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# 2016 Section Leaders Conference

## The Value of Belonging

**Thursday, May 12, 2016** 9:00 a.m. – 4:00 p.m.

**Harvard Club** 27 West 44th Street, New York, NY

**Hosted by President-Elect Claire P. Gutekunst**



# The Value of Belonging

9:00 a.m. – 9:20 a.m.

## Introductions and Welcome

### Overview and Update on NYSBA Membership

**Claire P. Gutekunst, Esq.**, President-Elect

9:20 a.m. – 10:05 a.m.

### Mind the Gap: Working Together across the Generations

We have all heard about generational differences and the stereotypes that accompany them. Millennials aren't joiners. Gen X is a bunch of slackers. Boomers are technologically challenged. And, Gen Z never leave their screens long enough for a face-to-face conversation. Our keynote speaker, Lauren Rikleen, is a noted authority on generational issues and is the author of the critically acclaimed *You Raised Us—Now Work with Us: Millennials, Career Success, and Building Strong Workplace Teams*. Lauren will explore generational differences and share ideas for leading multiple generations in your practice, our bar association, and in our other volunteer pursuits. She also will explore how bar association membership resonates with different generations of lawyers.

**Lauren Stiller Rikleen, Esq.**, President  
Rikleen Institute for Strategic Leadership, Wayland, MA

10:05 a.m. – 10:50 a.m.

### All Members Value Knowledge, Connections and Impact: NYSBA Talks

During these fast-paced, focused presentations you'll learn about one Section's success in connecting to the current generation of law students, why diversity matters in building your outreach efforts and leadership team, creating community and connections within your Section, developing opportunities for engagement, and making the best use of virtual online communities. After each pair of talks there will be an opportunity to discuss the topics with your colleagues.

Introductions and Moderator: **Ellen G. Makofsky, Esq.**, Secretary, and Chair, Membership Subcommittee on Sections, and Past Chair, Elder Law and Special Needs Section, Makofsky & Associates, P.C., Garden City, NY

### Talk One: Pathway to the Profession: Get 'em While They Are Young

**Sherry Levin Wallach, Esq.**, Chair, Membership Committee, and Chair, Criminal Justice Section  
Wallach & Rendo LLP, Mt. Kisco, NY

**Eugene M. Frenkel (2L)**

Benjamin N. Cardozo School of Law – Yeshiva University  
Brooklyn, NY

### Talk Two: Diversity and Inclusion for Leadership and Outreach

**Paula T. Edgar, Esq.**, Member, NYSBA Committee on Diversity and Inclusion, Principal, PGE, LLC, Brooklyn, NY

### Roundtable Discussions

Each table is assigned a facilitator and a recorder. Discussion questions will be available at each of the tables.

10:50 a.m. – 11:00 a.m.

### Break

11:00 a.m. – 11:40 a.m.

### Talk Three: Engaging Volunteers: Beyond the Committee

**Karen L.I. Gallinari, Esq.**, Membership Co-Chair, Health Law Section, NYC Health + Hospitals, New York, NY

### Talk Four: Creating a Virtual Online Community Within Your Section

**Sarah E. Gold, Esq.**, Chair-Elect, Business Law Section, and Former Chair, Young Lawyers Section  
Gold Law Firm, Albany, NY

**Brandon J. Vogel**, Social Media & Web Content Manager, NYSBA, Albany, NY

### Return to roundtable discussions.

11:40 a.m. – 12:20 p.m.

### Members Value Meaningful Engagement Through Collaboration, Community Outreach and Connections

There are many ways for Sections to provide members with experiences that are meaningful both personally and professionally. The more we can touch our members with something that matters to them, the more likely they are to find value in their membership. This knowledgeable panel of leaders will highlight how collaboration, public service, pro bono, and local outreach activities can pay big dividends. They will share successful programs and what they've learned along the way about serving not only members but also the community and the profession. Examples from across the spectrum of NYSBA Section activities will be shared as well.

