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April 2009

Attracting Millennials to Association Membership

By *Bonnie Budzowski*

Association membership, as we have known it, is about to undergo a change. The good news is that associations that embrace change will adapt and adjust, growing stronger in the process.

Millennials, whose birth dates span roughly from 1980 to 2003, are just beginning to hit the workplace. As huge numbers of baby boomers retire over the next five to 10 years, organizations will be recruiting like crazy to replace them. Since members of Generation X are already in the workplace, Millennials will be the objects of fierce competition in both the professional workplace and the association market.

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What can we do to successfully recruit this new generation to our association membership?

Evaluate Our Ideas of Work/Life Balance

Following World War II, the American path to success typically included long working hours, sacrifice to the job and a steady climb of an organizational ladder. People entered the workforce expecting to “pay their dues,” before they were

rewarded with promotions, salary increases and other perks.

What held true in corporations held true in our associations. People joined associations expecting to “pay their volunteer dues” and climb an association ladder to increased responsibility and prestige. Progress, from one ladder rung to another, was the measure of success.

Millennials, on the whole, don’t buy into the assumptions behind this path to success. In fact, many Millennials see the work and the slow progress involved and say, “No. Thank you. I define success in an altogether different way.”

To Millennials, work is one piece of life and success, not the whole package. Ten-hour workdays are not ideal, because they leave little time for other interests. What’s more, Millennials tend to think people who need to consistently work 10-hour days are inefficient, needing to improve their time-management skills.

To attract Millennials to our associations, we’ll need to provide balance in how we define ourselves and the work that we do. For starters, associations will have to evaluate the balance they maintain between work and fun. If associations are places where people can meet their social as well as their professional needs, Millennials will be more likely to join. Second, associations that expand their vision to include charitable, green and global causes might have an edge up in attracting Millennials.

Allow for Freedom of Experience

Contrary to the impression of laziness that seems to cling to Millennials, this generation was actually raised to be goal ori-

ented and competitive. After all, Millennials were raised by the first Soccer Moms!

At the same time, Millennials are not necessarily goal oriented in the ways previous generations expect. Millennials just graduating from college seem to feel they have time before they settle on a definitive career. A number of factors seem to have come together to extend the adolescence of this generation by as much as 10 years:

1. This generation has known only prosperity over their entire lifetimes. We’re in the first economic downturn this generation has known.
2. Millennials expect a long and productive life. Their expected lifetime has increased by 30-40 years over those born in 1900. They perceive themselves as having plenty of time.
3. Boomer parents have obsessed over their children’s happiness. They encourage their children to find a career that makes them happy. According to Cam Marston, author of *Motivating the What’s in it for Me Workforce*, parental emphasis has shifted from self-sufficiency to self-fulfillment. As a result, college graduates feel free to return home while they “explore” options for fulfilling work. It’s acceptable to experiment with whether or not you like a job.

It may be that associations will have to redefine success regarding membership and retention. If associations are places that provide opportunities to experience a field or industry, as well as opportunities to experience the rewards of contributing in an environment with fellow professionals, we can attract people to association

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Attracting Millennials to Association Membership

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membership first. Millennials are not known for their loyalty to organizations. They are, however, known for their commitment to volunteerism. Millennials were the first generation to be required to volunteer to graduate from high school. The value of volunteerism seems to have stuck.

As associations, we need to make sure we provide meaningful and rewarding opportunities to volunteer — without the prerequisite of climbing the association ladder.

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Provide Structure, Mentorship and Recognition

The parents of Millennials didn't stop with an obsession over their children's happiness. The term "helicopter parent" was invented to describe the hovering that is common with parents of Millennials. These parents raised their children with a great deal of goal setting and structure. Some kids even had Day Timers in grade school!

Parents of Millennials were also obsessed with self-esteem. They raised their kids to believe they could achieve anything and be anything they chose to be.

One result of helicopter parenting is that we have young adults with big egos and low skills regarding setting and accomplishing their own goals. They are so accustomed to the hovering that they need it — or at least to be weaned from it.

Once a Millennial commits to career goals within an industry, that individual will be seeking the structure and mentorship he or she needs to reach the goal. If associations can provide mentorship,

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Ten Traits of the Millennial Generation

By Bonnie Budzowski

- 1. Emotionally sensitive/expressive.** First generation to be encouraged to express their thoughts and feelings. In making decisions, this group considers how they feel.
- 2. Hyper-stimulated.** First generation to have play dates. They also have video games, YouTube, extra curricular activities and fast-paced lives.
- 3. Crave recognition/respect.** First generation to receive trophies for sports activities — even when they lost. First generation to be raised with consistent messages of "You are special. Everything you do is great." The idea of "work your way up" before you make a meaningful contribution will be foreign to this group.
- 4. Charitable/community-oriented/green.** First generation to be required to volunteer in order to graduate from high school. Contributing to the well-being of others on a global scale is a higher priority for this generation than it has been for others.
- 5. Fast-paced/Multi-taskers.** First generation to judge e-mail as too

slow. You could easily find a Millennial involved in instant messaging while completing homework and listening to a podcast at the same time.

- 6. Group-oriented/collaborative.** Raised to work in teams, Millennials value collaboration, in person and via virtual channels. First generation in which males and females "hang out" together. Millennials also value individual expression.
- 7. Require structure and mentorship.** First generation to have "helicopter" parents. Parents were always involved, always hovering with structure and guidance. This generation wants independence, but they also require clear goals, clear structure and mentorship. In organizational life, this will be a high-maintenance generation.



- 8. Comfortable with authority.** First post-war generation not to rebel against parents. Parents have been involved in all decisions and will also

be involved in job decisions. Parents are considered an active part of Millennial's social circle.

