

**SECTION DEVELOPMENT 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. Host at least two annual special events in conjunction with educational programs to encourage member participation (Article IV, 1).

**The Section co-sponsored an event with the Detroit Metropolitan Bar Association entitled *Cinco de Mayo Business and Fun* featuring G. Ann Baker, Deputy Director of the Bureau of Commercial Services on May 5, 2010. Approximately 25 people attended.**

**Business Boot Camp I was held in Grand Rapids on November 8-9, 2010. We received 63 registrations and 54 of the registrants attended Boot Camp. A second session will be held on January 27-28, 2011 in Plymouth. We have 37 registrations as of the date of this report and expect many more.**

2. Increasing participation by attorneys from locations other than Metro Detroit and Grand Rapids by conducting educational events in Lansing, Kalamazoo, Traverse City and the Saginaw-Midland-Bay City regions by:

- (1) Co-sponsoring at least two outreach events outside Metro Detroit and Grand Rapids annually;

**Events are being planned in 2011 in Lansing, Kalamazoo, Traverse City, Belmar or Grand Haven, and Detroit.**

- (2) Exploring cooperation with other Sections that have substantial participation from attorneys outside Metro Detroit and Grand Rapids; and

**The Directorship plans to explore opportunities with other Sections in 2011.**

- (3) Adding at least one council member annually who is not from Metro Detroit or Grand Rapids. (Article IV, 2)

**Becoming active in the Section is now easier than ever. A contact/volunteer form has been added to the "Become Active in the Business Law Section" area on our website. Interested members can click and add their contact information and choose areas of interest. An email is then sent to the Section Administrator for distribution to the appropriate committee chairs or directors. This new system will help to identify members who want to become more involved, and ultimately help to identify future council members.**

**In addition, events are planned in many areas outside Metro Detroit and Grand Rapids in 2011 (see 2(1) above).**

3. Increasing participation by young lawyers by holding one jointly-sponsored event every other year with the Young Lawyers Section (Article IV, 3).

**The Directorship is planning an event with the Young Lawyers Section in 2011.**

Rebrand and market Business Boot Camp to appeal to a larger audience of lawyers beyond young lawyers and associates (Article IV, 3).

**Business Boot Camp I has been restructured in several ways. First, the format has changed from monthly sessions to two full day seminars. The seminar is marketed not only to new lawyers and associates, but also to general practitioners, those changing practice areas, and those practicing in other areas who would benefit from a deeper business law background. Registration for Business Boot Camp is up significantly from the last session held with ICLE.**

4. Improve internet and other technology and establish social networking pages (Article IV, 5).

**The Section has hired Mike Scott to work on PR initiatives for the Section. Mike has developed a Section Facebook page and LinkedIn site which he regularly updates, and has worked on promotion for Small Business Forum events, the Business Law Institute, and the Schulman Award.**

Enhance the Section's website to increase usage (Article IV, 5).

**See 2(3) above.**