



# 2012 Voluntary Bar Leaders Conference

*In Your Element: Leading, Learning, Linking*

July 19-20, 2012

One Ocean Resort Hotel & Spa

Atlantic Beach, FL

(904) 249-7402

# Voluntary Bar Leaders Conference

## In Your Element: Leading, Learning, Linking

**Thursday, July 19, 2012**

- 9:00 a.m. – 12:00 p.m.**      **Registration Desk**
- 9:00 a.m. – 11:30 a.m.**      **Early Bird Arrivals and Roundtable Discussion on a Range of Topics**  
*Facilitated by Michael Faehner, Clearwater Bar Association*
- 11:30 a.m. – 12:00 p.m.**      **Lunch and Networking**
- 12:00 p.m. – 1:00 p.m.**      **Welcome: Opening Remarks and Introductions**  
*Suzanne Van Wyk, Chair, Voluntary Bar Liaison Committee*

**OPENING SESSION:**      **Gwynne A. Young, President, The Florida Bar**  
**The Bar's Statewide Merit Retention Education Program:**  
**The Vote's in Your Court**

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**1:10 p.m. – 2:00 p.m.**      **BREAKOUT SESSIONS**

**Session A**      **How to Effectively Run Your Association: Best Practices and Roundtable Discussion for Non-Staffed Bar Associations**  
*Michael Faehner, Clearwater Bar Association*  
*Karen France, Executive Director, Clearwater Bar Association*

**Session B**      **How to Effectively Run Your Association: Best Practices and Roundtable Discussion for Staffed Bar Associations**  
*Moderator – Jane Muir, Coral Gables Bar Association*  
*Haydee Sera, Miami Lakes Bar Association*  
*Joshua Wintle, South Miami Kendall Bar Association*

**Session C**      **Association 101: Planning and Hosting Quality CLE Programs**  
*Moderator – Suzanne Van Wyk, Chair, Voluntary Bar Liaison Committee*  
*Kendra Rhodin, Jacksonville Bar Association*  
*Meghan Boudreau Daigle, President-elect, Tallahassee Women Lawyers*  
*Michelle Francis, Education Compliance and Accreditation Manager, The Florida Bar*

**Session D**      **The Social Butterfly – Social Media Marketing Tools Available, How to Use Them, and the Benefits and Drawbacks of Electronic Communication v. Print Communication**  
*Moderator – Daniel Zuniga, President, Palm Beach County Hispanic Bar Association*  
*Jason Miller, President and CEO of Internet Lava, Houston, TX*  
*Jennifer Mansfield, Partner, Holland & Knight, Jacksonville*

**2:00 p.m. – 2:10 p.m.**      **Break**

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**2:10 p.m. – 3:00 p.m.**      **BREAKOUT SESSIONS [CONTINUED]**

**Session A**      **Filings and Forms: How to Comply with IRS Requirements for Your Association**  
*Moderator – Jane Muir, Coral Gables Bar Association*  
*James Long, Roy Miller & Associates CPAs, Jacksonville*

**Session B**      **Young Lawyers Division: Recruiting and Connecting with Young Lawyers**  
*Moderator – Michelle Naberhous, Voluntary Bar Liaison Committee*  
*Paige Greenlee, President, Young Lawyers Division*  
*Melanie Griffin, President-elect, Young Lawyers Division*

**Session C**      **Tapping the Resources of The Florida Bar and the American Bar Association**  
*Jennifer Lewin, ABA Division for Bar Services*  
*Maria Simmons Johnson, Voluntary Bar Liason, The Florida Bar*

**Session D**                      **Brand Identity – How Branding Your Association Can Help Develop Your Presence Beyond the Legal Community and Develop Sponsorships**  
*Moderator – Annie Hernandez, Cuban American Bar Association*  
*Gabriel Iglesias, KIWI Brand Consultants, Coral Gables*  
*Paula Black, Paula Black Legal Marketing & Graphic Design, Coconut Grove*

**3:00 p.m. – 3:10 p.m.**            **Break**

**3:10 p.m. – 4:00 p.m. BREAKOUT SESSIONS [CONTINUED]**

**Session A**                      **Effective Pro-Bono Programming in Your Association**  
*Moderator – Kathy Arrant, Executive Director, Florida Supreme Court Historical Society*  
*Jennifer Lewin, ABA Division for Bar Services*  
*Kathy Para, Jacksonville Legal Aid*  
*Stanley Chapman, Treasurer and Chair of the Event Committee, Tallahassee Bar Association*

