

**STATE BAR OF MICHIGAN
SECTION ANNUAL REPORT**

Bar Year: 2009/2010

Section Name: Business Law Section

Mission Statement: See Attached

Officers and Council Members: See Attached

Officer	Name	Address	Telephone	Email
Chair				
Chair-Elect				
Secretary				
Treasurer				

Member	Term	Member	Term
See Attached			

Council Meeting Schedule:

Please attach any additional information needed regarding Council meetings as an addendum.

Meeting Type	Date	Location
Annual Meeting of Members	9-24-09	Novi, Michigan
Annual Meeting of Council	9-24-09	Novi, Michigan
Council Meeting	12-5-09	Detroit, Michigan
Council Meeting	3-18-10	Lansing, Michigan
Council Meeting	5-21-10	Grand Rapids, Michigan

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**STATE BAR OF MICHIGAN
BUSINESS LAW SECTION**

**STRATEGIC PLAN AND DIRECTIVES
(JUNE 2010 UPDATE)**

INTRODUCTION

This 2010 update of the Business Law Section Strategic Plan has been prepared by an ad hoc committee of the Council of the Business Law Section (the "Section") of the State Bar of Michigan comprised of Tania E. (Dee Dee) Fuller (2010 Council Chair), Michael Khoury (former Council Chair), Judy B. Calton (Council member), J. Bryan Williams (Section member), Roger Mali (Section member), Heather Brigolin, (Section member), Mark Peters (Section member), Jeff Van Winkle (Council member), Justin Peruski (Section member), and Timothy Damschroder (former Council Chair).

The purposes of the Strategic Plan are First, to articulate the mission statement of the Business Law Section, to set forth strategic goals designed to fulfill this mission statement and to describe specific objectives (and project metrics) for action that will assist in achieving each of these strategic goals and second, to set forth the policies and procedures for administration of the Section's finances and operations. The mission statement (including strategic goals and objectives) of the Section and the administrative policies and procedures of the Council should be regularly monitored and updated at least every five years. This Strategic Plan must remain a dynamic document, and that progress of the Council in accomplishing the tasks set out in this plan should be communicated to the Section membership, as appropriate, via the Section website, the Section's Annual Meeting and *The Michigan Business Law Journal*.

MISSION STATEMENT

The mission of the Business Law Section is to foster the highest quality of professionalism and practice in business law and to enhance the legislative and regulatory environment for conducting business in Michigan. To fulfill this mission, the Section shall: (1) expand the resources of business lawyers by providing educational, networking and mentoring opportunities; (2) review and promote improvements to Michigan's business legislation and regulations; and (3) provide a forum to facilitate service and commitment and to promote ethical conduct and collegiality within the practice.

ARTICLE I

MISSION: EXPAND RESOURCES FOR MEMBERS

The strategic goals of the Section that are intended to assist in achieving this mission include:

1. Goal: Provide a regularly-published high-quality written communication to Section members.

Objective: Continue support for the Michigan Business Law Journal, and explore opportunities for cost reduction.

Our *Journal* is the Business Law Section's publication, and is delivered without additional charge to all Section members via U.S. mail three times each year. The Section has a contract with the Institute of Continuing Legal Education (ICLE) that extends through June 2013 for ICLE to coordinate, proof, and supervise the publication. Currently, for each issue, approximately 3,500 copies of the *Journal* are produced, and all but ten or fifteen copies are mailed to Section members. We will strive to maintain the *Journal* as a regularly-published, high-quality periodical providing useful information and discussion to Section members. Publication of the *Journal* is coordinated by the Publications Director of the Section. The *Journal* is presently published on the Business Law Section's website within two weeks of being sent to the printer in a searchable PDF format and is normally available on line before members receive their copy by mail. Effective in 2010 and thereafter, the Section Administrator will send the link to the *Journal* on the Business Law Section webpage via email to all Section members at the time the *Journal* is mailed. We will endeavor to obtain from the State Bar mailing preference information from Business Law Section members so that we can discontinue sending print copies to members who want the *Journal* only in email format, and not in print.

Measurable Outcomes: The Section Administrator should work with the State Bar to obtain a paper copy mailing list of members from membership application data to avoid the printing and mailing costs for members not wanting paper copies.