- 9. Multicultural/Inclusive.** In the U.S., one in three millennial professionals is not Caucasian. This is the first generation to maintain active global networks through the Internet. High concern for international justice and integrity. This generation is tolerant of differences and demands inclusivity.
- 10. New ideas of life balance.** Raised to work hard and to be competitive, but Millennials will be unwilling to consistently work excessively long hours. Lines of work and play are blurred with this group. Play is important, even at work. Including families at their organizations is important to them. ■

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CCBL Honors Three for Their Service to Bar Groups

On February 27, during the 43rd Annual Conference of the County Bar Leaders (CCBL) Seminar in State College, the CCBL honored Judge Thomas M. Golden, U.S. District Court for the Eastern District of Pennsylvania, with its 2009 Gilbert Nurick Award; Don Morgan, executive director of the Dauphin County Bar Association, with its 12th annual Arthur J. Birdsall Award; and Bethlehem attorney William Z. Scott Jr. with its Chief Justice John P. Flaherty Award.

The Gilbert Nurick Award is named for the late Harrisburg lawyer who served as PBA president. It is presented to a member of the PBA who exhibits dedication and service to the leadership and promotion of the organized bar and its activities.

As president of the Berks County Bar Association in 1993, Golden worked to improve the association's recordkeeping, led efforts to renovate the association's building to comply with the Americans with Disabilities Act and established a planning retreat for the association's board.



Judge Thomas M. Golden

Golden served as the 2003-04 president of the PBA. He also has provided leadership for a number of PBA committees, including serving as chair of the Client and Community Relations Committee, the PABAR-PAC and the Planning Committee and vice chair of the Editorial Committee.

Golden served on the board of directors for the Pennsylvania Bar Institute (PBI) and the Pennsylvania Bar Foundation (PBF). He also served the Supreme Court of Pennsylvania as chair of the Continuing Legal Education Board and as a hearing officer of the Disciplinary Board.



(from left) CCBL President Michelle Dawson, PBA President C. Dale McClain, Don Morgan, Art Birdsall, PBA Executive Director Barry Simpson

In June 2006, Golden was appointed to the U.S. District Court.

The Birdsall Award is presented to a county bar executive who demonstrates professional excellence, who is committed to the success of his or her bar association and who significantly enhances the stature of his or her bar association. It is named in honor of Arthur J. Birdsall, the PBA's county bar services director who retired after nearly 40 years of support to local bar associations.

Don Morgan has served as executive director of the Dauphin County Bar Association since 1998.

Programs initiated during Morgan's tenure at the association include Capitol Area Management Partners, an intern program working to diversify the local legal community. The association has rallied support of lawyers, law firms and the Lancaster Bar Association to ensure the program's success. Morgan established joint dinners with the Keystone Bar Association, oversaw the launch of the Senior Lawyers Section for lawyers 55 and older. He also continually reaches out to young lawyers to participate in association programs.

Morgan helped to streamline and increase the effectiveness of the association's lawyer referral service, oversaw

improvements in the association's database management system and updates in technology for association staff and promoted expansion of the association's Web site.

The Chief Justice John P. Flaherty Award honors the work of an association member for supporting and promoting the projects and purposes of the CCBL and for efforts to improve the legal profession, the justice system and the community.

Bill Scott is the managing attorney for the Bethlehem office of Marshall Dennehey Warner Coleman and Goggin. He is a past president and lifetime member of the CCBL. He has served as a panelist and moderator at numerous CCBL events. Scott is a member of the PBA House of Delegates, is a past member of the association's board of governors and is a former chair of several association committees, including the Professionalism Committee, Member Benefits and Services Committee and Committee on Judicial Independence.

He was the 2001-02 chancellor of the Carbon County Bar Association.

Scott is past president and lifetime member of the board of governors for the PBI; and a zone director on the board of directors for the PBF. ■



Bill Scott and family



PHOTO HIGHLIGHTS
43rd Annual CCBL
Feb. 26-28, 2009
State College



Local Bar Associations Involved in Law-Related Education Efforts Statewide

By Susan Etter, Esq., PBA Education and Special Projects Coordinator

Judges in the Classroom

During the 2009 CCBL Seminar held in State College at the end of February, Chief Justice Emeritus John P. Flaherty, Judge John E. Jones III of the U.S. District Court, and PBA Immediate Past President Andy Susko talked to county bar leaders about the need to better educate the public about civics and the role of the courts in our system of government. A 15-minute video on Pennsylvania's Unified Judicial System was shown to demonstrate one of the tools that is available to help judges, lawyers and others as they visit schools and reach out to the public to help them better understand the court system and the need for an independent judiciary. County bar leaders were encouraged to share the video with their members and to reach out to their local judges. Bar leaders were also given the heads-up that a similar presentation and message was being shared with judges throughout the commonwealth and that local judges may begin contacting local bar associations with ideas or requests for assistance in working with schools.

Additional copies of the video are available from the Administrative Office of the Pennsylvania Courts through Darren Breslin, special projects attorney at the AOPC, e-mail: civics@pacourts.us. The video is also available online at www.pacourts.us/Links/Public and click on "Pennsylvania Courts: A Video Introduction" located under the heading "About the Court System."

The PBA has posted lessons and resources on a special Web page to help judges and lawyers as they prepare for classroom visits. Please visit www.pabar.org/public/education/lawday/judlawclassroom.asp.

2009 Law Day:

By the People, For the People

Also available on the PBA Web site is the 2009 Law Day Planning and Lesson

Guide. This year we are not printing or mailing the guides as a cost-saving measure. The decision was made based on your responses from the 2008 Law Day survey to county bar associations. We would like to know how this decision impacts you and your members. The feedback so far has been positive, but please share your ideas and concerns with me either by phone or e-mail. Gavel pencils and pocket Constitutions will be available. Requests can be e-mailed to me at susan.etter@pabar.org. There is a limit of 150 pencils and 250 pocket Constitutions per bar association.

The winner of the PBA Law Day poster contest is a fifth-grader from Chester County. This year, the PBA received over 250 entries from students in grades K-12. Thank you for your help in making the contest so successful.

Reaching New Audiences with New Media

We recently started a Facebook page to help promote civics education throughout Pennsylvania. You are the first group to learn about the page. One of the thoughts behind having a Facebook page is that it is an opportunity to reach a new audience. More and more people are using social networking tools, like Facebook, to stay connected and learn what is happening — now. As technology evolves and the way we use it changes, it is important to consider how we can best use it to promote and advance our work, make life easier and better, and share important information.

