



Pennsylvania Bar Association Conference of County Bar Leaders

If You Build It, They Will Come...
Making Your Bar Association the Best It Can Be!



 #PBaccbl2018

Feb. 22-24, 2018
Lancaster Marriott at Penn Square, Lancaster



“If you build it, they will come.” That phrase uttered by James Earl Jones, among others, in the classic movie, “Field of Dreams,” evokes a myriad of thoughts, dreams, concepts and actions ranging from the practical to the whimsical. That is the driver for this year’s Conference of County Bar Leaders annual educational meeting and training conference — if you can dream it, build upon it and implement it, they (your members) will come and make your association the best that it can be.

The CCBL Committee members have been hard at work planning for your upcoming season with their own version of Spring Training. They have been talking, listening, polling, planning and shaping this conference to provide attendees with a winning formula for success in their local and state organizations. The committee has been listening to the stakeholders, YOU, in coming up with a program that is both meaningful and, of course, FUN! Each inning has been tailored to provide you with the tools for a solid fundamental strategy for making your years in leadership a home run.

As your president, I thought it would be fun to throw out the first pitch with a program that combines lessons in leadership taken from the game of baseball and applies them to your position of leading your organization. We will use quotes, film clips, sound bites and pictures from baseball leaders, heroes and legends to show you that your years in bar leadership can be not only challenging but rewarding by playing the game “the right way.” We are also fortunate to have my good friend and ESPN Resident Bracketologist Joe Lunardi, who will give an insightful and fun presentation on crisis management and dealing with the media from an institutional perspective. While many of you know Joe from ESPN, he wore another hat for many years as the vice president of external relations at Saint Joseph’s University, where he was the spokesperson for the university on many issues and media inquiries. Who knows, you may even get a few tips on filling out your March Madness Brackets! Attendees will have the opportunity to obtain 8 hours of CLE credit — all included in the registration fee — a bargain for sure! We have sessions planned on finances, governance, leadership, programs, ethics, diversity, millennial lawyers, planning, retention of members and, of course, FUN.

The committee encourages everyone to bring hats, jerseys, shirts, etc. to show your support for your favorite teams and to wear throughout the conference — especially Friday night’s dinner and entertainment! Wait, did I mention the post-dinner entertainment? How about leading off with comedian impersonator extraordinaire Joe Conklin, followed by games, music and general frivolity — it will be memorable. We will have a photo booth to get your team photos. And remember: What happens in Lancaster stays in Lancaster! Get your team together and register for this conference that is sure to be a classic. Remember, if you build it, they will come! See you in February at the Conference of County Bar Leaders Annual Meeting and make your association the best it can be!

Play Ball at the CCBL February 22-24, 2018, at the Lancaster Marriott at Penn Square!

Michael P. Pierce
President, Conference of County Bar Leaders

- *Timely and relevant Continuing Legal Education*
- *Networking opportunities*
- *Registration fee includes all meals and Friday night’s entertainment, as well as up to 8 CLE credits.*
- *Don’t forget: PBA unit counties are entitled to three \$50 discounts on registration.*

Schedule of Events

Thursday, Feb. 22

2:30 p.m. – 3:30 p.m. **“Improving the Playing Field for Accessing Justice”**

Bar association officers, bar executive directors and directors of legal service programs are invited to join in a roundtable discussion to learn about the various legal service organizations around the commonwealth, their missions and how the associations and organizations can better partner with each other to improve access to justice. What is working and what is interfering with these relationships?

3:40 p.m. – 4:40 p.m. **“Rounding the Bases: Hitting a Home Run on Lawyer Wellness”** (CLE credit: 1.0 ethics)

Bar association officers and executive directors can have concerns as to whether a member is suffering mental health or substance abuse issues. What are the signs? If the member is not seeking help on her or his own, what is the best way to reach out to the member? Directly? Through friends? Ask LCL to do it? What help is available? These questions and more will be answered by the panel.

5:00 p.m. – 7:00 p.m. **PLAN Reception**

8:00 p.m. – 10:00 p.m. **Early Bird Registration**

9:00 p.m. – 11:00 p.m. **Welcome Social**

Friday, Feb. 23

8:00 a.m. – 5:30 p.m. **Registration**

8:00 a.m. – 4:30 p.m. **PBA Supermarket and Vendor Fair**

8:00 a.m. – 10:00 a.m. **Continental Breakfast**

8:30 a.m. – 9:30 a.m. **“Put Me in Coach, I’m Ready to Play – Your Year in Bar Leadership & Lessons in Leadership Taken from the Game of Baseball”** (CLE credit: 1.0 substantive)

An interactive session utilizing pictures, sound bites, video clips and quotes to get you ready to get off the bench and in the game. This session will use baseball themes and lessons learned from the game of baseball to spark ideas, thoughts and an understanding of what it means to be a bar leader and how to engage your team to produce a winner. The many parallels between baseball and running a successful bar association will be explored in a fun and entertaining way. Get ready to swing away; you are up next!