Estimated Cost: Approximately \$8,250 per issue for printing and mailing. If the *Journal* is published three times each year, the printing and mailing cost is approximately \$25,000 per year and approximately \$26,000 per year for the ICLE contract, or \$51,000 per year in total.

2. Goal: Continue to hold the Business Law Institute.

Objective: The Programs Directorship, in coordination with ICLE, will continue to plan and hold a Spring Business Law Institute to provide presentations on timely and useful business law topics, as well as networking and social opportunities, to Section members.

Since 1996, the Section has conducted the Business Law Institute (previously called the "Mid-Year Meeting") in conjunction with ICLE. Under this arrangement, ICLE is responsible for assisting in the organization of the Institute, publicity via flyers, e-mail and other means, contracting for conference facilities and supervising on-site administration of the Institute. Under the Section's current arrangement, ICLE is paid a fee for its services (while ICLE incurs the upfront costs of the Institute, those costs are passed through to the Section). The Section's arrangement with ICLE should be periodically reviewed to ensure that the Institute continues to meet the expectations of the Council and Section members, and to assure that the Section retains control of the content of the Institute presentations and ancillary activities.

Section members attending the Institute pay a fee to help cover the cost of the Institute. Institute sponsors are also solicited by members of the Programs Directorship.

Each year the Institute is held in the spring (currently, in early/mid May), commencing on Friday. The seminar program runs Friday afternoon and Saturday morning. A reception and dinner/social activity is held Friday evening to which all attendees are invited. The Institute continues to provide a valuable service to Section members, and the Programs Directorship should review and evaluate all of the elements of the Institute (location, timing, format, content, etc.) on an ongoing basis, and periodically report to the Council any changes they believe are advisable.

Measurable Outcomes: The Programs Directorship should keep the Council apprised of Institute attendance and evaluations of the Institute received from attendees, timely advise the Council of the proposed content of upcoming Institutes, and make recommendations to the Council regarding any changes to the elements of the Institute it deems advisable.

Estimated Cost: Institute cost to the Section of approximately \$6,400 per year (average annual registration and sponsorship revenue over the past five years of approximately \$32,600, minus average total expenses of approximately \$39,000).

3. Goal: *Continue to sponsor programs for continuing legal education within the Section and Committees.*

Objective: Present continuing legal education programs via a means that is accessible to Section members.

The Section will sponsor continuing legal education for Section members, and other interested persons, as part of its efforts to enhance the quality of practice of business law in Michigan. Section members have indicated that educational programs, particularly subject specific seminars, are very important resources that are provided by the Section. While individual members of the Section have long been involved in continuing legal education and seminars, the opportunity exists to further enhance the level of such continuing legal education, as well as the structure and accessibility of seminars.

In light of the high value placed by the members of the Section on the substance of continuing legal education programs, Section committee chairs should actively seek to increase the number of continuing legal education programs that are offered via media that does not require Section members to incur substantial travel cost or time, such as via webinars or teleconference. At least once a year, each committee should provide its members with an educational program by doing one or more of the following: (1) hold a seminar open to committee members and others, including webinars; (2) hold educational sessions at committee meetings; (3) provide e-mail alerts on important issues; (4) provide written communications to committee members to discuss upcoming or recent legislation or case law of interest; and/or (5) organize group discussions on issues.

Technical support is available through the use of the Section's teleconference line and third party vendors that provide webinar and similar functionality. There are a variety of capabilities currently available with additional methods coming in the future.

Measurable Outcomes: Section committee chairs should hold at least one yearly continuing legal education program, which may include in person meetings or methods that do not require travel, such as through a teleconference, webinar, program broadcast available on demand or other accessible technology. Chairs should continue to seek out opportunities for continuing legal education programs in their subject area to enhance this highly-valued service to Section members, and be cognizant of presenting these programs via a means that is most accessible and beneficial to the members.

Estimated Cost: Variable, depending upon the type of, and attendance at, continuing legal education programs. Council will work with the State Bar of Michigan, ICLE and third party vendors to coordinate the most cost effective means to offer continuing legal education programs through these means.

4. Goal: Address Substantive Legal Issues for Committee Members.

Objective: Hold regular committee meetings.