Some of the thoughts and uses we envisioned for a Facebook page on Civics and Law-Related Education include:

- Developing a network of people throughout Pennsylvania who are interested in civics and LRE
- Sharing events
- Sharing lessons, resources, teaching strategies and ideas
- Asking others for help
- Sharing success stories and positive outcomes
- What other uses can you think of?

Join the Civics and Law-Related Education group page today and start sharing your ideas and learning more about this and other quickly growing Internet-based applications. Go to www.facebook.com, sign in, then search for the group Civics and Law-Related Education-Pennsylvania.

Check out a new addition to the PBA LRE Web site. We've added a page that provides information about what each of the counties are doing: www.pabar.org/public/education/lawday/countyinfo.asp

So far only a few counties have information on the page. If you'd like to be listed, please look at the type of information that is posted and send your information to me. If you have any questions or concerns, please contact me.

Promote your county's law-related education services and Law Day events on the PBA LRE Web site.

Let others know about all of the work you and your members are doing in your local communities. Send your information to susan.etter@pabar.org.

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Join the Civics and Law-Related Education - Pennsylvania Group

Share ideas, promote your events and public service, connect with others and reach out to a new audience.

Log in to www.facebook.com then search for the group:

Civics and Law-Related Education — Pennsylvania.



On the *Local Scene*...

Allegheny

On April 21, the Allegheny County Bar Association will hold its 25th annual “KD and You and the Law Program” on KDKA-TV. This 10-hour call-in show will include more than 100 members of the bar answering legal questions from the general public. Volunteers will answer more than 2,000 calls during the program. Questions cover all areas of the law and from year-to-year questions reflect what is going on in the world. This year, volunteers expect an increased number of real property, bankruptcy and employment law questions. During the program, KDKA-TV reporter Yvonne Zanos will conduct live interviews with bar executives and bar committee chairs.

Beaver

Members of the Beaver County Bar Association, along with their families, spent hours in frigid temperatures in December to collect for the Salvation Army’s annual Red Kettle campaign. These efforts yielded more than \$1,200 toward the campaign’s \$50,000 total.

The Charitable Fundraising and Giving Committee of the Beaver County Bar Association donated \$2,000 to One to One: Citizen Advocacy, Inc. at the December membership meeting. One to One was selected as the Committee’s 2008 Christmas Project because of its work in the community establishing advocates for persons with disabilities.

The Beaver County Bar Association sponsored the 2009 Mock Trial Competition during February. More than 90 bar members, including six common pleas judges, volunteered their time to coordinate, plan, advise and participate as jurors. Students from seven Beaver County schools were given the opportunity to argue their cases before a panel of volunteer jurors. The 2009 county finalists were from New Brighton High School and Beaver High School. Beaver advanced to the District playoffs in Lawrence County, where they defeated Butler High School to move on

to the Regional competition in Butler County. In addition, the Beaver County Bar Association received applications from 10 students for its inaugural Mock Trial scholarship, which will be presented during Law Day Ceremonies on May 1.

The Young Lawyers Division of the Beaver County Bar Association hosted its first Mix and Meet Luncheon at the bar association building. This luncheon provided an opportunity for young lawyers and experienced members of the bar to meet and have open conversation in an informal setting.

Berks

The Berks County Bar Association is holding talks for parents to understand cyber-bullying and Internet safety. Programs for middle and high school students are also planned.

Bradford

At its annual meeting, the Bradford County Bar Association presented its David and Carol Keeffe awards to attorney and U.S. Air Force (Ret.) Marshall Dawsey, and Henry Farley, respectively.

Bucks

The Bucks County Bar Association has joined with other organizations to create a county mortgage foreclosure diversionary program to mandate mediation between lenders and residents at the start of a foreclosure process. When foreclosure notices are sent to residents, notices will include a telephone number for Legal Aid of Southeastern Pennsylvania. If a caller does not meet Legal Aid’s income eligibility guidelines, the caller will be referred to court administration where a staff person will schedule a mediation session with the resident, lender and a volunteer attorney. The bar association is also donating office space for the program.

The Bucks County division of Legal Aid of Southeastern Pennsylvania, which also serves clients in Montgomery, Chester and Delaware counties, is seeing

increased demand for its services, but is also facing a \$150,000 budget shortfall this year. The Bucks County Bar Association has launched a 30-day program to help raise money for Legal Aid. The bar association will match every dollar donated to the association’s foundation, up to \$5,000.

The Charitable Foundation of the Bucks County Bar Association helped sponsor a women’s suit drive and provided a donation location for Dress for Success. Dress for Success helps disadvantaged women by providing professional work attire, and a network of support and tools to assist in career development.

The Bucks County Bar Association presented Richard Coe, executive director of Kids Voting, with its William H. Eastburn III award, honoring a county resident who makes significant contributions to the county’s justice system. Coe oversaw expansion of the Kids Voting civics project to all 13 school districts in the county.

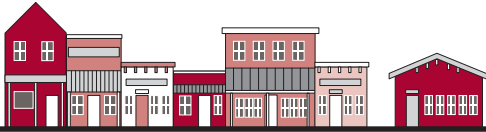
Chester

The Chester County Bar Association held a luncheon to educate members on ways to conserve energy and resources in the office environment. They also scheduled an annual Earth Day computer recycling event where members can drop off old computers, printers, etc. to be recycled. A \$50 fee is charged to clean out hard drives, with those funds going the Chester County Bar Foundation.

The Chester County Bar Association will sponsor a blood drive in April. Members will be asked to take less than one hour from their schedules to donate a pint of blood.

Dauphin

The Dauphin County Bar Association held its annual membership meeting at the National Civil War Museum in Harrisburg. The meeting featured the election of officers, admission of new members and



On the *Local Scene...*

presentation of the Pro Bono Lawyer of the Year Award to Amy Clement Foerster. The Young Lawyers Section presented the Angelo Skarlatos Award to Jonathan W. Kunkel for his support to the section, and the Equal Professional Opportunity Committee presented the Hon. Clarence C. Morrison Award to McNees Wallace & Nurick L.L.C.

