

**SECTION DEVELOPMENT DIRECTORSHIP REPORT
PREPARED FOR THE DECEMBER 3, 2011 COUNCIL MEETING**

1. Budget Request.

\$10,500.

2. Use of Budgeted Funds During 2010-2011.

Business of Being a Business Lawyer Panel Discussion in Southfield, BLS to Go Reception and educational event in Kalamazoo, co-sponsorship with GTLA of Acquiring Distressed Assets panel discussion in Traverse City, Business Boot Camp I and II, and Facebook page.

3. Next Scheduled Meeting of the Committee.

No further meetings are scheduled at this time.

4. Council Approval.

See 7(B)(i) and 7(B)(ii) below.

5. Membership.

Tim Damschroder (Bodman), Mark High (Dickinson), Ed Lukas (Bodman), Roger Mali (Honigman), Justin Peruski (Honigman), and Kevin Block (Kerr Russell).

6. Accomplishments Toward Committee Objectives.

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.

7. Meetings and Programs.

A. Business Boot Camp II was held on November 7-8, 2011 at the Amway Grand Plaza Hotel in Grand Rapids. 59 people registered for the Grand Rapids session, 42 attended on November 7, and 37 attended on November 8. An hour long reception (furlough) was held at the end of the first day of training. The Plymouth session is scheduled for January 23-24, 2012. Fifteen firms have registered at the firm level. The program has been well-received and the evaluations from the attendees have been very positive.

B. A meeting of the Directorship (including Tim Damschroder, Roger Mali, Mark High and Kevin Block) was held on November 21, 2011. The following objectives were outlined for 2012:

i. The Directorship recommends that the Section consider creating a series of liaison positions to be held by outstate persons to facilitate

further involvement in the Section and Section sponsored events in the liaison's local areas. The positions would only be filled if a suitable candidate can be identified, but the Directorship would actively recruit individuals through the Section website, e-newsletter, social media and other channels. Consideration should be given to making these Directorship level positions to show importance.

ii. The Directorship suggests that the Section consider working with a better PR firm to actively promote the Business Law Institute and other Section events. Consideration should be given to establishing a larger budget for this expense for one to two years to see if better attendance results can be obtained.

iii. The Directorship will continue to hold outstate events as interest is identified. Grand Rapids and Kalamazoo events in 2012 are likely given previous attendance levels.

iv. The Directorship will work with the Detroit Bar Association to set up a joint meeting or social gathering in 2012.

v. The Directorship will plan an event with the Young Lawyers Section in 2012.

8. Publications.

N/A.

9. Methods of Monitoring Legislative/Judicial/Administrative Developments and Recommended Action

N/A.

10. Miscellaneous.

N/A.

Report submitted by:

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