Section members have indicated that substantive law committees are important to them. To serve our members with their strong interest in committee activities, it is important that the committees regularly communicate with their members and hold meetings. It is recommended that each committee meet at least two times a year, although one meeting per year is acceptable. While in-person meetings are preferred, conference calls, virtual meetings or web-based conferences can also serve as meetings. Each meeting should be publicized to Section members in the monthly e-newsletter, and on the Section's website. It should also be publicized on the committee listserv (if a committee listserv is available) or by e-mail, telephone or other methods as appropriate. If at all feasible, in-person meetings should include arrangements for members to participate by telephone.

Measurable Outcomes: Each committee should hold meetings at least once a year. Failure to hold at least one meeting each year will be a factor in determining whether committee leaders retain leadership positions; and (2) committee chairs must report on committee meetings in their committee reports to the Council.

Estimated Costs: The budgets for committees which do not presently hold meetings will be increased to cover meeting expenses, but costs for social programs will decrease. Thus there should be no overall change in the aggregate Section budget.

5. Goal: Promote Committee Involvement.

Objective: Make committees more responsive to members.

There have been complaints that Section members from time to time express an interest in getting involved in committees but do not know how to do that, or receive no response when they contact committee leadership about information or participation.

To correct this perceived lack of responsiveness, each committee shall be required to designate a contact person for prospective members. To expand committee participation, committees are encouraged to designate someone other than one of their chairpersons as the

contact person but a chairperson may be the contact person. The contact person list shall be maintained by the Section Administrator. The contact person's name, address, telephone number and e-mail address shall be:

- a) posted on each committee's page on the State Bar of Michigan website;
- b) included in the list of Committees and Directorships of the Business Law Section which is published in each issue of the Michigan Business Law Journal;
- c) available as a hand-out at Business Law Section and committee events; and
- d) included in Business Law Section and committee published materials such as seminar outlines.

The contact person for prospective members shall be responsible for responding to member inquiries and reporting to the committee chairpersons about the contacts received and responses made.

Measurable Outcomes: The contact list will be maintained and distributed so prospective members know who to contact. The committee chairpersons will be informed of contacts and responses

Estimated Costs: There should be no cost, or any cost would be minimal.

ARTICLE II

MISSION: PROMOTE IMPROVED BUSINESS-RELATED LAWS, LEGISLATION AND REGULATION

The strategic goal that is intended to assist in achieving this mission is:

1. Goal:

(A) Monitor and raise awareness of laws or developments in laws that affect Michigan businesses and, when appropriate, to make recommendations for updates and improvements;

(B) provide assistance to appropriate state government personnel with respect to business-related legislation and rule making;

(C) as appropriate, provide amicus curie briefs related to business-related issues being addressed by the courts, and

(D) educate Michigan businesses, their owners and employees about changes to Michigan's laws in order to maintain Michigan's ability to attract and retain new business enterprises and enable existing businesses to remain competitive.

Objective: Committees should monitor legal developments related to their substantive area, undertake efforts to improve and update business-related legislation and report not less than annually to the Council. The Section and its Committees should liaise with appropriate (i) departments in State government, (ii) businesses and (iii) trade associations on legal developments.

The Section frequently reviews and assists in drafting proposed legislation. Some of this legislation may be viewed as critical to the maintenance of a progressive scheme of business regulation and to maintain the competitiveness of the State as a place to do business. Examples include amendments to the Michigan Business Corporation Act, the Michigan Limited Liability Company Act or the Michigan Uniform Securities Act. In these situations, the Section may determine it to be in the best interests of its members and Michigan businesses to engage lobbying assistance to educate legislators regarding the issues presented by the legislation and to urge its adoption or rejection. In addition, the Section should be cognizant of and be prepared to comment on and facilitate the adoption of appropriate business-related uniform state laws promulgated through the National Conference of Commissioners on Uniform State Laws (NCCUSL) to keep these statutes current with contemporary legal trends and theory. The Section and the appropriate substantive Committees should also establish liaison relationships with Michigan NCCUSL representatives involved with uniform laws affecting business.

Michigan generally does not regulate business-to-business commerce. In the instances that it does, the Section can play a role in developing rules and regulations, based on the collective expertise of members who deal with specialized practice areas. As the Section becomes aware of matters that have impacted or would impact business in Michigan, including the owners, officers, directors and employees of these businesses, an appropriate Committee Chair should take actions to facilitate communication with governmental personnel and trade and similar groups and make known to them that the resources of the Section are available to assist in rule-making.

The Section has been honored to be asked by the Michigan Supreme Court to file *amicus curie* briefs on business-related legal issues being faced by the courts, and should continue to weigh in on these issues, when appropriate.