9:40 a.m. – 10:40 a.m. **P.R.: Crafting the Perfect Response** (CLE credit: 1.0 substantive)

Go behind the scenes with nationally-recognized P.R. professional and broadcaster Joe Lunardi as he leads the discussion through a series of case studies in which issues management, strategic communications and crisis planning were keys to a positive outcome. P.R. is more than public relations; it’s crafting the perfect response for multiple stakeholders in the digital age. Joe has “been there, done that” for corporate clients, higher education and national television audiences for more than 30 years. You might even get a few tips for March Madness from the bracketologist himself...

9:40 a.m. – 10:40 a.m. **“Moneyball”** (CLE credit: 1.0 substantive)

Jennifer Lewin, Director of Knowledge Management and Governance for the ABA, will discuss the board’s financial oversight role, the importance of having a budget, the role of the board vs. executive director around finances, financial controls, when you need additional board approval, and provide pointers regarding financial reviews and audits.

10:50 a.m. – 11:50 a.m. **“The Umpire”** (CLE credit: 1.0 substantive)

Jennifer Lewin will address running meaningful meetings, how to generate board member engagement, appropriate use of executive committees, organizing agendas, facilitation techniques and ensuring there’s follow-up to board action.

10:50 a.m. – 11:50 a.m. **“When All Bases are Loaded”** (CLE credit: 1.0 ethics)

Even the most experienced pitcher can get rattled when the bases are loaded with family members. You never know if the client in the batter’s box will swing for the fence or lay down an in-field grounder to try and advance the runners. The uncertainty may explain the rise in malpractice claims against lawyers in the wills, estates and trusts practice area. Find out why and what we can do to retire the batter, empty the bases, and maintain our ERA. The PBA Professional Liability Committee presents “All in the Family,” a live-action theatrical vignette focusing on current issues confronting Pennsylvania lawyers. Those who attend will be eligible for a discount on their CNA professional liability policy premium.

12:00 p.m. – 1:00 p.m. **Lunch and Awards Presentation**

1:00 p.m. – 1:30p.m. **Break and County Bar Recognition Award Photos**

Schedule of Events

1:30 p.m. – 2:30 p.m. **“What the Rookies Can Teach the Veterans – Understanding Millennial and Young Lawyers”**
(CLE credit: 1.0 substantive)

Millennial and young lawyers are a significant resource for a county bar association. This program will discuss demographics of millennial lawyers, including what millennial lawyers want and need. You will leave with a better understanding about how to engage the newest generation of lawyers in leadership positions, continuing legal education, the legal community and pro bono service.

2:40 p.m. – 3:40 p.m. **“The Draft”** (CLE credit: 1.0 substantive)

Strategic planning is critical to the future health and growth of every bar association, large or small. Every county is unique, therefore each county needs to develop its own unique strategic plan, there is no “one size fits all” type of plan you can pull off the shelf. What is a strategic plan? Why is strategic planning important for your bar association? How to develop a strategic plan? Who should be involved in the development of a strategic plan? These are some of the questions to be discussed in this session.

2:40 p.m. – 3:40 p.m. **YLD Business Meeting**

3:50 p.m. – 4:50 p.m. **“Keeping & Maintaining Your Free Agents”** (CLE credit: 1.0 substantive)

It’s almost 2020, and bar associations need to think outside of the batter’s box in order to remain relevant to both their members and the public they serve. Topics covered will include new and innovative ideas and practical tips on how to enhance your members’ experience, how to recruit and engage new members, what programs and services do your members really want and need, what value-added member benefits are important to your members, and do your members feel like they’re getting a home run with their membership dues. Panel will be moderated by a past president with a panel of three seasoned executive directors from varying bar sizes and locations, who will share their ideas and experiences during this interactive session sure to provide some great takeaways for your bar association!

3:50 p.m. – 4:50 p.m. **“Diversify Your Bar’s Line-up for a Winning Team”** (CLE credit: 1.0 ethics)

Each bar association has senior attorneys, former bar officers, young attorneys, diverse attorneys and attorneys at all stages of their careers. Your bar association will be stronger, more energetic and vital to your members if all members and potential members are incorporated into your association’s activities and structure. This panel will discuss who and how to engage these members to strengthen your bar association team.

5:00 p.m. – 6:00 p.m. **Hot Topics & Cold Drinks**

6:30 p.m. – 11:00 p.m. **Dinner and Game Night – Baseball Theme**

Saturday, Feb. 24

8:00 a.m. – 10:30 a.m. **Hot Breakfast Buffet**

8:25 a.m. – 9:45 a.m. **“Extra Innings – How To Finish the Game with a Win!”** (CLE credit: 1.0 substantive)

The confluence of pressures from home, work and the added responsibilities of bar leadership can derail even the most dedicated and zealous among us. This fast-paced session will explore the essential skills required to do it all, and do it well, while still maintaining your life balance.

9:45 a.m. – 10:30 a.m. **Post Game Locker Room Debrief**

Join the CCBL executive committee team members for a fast-paced debrief that will send you on your way feeling energized and armed with some great takeaways from the event. The team will be throwing out fast balls re-capping some of the MVPs – most valuable points – provided in each of the sessions. A great send-off to help you hit the ground running and make your year in bar leadership the best it can be!