The Dauphin County Bar Association Memorial & Outreach Committee coordinated a memorial service in the Dauphin County Courthouse to honor Heath L. Allen, Robert A. Enders, James W. Evans, Donald R. Waisel and Jacqueline M. Welby, all of whom had died over the past year.

The Dauphin County Bar Foundation sponsored a reception in honor of the 508 Pro Bono Program participants in 2008. This event, coordinated by Sandy Ballard, the DCBA public service coordinator, was also attended by federal, state and county judges and officials. Participants received a recognition gift and will have their names inscribed on the Bar Association Pro Bono Honor Roll throughout 2009.

Delaware

The Hon. Paul R. Sand President's Award was presented by outgoing president Robert M. Firkser at the Delaware County Bar Association's annual dinner. The award is presented annually to a worthy recipient in grateful appreciation for efforts in fostering interest and respect for the law, in general, and the Delaware County Bar Association in particular.

Erie

The Erie County Bar Association was awarded the National Association for the Education of Homeless Children and Youth's 2008 Distinguished Service and Leadership Award for contributing to the educational needs of approximately 1,450 homeless students in the Erie area. The association's "Attorneys and Kids Together" program supplies backpacks, books, school uniforms, computers and

mentoring to homeless students. Volunteers help mentees establish goals and teach them life skills, such as appropriate dress and taking pride in their appearance and their studies.

Franklin

The Franklin County Bar Association hosted a reception to honor Douglas Herman, the county's new president judge. More than 100 bar members, court employees and others attended Herman's swearing-in ceremony prior to the reception. He is the county's 15th president judge.

The Franklin County Bar Association held its Second Annual Pro Bono Recognition Luncheon. The event was created in 2008 as an extra way to thank attorneys who volunteer for one of the three legal aid organizations in the county. Members of the bench of the Court of Common Pleas attended and expressed their thanks to those who volunteered. Sixty attorneys signed up to offer pro bono services last year.

The first time was the charm for the Franklin County Bar Association Young Lawyers Division's entry into a local chili cooking contest. The YLD entered the Sixth Annual Chili Cook-Off at IceFest, held in downtown Chambersburg each January, and came away the winner in two categories — the Amateur Division, as chosen by a panel of judges, and the People's Choice, as chosen by the hundreds of IceFest visitors who sampled the nearly 20 entries.

Thirteen former presidents of the Franklin County Bar Association attended the Fourth Annual Past Presidents' Luncheon, hosted by the current officers. The group discussed a number of the bar's current programs and projects, as well as issues facing the legal profession on the state and national levels.

Lackawanna

The Lackawanna Bar Association honored attorney Terrence J. McDonald for this dedication to the Lackawanna County Court during the association's recent membership meeting.

Lancaster

The Lancaster Bar Association Foundation has raised \$180,000 to fund a three-year custody attorney position at Mid-Penn Legal Services.

Montgomery

This year, the Montgomery Bar Association is celebrating 125 years of service to the profession and the community.

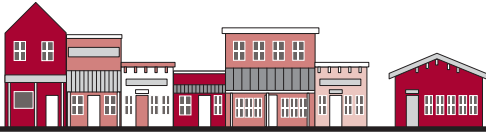


Colorful street banners are prominently displayed on lampposts throughout downtown Norristown's newly revitalized courthouse, shopping and business district. A series of video montages were produced as a backdrop to board meetings, receptions and major events held throughout the year. Finishing touches are also underway for a keepsake photo essay book that will be offered for sale in the spring, while a museum curio featuring some of the oldest MBA treasures is currently on display in the bar building's lobby. This year-long tribute will feature other highlights as well, most notably a visual account of the 10 most-cited cases in Montgomery County and a greatly enhanced Law Day celebration.

Members of the Montgomery Bar Association donated and presented gift cards, calling cards, toys and funds worth more than \$20,000 to the USO at the Naval Station at Willow Grove, as part of a "Holidays for Heroes" project to help locally-based troops and their families.

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the county line



On the *Local Scene...*

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Monroe

The Monroe County Bar Association is a co-sponsor for the High School Juried Art Exhibition 2009.

Northampton

The YLD of Northampton County held a joint bowling event in February with members in Lehigh County. Both YLD chairs plan to continue holding joint events two or three times a year.

The Northampton County Bar Association recently wrapped up the Zone 2 Mock Trial program. The program has returned to the county after a long absence due to courthouse renovations.

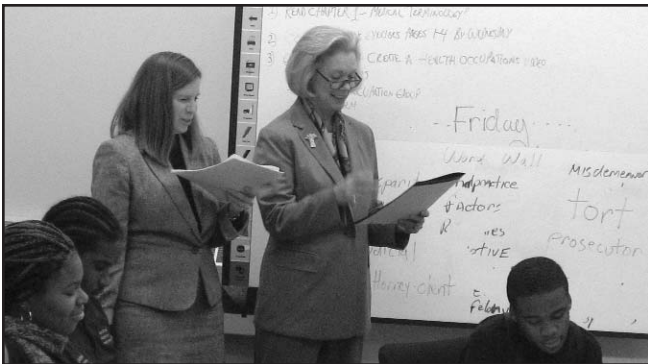
of activities. A six-week People's Law School program will be held on Tuesdays starting March 31. Two Classic Law Film Series screenings will be held: "Young Mr. Lincoln" and "A Civil Action." Attorneys will speak in schools about Law Day topics, "I Signed the Constitution!" and "Stepping Out for H.S. Seniors" programs. A Liberty Bell Banquet will be held May 1 to celebrate the Washington County Bar Foundation's 20th anniversary and will feature Jan Schlichtmann, whose story of fighting corporate giants in a toxic waste suit gained fame in the best-selling book and movie "A Civil Action." Also on May 1, the Liberty Bell Award will be presented to Pa. State Sen. J. Barry Stout. A public Law Day Celebration on May 8 will feature a visit by Abraham Lincoln (as portrayed by Jim Getty), awards to Law Day contest

and Citizenship Project winners, and a local court admission ceremony.

