REPORT

now be in line with the ABA – 20% off business service and 15% off personal service, as opposed to the 25% and 23% originally negotiated. Members who have already signed up to use the *Sprint* program will continue to receive the original discount, but new users will receive the updated discount.

The following are some other main program points from the year:

Bank of America credit card usage has been steadily dropping. Other credit card options are being explored, including options for company credit cards.

The *Federal Express* and *Federal Express Office* programs have been increasing in usage. The shipping program has over 2,000 users.

The *InterCall* conference calling program is now being used satisfactorily by all State Bar committees.

The new *Liberty Mutual* insurance program is already being used and had 19 users in December 2010. Marketing pieces are consistently being mailed.

The *Staples* program has been consistently declining in usage. *Staples* is being contacted to see if the “most used list” is carrying the greatest discount and to determine if the list needs to be updated.

The *Midwest Transaction Group* – which handles credit card processing – has seen a consistent increase in users and has received positive reviews from users.

The *Avis* auto rental program has seen a significant decrease over the years, but the program is still used over 500 times a year by members. The *Budget* auto rental program and the *Hertz* auto rental program are each used over 200 times a year by members.

The *GoNext* Travel program has decreased since its inception – likely due to the economy – but is still being used by approximately 100 members a year. Likewise, the magazine subscription program has decreased over the years, but it still is used by almost 700 members for over 1,600 subscriptions.

The Committee also voted to approve new programs. *ADP* is a payroll processing program that will primarily benefit small firms and solo practitioners. *Clio* is a practice management web-based software program that will also primarily benefit small firms and solo practitioners. The SBM Practice Management Resource Center is very familiar with the *Clio* program, which will benefit members who may have questions and look to the State Bar for assistance.

New programs are being considered by the Committee. For example, telephone answering services are being reviewed. Also, discounts through other cellular programs, such as AT&T and Verizon, are being pursued.

The Committee also voted not to move forward with certain programs or to discontinue programs. An *AFLAC* program was not pursued because there would be no greater benefit to members than what a non-member could receive. Services through *Comcast* were not pursued because of the company’s poor customer service track record. Finally, *IT Risk Managers* did not have any users in

STATE BAR OF MICHIGAN
2010-2011 COMMITTEE ANNUAL REPORT

the 2009-2010 fiscal year. Thus, the Committee voted to allow the contract to expire in April 2011 and not renew the contract.

Future Goals and Activities:

The Membership Services Committee is committed to increasing the awareness of State Bar of Michigan services and programs to members and continuing its efforts to enhance and expand the portfolio of State Bar endorsed programs and services. The Committee is aware of over 500 members who would be willing to participate in future surveys or focus groups regarding new discount programs that the State Bar is considering. The Membership Services Committee is planning to work with this diverse group of members to continue to expand the services and programs offered to members. The Committee also will consider various methods to increase awareness of and market State Bar endorsed programs, including tailoring delivery mechanisms based on member preferences. The Committee will continue discussions and review of these issues as well as others and will offer recommendations consistent with these goals.