

**STATE BAR OF MICHIGAN
2007-2008 ANNUAL REPORT
STANDING COMMITTEE
May 2008**

Committee Name: Standing Committee on Membership Services

Jurisdictional Statement:

- 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.

Officers and Membership:

Danon D. Goodrum-Garland, Chair

Members:

Lynn P. Chard
Joseph M. Inwald
Suzanne Curry Larsen
Mary Chartier-Mittendorf
Lisa Danielle Screen
Diane M. Smith
L'Mell Moore Smith
Peter R. Tochman
Hon. Cynthia Thomas Walker

Commissioner Liaison:

Laurin' C. Roberts Thomas

Staff Liaison:

Nancy Brown

2007-08 Meeting Schedule:

November 13, 2007 – Conference Call
January 10, 2008 – Conference Call
February 14, 2008 – Conference Call
March 13, 2008 – Conference Call
April 10, 2008 – Conference Call
May 8, 2008 – Conference Call
July 10, 2008 – Conference Call
August 14, 2008 – Conference Call

The Membership Services Committee chair will begin discussions to confirm the availability of committee members to complete their respective terms and will communicate resignations, if appropriate.

Resources Provided by the State Bar of Michigan in Support of Committee Work:

The Membership Services Committee was assigned two State Bar Liaisons, Kari Brandel and Nancy Brown. They have been a vital part of our committee efforts. In addition, Amy Castner has routinely performed administrative assistance in scheduling meetings and circulating information to committee members for our monthly meetings. The collective efforts of our Staff Liaisons and Ms. Castner have ensured preparation of meeting agendas, minutes, and detailed reports and they have effectively gathered information to facilitate committee meetings. They have thoroughly responded to action items articulated during our meetings to facilitate further committee action. The activities of the Membership Services Committee could not have been possible without the commitment and assistance of our Staff Liaisons and Ms. Castner. We thank them for their hard work.

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 varied location of the attorneys serving on our committee, our monthly 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 presently endorsed State Bar programs and services.

Committee Activities:

The Membership Services Committee has held monthly meetings to evaluate and make recommendations regarding State Bar endorsed program and services to meet the needs and interest of attorneys.

The Committee has evaluated and recommended endorsement of the following programs during this bar year to increase the portfolio of endorsed State Bar programs: Midwest Transaction Group (credit card processing program); Framing for Success (certificate framing program); Brooks Brothers Clothing (discount offered to female attorneys for business attire); Identify Theft (credit protection program); and Shred-It (confidential document destruction program). It has also reviewed and recommended approval of proposed contractual relationships with each of these vendors.

The Committee has recommended termination of the SunTrust Student Loan Consolidation program because it no longer meets the stated goals of the endorsed program.

The Committee is giving further consideration to the following programs for potential future recommendation for endorsement: Marketing Your Law Practice Program (business development assistance program) and Fast Case (legal research program).

The Committee performed its annual review of all presently endorsed State Bar programs and services to ensure compliance with the endorsed purpose.

The Committee continues to review other prospective programs and services on an ongoing basis to further enhance the portfolio of State Bar endorsed programs and services.

The Committee has continued to consider and discuss methods to enhance membership awareness of State Bar endorsed programs and discount offers through informational surveys, web-based information, targeted communication via regular and electronic mail, and informational flyers.

Future Goals and Activities:

The Membership Services Committee is committed to increasing the awareness of State Bar Members regarding the services and programs available to them as a result of their membership in the State Bar and continuing its efforts to enhance the portfolio of State Bar endorsed programs and services. The Membership Services Committee has given preliminary consideration to methods of enhancing the marketing aspects of increasing membership awareness of State Bar endorsed programs through development of a flyer, web-based surveys, and informational pieces. The Committee will continue discussions and review of these issues and will offer recommendations consistent with these goals.

Chair/Co-Chair Contact Information:

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