



From Strategic Vision to Implementation

By Joy Eckwood, WSBA Section Leaders Liaison

The role and responsibilities of leadership have been accepted with outstretched arms. The executive committee has great ideas that it would like to see implemented for the section. The leadership has worked to define the vision and direction of the section. The executive committee is fully staffed; all positions are filled with people who have both the time and desire to carry out the duties of their positions. The goals of growing the section and establishing a viable presence in the legal community is just around the corner.

Suddenly, there are questions that need to be answered. Questions like: What are we going to do first? Who has responsibility for what? Can you please explain what we need to do to reach the goal of x,y,z? How will we keep our expenses under control? Will this generate revenue for the section? What are the member benefits?

As you ponder the questions put forth, you realize that what the section needs is a strategic vision (a way to conduct business which includes growth, depth and sustainability). A well-staffed executive committee will provide the input and energy required to develop a work plan. You breathe a sigh of relief as you realize that this team will help ensure that the work plan is connected to resources in the form of time, people and money.

The opportunity to share leadership elicits a smile of satisfaction as you remember the incredible skill set of the leadership team. The team has a wide range of knowledge and experience beneficial to creating a realistic and effective succession plan. This also provides the section with both short- and long- term goals towards sustainability and the implementation of innovative ideas and projects.

All that's left is creating the tangible yet flexible road map on how to reach the goal of section growth visibility. You prepare for your next executive committee meeting by reviewing the work plan created during the teams last meeting and realize that the next step is assigning individuals to tasks and presenting a variety of team accountability methods to choose from. At the top of the agenda are the guiding principles selected by the committee during a brainstorming session. Once you complete the agenda you feel well prepared for the meeting and realize there is nowhere to go but forward.

"How often do we develop vision and mission statements that do not result in a change in anyone's behavior. Vision should result in a set of values and principles, that enable all people in the organization to act independently, towards the achievement of the vision. Unless something changes as a result of the vision, the vision is meaningless. Moving from vision to action can only happen, if it results in a change in behavior, either your doing different things or doing things differently. To ensure that behavior change in ways that achieve the vision, a vision must be supported by a set of 'rules' or principles to guide the journey." George Ambler

Webcasting Your Next Event

By Paris Seabrook, WSBA Section Leaders Liaison

Several sections have begun to utilize the webcasting technology available in the WSBA conference rooms. This technology provides sections an additional way to reach members from all across the state. While streaming your event is a great way to connect with section members, it is important to understand that hosting an event or executive committee online is a different and more precise process which involves the support and participation of the section from start to finish.



There are three main ways to utilize LifeSize®¹:

1. Streaming with participation: the in-house presentation streams to a remote audience. Remote audience members can participate through phone or email.
2. Streaming without participation: the in-house presentation streams only to a remote audience.
3. Web conferencing: the in-house meeting participants can see and hear the remote participants (maximum of three) allowing for easy two-way communication.

Knowing these options, it's important to take into account the type of event you're hosting and the type of streaming interface that would be best. When hosting an 'online' event it is important to understand the following:

- Please comply with the timelines set forth by your liaison. These timelines are designed to make your presentation run smoothly and effectively.
- The facilitator of the event should engage the remote participants as much as possible.
- Event materials should be provided to the liaison (or other executive committee members) ahead of time to allow us to forward the information to remote participants.
- Any event held at the WSBA offices may not be a CLE-credited learning opportunity.

We hope you consider using this technology for your upcoming event. If you have any questions about the information above, please contact your liaison.

WSBA's New Lawyer Education and Section Expertise

By Mikaron Fortier, WSBA New Lawyer Education Program Development Specialist

New Lawyer Education (NLE) is a program sponsored by the WSBA to provide low-cost education to new lawyers in their first four years of practice. NLE is currently planning programs to deliver by the end of this fiscal year (September 30, 2012), which will include existing half-day seminars delivered earlier in 2011 as well as several new topics under active design. A portion of the NLE programming for 2012 will align with the WSBA's public-service commitment to prepare new lawyers engaging in pro bono and Moderate Means services.

