

**PROGRAM DIRECTORSHIP  
REPORT PREPARED FOR THE SEPTEMBER 20, 2007 COUNCIL MEETING**

**1. Next Scheduled Meeting of the Directorship**

The Directorship plans to meet, via teleconference, in late September or early October to review the ideas discussed at our September 12 meeting, and finalize the content and speakers for the 2008 Business Law Institute.

**2. Council Approval**

The Directorship asks that the Council adopt and approve the "Business Law Section Sponsored Events Program and Event Goals" (a copy of which is attached as Exhibit A), which would apply to all events sponsored by the Section.

**3. Membership**

Those serving on the Planning Directorship include Christopher Maeso of Dickinson Wright PLLC; Eric Lark of Kerr, Russell and Weber, PLC; Greg Schmidt of Warner Norcross & Judd LLP; Dan Minkus of Clark Hill, PLC; Tania (Dee Dee) Fuller of Fuller Law and Counseling PC; and Mark Peters of Dykema.

Mark Peters will be seeking sponsorships for the 2008 Business Law Institute, with the assistance of other members of the Directorship.

**4. Accomplishments Toward Directorship Objectives**

All of the Committee members actively participate in the planning process.

**5. Meetings and Programs**

The Directorship met in Okemos on September 12 with ICLE to begin to plan the course schedule for the 2008 Institute. The Committee will schedule future meetings, or communicate via telephone and e-mail, as necessary to finalize the course schedule and secure speakers. The Directorship also approved the "Business Law Section Sponsored Events Program and Event Goals" for recommendation to the Council and approved retaining the same level of sponsorship opportunities for the 2008 Institute as were available for the 2007 Institute. A schedule of the sponsorship opportunities for the 2008 Institute is attached as Exhibit B.

**6. Publications**

None.

**7. Legislative/Judicial/Administrative Developments**

None.

**8. Miscellaneous**

None.

Report Submitted by: Mark Peters

## **EXHIBIT A**

### **Business Law Section Sponsored Events Program and Event Goals**

- Always attribute the event to the Business Law Section as sponsor.
- If a Business Law Section Committee is organizing the event, describe that relationship in meeting notices and at the event, such as: "This program was organized by the Corporate Law Committee of the Business Law Section of the State Bar of Michigan."
- Other than the moderator(s), there should be no more than one representative speaking from any one firm. Exceptions should be approved by the Business Law Section Officers.
- Attempt to utilize speakers that are somewhat entertaining and enjoyable to listen to.
- Except as approved by the Business Law Section Officers in advance, do not schedule a program within one week of any other Section program.
- Business Law Section sponsored events should not be used for the self promotion of any speaker or the speaker's employer/company.
- Sponsorship of any event or program by any third-party is independent of speaking opportunities at the event or program.

## EXHIBIT B

### 2008 Business Law Institute Sponsorships

The Business Law Section is offering the opportunity to selected organizations to get their message in front of Institute attendees. The Institute effectively allows sponsors to showcase their services to an important group of active attorneys.

The Section has identified several sponsorship opportunities outlined below. The Section is open to structuring different opportunities if a sponsor has a specific goal in mind.

A. Program Sponsor - \$5,000

Includes "Sponsored by" designation on the event, 4 dinner tickets, separate display space and signage at the event, five minute speaking opportunity from the stage during the program, mention in publicity brochures, mention in Institute press releases, recognition in the Section's Michigan Business Law Journal, and recognition in course materials notebook.

B. Institute Reception – Friday evening - \$3,000

Includes 2 dinner tickets, separate display space and signage, introduction from the stage during the program, mention in publicity brochures, mention in Institute press releases, recognition in the Section's Michigan Business Law Journal, and recognition in course materials notebook.

C. Institute Dinner – Friday evening - \$3,000

Includes 2 dinner tickets, separate display space and signage, introduction from the stage during the program, mention in publicity brochures, mention in Institute press releases, recognition in the Section's Michigan Business Law Journal, and recognition in course materials notebook.

D. Saturday Luncheon – \$2,750

Includes 2 dinner tickets, separate signage, display space as available, introduction from the stage during the program, mention in publicity brochures, mention in Institute press releases, recognition in the Section's Michigan Business Law Journal, and recognition in course materials notebook.

E. Dinner Entertainment - \$2,000

Includes 2 dinner tickets, separate signage, display space as available, introduction from the stage during the program, and recognition in course materials notebook.

F. General Sponsorship - \$1,500

Includes 1 dinner ticket, general signage, display space as available, introduction from the stage during the program, and identification in course materials notebook.

G. Course Materials Printing – In-kind contribution (est. \$2,000 in value)

Includes 2 dinner tickets, general signage, display space as available, introduction from the stage during the program, and recognition in course materials notebook.

We will not have multiple sponsors from the same industry. We are approaching commercial banks, investment banks, regional accountants, financial printers, legal information providers, litigation support service firms, and others.

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