GREENS MAINTENANCE: TECHNOLOGY FOR BAR ASSOCIATIONS – TIPS AND PROGRAMS TO HELP RUN AN EFFECTIVE ASSOCIATION

Patience Burns, Executive Director, Palm Beach County Bar Association
Adriana Linares, LawTech Partners
Does your bar use a membership management software?

- Yes: 41%
- No: 58%
Association Management Software Options:

* Your Membership.com
* The Associate

These can manage both your database and your website and integrate the two together
## Other Membership Software Options

<table>
<thead>
<tr>
<th>Name</th>
<th>ClubExpress</th>
<th>Zen Planner</th>
<th>360Alumni</th>
<th>ChamberMaster</th>
<th>NationBuilder</th>
<th>StarChapter</th>
<th>Active Network</th>
<th>MemberPlanet</th>
<th>Wild Apricot</th>
<th>aMember Pro</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lowest Price</td>
<td>$20.00</td>
<td>$70.00</td>
<td>$208.00</td>
<td>$39.00</td>
<td>$29.00</td>
<td>$49.00</td>
<td>$4.95</td>
<td>Free</td>
<td>$40.00</td>
<td>$179.95</td>
</tr>
<tr>
<td>Best For</td>
<td>Associations and Clubs</td>
<td>Gyms and Exercise Businesses</td>
<td>Alumni Associations, Non-Profits</td>
<td>Chambers of Commerce</td>
<td>Non-Profits and Communities</td>
<td>Local Non-Profit Chapters and Associations</td>
<td>Event Planners, Sports, Camps</td>
<td>Non-Profits</td>
<td>Non-Profits</td>
<td>E-Commerce, Online Membership, Forums</td>
</tr>
<tr>
<td>Free Trial</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
</tr>
</tbody>
</table>
Credit Card Processing for Events & Dues Collection

- LawPay
- EventBrite
- ConstantContact
- PayPal
Budget for membership management tools? If so, what is it (estimated)?

$20/month $50/month $500/year $1,200/year $2000/year $5,000/year
Bookkeeping and accounting

- Quickbooks
- Excel
- Contracted
- Inhouse
- Paper/Manual/Checkbook Ledger
Corporate Document Storage

- Dropbox
- Google Drive
- Box
- Microsoft OneDrive
Protecting Your Data

Be sure you have...
- Antivirus against online threats
- A security product against spyware
- A pop-up blocker
- A back-up product or system to make sure you are covered in case of disaster
- A utility program to clean unwanted files (temporary Internet files or cookies) and orphan Windows registry files

https://heimdalsecurity.com/blog/ultimate-guide-secure-online-browsing
Your Passwords are Weak

- Use 2-factor authentication everywhere
- Have a STRONG password of at least 12 characters or a pass phrase
- Don’t use the same password everywhere
- Change your passwords regularly
- Change the defaults
- Require screen saver passwords

THE 25 MOST POPULAR PASSWORDS OF 2015 STILL SUCK

1. 123456 (Unchanged) 14. 111111 (Up 1)
2. password (Unchanged) 15. 1qaz2wsx (New)
3. 12345678 (Up 1) 16. dragon (Down 7)
4. qwerty (Up 1) 17. master (Up 2)
5. 12345 (Down 2) 18. monkey (Down 6)
6. 123456789 (Unchanged) 19. letmein (Down 6)
7. football (Up 3) 20. login (New)
8. 1234 (Down 1) 21. princess (New)
9. 1234567 (Up 2) 22. qwertyuiop (New)
10. baseball (Down 2) 23. solo (New)
11. welcome (New) 24. passw0rd (New)
12. 1234567890 (New) 25. starwars (New)
13. abc123 (Up 1)
Board Member Document
Collaboration and Video

- Google Groups
- Google Docs
- Google Hangouts
- Zoom.us for Video
Project Collaboration

- Basecamp
- Trello
- Asana
Communications

- Constant Contact
- Mail Chimp
- Flipboard
- Social Media
Wisconsin Lawyer: 101 Going Paperless
24 hours ago
www.wisbar.org

4 Advantages of Billing in the Cloud
You don’t have to be tied to a single device that has your software on it. All you need today is a web connection. From setup to security, and a few in-between, here are four advantages of cloud
1 day ago
www.lawtechnologytoday.org

Time for a Technology Audit
Occasionally, law firms need help to move their technology forward, but they are not sure what they need or how to begin. They know that they are not taking advantage of the latest
1 day ago
www.lawtechnologytoday.org

How to recycle your [legal] briefs safely
In my observation, if there's one thing you lawyers love, it's repeating yourselves. No, not when you speak; it's when you write. Y'all recycle so much old material from briefs and other
1 day ago
legalofticeguru.com

If the robots rise, will lawyers be in their sights?
It is a perennial question – will the advance of technology take
Survey Tools

- Survey Monkey
- Zoomerang
- Google Forms
Social Media and Your Bar – What Should You be Doing
Technology & Resources for Members

- Develop partnerships with technology companies who will offer discounts or special services / resources for your members

  Clio (time, billing, practice management)
  www.goclio.com
  Andrew Gay - andrew.gay@goclio.com

  Chrometa (time capture for better billing)
  www.chrometa.com
  Brett Owens – brett@chrometa.com

  Ruby Receptionist (live remote receptionist)
  www.callruby.com
  Kevin Gillam - kgillam@callruby.com

  MARSH8 (online marketing and web design)
  www.marsh8.com
  Jason Marsh – jason@marsh8.com

  TheFormTool (automated documents)
  www.theformtool.com
  Bob Christansen – bob@theformtool.com

  LawTech Partners (tech training w CLE)
  Adriana Linares – adriana@lawtechpartners.com
Just some cool tools and sites!

- Canva.com – online graphic design platform
- Prezi.com – PowerPoint alternative
- Doodle.com – online scheduling tool
- PollEverywhere.com – live audience polling program
- FreeConferenceCall.com – free conference call service
- TriplIt.Com – travel itinerary organizer
- Evernote – notetaking and information organizing system
- Keeper.com – password manager
- Tagxedo – word art creator like the graphic on this page
QUESTIONS?

THANK YOU.

Patience Burns, Executive Director, Palm Beach County Bar Association
Adriana Linares, LawTech Partners