

**Minutes of the Membership Committee Meeting
Business Law Section of the Florida Bar Annual Meeting
June 25, 2014**

The meeting of the membership Committee of the Business Law Section of the Florida Bar (the "Committee") was held at the Gaylord Palms Hotel and Convention Center, Kissimmee, Florida on June 25, 2014.

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

I. Call Meeting to Order

Committee Chair Phil Kabler called the meeting to order at 2:02 p.m.

II. Approval of Minutes

The minutes of the prior membership committee meeting (January 22, 2014) were approved by unanimous vote.

III. Current Membership Statistics

Discussed that membership in the Business Law Section is up 296 members (5.74%) since the Business Law Section Meeting in January.

IV. The Membership Plan

President of Business Law Section sent notes to the agenda of the Membership Plan, which have been added as an appendix to our Membership Plan.

Discussed adding more "fun" events, such as socializing with judges on a less formal basis.

Discussed expanding membership beyond South Florida.

V. Implementation of the Membership Plan

Discussed direct solicitation of bar member to join the Section.

Discussed having events outside of South Florida in cities such as Jacksonville, Tampa, and Pensacola.

Discussed hosting cross-committee and corss-section events with organizations such as Reptile.

Recommended reminding members to sign up for the Business Law Section when email blasts are sent out to the Florida Bar.

Discussed sending campaign statements by email and social media once a month.

Discussed creating testimonials by Business Law Section members on a quarterly basis.

Recommended giving a discount to Bar members if join any two sections.

Discussed getting one lawyer from each firm to attend an annual meeting.

VI. Assignments

Amir Isaiah in charge of law school reach-out and law school liaisons from the business law section. Also, recommended asking for volunteers to host one law school event as the executive council meeting.

Zach Hyman in charge of social events and identifying CLE's to send membership message.

Amir Isaiah volunteered to be liaison to FIU. Phil Kabler volunteered to be liaison to UF.

Amanda Fernandez in charge of developing script for targeting members and brief script about benefits of the membership committee to send to CLE's and law schools.

Amanda Fernandez in charge of getting testimonials and creating endorsement video.

Amir Isaiah and Sara Paris are in charge of creating marketing memo for becoming a mentor and sending email blast to members with memo and mentor manual. Will also create a mentee form for the website.

Sara Paris will be in charge of all the volunteers for the mentor program.

VII. Conclusion

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