

**Minutes of the Membership Committee Meeting
Business Law Section of the Florida Bar Annual Meeting
January 21, 2015**

The meeting of the membership Committee of the Business Law Section of the Florida Bar (the "Committee") was held at the Shingle Creek Resort, Orlando, Florida on January 21, 2015.

Attendees: Rick Gross, Zachary Hyman, Kacy Donlon, Paige Greenlee, Peter Valori, Amanda Fernandez, Cherine Valbrun

I. Call Meeting to Order

Committee Chair Peter Valori called the meeting to order at 10:11 a.m.

II. Approval of Minutes

The minutes of the prior membership committee meeting were approved by unanimous vote.

III. Implementation of the Membership Plan

Discussed status of the law school liaison:

- Amir discussed how he has made strides with FIU, UM, and Stetson
- Amir discussed how he has reached out with Judge LaRose to help out with Stetson
- Discussed that for events there is an email list that Tracey has that can be used to target students
- Peter stated that he will make another announcement at executive counsel and ask for additional volunteers
- Discussed if there was a way to archive what is being done, so whoever takes over the committee knows what has occurred
 - Every webpage will have an archive page
- Discussed Manny Farach or Mark Stein being the liaison for FSU
- Tracey stated that she can sort membership from zip code to see where everyone is located to see who can be a potential liaison
- Paige volunteered to be the Stetson liaison

Judge Van Norwick discussed having greater communications between CLE, Communications, Diversity, and Membership

- Discussed having a joint meeting with the three subcommittees
 - First hour meet as membership committee, then second hour have joint committee meeting
- Discussed including the CLE committee and having message that we present at beginning of CLE

- Discussed having CLE follow up with all the committee chairs and see what CLE's they are planning
- Discussed making a deadline to submit material for the next meeting

Discussed status of the Endorsement Videos

- Discussed possible new endorsement videos to take: Judge McCewen, Lynne Sherman, and Maxine Long, Diane Wells, Melanie Damian, Judge Isicoff, Marsha Riberg, Gwynn Young, Judge Scriven, and Leyza Blanco.

Discussed status of the Planning Events

- Zach discussed upcoming event on February 3rd at OTC with TMA
- Discussed prior event in Ft. Lauderdale
- Discussed that Tampa event fell through
 - Will be setting one up in Tampa in the near future
- Discussed that Chris Bushard will be hosting events in Tampa
- Discussed dovetailing happy hour with CLE events
- Discussed looking into co-sponsoring events with other organizations

Discussed status of Messaging

- Discussed finalizing messaging for CLEs
 - 20 second statement that would remind everyone that business law section sponsored and to join
- Discussed sending message to chairs so that they can present at CLEs
- Also discussed needing to work on messaging for grassroots project
 - Need 30 second elevator speech
 - Zach will do a draft
- Discussed also needing to prepare messaging for sponsorship

Discussed status of Grassroots Outreach

- Peter discussed that how we have identified about 20 members and approached them to be a member of the membership committee (should call ambassadors of the membership committee) and identify people that should join the business law section and ask them to join.
- We need messaging materials to ensure a consistent approach.

Discussed status of Mentoring

- Discussed speaking with inclusion committee to see if they want to take over mentoring
- Discussed forwarding handbook to them

Discussed status of Law Firm Outreach

- Decided to table until Sara Paris is back from maternity leave

IV. New Business

Discussed affiliate memberships for non lawyer professionals

- Discussed how other sections have non lawyer members
- Discussed that this would be a big bar issue

V. Conclusion

Motion made to close the meeting, motion seconded. Motion approved unanimously.

Will schedule follow up phone call in month