NLE programming provides sections a forum for contributing to new lawyer success and retention in the profession, a venue for showcasing great leaders and teachers, and an opportunity to stimulate section membership.

According to the 2007 Carnegie Report on Educating Lawyers, new lawyer skills development should "encourage students to shift their focus between doctrine and practical experience not once but several

¹ Lifesize Multipoint Extension is a program used by WSBA for all web conferencing. It is not used by WSBA-CLE.

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times, so as to gradually develop more competence in each area while making more linkages between them."

NLE programming hinges on sound learning objectives. It relies on faculty who are willing to take the "guide on the side" approach, in addition to being a great "sage on the stage." These skills-building programs depend on the contributions of substantive expertise coupled with instructional design methodology.

As a section member, you are uniquely equipped to assist in the development of NLE programs. To get involved, you might consider assuming the role of a section substantive expert (SE), which could involve collecting and sharing content ideas, participating in a program development team, or making recommendations on faculty. As a member of a program development team you would contribute to the identification of learning objectives, review of a content outline, and the design of exercises or interaction between faculty and attendees.

If you're interested in partnering on the development of an NLE, you are encouraged to request a meeting with NLE Program Development Specialist Mikaron Fortier via email, mikaron@wsba.org, or phone, 206-727-8271.

Reminder: The membership year ended on September 30, 2011. If you have not already done so, please renew your section memberships for the 2011-2012 membership year.

Best Practices: Executive Committee Structure

By Joy Eckwood, WSBA Section Leaders Liaison

In an effort to reduce the probability that a section would be faced with viability issues, the sections team recommends the following Executive Committee structure:

- Co-chairs (terms are staggered with specific areas of responsibility allowing for dual leadership)
- Chair-elect
- Secretary
- Treasurer
- CLE committee co-chairs (responsible for recruiting program chairs for the CLEs)
- Legislative Committee co-chairs (responsible for reviewing bills selected by the Executive Committee)
- Publications and Website co-chairs (responsible for maintaining consistent messaging of section activities)
- Nominating Committee co-chairs (responsible for leading the recruitment efforts of new Executive Committee members)

We recommend co-chairing positions whenever possible to reduce the impact of family, personal or professional circumstances, which might require an individual to resign his or her position before the term expires. This method increases the likelihood of the section being able to fulfill its obligations and promises to section members. It also allows co-chairs the relief of sharing responsibility when a case goes longer than expected or some other work-related issue crops up. The positions recommended should be considered a base line. Ultimately, our goal is simply to continue to provide all sections with information gleaned from the larger perspective.

Leadership Development

By Paris Seabrook, WSBA Section Leaders Liaison

Loyalty

Extra mile

Accountability

Dedication

Enthusiasm

Respect

Support

Honesty

Inspiring confidence

Passion

**Happy Holidays
from the
Sections Team!**



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SectionLand

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How to Maximize the Use of the Lawyer Directory:

Melina Lambuth, Sections Administrative Assistant

Often, we are asked if there is a way to conduct a WSBA section-member search. Although we are unable to provide such a tool at the moment, the Lawyer Directory is a great option to clients and colleagues alike. You can perform searches by practice area, city, zip code, as well as WSBA committee membership and language capabilities.

Another great benefit to the Lawyer Directory is the ability to pull up similar sounding names. Sometimes a name gets lost in translation, thereby rendering the attorney difficult to contact. This tool brings up a larger pool of names, and you can narrow it down from there.

The Lawyer Directory also provides a great resource for potential clients. Many do not know where to begin in the search for an attorney, and this resource allows them to find local professionals who practice in their area of need.

The Lawyer Directory is most efficient when it has plenty of information to draw from. Therefore, we encourage you to provide full information in your mywsba profile, so you will be easier to find by both colleagues and potential clients.

Upcoming BOG Meetings

- **December 9-10**
Hotel Bellwhether,
Bellingham
- **January 26-27**
Phoenix Inn Suites,
Olympia
- **March 9-10**
Marcus Whitman
Hotel,
Walla Walla