Measurable Outcomes: (1) Committee Chairs will provide in their reports to the Section an update on laws or developments in the law and efforts undertaken with other organizations or governmental personnel related to those developments. (2) If a Committee Chair determines that it is appropriate to make recommendations to affect a particular outcome in the law, it will make such recommendations in its report to the Section. The Vice Chair of the Section will assist Section Committees, if requested, with these liaison efforts as appropriate. (3) If the Section determines that action should be taken, the Section will determine how to efficiently allocate resources to bring the recommendation to a person or persons who can influence the desired outcome.

Estimated Cost: Most efforts require no additional funding outside of the normal activities of the Committees. If exceptional action is necessary to promote legislative changes, the cost to engage lobbying assistance may be authorized on a case by case basis.

ARTICLE III

MISSION: SECTION ADMINISTRATION

It is appropriate to regularly review matters relating to Section governance and administration, including the Section's governing documents, and the roles of officers, Council members, past Section chairs, committee chairs and directors. Management of the human resources available to the Section is important to the effective and efficient functioning of the Section. In addition, the Section maintains a sense of fiscal responsibility and continues to operate within the constraints of its budgeted annual revenues from Section dues.

The strategic goals that are intended to assist in achieving this mission include:

1. *Goal: Maintain the involvement of the Section Administrator at an appropriate level.*

Objective: Monitor the activities of the Section Administrator to periodically re-define the scope of the Administrator's duties

The Section has hired a part-time Section Administrator who is involved in planning Council and Section meetings and administration for the Council, Committees and Directors. The Section Administrator has provided continuity in Section administration, which is otherwise somewhat hampered by the fact that officers serve in each office for terms of only one year, resulting in a new learning curve annually. The Section Administrator also has an historical perspective on the development of Section policies and activities.

Currently the Section Administrator's activities consist principally of the following: (a) providing assistance in planning meetings; (b) scheduling facilities and services for meetings; (c) assisting Committee Chairs and Directors in planning seminars and events sponsored by the Section; (d) taking meeting notes and preparing Minutes of Section and Council meetings for review by the Section Secretary; (e) interfacing with the State Bar's "webmaster" to add content to the Section's Internet website; (f) assisting officers, Council members, Committee Chairs and Directors with special projects; and (g) organizing and updating Section materials (including the Section listservs, and social media pages). The Section Administrator should be encouraged to expand the scope of her or his activities consistent with the goals set forth in this Plan, and the Section Administrator, the Council and the Section officers should seek ways in which the increased use of the Section Administrator can accelerate the accomplishment of the goals set forth in this Plan.

In addition to the activities set forth above, the Section Administrator could assist the Section's Executive Committee in screening the myriad of matters presented to the Section's leadership, which range from preparing short summaries of upcoming events for publication to requests for use of the Section mailing list. These matters could be pre-screened and presented to the officers or, under instruction from the officers, so the Section Administrator can address them. Additional activities for the Section Administrator will likely arise and the Section should encourage the continued and expanded use of the Section Administrator to standardize activities where possible. The standardization of regular activities of the Section and its Council will lead to greater consistency and efficiency.

Measurable Outcomes: The Chair of the Council shall meet periodically with the Administrator to evaluate the demands on her or his time and devise strategies for efficient utilization of the Administrator's talents.

Estimated Cost: The Administrator's compensation is less than \$10,000 per year, plus reimbursement for expenses incurred in connection with the performance of his/her duties.

2. Goal: Continue support for the "Access to Justice" Fund of State Bar.

Objective: Continue an annual \$5,000 contribution.

For many years, the Section has been a significant supporter of the Access to Justice Fund. The Section itself has made a contribution of \$5,000 each fiscal year and has further encouraged its Section members to participate in the Access to Justice Campaign. The Access to Justice Fund provides support to a variety of neighborhood and area-wide legal resource programs and projects to make affordable legal services available to the citizens of Michigan. The Section's contribution is provided to the Access to Justice Fund - Community Legal Resources Program, as its purpose is most consistent with the Mission of the Business Law Section. As an organization which has at its very roots the pursuit and encouragement of justice, continued support of the Access to Justice Fund is worthwhile and should continue to be a part of the Section's planning and activities.

