

**PUBLIC RELATIONS AND SOCIAL MEDIA DIRECTORSHIP
ANNUAL REPORT PREPARED FOR THE
DECEMBER 7, 2013 ANNUAL MEETING**

Please describe your committee's activities during the 2012-2013 year toward achievement of the goals outlined in the Section's Strategic Plan. Each question below corresponds to a specific Section of the Plan, a copy of which is attached and to which reference may be made for further guidance in providing responses. If the question is not applicable to your particular committee or directorship, please note as such.

1. Sponsorship of programs for Continuing Legal Education via a means accessible to Section Members, including holding at least one program yearly (Article I, 3, of the Strategic Plan). **N/A**

2. Addressing substantive legal issues for committee members, including holding regular committee meetings (at least once a year) and reporting on the meetings to the Council (Article I, 4). **N/A**

3. Promoting involvement in the committee and making the committee more responsive to members including the designation of a contact person (Article I, 5). **The Directorship welcomes participation by any interested parties. I am the designated contact person for anyone wishing to join the Directorship.**

4. (A) monitoring and raising awareness of laws or developments in laws that affect Michigan businesses and, when appropriate, making recommendations for updates and improvements; **N/A**

(B) providing assistance to appropriate state government personnel with respect to business-related legislation and rule making; **N/A**

(C) as appropriate, providing amicus curiae briefs related to business-related issues being addressed by the courts, and **N/A**

(D) educating 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. **N/A**

(Article II, 1).

5. Please comment on your plan regarding succession (Article III, 5).

There is no immediate plan for succession. I would welcome the identification and selection of a Vice Chairperson for the Directorship to assist with the goals of the Directorship and to prepare for a transition.

6. Please list your Committee's goals and objectives for the next 12 to 24 months and whether you will require additional support from the Section to achieve these goals (Article III, 5).

The goal for the next 12 months is decide whether to engage of a professional marketing firm to help increase attendance at the BLI and other Section events, and to generally enhance publicity related to the Section's activities and events. If a professional marketing firm is engaged in the next 12 months, the goal for the following 12 months will be to oversee and maintain that engagement.

Report submitted by: Jennifer Consiglio