

PUBLICATIONS AND WEBSITE ADVISORY COMMITTEE
Regular Meeting
Thursday, December 1, 2011
Minutes

Present:

Members: Josh Ard, Beth Baergen, David Cohen, Steve Conley, Stephen Cooper, Patrick Crowley, Francine Cullari, Jason Hanselman, John Juroszek, Barbara Kalinowski, Joe Kimble, Richard Kraus, Gerard Mantese, John Runyan, Larry Shoffner, John Tatum, Chris Trudeau, Linda Watson.

Guests: Margaret Costello, SBM Board of Commissioners liaison; Vince Wellman.

Staff: Nancy Brown, Mike Eidelbes, Linda Novak.

Absent: Brian Draper (unexcused), William Fleener (excused), Nicholas Krieger (excused), Marc Melamed (excused), Steve Savickas (excused), Jessica Fox, SBM Representative Assembly liaison.

REGULAR MEETING

Meeting called to order at 5:04 p.m.

1. May 2011 and September 2011 meeting minutes approved.

2. Website—John Tatum

- John Tatum, Patrick Crowley, Larry Shofner, and Nancy Brown met to discuss potential changes to the online member directory. John presented possible changes to the committee via SharePoint. Future additions could include:
 - Enhanced search functions, including search by law school, area of state, certification in states other than Michigan, areas of practices, and languages.
 - Inclusion of limited biographical information and a photo.
 - Allowing users to see attorney disciplinary history similar to Oregon's attorney search.

John asked committee members to review the presentation and send suggestions to him for discussion at the February meeting.

- Patrick Crowley mentioned the idea of a smart phone application with updated court information, similar to the PDF on the SBM website—an easily searchable app with information from Michigan's courts that allows one to dial phone numbers with one click.

3. Michigan Bar Journal

- Theme issue status:
 - February 2012 (Business Litigation): Gerard Mantese has three articles ready to go; waiting for one more.
 - June 2012 (Court Administration): This issue will be moved to November 2012 with the November 2012 general issue taking its place.
 - July 2012 (Tax Law): Beth Baergen is the sole editor for this issue. Four authors have sent article outlines.
 - September 2012 (Arts, Communications, Entertainment, and Sports): Chris Trudeau e-mailed authors detailing outlines and deadlines.

- December 2012 (Anti-Trust): Linda Novak suggested anti-trust as the theme for the issue; the committee agreed. The section liaison will take the lead on the issue. Issue editors are Barbara Kalinowski and John Runyan.
- February 2013 (Appellate Law): Issue editors Stephen Cooper and Richard Kraus are working with the section on this issue. The situation is somewhat fluid due to new appellate rules set to be implemented by the state supreme court.
- March 2013 (Workers Compensation): Issue editor Patrick Crowley will work with the section to find an editor.
- June 2013 (Contract Drafting): Issue editor is Gerard Mantese. Section point person is Vince Wellman; he will not be a co-editor, but can suggest article topics and possible authors.
- Theme issue—section involvement:
 - The Administrative and Regulatory Law section was not contacted to participate in the recent Energy Law issue, which caused some consternation among that section's members. Steve Conley suggested that PWAC ask the Administration and Regulatory Law section to propose a future theme issue as an olive branch.
 - Joe Kimble commented that it would be a good practice for the theme issues editor(s) to reach out to the appropriate section chairs for assistance early in the editing process.
 - Another recommendation was putting a notice in the section chair newsletter announcing upcoming theme issues.
- Unsolicited article review:
 - Beth Baergen reported that six articles have been reviewed thus far; one has been accepted.
- Other Bar Journal items:
 - Stephen Cooper suggested a feature on SBM members who are visual artists, i.e. painters, sculptors, potters, glass workers. It may have the potential to be an Up Front item.
 - Joe Kimble commented on the possibility of a contract drafting column, saying it's becoming a point of emphasis in law school and has interesting potential. The topic was tabled until the next meeting.
 - Cross-border issues column submission: Deals with lawyers doing business in Ontario. John Runyan commented that it's not a column that should run regularly, but could run as an occasional column or a short unsolicited article. Francine Cullari questioned whether the topic would be of interest to the larger membership.

4. Bar Journal Directory

- Linda Watson reports that the focus with regard to the directory issue is looking at the directory in a futuristic way, and maintaining and improving the publication while reducing costs.
- Questions to be addressed include:
 - What can be eliminated?
 - Which parts of the directory become a separate publication(s)?
 - What can be moved to the website?
 - Where can we reduce costs?
- A subcommittee comprised of website and directory group members will work together to determine the balance of use for directory. The subcommittee will also survey SBM members on their directory use.

5. Print Publications Assignments

- Larry Shoffner reported 15 of the 16 brochures are in the hands of volunteers willing to spearhead the rewrite. The lone exception was the notary manual, which Josh Ard volunteered to oversee.
- Shoffner also noted that in some of the brochures the authors/editors are identified and in others, they are not. The committee supported the idea of adding names of the authors/editors at the end of each brochure.

6. Other Business

- Sarah Cahill has resigned from the committee, and Cullari is taking nominations for a new committee member. PWAC seeks candidates familiar with information technology; minority candidates are also desired.

Meeting adjourned at 6:04 p.m.