

PUBLICATIONS AND WEBSITE ADVISORY COMMITTEE
Regular Meeting
Wednesday, October 29, 2014
Minutes

Present:

Members: Josh Ard; David Cohen; Margaret Costello; Francine Cullari; Jessica Fox; Joseph Kimble; Richard Kraus; Gerard Mantese; John Mayer; Ronald Richards; John Runyan; Christopher Trudeau; Roberta Wray; Tyra Wright.

Staff: Nancy Brown; Mike Eidelbes; Linda Novak.

Absent:

Excused: John Juroszek; Marc Melamed; Linda Watson.

Unexcused: Stephen Conley, Jason Hanselman.

REGULAR MEETING

Meeting called to order at 4:32 p.m. by Francine Cullari.

Francine welcomed new committee member Margaret Costello and noted the departures of former committee members John Tatum, Lawrence Shoffner, and Brian Draper.

1. Approval of March 5, 2014, meeting minutes—motion to approve by John Runyan, seconded by Tyra Wright. Motion passed unanimously.
2. Website

Nancy Brown provided the following updates:

- The redesign of the main State Bar of Michigan website continues. It should be completed around Thanksgiving with a launch sometime in December. Since it's a total redesign involving a switch from Cold Fusion technology to a .net technology and every file on the SBM website needs to be recoded, a few issues (broken links, missing pages, etc.) are expected to crop up during the conversion.
 - New sites for SBM sections are being launched through SBM Connect, and will not be hosted on the main SBM website. The sites will consist of a front-facing public page with member logins for access to section material. To date, 10 section sites have debut with 29 left to launch by Nov. 15. Once section sites are up and running, committee sites will be launched. The entire process should be complete by January.
 - The bar is working with ZeekBeek on an enhanced electronic member directory, which should launch within the next 2-3 weeks. The design will match the look of the website redesign, and members will have the opportunity to upload pictures and add expanded biographical information to their personal page.
 - The scope of website subcommittee needs to be discussed.
3. Practice Management Resource Center
 - Nancy Brown reported that the PMRC is hosting a "21st Century Law Firm Practice Boot Camp" Nov 13 at Cooley Law School in Auburn Hills.
 4. Michigan Bar Journal—John Runyan
 - Columns
 - Attorney Grievance Commission/Judicial Tenure Commission column—John Runyan reported the quality of the columns to date has been impressive; however, Judicial

Tenure Commission Executive Director Paul Fischer has decided his organization no longer wants to participate on a regular basis and will contribute when they can. Margaret Costello offered to talk with JTC commissioner Nancy Diehl regarding the commission's future involvement. One option is having an unauthorized practice of law column join the Attorney Grievance Commission/Judicial Tenure Commission rotation.

- Trial Practice column—Gerard Mantese reported he regularly receives offers from contributors and is pleased with the columns thus far.
- Federal Courts column—Linda Novak reported that after submitting a sample column and receiving feedback, Michigan's U.S. District Courts withdrew their interest in the column.
- Theme Issues Status
 - February 2015 (Military and Veterans Law)—Two members of the SBM Military and Veterans Law section lined up five writers. Margaret Costello will take over as issue editor for John Tatum.
 - May 2015 (Blacks in the Law)—Gerard Mantese said this issue will be based on a similar issue published in June 1985. Damon Keith has an article idea on prominent/influential black lawyers and judges, and Mantese will reach out to Dennis Archer, Cynthia Stevens, and others for contributions.
 - July 2015 (Master Lawyers)—The issue may have to move back depending on how long it takes to pull it together. Someone is lined up to write an article about what happens when a lawyer dies. The Master Lawyers section asked if they could have an issue to talk about selling or closing a practice, careers other than the law, and demographics of the master lawyers group.
 - November 2015 (Young Lawyers)—Jessica Fox and Josh Ard have spoken with their contact with the Young Lawyers section. The section will provide an introduction to the issue and will solicit its members via e-mail for authors and editors.
 - January 2016 (Appellate Practice)—Richard Kraus has already talked to the section council and has more volunteers than they need to put the issue together.
 - May 2016 (Social Security)—Richard Cohen reported the issue had to be moved back. Two authors are on board for the issue; two more authors are needed. John Runyan will try to find a plaintiff representative to write an article, and Josh Ard will also try to find an author.
 - August 2016 (Lawyers in non-traditional roles)—Francine Cullari, Josh Ard, and Roberta Wray will edit this issue.
 - September 2016 (Taxation)—Francine Cullari will look for an outside editor for this issue.
 - November 2016 (Labor and Employment Law)—John Runyan and Peggy Costello will edit this issue.
- General Issues
 - Linda Novak reports three general issues are scheduled for 2015. To date, 13 articles have been approved for publication with nine in the review process.
- Unsolicited Articles Review
 - Richard Kraus reports that three unsolicited articles are out for review right now and two need to be assigned.
- Solicited Articles

- Background checks in hiring—Tyra Wright send she received a positive response from the author regarding the article, but hasn't received any copy. She will contact the author and set a deadline for submission.
- Intellectual property—Roberta Wray reports Dave Barry of Cooley Law School is working on an article with a March 2015 deadline. The author is concerned about the possibility for late changes in the law. The article is scheduled for publication in a 2015 general issue.
- Agriculture—Richard Kraus will follow up regarding a proposed article from the Agriculture section.
- ADR Within ADR: Business Courts—Linda Novak reported that the author proposed writing a summary of recent happenings in the business courts. The committee agreed that the proposal is a good idea and should be explored
- Best General Article/Best Theme Article—Josh Ard and Roberta Wray drafted guidelines for this contest, which will take place in even-numbered years and run opposite of the short-story contest. Motion to approve creation of the contest made by Wray, seconded by John Runyan. Motion approved unanimously.
- Local/Special-Purpose Bar Associations Feature—Francine Cullari volunteered to write articles about local and special-purpose bar associations with a look at their histories, why they were created, and how they've evolved. The idea of a theme issue in this area was not supported, but an intermittent feature did have some appeal. The topic will be brought back to the table at the next committee meeting.
- Readership Survey—More than 4,322 members responded to the Michigan Bar Journal survey. The primary takeaways are that members are pleased with the Bar Journal and don't want any changes, and many members read the hard copy of the Bar Journal and don't intend to change.

5. Diversity Subcommittee Report

- Jessica Fox expressed interest in a future theme issue centering on women in the law. Gerard Mantese and John Runyan said they will discuss the prospects of such an issue. Another member has also reached out in a similar manner regarding Jewish attorneys.

6. Directory/Print Publications

- Print publications review—Josh Ard reported a complaint from the Probate section regarding the time it takes for brochures to be approved and finalized. With that in mind, Francine Cullari set forth a review schedule for some of the brochures. Final drafts are due no later than Dec. 31. Assignments are:
 - Josh Ard: Mortgage foreclosure, elder abuse
 - Margaret Costello: Courtroom visits for students
 - Jessica Fox: Small claims court
 - Chris Trudeau: Legal terms
 - Roberta Wray: You and the law
 - John Runyan: Serving as a witness

Cullari will find someone to review the Michigan marriage law brochure; Costello will find someone to review the delinquent property taxes brochure.

Meeting adjourned at 5:47 p.m.