

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

Please describe your directorship's activities during the 2010-2011 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).

Business Boot Camp I was held on November 7-8, 2010 in Grand Rapids and on January 27-28, 2011 in Plymouth. The sessions were a great success with 63 registrations in Grand Rapids and 112 registrations in Plymouth. 12 firms signed up at the firm level. Total revenue was approximately \$24,400 and total expenses were approximately \$23,800, netting the Section approximately \$600. Feedback was overwhelmingly positive, with the session in Grand Rapids receiving a rating of 8 out of 10 and the session in Plymouth receiving a rating 8.61 out of 10 from the participants.

Business Boot Camp II was held on November 7-8, 2011 in Grand Rapids. 59 people registered for the 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.

An evening at Vicente's Cuban Cuisine was held on March 11.

A panel discussion entitled *The Business of Being a Business Lawyer* was presented in Southfield on April 12. Members of the Business Law Section listserv and the Young Lawyers Section listserv were invited. The panel consisted of Tim Damschroder of Bodman, Dee Dee Fuller of Fuller Law & Counseling, Denise Lewis of Honigman, Frank Vecchio of Butzel and Justin Peruski of Honigman (moderator). Thirty-one people attended and the Directorship received positive feedback on the event.

The Section worked with the Young Lawyers Section with respect to their Annual Summit on May 21 in Grand Rapids organizing a session on the *Business of Being a Business Lawyer*. The BLS speakers included Dee Dee Fuller, Cathy Mish and Jeff Ammon who each provided a unique perspective for the young lawyers. We understand that the program was well received.

***Acquiring Distressed Assets* was held with the Grand Traverse Bar Association in Traverse City on June 3. Panel members are Roger Mali, Scott Wolfson, and Pat O'Keefe. Approximately 18 people attended.**

A BLS to Go Reception and educational event was held on June 28 in Kalamazoo. Jeff VanWinkle and Mark High spoke on Indemnification Provisions in M&A Transactions and Lindsay Davenport spoke on Michigan Business Tax Legislation and Implications for Michigan C-corporations. Ed Lukas gave an update on Section activities. Approximately 20 people attended.

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;

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.

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

(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 in 2012.

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.

(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 easier than ever. Last year, a contact/volunteer form was 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 has helped to identify members who want to become more involved, and get them involved over the past year. We hope this will ultimately help to identify future council members.

Events are planned in areas outside Metro Detroit and Grand Rapids in 2012.

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

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 and II were restructured in several ways. First, the format 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 I and II is up significantly from the sessions held previously with ICLE.

Business Boot Camp II added a new component, "furlough". Furlough is an hour long cocktail reception following the first day of Boot Camp. Furlough offers participants an opportunity to socialize and network with other registrants, speakers and members of the Section. We hope this will help to recruit new Section members.

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 developed and maintains the Section's Facebook page. Mike has worked on promotion for the Small Business Forum events, the Business Law Institute, and the Schulman Award.

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.

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

See 2(3) above.