

ANTITRUST, FRANCHISING, AND TRADE REGULATION SECTION

CALL TO ORDER, ATTENDEES, & MINUTES¹

On November 10, 2017 at about 12:15 PM, a regularly scheduled telephonic council meeting was called to order. called the meeting to order. The meeting attendees were:

Cale Johnson, Chairperson;

Briar Siljander, Vice Chairperson;

Howard Lederman, Secretary;

Mark Burzych, Council Member;

David Steinberg, Immediate Past Chairperson

The conferees approved the September 29, 2017 section meeting minutes.

FRANCHISE PRACTITIONERS GROUP & FRANCHISING EVENT

Mr. Steinberg and Mr. Lederman provided a summary of the Franchise Practitioners Group event that was held on October 6, 2017. By all accounts, the content offered at the event was highly regarded. Mr. Steinberg noted that attendance was lighter than the group had hoped for. The council discussed possible ways of increasing attendance at future events.

CHAIRPERSON'S REPORT

Mr. Johnson provided the Chairperson's report. He explained that he had been in contact with SBM staff to discuss options for updating the AFTR Section website, as well as to discuss options for social media. He raised the idea of using Facebook, LinkedIn, and/or Twitter to help increase visibility for the AFTR Section. The council discussed various options and ideas regarding social media.

Mr. Johnson also explained that he had been working with SBM staff to develop a draft survey of the AFTR Section's membership to help better understand what types of content, programs, and interactions were most valuable. He explained that he would be sending around a draft of the survey for review by the council and for future discussion.

Mr. Johnson also discussed the past availability of an AFTR Section newsletter, and asked for guidance regarding why that previous publication had been shut down. Mr.

¹ Mr. Lederman was unable to take notes during this meeting, and thus these minutes have been prepared after the fact to document the discussion that took place during this meeting. To the best recollection of all involved, these minutes are an accurate reflection of that discussion.

Lederman explained that it was likely perceived as too difficult to continue in light of available resources, and the council members who were familiar with the publication generally concurred. Mr. Johnson expressed interest in at least raising the idea of restarting the newsletter as part of the AFTR Section survey he was developing.

Mr. Johnson also expressed interest in increasing the number of social events that are held by the AFTR Section both as a way of increasing networking within the Section and to offer increased value to our Section members. The council generally concurred that this seemed like a good idea. Mr. Johnson indicated that he would also include this as an option in the AFTR Section survey and suggested we wait to hear the results of that survey before heading off in a new strategic direction.

ANTITRUST LAW EVENT

There were no new updates available regarding a potential Spring 2018 Antitrust Law Event with the Business Section with programming content on Antitrust Class Actions. Mr. Johnson explained that this was still under development.

The Above is a Next Meeting Action Item.

HOLIDAY SEASON EVENT

Mr. Johnson reminded everyone that our next meeting would be at Diamond Jim Brady's in Novi, Michigan on Tuesday, December 12, 2017.

SECTION OFFICERS AND COUNCIL MEMBERS NOMINATIONS AND ELECTION

Mr. Steinberg and Mr. Johnson had emailed council members for officer and council member nominations. The council terms would expire in 2020. Mr. Steinberg nominated Briar Siljander, Gary Remer, Moe Shrikian, and John Forrest for council member seats. The attendees elected these four nominees. Since Mr. Siljander will serve as an officer, one seat remains vacant.

Mr. Steinberg then nominated Mr. Siljander for Vice Chairperson, Mr. Lederman for Secretary, and Mr. Blum for Treasurer. The attendees elected these three nominees to these three offices. After the election, Mr. Johnson succeeded Mr. Steinberg as Chairperson.

SECTION COUNCIL MEMBERSHIP INFORMATION

Our section's council members are:

TERM EXPIRING 2018:

1. Hassana Daouk
2. Brian Witus

3. Cody Rockey

TERM EXPIRING 2019:

1. Mark J. Burzych
2. Paul Fransway
3. Robert E. Murkowski

TERM EXPIRING 2020:

1. John Forrest
2. Gary Remer
3. Moe Shrikian

OTHER SECTION COUNCIL MEMBERS

1. Immediate Past Chairperson: David Steinberg.

Ex-Officio Publications Editor: Vacant **Note:** With the State Bar Connect introduction and implementation, this position has ceased to exist.

SECTION OFFICERS INFORMATION

Chairperson: Cale Johnson
Vice Chairperson: Briar Siljander
Secretary: Howard Lederman
Treasurer: Alexander Blum

FUTURE SECTION COUNCIL MEETING SCHEDULE

December 12, 2017: Holiday Season Event (See Above for Details)

Since the meeting, Mr. Johnson has circulated a proposed 2018 section meeting calendar. The attendees will discuss the schedule at the next meeting.

The Above is a Next Meeting Action Item.

TREASURER'S REPORT

As of August 31, 2017, our section has 263 current members, including 208 paid members, 5 discount members, and 50 free members. Our section treasury has a \$28,211.07 balance.

Dated: February 14, 2018

/s/Howard Yale Lederman, Section Secretary
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