Moderator: **Elissa D. Hecker, Esq.**, Past Chair and Newsletter Editor, Entertainment, Arts & Sports Law Section, Law Offices of Elissa D. Hecker, Irvington, NY

**Mirna M. Santiago**, Immediate Past Chair, TICL Section, and Member, NYSBA Membership Committee  
White Fleischer & Fino, LLP, White Plains, NY

**Tara Anne Pleat, Esq.**, Treasurer, Elder Law and Special Needs Section, and District Delegate, Trusts & Estates Law Section, Wilcenski & Pleat PLLP, Clifton Park, NY

**John P. Christopher, Esq.**, Treasurer, Young Lawyers Section and YLS Liaison, Real Property Law Section  
Sahn Ward Coschignano, PLLC, Glen Head, NY

12:20 p.m. – 12:45 p.m.

### **Members Value Effective, Engaging Communication: 19 Best Practices in Marketing in 25 Minutes**

There are 108.7 billion business emails sent and received per day. The average American receives 126 emails and spends 11.4 hours a day staring at a screen. Is it any wonder that getting members' attention about our latest program or legislative report can be a challenge? In this lightning round presentation you'll get marketing tips from a pro.

**Grazia A. Yaeger**, Director of Marketing, NYSBA, Albany, NY

12:45 p.m. – 1:25 p.m.

### **Buffet Lunch**

### **What You Need To Know about the Section Delegates Caucus and Why It Matters**

**Andre R. Jaglom, Esq.**, Chair, Section Delegates Caucus, and Past Chair, International Section, Tannenbaum Helpern Syracuse & Hirschtritt LLP, New York, NY

*Participants will switch tables and sit with others from your Section during the afternoon session. Please check your name badge for your afternoon table assignments.*

1:25 p.m. – 1:35 p.m.

### **And Now for a Word About Budgets**

1:35 p.m. – 2:15 p.m.

### **Members Value Advocacy**

One of the ways that Sections best serve the interests of their members and the profession is through policymaking and legislative advocacy efforts. This session will focus on ensuring that those matters that are important to your members progress from a good idea to policies of the Association and why that matters. From policymaking, we'll move to look at effective legislative and regulatory advocacy while complying with the lobbying rules to ensure maximum impact while working with the NYSBA.

Moderator: **Ronald F. Kennedy, Esq.**, Director, Governmental Relations Department, NYSBA, Albany, NY

**Michael A. de Freitas, Esq.**, Incoming Chair, Legislative Affairs Committee, Business Law Section, William C. Moran and Associates, PC, Williamsville, NY

**Sharon Stern Gerstman, Esq.**, Treasurer and President-Elect Designee, Magavern Magavern Grimm LLP, Buffalo, NY

2:15 p.m. – 2:25 p.m.

### **Revolutionizing Members' Practices: LawHUB<sup>SM</sup>**

**David L. Adkins**, Chief Technology Officer, NYSBA, Albany, NY

2:25 p.m. – 2:45 p.m.

### **Helping Non-Members Discover What They Are Missing**

What works and what doesn't when bringing new members into the fold? This session will focus on best practices in member recruitment based on experience. This lightning round presentation will help you focus your Section's efforts for the coming year.

**Ross J. Kartez, Esq.**, Membership Co-Chair, International Section, and Chair, New Lawyer and Law Student Committee, Dispute Resolution Section  
Lazare, Potter & Giacovas LLP, New York, NY

2:45 p.m. – 3:30 p.m.

### **Members Value Vision and Planning: Putting It Together**

After all of the good ideas that you have heard today, now is your opportunity to reflect on what you and the fellow leaders of your Section want to accomplish in the coming year. How will you engage your members? Are there tweaks to existing programs that will help to increase participation? What is your membership value proposition? Are there policy studies or reports worth pursuing? Worksheets will be distributed at each table.

Introduced and Moderated by **Claire P. Gutekunst, Esq.**, President-Elect

3:30 p.m. – 4:00 p.m.

### **Wrap-up and Raffle**

### **Stay for a preview of the 2016 Membership Challenge and the chance to win an Amazon Fire.**

**Thomas J. Maroney, Esq.**, Vice-Chair, NYSBA Committee on Membership, and Former Chair, TICL Section  
Maroney O'Connor LLP, New York, NY

**Claire P. Gutekunst, Esq.**, President-Elect



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