Orientation for 39 new York County Bar Association members was held in December. Special events began with the introduction of the new members during the association's annual meeting held at the Yorktowne Hotel, followed by the orientation program held at the bar center. From there, the new admittees toured the York County Judicial Center, ending at the ceremonial courtroom where they were formally introduced to the Bench and the Bar. New members and their guests were then welcomed by current YCBA members at a reception back at the bar center.

A survey was sent to all YCBA members soliciting information about their community, charitable and pro bono activities. The details, supplemented with information about programs and committee activities of the association and the York County Bar Foundation, were included in an eight-page "2008 Annual Report to the Community." The goals of the report were to educate the community about the important role of the association and foundation, to promote a positive image of lawyers and to serve as a platform to seek community support for future charitable initiatives.

Steve McKonly, 2009 YCBA president, hosted the association's annual dinner, where members were recognized for their outstanding accomplishments. One of the highlights of the evening was honoring attorneys who have been YCBA members for 50 years. Also recognized were endowment fund donors, pro bono award recipients, custody workshop participants, providers of low bono legal services, Young Lawyer leaders, the Jane M. Alexander Awardee and the winners of a weekend get-away drawing, as well as outgoing association and foundation presidents and board members. ■



(standing, on right) Third Circuit Court of Appeals Judge and Pa. First Lady Marjorie O. Rendell teaches a class on the history of law at Paul Robeson High School in Philadelphia.

Wilkes-Barre/ Luzerne

The Wilkes-Barre Law and Library Association/Luzerne County Bar Association admitted 11 attorneys in a ceremony at the courthouse. The association also presented attorney Allan M. Kluger with its president's award, honoring a member who has consistently demonstrated exemplary service and leadership.

York

The York County Bar Association held an in-town Bench-Bar Conference attended by 183 attorneys and judges. The Professionalism Committee presented vignettes that were applicable to all areas of practice, followed by a general session entitled "Bench Meets Bar." After a buffet luncheon, two breakout sessions were scheduled, with four topics to choose from in each session. A presentation in each session was made by Ellen Freedman, PBA law practice management coordinator.

Philadelphia

The Philadelphia Bar Association is sponsoring the Advancing Civics Education (ACE) initiative in Philadelphia schools, with more than 200 lawyers and judges regularly visiting more than 30 ninth-grade classes. Pennsylvania Bar Association Pro Bono Coordinator David Trevaskis is the team leader for Judge Rendell's Robeson team and he and PBA Education and Special Projects Coordinator Susan Etter helped design the curriculum.

Washington

The Washington County Bar Association has stretched Law Day into an entire season

Courses from the PBI

Dates, times and locations are subject to change. Contact PBI's Customer Service Department for more information at (800) 932-4637, (800) 247-4724 or (717) 796-0804 or visit their Web site at www.pbi.org.

PENNSYLVANIA BAR INSTITUTE
Continuing Education Arm of the Pennsylvania Bar Association
BRINGING EXCELLENCE TO CLE

Advising Troubled Companies

Simulcast – April 15: Chambersburg, Erie, Greensburg, Stroudsburg, Wilkes-Barre

1 p.m. to 4:15 p.m.; check-in and lunch at 12:30 p.m.; 3 substantive CLE credits

Judge Bernstein and Larry Bendesky Present — The Stress and Success of Cross Examination

April 17: State College; April 28: Allentown

Morning: 9 a.m. to 12:15 p.m.; check-in 8:30 a.m.; 3 substantive CLE credits; Afternoon: 1:15 p.m. to 4:30 p.m.; check-in at 12:45 p.m.; 3 substantive CLE credits

Equine Law

April 22: West Chester

9 a.m. to 12:15 p.m.; check-in at 8:30 a.m.; 3 substantive CLE credits

E-mail Management & E-Discovery

Simulcast – April 22: Greensburg, New Castle

12:30 p.m. to 3:45 p.m.; check-in and lunch at noon; 3 substantive CLE credits

12th Annual Federal Securities Law Forum

Simulcast – April 27: Erie, Greensburg, Mechanicsburg, Pittsburgh

Morning Session: 8:30 a.m. to noon; check-in at 8 a.m.; Afternoon Session: 1:15 p.m. to 4:30 p.m.; check in at 12:45 p.m.; 5 substantive/1 ethics CLE credits. Must attend entire program to receive ethics credit.

Loan Documentation

Simulcast – April 29: Doylestown, Easton, Norristown, Pittsburgh, Stroudsburg, West Chester

8:30 a.m. to 3:30 p.m.; check-in at 8 a.m.; 6 substantive CLE credits

Understanding the Basics of Elder Law

April 27: Norristown; April 29: Wilkes-Barre

8:30 a.m. to 3:30 p.m.; check-in at 8 a.m.; 5 substantive/1 ethics CLE credits. Must attend entire program to receive ethics credit.

Municipal Law Colloquium 2009

May 8 & 9, 2009: Hershey

Friday: 8:30 a.m. to 5 p.m.; Saturday: 8:30 a.m. to noon; Check-in both days at 8 a.m. 9 CLE credits. Workshop choices will determine whether credits are in substantive law, practice and procedure or ethics, professionalism or substance abuse.

Use of Trusts in Estate Planning

Simulcast – May 14: Chambersburg, Erie, Greensburg, New Castle, Stroudsburg, York

Simulcast – May 14: PM only - Easton May 21: Allentown

Morning Session: Using Trusts in Basic Estate Planning Practice: Primary Techniques and Tax Considerations

8:30 a.m. to 12:45 p.m.; check-in at 8 a.m., 4 substantive CLE credits

Afternoon Session: Sophisticated Estate Planning Techniques: Using Trusts for the High Net Worth Client

1:30 p.m. to 4:45 p.m.; check in and lunch at 1 p.m.; 3 substantive CLE credits

Consumer Debt Litigation

Simulcast – June 4: Doylestown, Erie, Greensburg, Mechanicsburg, Washington

9 a.m. to 12:15 a.m.; check-in at 8:30 a.m.; 2 substantive/1 ethics CLE credits. Must attend entire program to receive ethics credit.