**Session B**                      **Specialty Bar Associations Roundtable Discussion**  
*Moderator – Anne Hernandez, Cuban American Bar Association*  
*Daniel Zuniga, President, Palm Beach County Hispanic Bar Association*  
*Eugene K. Pettis, President-elect, The Florida Bar*

**Session C**                      **Are You on Top of the Networking Game?**  
*Moderator – Sara Evans, Chair, 2012 Voluntary Bar Leaders Conference*  
*Brant Bittner, Executive Director, Orange County Bar Association*  
*Aakash Patel, Founder and President of Elevate, Inc., Tampa*  
*Katherine Naugle, President-elect, Jacksonville Women Lawyers Association*

**Session D**                      **“To 501(c)3 or not to 501(c)3? . . . That is the Question?”**  
**A Discussion on the Benefits and Risks of Creating a Charitable Foundation in Support of Your 501(c)6 Professional Association**  
*Moderator – Jane Muir, Coral Gables Bar Association*  
*J. Jacob R. Peek, Jacksonville Bar Association*  
*Nancy G. DuBois, Executive Director, Lee County Bar Association*  
*Jack Townsend, President, Temple Terrace Bar Association*  
*Jan Jung, Executive Director, Sarasota County Bar Association*

**6:00 p.m. – 9:00 p.m.**            **Dinner and Networking**

**Friday, July 20, 2012**

**7:30 a.m. – 8:55 a.m.**            **Networking Breakfast**

**9:00 a.m. – 9:50 a.m. BREAKOUT SESSIONS**

**Session A**                      **“A Conversation with the President”**  
*Gwynne A. Young, President, The Florida Bar*

**Session B**                      **The Social Butterfly -- Social Media Marketing Tools Available, How to Use Them, and the Benefits and Drawbacks of Electronic Communication v. Print Communication**  
*Moderator - Daniel Zuniga, President, Palm Beach County Bar Hispanic Bar Association*  
*Jason Miller, President and CEO of Internet Lava, Houston, TX*  
*Jennifer Mansfield, Partner, Holland & Knight, Jacksonville*

**Session C**                      **Concept of Leadership: Building Leadership Opportunities Within Your Bar Association**  
*Damon A. Chase, Past President, Florida Council of Bar Association Presidents*  
*Melanie F. Chase, President, Florida Council of Bar Association Presidents*  
*Elizabeth “Ashley” Hardee, Vice President, Florida Council of Bar Association Presidents*

**Session D****Event Planning for Dummies**

*Moderator – Chasity O’Steen, Past President, Voluntary Bar Liaison Committee  
Kathy L. Tucker, Director, Meetings & Convention, The Florida Bar  
Stephanie Harriett, President, Jacksonville Women Lawyers Association  
Stanley Chapman, Treasurer and Chair of the Events Committee, Tallahassee Bar Association*

**9:50 a.m. – 10:00 a.m.****Break****10:00 a.m. – 10:50 a.m.****BREAKOUT SESSIONS [CONTINUED]****Session A****Concept of Leadership: Building Leadership Opportunities Within Your Bar Association**

*Damon A. Chase, Past President, Florida Council of Bar Association Presidents  
Melanie F. Chase, President, Florida Council of Bar Association Presidents  
Elizabeth “Ashley” Hardee, Vice President, Florida Council of Bar Association Presidents*

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**Session D****Young Lawyers Division – Recruiting and Connecting with Young Lawyers**

*Moderator – Michelle Naberhous, Voluntary Bar Liaison Committee  
Paige Greenlee, President, Young Lawyers Division  
Melanie Griffin, President-elect, Young Lawyers Division*

**Session E****Event Planning for Dummies**

*Moderator – Chasity H. O’Steen, Past President, Voluntary Bar Liaison Committee  
Kathy L. Tucker, Director, Meetings & Convention, The Florida Bar  
Stephanie Harriett, President, Jacksonville Women Lawyers Association  
Stanley Chapman, Treasurer and Chair of the Event Committee, Tallahassee Bar Association*

**10:50 a.m. – 11:00 a.m.****Break****11:00 a.m. – 11:50 a.m.****BREAKOUT SESSIONS [BY GEOGRAPHY]**

**First DCA – Suzanne Van Wyk, Chair, Voluntary Bar Liaison Committee and Sean Desmond, Past President, Young Lawyers Division**

