

**STATE BAR OF MICHIGAN  
2009-2010 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:**

<b>Officer</b>	<b>Name</b>	<b>Address</b>	<b>Telephone</b>	<b>Email</b>
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

<b>Member/Advisor/Other</b>
Lynn P. Chard – Advisor
Sarah E. Henderson
Richard J. Muzingo
Lisa Danielle Screen
L’Mell Moore Smith
Linda J. Tortorice
Honorable Cynthia Thomas Walker

**Committee Meeting Schedule:**

<b>Meeting Type</b>	<b>Date</b>	<b>Location</b>
Membership Services Meeting	December 9, 2009	Conference Call
Membership Services Meeting	February 25, 2010	Conference Call
Membership Services Meeting	March 11, 2010	Conference Call

**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

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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. 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.

During this reporting period, the Committee reviewed on-line research programs, and the State Bar of Michigan began offering its members the Casemaker program for free. Casemaker offers a number of items in its library, including case law, statutes, and court rules for all 50 states, plus federal cases and statutes. At the end of the one-year period, members will be able to access Michigan case law, statutes, and the Constitution for free, and members can add additional content for a monthly fee or the State Bar can choose to subsidize the unlimited subscription. Both options provide the State Bar with revenue sharing opportunities. The State Bar offered Casemaker tutorials at the Annual Meeting, and Casemaker tutorials are also available on-line. Member feedback has been overwhelmingly positive.

The State Bar also began offering a discount program through Federal Express that included discounts of up to 26% on services.

Notably, the Committee reviewed responses from members who responded to the membership survey. An online survey was sent to approximately 6,000 members who currently use State Bar services. Over 1,000 members responded – an outstanding response rate – and the Committee reviewed and discussed the survey results. These survey results will help tremendously in ensuring that programs and services best meet the needs of members. For example, 70% of members stated that they would prefer to learn about new or current programs through email. This insight will help ensure that members are kept up-to-date in the best manner possible about new programs and

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services. The Committee would like to thank Anne Vrooman, the State Bar staff member who provided a great deal of assistance in designing the survey. Ms. Vrooman ensured the survey was well-constructed and easy to complete, which likely accounts for the incredibly high response rate.

The State Bar continues to offer amazing travel programs to locations throughout the world. This year – through the efforts of the State Bar – Detroit was added as a “select city.” This means that members are able to receive free airfare to their destinations, which is a substantial savings, from a convenient location.

The Committee also evaluated conference call services and actually selected two services to use and compare. A discussion of the services used will take place at an upcoming meeting.

The Committee evaluated and recommended endorsement of services through the following program:

- ❖ Liberty Mutual Insurance – This program would offer a discount to members on home and auto insurance.
- ❖ InterCall – Conferencing service provider.

The Committee requested additional information to further consider:

- ❖ Comcast Business Advantage Program – There is no comparable program offered by another provider, so the Committee will consider this program at an upcoming meeting.
- ❖ Cellular Phone Discount Programs – Programs through Verizon, AT&T, T-Mobile, and Spring/Nextel were explored, and the Committee will consider these programs at an upcoming meeting.

The Committee voted to no longer partner with the following program:

- ❖ ABA Book Discount Program – The program offered through the State Bar has been discontinued by the American Bar Association and the new program offered violates the State Bar’s privacy policy because it requires member email addresses.

The Committee opted not to currently pursue the following program:

- ❖ 4-U Benefits

**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 membership survey identified 545 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.

More specifically, the Committee will continue its efforts to explore whether a self-insured Worker’s Compensation Program is feasible given that it could result in significant savings to members. Further, the Committee will explore options in the areas of online data backup and recovery services, website design and hosting services, and retirement and investment planning.