Advocacy for the Ages: Persuading the Generations

Simulcast – June 19: Chambersburg, Doylestown, Erie, Mechanicsburg, New Castle, Norristown, Stroudsburg, West Chester, Wilkes-Barre

8:30 a.m. to 3:30 p.m.; check-in at 8 a.m.; 6 substantive CLE credits

General Practitioners' Update 2009

Simulcast – June 24: Allentown, Beaver, Bellefonte, Chambersburg, Doylestown, Easton, Greensburg, Hollidaysburg, Indiana, Johnstown, Lewisburg, Mansfield, Mechanicsburg, Mill Hall, Montrose, New Castle, Reading, Scranton, Stroudsburg, Uniontown, Villanova, Warren, Waynesburg, West Decatur, Wilkes-Barre, Williamsport, York

8:30 a.m. to 4:10 p.m.; check-in at 8 a.m.; 6.5 substantive/1 ethics CLE credits

Attracting Millennials to Association Membership

(Continued from Page 2)

direction and support — while honoring the Millennials' values regarding life and work balance, associations will prove their value to Millennials.

Millennials crave structure. They also crave recognition and praise. Remember, this generation was the first to receive trophies when they lost. Praise and recognition was a regular feature in their upbringing, and it continues to be important. Associations that succeed will build legitimate opportunities for recognition into association life. The opportunities will have to be available for the newest members as well as those who have paid their dues.

The Millennials are just entering the worlds of work and association life. It's hard to predict exactly how we need to adjust and change in order to attract and retain Millennial members in our associations. This article is a taste rather than an exhaustive look into the Millennials.

One thing is certain: we do have to adapt. Millennials will be a force that can make or break the success of our associations.

We all want opportunities to contribute meaningfully and to be recognized for our contributions

The things we do know don't seem so bad. After all, we all want to achieve work and life balance. Millennials just expect it sooner rather than later. We all want opportunities to contribute meaningfully and to be recognized for our contributions. When we look at what we have in common with Millennials rather than what we don't, chances are we can learn to like and value Millennials and the changes they bring with them. ■

Local Bar Associations Involved in Law-Related Education Efforts Statewide

(Continued from Page 5)

Stepping Out

For many years, the PBA has provided a publication called "Stepping Out." This resource is designed to help youth who are getting ready to step out on their own, either by graduating from high school, going to college or other post-secondary education, living on their own, getting a job, turning 18 or experiencing any of the many other new responsibilities that come with adulthood.

This program is an excellent way for local attorneys and judges to connect with young adults in a positive and proactive way to provide education and information that will help them be better citizens and members of the local community, and will let them know where to go for help when they need it.

The current edition of "Stepping Out" is available as a PDF document on the 2009 Law Day Web page ...

Many of you use the "Stepping Out" booklet as part of your Law Day program. The current edition of "Stepping Out" is available as a PDF document on the 2009 Law Day Web page, www.pabar.org/public/education/lawday/09ldlessonplanguide.asp, under "High School Lessons."

We would love to hear from those of you who use the "Stepping Out" booklet. The PBA is getting ready to re-examine the booklet and explore ways to improve it. We are considering everything including content, distribution, format, user needs, etc. Feedback from those who use it, and those who do not, is extremely important. Please contact me as soon as possible to let me know your thoughts and ideas and if you would like to be more involved with this project.



Susan Etter

It's Already Been One Year

Hard to believe it, but I joined the PBA staff one year ago. I am enjoying the work and meeting each of you, either in-person, by phone or through e-mails.

Please know that I am here to help you with any law-related education projects and am always interested in learning about what you are doing and if there are ways I can support or promote your efforts. Please contact me if there is anything I can do or if you want to share your LRE stories through the PBA. E-mail: susan.etter@pabar.org; or phone: 800-932-0311, Ext. 2256. ■

New Executive Directors in Butler and Lackawanna Counties

Janis Hackett is the new executive director at the Butler County Bar Association. Janis served seven years as the legal assistant to a partner in the firm of Dillon McCandless King Coulter Graham, L.L.P. In addition, Janis has 20 years of experience in graphic design and marketing as well as an extensive background in computers. Her education in graphic design and computer technology make her a well-rounded technology expert.

Commenting on her new role, Janis said, "During my career as a legal administrative assistant, I have had the rare privilege of working with men and women of extraordinary legal talent and a concern for our community. It is truly an honor for me to serve the members of the Butler County Bar Association."

Jason Morrison is the new executive director with the Lackawanna Bar Association. He will be responsible for overseeing a comprehensive effort focused on expanding and enhancing both internal and external relationships for the Lackawanna Bar Association.

Jason has extensive program management experience in the nonprofit environ-

ment. Most recently, he served as the director of stewardship and donor relations at the University of Scranton, where he was responsible for the strategic development of the donor relations office. Prior to joining the University of Scranton, Jason served as a consultant for the Catholic School Development Program, providing consulting services in the areas of marketing, fundraising, governance, enrollment management and finance to Catholic elementary schools. Previously, he was director of alumni relations at Scranton Preparatory School, where he also taught Spanish.

Jason is a graduate of Scranton Preparatory School and earned a bachelor's degree in business administration from Villanova University. He received his master's degree in business administration from St. Joseph's University in January 2008. He and his wife, Alicen Murphy Morrison, reside in Scranton. ■



Jason Morrison

PBA Avoidance of Legal Malpractice Seminars Scheduled

The PBA County Bar Services Department, the PBA Professional Liability Committee and USI Affinity, in cooperation with local bar associations, have scheduled more than 20 malpractice avoidance seminars for the spring.

Attendees will receive a five-percent discount on their PBA-endorsed malpractice insurance through USI Affinity and 1.5 hours of CLE ethics credit. All seminars are presented live and include a CD-ROM of the presentation material. Unless otherwise noted, register online at www.pabar.org/public/localbar/2009SpringALMS.pdf. If you have questions, please contact PBA County Bar Services at (800) 932-9311, Ext. 2297.

