

State Bar of Michigan | 2017–2018

Article VIII §1, Bylaws of the State Bar of Michigan

Every Section and State Bar entity so directed by the Board of Commissioners or Representative Assembly shall annually make a written report containing a summary of its activities during the association year which shall be submitted to the Secretary on or before May 31. Annual reports may not exceed five 8 1/2" x 11" pages unless a waiver of this limitation is approved by the Executive Director.

Antitrust, Franchising & Trade Regulation Section

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Term Ending: 2019

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P39710 Moses J. Shrikian, Madison Heights

Commissioner Liaison

P73846 Kara Rachel Hart-Negrich, Lansing

**STATE BAR OF MICHIGAN
SECTION ANNUAL REPORT**

Legislative issues:

No pending legislative issues.

Recommendations for next Council:

See Addendum 2.

Other Information:

Reports must be submitted before May 31, 2018 to:

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Reset Form

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Addendum #1: Franchise Law & Practice: Modernizing the Franchise Relationship

On October 6, 2017, the Antitrust, Franchising & Trade Regulation Section of the State Bar of Michigan put on a three hour event for franchise practitioners. During the first hour, Dean Heyl, the International Franchise Association's vice president of government affairs, provided an update on federal and state legislation and court decisions impacting franchising. In the second hour, Peter Lagarias, a well-known franchising author, practitioner, and professor often representing franchisees, discussed contemporary enforcement of franchise agreement provisions impacting the franchise relationship. Finally, in the third hour, a panel of franchisor and franchisee representatives discussed the best practices in daily franchise operations. This event was highly informative and provided excellent information to all who attended.

Addendum #2: Future Goals and Activities

In January 2018, the Antitrust, Franchising & Trade Regulation Section sent around a survey to its membership, designed to better understand what our members wanted, and how we could create value for our members. The response rate was higher than expected, and a great deal of valuable information was given to the Council. From that survey, it became clear that our members want more in-person activities, especially of the educational variety, but with about 50% of respondents also indicating an interest in social and/or networking opportunities that the Section could provide.

We are currently working on several fronts to drive member engagement. First, we are working to create semi-regular lunch meetings for franchise practitioners, building off an existing group of members. Second, we are working to plan and execute on our new flagship event called the Fall Forum. We would like to hold this event annually, to create an expectation amongst members that it will be on the calendar every year, and to keep an eye out for it. This event will have presentations both for franchise and antitrust practitioners, so all Section members will find great value in attending. Third, we are looking into possible social events that members might enjoy to be able to network with other members, including, for example, the possibility of attending a minor league baseball game as a summertime event.

While creating the events is a start, we also need to do a better job of communicating with our members. We have started to re-design the Section's LinkedIn page, which up until now had been a private group that was difficult to find, and had not been active in years. Engaging members through LinkedIn will give us another avenue to share information with our members, not just about events, but about interesting articles and updates in the law that may affect their practice.

We have a strong blueprint for success in place, but there is much to be done. In order to properly execute on all the tasks ahead of us, we also need to fill the Council itself with individuals that are willing to commit to not just participate in all of our Council meetings, but to help build the Section up through the various events, and to create a valuable experience for all of our members. If we are not committed to the Section, we have no reason to expect such commitment from our members. However, if each Council member treats the Section as a high priority, then we will almost certainly be able to achieve all of our goals for the Section.