Continuing Legal Education Arm
of the Pennsylvania Bar Association

CLE Credits

The Pennsylvania Bar Institute is approved by the Pennsylvania Supreme Court Continuing Legal Education Board as an accredited CLE provider. The PBA 2018 Conference of County Bar Leaders has been approved by the Pennsylvania Continuing Legal Education Board for up to 8 hours of CLE credits, including 3 ethics credits.



Hotel Reservations

Make your guest room reservations directly with the Lancaster Marriot at Penn Square before Feb. 1, 2018, to obtain the group rate (single \$130 per night, plus taxes). Register online [here](#).

REGISTRATION FORM
2018 Conference of County Bar Leaders
 Feb. 22–24, 2018 • Lancaster Marriot at Penn Square, Lancaster

Name _____ Nickname for badge (if appropriate) _____
 Address _____ City _____ State _____ Zip Code _____
 Supreme Court ID number _____ Phone _____ Fax _____ E-mail _____
 Spouse's/Guest's Name (if attending) _____ Spouse's/Guest's Nickname for Badge (if appropriate) _____
 County Bar Office Held _____

- Please check here if you are a first-time CCBL attendee.
 Please check here if you require special services or have any dietary needs. Attach a written description of needs.

REGISTRATION FEE

- \$255 includes up to 8 hours of CLE credit, course materials and all group meal functions.

SESSIONS (included in registration fee, but please indicate all sessions you will be attending)	
THURSDAY	
2:30 p.m. – 3:30 p.m.	<input type="checkbox"/> Improving the Playing Field for Accessing Justice
3:40 p.m. – 4:40 p.m.	<input type="checkbox"/> Rounding the Bases: Hitting a Home Run on Lawyer Wellness
FRIDAY	
8:30 a.m. – 9:30 a.m.	<input type="checkbox"/> Put Me In, Coach, I'm Ready to Play – Your Year in Bar Leadership & Lessons in Leadership Taken from the Game of Baseball
9:40 a.m. – 10:40 a.m.	<input type="checkbox"/> P.R.: Crafting the Perfect Response OR <input type="checkbox"/> Moneyball
10:50 a.m. – 11:50 a.m.	<input type="checkbox"/> The Umpire OR <input type="checkbox"/> When the Bases Are Loaded
1:30 p.m. – 2:30 p.m.	<input type="checkbox"/> What Rookies Can Teach the Veterans – Understanding Millennial and Young Lawyers
2:40 p.m. – 3:40 p.m.	<input type="checkbox"/> The Draft OR <input type="checkbox"/> YLD Business Meeting
3:50 p.m. – 4:50 p.m.	<input type="checkbox"/> Keeping & Maintaining Your Free Agents <input type="checkbox"/> Diversify Your Bar's Line-up for a Winning Team
5:00 p.m. – 6:00 p.m.	<input type="checkbox"/> Hot Topics & Cold Drinks
SATURDAY	
8:25 a.m. – 9:45 a.m.	<input type="checkbox"/> Extra Innings – How To Finish the Game with a Win!
9:45 a.m. – 10:30 a.m.	<input type="checkbox"/> Post-Game Locker Room Debrief

SEMINAR PARTICIPANT

Please indicate attendance plans below:

- Thursday Evening Welcome Social
 Friday Luncheon
 Friday Dinner & Game Night
 Saturday Breakfast Buffet

SPOUSE/GUEST TICKETS: (Not a CCBL registrant)

Please indicate attendance plans below and enclose additional fees:

- Friday Luncheon\$30 each
 Friday Dinner/Entertainment\$90 each
 Saturday Breakfast Buffet.....\$25 each

TOTAL DUE:	\$ _____
Less Registration Fee Discount for Unit Counties	-\$50.00
<i>Maximum of 3 discounts per county</i>	
TOTAL AMOUNT ENCLOSED	\$ _____

Photography Disclaimer: The PBA takes photographs and video-tapes programs for later use. By being present during PBA activities, you consent to use of your appearance or likeness by the PBA and its licensees, designees or assignees in all media, worldwide, in perpetuity. Questions or concerns should be directed to the PBA Communications Department at 800-932-0311 or at communications@pabar.org.

My check payable to PBA is enclosed. Or charge my: Master Card VISA AMEX Discover
 Account # _____ Exp. Date _____ Authorized Amount _____
 Billing Address _____
 Signature: _____ Date _____

HOTEL INFORMATION: Make your guest room reservations directly with the Lancaster Marriot at Penn Square before Feb. 1, 2018, to obtain the group rate (single \$130 per night, plus taxes). Register online [here](#).

CANCELLATION POLICY: The conference registration deadline is Jan. 29, 2018. After that date, all registrations will be accepted on a space-available basis. Written cancellations must be received before the close of business on Jan. 29, 2018. Upon receipt, a refund will be issued minus a \$75 administrative fee. No refunds will be issued after Jan. 29, 2018.

Return completed registration form and payment by Jan. 29, 2018 to:

PBA Meetings Department, P.O. Box 186, Harrisburg, PA 17108-0186 or fax credit card registration to 717-213-2507.

Registrations will not be processed without payment. For more information call 800-932-0311, ext. 2231.