

**Minutes of the Membership Committee Meeting
Business Law Section of the Florida Bar Annual Meeting
January 22, 2014**

The meeting of the membership Committee of the Business Law Section of the Florida Bar (the "Committee") was held at the Reunion Resort and Club, Kissimmee, Florida on January 22, 2014.

Attendees: Philip Kabler (Committee Chair), Amir Isaiah (Committee Co-Vice-Chair), Peter Valori (Committee Co-Vice-Chair), Amanda Fernandez (Meeting Secretary), Zach Hyman, Sara Paris, Cherine Smith Valbrun

Visitors: Steph Nagin (BLS Chair), Judge Bill Van Nortwick (Incoming Chair), Alan Howard (Secretary-Treasurer)

I. Call Meeting to Order

Committee Chair Phil Kabler called the meeting to order at 2:05 p.m.

II. Approval of Minutes

The minutes of the prior membership committee meeting (September 1, 2013) were approved by unanimous vote.

III. Overall Membership Committee Objective

Discussed that the overall mission of the Membership Committee is to recruit new and retain current members. Discussed the need to put some focus on recruiting members north of I-4 and in the rural areas of Florida as a part of recruiting diverse members.

IV. Review and Approve Membership Plan

Discussed targeting members through direct emails, but unsure whether permitted under the Bar's rules. Need to review the rules and determine whether allowed to blast email. Also discussed recruiting members from other sections of the bar.

Discussed recruiting new members by offering free CLEs or discounts. Proposed working with the CLE Committee.

Zach Hyman was placed in charge of the Welcoming/Orientation subcommittee. Proposal to change the name of mentors to ambassadors. Discussed issue of who was in charge of mentoring: either the Membership Committee or the IMF Committee. Decided to have Young

Lawyer Happy Hours in April and September in Jacksonville, Miami, Ft. Lauderdale, Orlando and Tampa.

Discussed recruiting law students as new members. Decided to have an event once a year in the fall at each law school in the state. Amir Isaiah and Phil Kabler were placed in charge of developing a relationship with the deans and professors at the different law schools.

Discussed creating a Recruitment Incentive Program. Proposal to provide an incentive to the members who recruit the most new members. Undecided what the incentive should be (discussed giving an award or putting their name on the website).

Discussed engaging and retaining current members by sending out letter that describes what all the committees are doing and how the members can get involved in the committees and leadership roles. Also discussed working with the Social Media Committee and the Communications Committee to post pictures of all our events onto the website and to send out tweets about the events, in order to promote the events and encourage members to attend.

Discussed updating the Membership Committees page on the website. Decided that the Chair would be in charge of updating the page.

Discussed the idea of creating testimonial videos to promote membership and leadership in BLS. Proposal to get testimonial video of the Chair of BLS.

Also discussed writing and submitting endorsement articles to the Bar Journal. Decided on submitting article twice a year.

Created a budget for the Membership Committee, with a \$10,000 request for the budget based on the cost of implementing the new Membership Plan.

A motion was made to approve the Membership Plan, the motion was seconded. The revised draft Membership Plan was approved unanimously.

V. Assignments

Created a new Welcoming/Orientation Subcommittee in charge of planning happy hour events. Zach Hyman was named chair of the subcommittee. Amanda, Amir, and Sarah were designated members of the subcommittee.

Decided that Amir Isaiah and Phil Kabler will focus on contacting the deans at the law schools.

Decided that Sarah Paris will write endorsement articles.

Decided that Peter Valori will be in charge of getting a list of BLS members from Mary Ann and distributing the list at the next Committee meeting.

VI. Conclusion

Decided to have a follow up telephone conference in a month to further discuss implementing the plan.

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