Measurable Outcomes: The Treasurer of the Council shall confirm that the \$5,000 contribution is made each fiscal year and that such funds are allocated to the Community Legal Resources Program.

Estimated Cost: \$5,000.

3. Goal: Identify the optimum utilization of Council officers and directors.

Objective: Evaluate periodically the proper functions for Council officers, directors and liaisons.

The Council's officers, the various directors (Program, Legislative Review, Publication, Development, Nominating and Technology), and liaisons devote substantial time and effort to Section matters. All officers, directors, and liaisons are expected to attend Council meetings on a regular basis. Officers pass through a typical rotation over a four-year period, serving first as Treasurer, second as Secretary, third as Vice Chair and finally as Chairperson. The Treasurer, Secretary and Chairperson all have fairly well-defined roles; the Vice Chair has historically had no specific duties other than to serve in the absence of the Chairperson. The Chairperson has historically dealt with a substantial amount of administrative detail, such as delegating the review of proposed litigation, fielding requests for information about the Section, responding to requests to send announcements to Section members, complying with reporting requirements to the State Bar, planning Council meetings and overseeing the functioning of the various committees. These duties limit the amount of time the Chairperson can devote to substantive policy matters.

In order to free up the Chairperson to permit him or her to focus on strategic policy matters, the Vice-Chair should serve as a liaison with the Committees and persons outside the Section on

legal development matters. The various directors of the Section should also have clearly defined roles and responsibilities.

Measurable Outcomes: The Chairperson and other officers shall jointly prepare, and periodically review, job descriptions for each of the Council's officers, directors and liaisons, taking into account the various responsibilities that each of these persons has been assigned in this Strategic Plan.

Estimated Cost: None.

4. Goal: *Define a role for past Chairs who would like to continue to be involved with the Council.*

Objective: Solicit past Chairpersons to determine their interest in assuming a role in Section administration; host an annual leadership dinner in the fall of each year after the annual meeting to which all current Council members and past Chairpersons are invited.

The Section has an impressive roster of past Chairpersons, comprising some of the best business lawyers in the State and the region. Traditionally, the Chairperson resigns from the Council at the time they complete their term as Chairperson. Some remain involved with Section committees, but many cease to have any further involvement with the Section. The executive committee should encourage past Chairpersons to participate in Section matters by creating participation opportunities that require a smaller time commitment than that required of Council members or committee chairs. The executive committee should work with past Chairpersons to assign special or *ad hoc* tasks either directly or through *ad hoc* committees. In addition, the executive committee should consider using the talents of past Chairpersons as directors or co-directors of the Council. The Section should also invite Past Chairpersons to attend the functions put on by the Council at the end of each "boot camp" for younger lawyers.

Measurable Outcomes: The executive committee should regularly survey the past Chairpersons to determine their interest in continuing with Section administration or specific projects.

Estimated Cost: None.

5. Goal: *Establish policies for designating committee chairpersons and evaluating their performance.*

Objective: Annually evaluate committee chairs to ensure that those who do not perform adequately will not continue to serve simply because of Council inaction or inattention.

The Section has been fortunate to have a group of many talented and dedicated committee chairs heading its committees. Much of the most important work of the Section is achieved by its committees, which are generally defined by substantive law emphasis (e.g., UCC Committee, Regulation of Securities Committee, Nonprofit Corporation Committee, etc.). Once a committee chair has been designated, however, the appointment normally lasts until that persons resigns. Even the most effective committee chairs should be encouraged to search for new members for their committees and to plan their own succession. Committee chairs are expected to attend

Council meetings on a regular basis and are also asked to comment in their annual reports to Council on their plans regarding succession. The Executive Committee is ultimately responsible for ensuring that each Committee is active and that each Committee has effective leadership.

Measurable Outcomes: Request a report from each Committee Chairperson regarding the committee's goals and objectives for the next 12 to 24 months, and its needs for additional support from the Section, if any.

Estimated Cost: None.

ARTICLE IV

MISSION: FACILITATE SERVICE AND COMMITMENT AND PROMOTE ETHICAL CONDUCT AND COLLEGIALITY

The strategic goals that are intended to assist in achieving this mission include:

1. Goal: Encourage member participation generally.

Objective: Host special events such as a golf outing, museum event or social event in conjunction with educational programs.