NORTHAMPTON

May 28 at 1:30 p.m.
Best Western, Rt 512 & Rt 22
Bethlehem
(610) 258-6333 Ext 5027

LANCASTER

May 14 at 12:30 p.m.
Lancaster Bar Association,
28 East Orange St, Lancaster
(717) 393-0737

DAUPHIN

August 7 at 11:30 a.m.
Dauphin County Bar Association,
213 North Front St, Harrisburg
(717) 232-7536

PERRY

April 22 at 10:00 a.m.
Perry County Court House,
Centre Square, New Bloomfield

CUMBERLAND

April 22 at 3:00 p.m.
Hotel Carlisle, 1700 Harrisburg Pike,
Carlisle

CHESTER

April 27 at 9:00 a.m.
Chester County Bar Association,
15 West Gay St, 2nd Fl,
West Chester

DELAWARE

April 27 at 3:00 p.m.
Delaware County Bar Association,
335 West Front St, Media

MONTGOMERY

April 28 at 9:00 a.m. & 1:00 p.m.
Blue Bell Country Club,
1800 Tournament Dr, Blue Bell

NORTHUMBERLAND

May 5 at 10:00 a.m.
Edison Hotel, 401 Market St, Sunbury

UNION/SNYDER

May 5 at 3:00 p.m.
Lewisburg Hotel, 136 Market St,
Lewisburg

LYCOMING

May 6 at 9:00 a.m.
The Ross Club, 201 West 4th St,
Williamsport

TIOGA

May 6 at 3:00 p.m.
Mansfield University, Memorial Hall,
Rm 211, Mansfield

BRADFORD

May 7 at 9:00 a.m.
Northern Tier Regional Planning
Commission,
312 Main St, Towanda

SUSQUEHANNA

May 7 at 3:00 p.m.
County Office Building, 31 Public Ave,
Montrose

SULLIVAN/WYOMING

May 8 at 9:00 a.m.
Shadowbrook Inn & Resort,
615 SR 6 East, Tunkhannock

ADAMS

May 13 at 10:00 a.m.
Best Western Gettysburg Hotel,
1 Lincoln Square, Gettysburg

FRANKLIN

May 13 at 3:00 p.m.
Chambersburg Country Club,
3646 Scotland Rd, Chambersburg

LEBANON

May 14 at 9:00 a.m.
Lebanon Country Club,
3375 West Oak St, Lebanon

WAYNE/PIKE

May 19 at 9:00 a.m.
The Settlers Inn, 4 Main Ave, Hawley

LACKAWANNA

May 19 at 3:00 p.m.
The Colonnade, 401 Jefferson Ave,
Scranton

LUZERNE

May 20 at 9:00 a.m.
The Westmoreland Club,
59 South Franklin St, Wilkes-Barre

COLUMBIA/MONTOUR

May 20 at 3:00 p.m.
Quality Inn, 15 Valley West Rd, Danville

CARBON

May 21 at 9:00 a.m.
Inn at Jim Thorpe, 24 Broadway,
Jim Thorpe

BUCKS

May 27 at 9:00 a.m.
Bucks County Bar Association,
135 East State St, Doylestown

LEHIGH

May 27 at 3:00 p.m.
The Bar Association of Lehigh County,
1114 West Walnut St, Allentown

**Please note that the fee
has been increased to \$30.**

Delaware County Bar Association Executive Director Elizabeth Price Honored for Legal Aid Work

Elizabeth (Betty) C. Price, executive director of the Delaware County Bar Association for the past 34 years, recently received the 2009 Pennsylvania Legal Aid Network (PLAN) Excellence Award. The award recognizes Betty's outstanding work on behalf of legal access, especially for low-income clients in southeastern Pennsylvania. Betty currently serves as the president of Legal Aid of Southeastern Pennsylvania (LASP), whose mission is to provide quality legal representation to low-income people and empower them to solve problems without legal representation, through legal education and increased access to the courts. She has been a member of boards of both LASP and Community Impact Legal Services since these programs were created in 2001. Betty played an integral role in the planning process that created these programs, including the successful merg-



Elizabeth C. Price

er of the legal aid programs in Bucks, Chester, Delaware and Montgomery Counties. She made certain that low-income clients in each county would have access to quality legal representation and helped to create the ideal program structure.

Betty spearheads the pro bono efforts of the Delaware County Bar Association and personally guided

the establishment of an arbitration fee allocation check-off for donations to LASP by working closely with the president judge and bar president in Delaware County. She is critical to legal aid's success in bench/bar relationships, fundraising and pro bono, as well as board and staff matters.

Betty was also one of the founding members of the Pennsylvania Association of Bar Executives (PABE) and its first president. She has also served as an officer of the National Association of Bar

Executives (NABE) where she chaired several committees.

She made certain that low-income clients in each county would have access to quality legal representation and helped to create the ideal program structure.

David Trevaskis, PBA pro bono coordinator said, "Betty Price is the grand dame of county bar executives in Pennsylvania and her leadership is seen in every area that impacts the lawyers of her bar. Yet nowhere does that leadership produce more good for the overall community than in her work supporting civil legal aid in Delaware County for which PLAN has honored her with its Excellence Award."

Excellence Award video tributes can be viewed online at www.palegalaid.net/awards.htm. ■

Nominations Sought for PBA 2009 Pro Bono, Judges and Civil Legal Aid Attorney of the Year Awards

Now is the time to nominate deserving attorneys and judges for the 22nd Annual Pro Bono Awards of the PBA Legal Services to the Public Committee. The committee also is seeking nominations for its 5th Annual Judges Award and the Civil Legal Aid Attorney of the Year Award. These awards are presented to a judge and a legal services lawyer in recognition of their exceptional contributions to improve civil legal aid in the commonwealth.

Nominees for the awards must meet the following criteria:

- The lawyer or judge practices in Pennsylvania.
- The lawyer, other than a Civil Legal Aid Attorney of the Year nominee, is not employed by an organization that has the provision of free legal services to the poor as its primary purpose.
- The lawyer or judge has provided direct delivery of legal services in civil matters to a client or client group that does not have the resources to employ compensated counsel or who has worked to facilitate such efforts by other lawyers.
- The lawyer or judge has made an outstanding contribution to the provision of legal services to the indigent without charge.
- The lawyer or judge has made such contributions primarily through organized pro bono programs, lawyer referral service no-fee panels and legal services programs, or has worked with such organizations to improve the delivery of legal services to the poor.
- The lawyer's or judge's efforts have resulted in the increased access to legal services for low-income people.