**Second DCA – Michael Faehner, Clearwater Bar Association**

**Third DCA – Annie Hernandez, Cuban American Bar Association**

**Fourth DCA – Gregory W. Coleman, The Florida Bar Board of Governors**

**Fifth DCA – Melanie Griffin, President, Young Lawyers Division**

**12:00 noon****Past President’s Panel and Closing Remarks**

*Gregory W. Coleman, Past President, Palm Beach County Bar Association and member, The Florida Bar Board of Governors  
Chasity H. O’Steen, Past President, Voluntary Bar Liaison Committee*

# 2012 VOLUNTARY BAR LEADERS CONFERENCE HOTEL INFORMATION

Thursday, July 19 - Friday, July 20, 2012 • One Ocean Resort Hotel & Spa  
One Ocean Boulevard • Atlantic Beach, FLa • (904) 249-7402

Hotel reservations can be made at the One Ocean Resort, Hotel & Spa. A special group rate of \$149/night has been reserved for conference attendees for single or double occupancy Run of House Guest rooms which consist of ocean view rooms. Oceanfront guest rooms with balconies are available at the prevailing hotel rate. Please contact One Ocean for the best available rate.

There is a \$15 daily RESORT FEE, which provides guests with the following intuitive services:

- Internet Access
- Docent Services
- Coffee & Tea Service
- Garment Steaming
- Personalized Refreshment Center
- Shoe Polish
- Forgotten Bath Amenities
- Exercise Facilities
- Pool Docent Service
- Poolside Heated or Chilled Towels
- Nightly Turn Down Service

**Reservations** can be made by contacting the hotel directly at (904) 249-7402 or toll free at (800) 874-6000. **Reservations must be made by July 6, 2012.** Please refer to the Voluntary Bar Leaders Conference at the time reservation is made in order to receive the special group rate.

Persons with disabilities should notify the One Ocean of assistive devices required for accommodations.

One Ocean Resort & Spa  
One Ocean Boulevard  
Atlantic Beach, FL 32233



# Registration Information

## 2012 Annual Voluntary Bar Leaders Conference

**Thursday, July 19 - Friday, July 20, 2012 • One Ocean Resort Hotel & Spa  
One Ocean Boulevard • Atlantic Beach, Florida • (904) 249-7402**

**Registration Fee: \$125**

Includes boxed lunch, Friday night dinner ticket, buffet breakfast, conference materials and CLE credit \$ \_\_\_\_\_  
(PIVBLC-35001)

**Thursday Boxed Lunch - [included]** (check here): \_\_\_\_ Yes \_\_\_\_ No

Please list any special dietary needs \_\_\_\_\_

**Thursday Night Dinner:** (6:00 p. m. – 9:00 p.m., July 19)

Please list any special dietary needs \_\_\_\_\_

(# of non-registered guests attending the dinner only): \_\_\_\_\_ x \$50 \$ \_\_\_\_\_  
(PIVBLC-35772)

**TOTAL ENCLOSED: \$ \_\_\_\_\_**

**Paying by:**  Check

Credit Card \_\_\_\_ Visa \_\_\_\_ MasterCard \_\_\_\_ AmEx \_\_\_\_ Discover

**Amount being charged to card: \$ \_\_\_\_\_**

Name as it appears on card: \_\_\_\_\_

Card #: \_\_\_\_\_ Expiration Date: \_\_\_\_\_ (MO/YR)

**If registering by check:** Mail this form to Maria S. Johnson, The Florida Bar, Voluntary Bar Liaison, 651 E. Jefferson St., Tallahassee, FL 32399-2300 with a check in the appropriate amount payable to The Florida Bar.

**If registering by Credit Card:** Fax this form to 850/ 561-9429 or scan and email to [mjohnson@flabar.org](mailto:mjohnson@flabar.org).

For more information, call (800) 342-8060, ext. 5648 or e-mail [mjohnson@flabar.org](mailto:mjohnson@flabar.org).

**Refund Policy:** A \$15 service fee will be applied to all refunds after July 13, 2012.

**PLEASE PRINT CLEARLY OR TYPE:**

Name (to appear on nametag): \_\_\_\_\_ Bar #: \_\_\_\_\_

Bar Association \_\_\_\_\_

Officer Title: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip Code: \_\_\_\_\_

E-mail: \_\_\_\_\_

Phone: (     ) \_\_\_\_\_

**(Your confirmation will come by e-mail)**

**Please designate an association type:**

\_\_\_\_\_ Local bar with paid staff                      \_\_\_\_\_ Specialty bar

\_\_\_\_\_ Local bar without paid staff                      \_\_\_\_\_ Statewide bar

\_\_\_\_\_ Other \_\_\_\_\_

**REGISTRATION DEADLINE: Friday, July 13, 2012**