Special events afford participants an opportunity to converse with other members of the Section and Council members on a more in-depth and personal basis. However, social events, by themselves, may not provide adequate incentive for participation by members of the Section and have historically yielded low turn-out. The Development Directorship will propose social events that have the greatest benefit to the Section for the cost incurred, which shall be held in conjunction with educational programs sponsored by the Section, ICLE and/or other bar associations. When evaluating possible events, the Development Directorship should take into consideration the need to broaden the diversity of the Section membership and leadership (Council members) to the greatest extent possible.

Measurable Outcomes: Hold at least two events annually.

Estimated Cost: Approximately \$1,500 (\$750 per event).

2. Goal: Increase participation by attorneys from locations other than metropolitan Detroit and Grand Rapids.

Objective: Conduct educational and/or panel discussions on selected topics in Lansing, Kalamazoo, Traverse City and the Saginaw-Midland-Bay City regions.

Council members, Committee Chairs, Council Directors and Council Officers currently consist primarily of practitioners from the metropolitan areas of Detroit and Grand Rapids. We recognize that the membership of the Section includes practitioners throughout Michigan, and wishes to have broader participation from geographic areas other than primarily from metropolitan Detroit and Grand Rapids. The Section should increase efforts to minimize any obstacles now in place that may hinder participation from Section members located in cities

other than metropolitan Detroit and Grand Rapids, and the Section should make efforts to hold more programs in cities other than metropolitan Detroit and Grand Rapids.

Measurable Outcomes: (1) The Development Directorship will coordinate with attorneys and bar associations from selected areas outside of the metropolitan Detroit and Grand Rapids regions to develop and host educational seminars, panel discussions and similar events. The Section will solicit local bar associations to co-sponsor such events and will use both the Section's and the local bar association's data bases for solicitation and invitation purposes. Co-sponsor at least two outreach events outside of metropolitan Detroit and Grand Rapids annually.

(2) The Development Directorship will examine cooperating with other Sections of the State Bar that already have substantial participation from practitioners from these areas, particularly the tax, real property and probate/estate planning groups.

(3) Add at least one additional Council member annually who is not from metropolitan Detroit or Grand Rapids.

Estimated Cost: \$2,500 (\$1,250 per event) to reimburse for event and travel expenses.

3. Goal: Increase participation by Young Lawyers.

The number of young lawyers (those under 36 or with less than five years of practice experience), who are active in the Section's activities, is below that which is desired. While all Section members are encouraged to become more active in Section activities, the Section should increase its efforts to solicit participation from Young Lawyers. Young persons who get involved with the Section are likely to remain involved throughout their careers. Presenting seminars on topics of interest to younger lawyers is one method of attracting this group to our Section.

A. Objective: Co-Sponsor an event with the Young Lawyers Section of the State Bar.

The Young Lawyers' Section events are very well attended by members of the Young Lawyers Section. The Section should look for guidance from the Young Lawyers Section as to the format of the event. Any event would likely include a brief presentation about the Section and its activities and opportunities for involvement in the Section. The Section will offer its resources with respect to providing panel speakers to the Young Lawyers Section, as well as sharing its database to solicit invitations and participation. The Development Directorship will coordinate any such event.

Measurable Outcomes: Hold one jointly-sponsored event every other year with the Young Lawyers Section.

Estimated Cost: Approximately \$1,500 per year.

B. Objective: Re-brand and market the business law training series ("Business Boot Camp") to appeal to a larger audience of lawyers beyond young lawyers and associates.

From its inception, the two primary purposes for the Business Boot Camp were to increase young lawyer participation in the Section and allow law firms to outsource associate training by offering a series of seminars on fundamental business law issues. Business Boot Camp is jointly sponsored and organized by the Section and ICLE.

ICLE and the Section had planned to offer Business Boot Camp for 2010-2011 in both the Detroit (Plymouth) and Grand Rapids regions. Based upon current economic conditions, it was decided to survey several of the larger firms, who traditionally register at the firm level for Boot Camp, to gauge such firms' interest in participating in the Boot Camp program for 2010-2011. Many of the firms reported that they would likely send fewer associates to Boot Camp for 2010-2011 than they had sent in past years.

The Section will work with ICLE to re-brand Business Boot Camp to serve as a training program for attorneys, at any stage of their practice, who wish to enhance their business law skills. The Section and ICLE will target young lawyers and associates, as well as experienced lawyers for participation in Business Boot Camp.