The 2009 awards will be presented at the PBA Annual Meeting on June 3, 2009, at the Hilton Pittsburgh. Nomination deadline is May 1, 2009.

This year's nomination form, which can be completed online, is located on the PBA Pro Bono Web pages at www.pabar.org/public/probono/awards.asp. Questions should be directed to PBA Pro Bono Coordinator David Keller Trevaskis by phone at 800-932-0311, Ext. 2236, or by e-mail to david.trevaskis@pabar.org. ■

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County Bar Recognition Awards Presented

The Pennsylvania Bar Association presented County Bar Recognition Awards during the 42nd Annual Seminar of the Conference of County Bar Leaders, Feb. 27 in State College. Twenty-seven local bar associations were honored this year for sponsoring projects that work to improve the legal profession, justice system and community. The awards, which are non-competitive in nature, are sponsored annually by the PBA.

"Pennsylvania lawyers deserve praise for investing their time and talents in projects and programs that improve communities and better the legal profession and our justice system," said PBA President C. Dale McClain. "It is our hope that the County Bar Recognition Awards will prompt even more legal professionals to take part in activities that make a difference in the lives of Pennsylvania residents."

The following local bar associations received awards for notable projects and programs:

Allegheny County Bar Association:
Televised "Legal Briefs" Segments

Beaver County Bar Association:
2008 Holiday Project and Salvation Army's Red Kettle Campaign

Berks County Bar Association:
Judicial Dinner and Holiday Benefit Luncheon

Bucks County Bar Association:
Pa. Commonwealth Court Session

Butler County Bar Association:
Locally-developed Continuing Legal Education

Centre County Bar Association:
Young Lawyers Division Community Projects and 2008 Bench-Bar Day

Chester County Bar Association:
Charles E. Swope Scholarship and Habitat for Humanity Day

Clearfield County Bar Association:
Legal Eagles 8 ("The Ocho")

Cumberland County Bar Association:
"You & The Law"

Dauphin County Bar Association:
Lawyers Fund for Client Security Pilot Program

Delaware County Bar Association:
Criminal Trial Practices Committee/ Subcommittee on Indigent Defense Program, Young Lawyers' Section Annual Christmas Party for Underprivileged Children and Alternative Dispute Resolution Committee — Voluntary Settlement Program

Erie County Bar Association:
Kid Konnection

Franklin County Bar Association:
Pro Bono Recognition Luncheon, Law Day and Support Staff Luncheon

Lackawanna Bar Association:
Hoban Lecture Series

Lancaster Bar Association:
Members' Lounge and Young Lawyer Section CLE/Happy Hours

Lawrence County Bar Association:
Limited Appearance Custody Conciliation Program

Lebanon County Bar Association:
Toys for Tots Pledge Drive and Adopt-a-Family

Lycoming Law Association:
Lawtoberfest, Law Day 2008 and Development of Fee Dispute Rules of Procedure and Guidelines

Monroe County Bar Association:
Mentoring Call List, Young Lawyers Division Food Drive and Bench Bar Conference

Montgomery Bar Association:
Young Lawyers Division's Participation in the Extreme Home Makeover, "Why Vote?" YouTube Video Contest and Diversity Meet and Greet Networking Event

Northampton County Bar Assn:
2008 Bench Bar Conference, Young Lawyers Division Mock Trial Scholarship and Introduction of the Practice of Law Seminar

Pike County Bar Association:
Christmas Party for Children with Disabilities, Community Outreach Program and Safe Haven Pro Bono Project

Schuylkill County Bar Association:
Sponsorship of "Electing a President" Series, Custody Clinics and Formation of Public Relations/Community Development Committee

Washington County Bar Association:
"The American Justice System: A Day in the Life of ..." Radio Show

Westmoreland Bar Association:
Community Education, "First Night" Event and Bench Bar Conference

Wilkes-Barre Law and Library Assn:
50th Anniversary of Law Day, Inclusive Membership Program and *Erie R. Co. v Tompkins* 70th Anniversary Multi-Bar Celebration

York County Bar Association:
Annual Report to the Community

**Meeting of the
Pennsylvania Association
of Bar Executives
(PABE)**

**Wednesday, June 3
2:30 - 4:00 p.m.
Hilton Pittsburgh;
Reception following**

*part of the
Pennsylvania Bar Association
2009 Annual Meeting*

Valuable PBA Member Benefits to Pass Along: “The Complete Lawyer” and Funding for Sign Language or CART Interpreters

In these tough economic times, association members want to be sure that their dues provide meaningful benefits. The PBA is pleased to announce a new member benefit in “The Complete Lawyer,” as well as remind you of another benefit that reimburses members for expenses they may incur in their provision of legal services to the public.

“The Complete Lawyer” is a Web site offering tools and insights on the best practices in professional development, quality-of-life and career issues that affect every lawyer and every law firm’s performance and profitability every day.

“The Complete Lawyer” is accessible via the PBA Web site, www.pabar.org. Watch the Web site for continuously updated links to “The Complete Lawyer,” providing fresh law-related discussion topics, articles and information.

The Complete Lawyer™

In addition, a reminder that PBA members who provide legal services to the deaf and hard of hearing may now apply to receive up to \$100 toward the cost of employing a sign language or CART interpreter. Applications can be found at www.pabar.org/public/committees/disabili/Sign%20Lang.pdf.

For more information regarding the reimbursement program, contact PBA Committee Relations Coordinator Louann Bell at 800-932-0311, Ext. 2276, or louann.bell@pabar.org. ■

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2009 PBA Unit County Payment Schedule

November 2008 — First dues billing sent to unit county bar associations.

January 1, 2009 - March 31, 2009 — All unit county dues received within this timeframe qualify for a 10-percent discount.

March 2009 — Follow-up dues billing sent to unit county bar associations.

April 1, 2009 - June 30, 2009 — All unit county dues received within this timeframe qualify for a 6-percent discount.

June 2009 — Third dues billing sent to unit county bar associations.

July 31, 2009 — Any unit county members whose dues are not paid are dropped from PBA membership.

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