

## State Bar of Michigan | 2016-2017 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 sub entity 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 sub entity.*

### Publications and Website Advisory

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

P19763 John R. Runyan, Jr.  
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#### Member

##### Term Ending: 2017

P54833 William J. Ard, Williamston  
P55883 David M. Cohen, Detroit  
P41868 Margaret A. Costello, Detroit  
P42850 Brian C. Draper, Lansing  
P66167 David R. Dyki, Troy  
P70937 Jessica S. Fox, Eaton Rapids  
P70893 Brendan Henry Frey, Southfield  
P79652 Vani Chandrasekhar Gujuluva, Royal Oak  
P37042 John O. Juroszek, Haslett  
P34018 Joseph Kimble, Lansing  
P27553 Richard C. Kraus, Lansing  
P34424 Gerard Mantese, Troy  
P17238 John P. Mayer, Grosse Ile  
P30223 Neal Nusholtz, Troy  
P19763 John R. Runyan, Jr., Detroit  
P55685 Rebecca A. Schnelz, Pontiac  
P65372 Christopher R. Trudeau, Grand Rapids  
P45320 Linda M. Watson, Birmingham  
P57129 Tyra L. Wright, Detroit

#### State Bar Liaison

Nancy Brown, Lansing  
Linda Novak, Lansing

#### State Bar Liaison Assistant

Sandra Barger, Lansing

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**Committee Meeting Schedule:**

Please attach any additional information needed regarding Committee meetings as an addendum.

*\*Please keep meeting descriptions brief.*

Meeting Type	Date	Location
Meeting Type: General meeting	3/1/17	Teleconference
Description: Discussion of upcoming theme and general issues of MBJ, website development, diversity issues, and print publications.		
Meeting Type: General meeting	11/30/16	Teleconference
Description: Discussion of upcoming theme and general issues of MBJ, website development, diversity issues, and print publications.		
Meeting Type: General meeting (in-person)	9/29/16	Lansing
Description: Orientation and introduction of new members. Discussion of upcoming theme and general issues of MBJ, website development, diversity issues, and print publications.		
Meeting Type		
Description		
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**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 & Communications Services  
 Linda Novak, editor of the Michigan Bar Journal  
 Mike Eidelbes, copy editor/writer and PWAC reporter  
 JoAnn Hathaway, Law Practice Solutions column  
 Chelsea Huber, citation support  
 Stacy Marciniak, advertising  
 Samantha Meinke, communications manager, MBJ Up Front  
 Joyce Nordeen, editorial assistant  
 Sarah Nussbaumer, contributing graphic designer  
 Sue Oudsema, April Directory  
 Carrie Sharlow, Michigan Lawyers in History articles  
 Kari Thrush, member services ads/Annual Meeting materials  
 Tish Vincent, Practicing Wellness column

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.

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## 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 provides editorial assistance concerning the Michigan Bar Journal, April Directory, and various legal publications and offers guidance to the Practice Management Resource Center.

In 2016–2017, SBM President Lawrence Nolan appointed two new members with exceptional credentials to PWAC: Brian C. Draper of Lansing and Vani Chandrasekhar Gujuluva of Royal Oak. John Runyan was appointed chairperson.

### 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 and John Mayer, will review the new site to suggest further refinements.

### BAR JOURNAL

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

- Tax Tips (September 2016)
- Plain Language (October 2016)
- Labor and Employment Law (November 2016)
- Business Litigation (January 2017)
- Healthcare Law (February 2017)
- Antitrust and Franchising Law (May 2017)
- Future of the Legal Profession (June 2017)
- Family Law (July 2017)
- Lawyers in Nontraditional Roles (August 2017)

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

Authors: Christopher Trudeau, "Plain Language in Healthcare" (October 2016); Gerald Mantese, "Michigan Business Courts and Oppression: A View of How Michigan Business Courts Have Treated Oppression Issues Since *Madugala v Taub*" (January 2017).

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

General issue editors: John Mayer (December 2016 and March 2017)

Theme Issue Editors: David Cohen (September 2016); Chris Trudeau (October 2016); John Runyan (November 2016); Gerard Mantese (January 2017); Richard Kraus (February 2017)

In 2016–2017, committee members reviewed 33 unsolicited articles, with Richard Kraus at the helm of the review process, identifying experts and secondary reviewers for each article.

### Future Goals and Activities:

On August 5, 2015, Nancy Brown and Jim Horsch issued a report and recommendation entitled, "Alternatives to a Free Printed Bar Journal Directory as a Standard Member Benefit, and Recommendations to Change this Member Benefit." PWAC voted for "Option 3 - Continue providing a printed version of the additional information as a repackaged publication, without the member directory, as a free member benefit. Members would have the option to use the online directory or purchase a printed directory for a fee." Option 3 was subsequently approved by the SBM Board of Commissioners and is being implemented by SBM staff for the 2017 directory.

**Other Information:**

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Approved by	Approved	Name
Chair	3/14/17	John Runyan
Co-chair		
Staff Liaison	3/14/17	Linda Novak
Other		

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