Measurable Outcomes: Continue to survey and analyze participation levels for Boot Camp. Offer the Boot Camp program in both the Detroit and Grand Rapids regions with the intention of attracting at least 100 participants.

Estimated Cost: Total cost for the program has been limited to the cost of the closing receptions and gifts to participants; participants (or their firms) pay a fee to attend, and the fee revenue has covered the costs of putting on the training sessions.

4. Goal: Encourage law students to develop an interest in business law and become members of the Section.

Objective: Support the efforts of the Law Schools Committee by participating in panel discussions, attending its social events and encouraging law students to become active in their respective business law societies.

Law students are tomorrow's young lawyers. Reaching out to law students and teaching them about the Section will increase the number of people who join the Section, not only as law students, but also as young lawyers. Young people who get involved with the Section are likely to remain involved throughout their careers. Participating in events held by the Law Schools Committee is one method of attracting law students and younger lawyers to our Section.

Law Schools Committee events are usually well attended by law students. The Law Schools Committee should facilitate the Section's efforts by supporting the business law societies in each of the five law schools located in Michigan. Any event would likely include a brief presentation about the Section and its activities and opportunities for involvement in the Section. The Section will offer its resources with respect to providing panel speakers to the law schools. The Law Schools Committee will coordinate these efforts.

Measurable Outcomes: Hold two social events annually; one in metropolitan Detroit and one in Lansing or Ann Arbor. Support one substantive presentation or panel discussion each academic year in each of the five law schools located in Michigan.

Estimated Cost: Approximately \$3,000 annually.

5. **Goal:** *Improve internet and other technology services, and establish social networking pages.*

The Section should encourage use of the internet and technology to better serve our membership. In addition, the Section should establish social networking pages to better communicate with Section members and other lawyers.

A. **Objective:** Establish social networking page(s) with providers such as Facebook, LinkedIn, and/or other social networking sites.

The Development Directorship will establish one or more social networking pages on Facebook and/or LinkedIn. The social networking pages will (1) provide greater opportunities for the Section to communicate with its members, and (2) facilitate sharing of information by and among Section members. It will also promote participation at Section events and will provide marketing opportunities to solicit new members to the Section. The Council should hire a third-party consultant to create and manage the social networking pages.

Measurable Outcomes: Creation of social networking pages on Facebook and/or LinkedIn by April 2010, and maintain regular/weekly updates and posts for the duration of 2010, and annually thereafter.

Estimated Costs: \$300 set-up, and an initial \$50 per week maintenance fee.

B. **Objective:** Enhance the Section's Website to increase usage.

The information available to Section members on this website should be enhanced and members should be educated on the contents of the website and how to use it. The Technology Director and the Section officers should develop a list of materials and information to add to and maintain on the Section's website.

Measurable Outcomes: Regular assessment of the use of the website and each of its component parts on an ongoing basis.

Estimated Cost: Approximately \$1,000 to \$2,000 per year, plus reimbursement for expenses incurred in connection with the performance of the Webmaster's duties.

6. Goal: Collect information about Section members.

A. Objective: Maintain the Section's listserv information on an ongoing basis for communication with Section members, Committee members, and the members of Section maintained listserv databases, such as the Small Business Forum Database.

Our Section Administrator maintains various listserv databases on behalf of the Section. Such maintenance should continue as needed to communicate with the respective listserv recipients. We should obtain and utilize contact information and data available through the State Bar of Michigan to contact or survey any subset of the members of the Business Law Section. If the requested information is not available through the State Bar of Michigan, we should encourage them to maintain such data on our Section's behalf to avoid unnecessary, or duplication of, effort.

Measurable Outcomes: Maintain listserv data as reasonably requested by Committees, Directorships or the Council.

Estimated Cost: Estimated at less than \$1,000 per year.

B. Objective: Periodically survey existing Members of the Section with respect to Members' interest and participation in Section activities.

The Section should continually gather useful information from Section members to identify areas of interest so that activities can be tailored to meet such interests. The Vice-Chairperson of the Council shall be responsible for creating and disseminating a survey to existing members to measure members' interest levels and participation in Section activities.

Measurable Outcomes: Disseminate a survey electronically to all Section members every 30 months and post data results within a reasonable time after receipt.

Estimated Cost: Approximately \$200 per survey when utilizing the services of the State Bar of Michigan to assemble and tabulate the data.