

**PUBLICATIONS DIRECTORSHIP  
ANNUAL REPORT PREPARED FOR THE  
DECEMBER 4, 2010 ANNUAL MEETING**

Please describe your directorship's activities during the 2009-2010 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. Providing the *Michigan Business Law Journal* to members and implementation of cost reduction measures (Article I, 1).

*A subgroup consisting of Dee Dee Fuller, Mark High, Mark Peters and Rick McDonald discussed possible guidelines and rates for advertising in the MBLJ. Mark High prepared a draft Rate Sheet using the State Bar rate sheet as a starting point. The draft Rate Sheet was sent to ICLE for comments which were received. No direct efforts have yet been made to publicize the advertising rates. We will explore for 2011 methods for soliciting a modest amount of advertising without detracting from the scholarly reputation of the MBLJ*

*An e-mail was sent to all Business Section members seeking instructions from those members wishing to receive only electronic copies of the MBLJ. A small number of members responded indicating their preference for receipt of electronic copies only. We need to confirm the technology arrangements necessary to be able to send a live html link to members directing them to electronic copies of the MBLJ. We will also explore during 2011 additional methods to reduce the number of printed copies of the MBLJ.*

Respectfully submitted,

D. Richard McDonald  
Publications Director