



# 2019 WINTER MEETING

February 2-5 ✨ National Hotel ✨ Miami Beach, Florida  
President **Matthew Hass**, CEO, Arkansas Trial Lawyers Association

## An Amazing Learning Experience

*“Do you have staff who would benefit from learning about successful new programs in other trial lawyer organizations?”*

*“Have you hired new staff and would like to give them a crash course in association management?”*

*“Are you a chief staff executive who would like to develop and hone your leadership skills and knowledge?”*

If you answered yes to any of these questions, then the NATLE Winter Meeting is for you. The smaller audience at this meeting provides an excellent opportunity for a much more personal learning experience for all attendees. The format for the program is **interactive and in-depth**, everyone participates by offering solutions and asking questions.

## PROGRAM COMMITTEE

**Chair Paul Jess**, Executive Director  
Florida Justice Association

**John Brazzell**, Director, Association  
Operations, Florida Justice  
Association

**William Cotterall**, Esq.,  
General Counsel, Florida Justice  
Association

**Sara Crumb**, Member Services  
Director, Washington State  
Association for Justice

**Alison Dodge**, Executive Director  
Maryland Association for Justice

# SCHEDULE

## SATURDAY, FEBRUARY 2

- 9:00a – 9:15a **Welcome Remarks and Introductions**
- 9:15a – 9:45a **Association Expertise Part I**  
**CLE and Meeting Planning**  
*Facilitated by Sara Crumb, Member Services Director, Washington State Association for Justice*
- \* Hot Topics & Speakers
  - \* What's New?
  - \* Marketing Events
  - \* Meeting Security
- 9:45a – 10:30a **Association Expertise Part II**  
**Membership**
- \* Why do members join?
  - \* Why do they leave?
  - \* Engagement Secrets
  - \* New Models
- 10:30a – 10:45a *Break*
- 10:45a – 11:30a **Association Expertise Part III**  
**Foundations**
- \* Measuring the Value
  - \* Effective Fundraising
  - \* Cy Pres Awards
  - \* Maximize PR Programs
- 11:30a – Noon **Hat Topic**  
*It might be a hot topic!*  
 Attendees submit questions throughout the program on any topic, we draw one from the hat, and the group discusses it.
- Noon **NATLE Adjourns**—*Visit the exhibit hall until 1:30p today! Americana 3 in the Loews.*
- 1:00p – 3:00p *AAJ Council of Presidents\**
- 3:00p – 4:00p *AAJ COP Reception*
- 7:00p – 9:00p *AAJ Opening Reception at*  
*Nikki Beach*

## SUNDAY, FEBRUARY 3

- 9:00a – 10:15a **Association Expertise Part IV**  
**Planning for the Unexpected**
- \* Key Staff Departure(s)
  - \* Building Fires, Floods, Etc.
  - \* Weather Disasters
  - \* Untimely Deaths
  - \* Subpoenas
  - \* Data Breaches
- 10:15a – 10:30a **Mimosa Break** sponsored by 
- 10:30a – Noon **Association Expertise Part V**  
**Nondues Revenue: Sponsors**  
*Facilitated by Alison Dodge, CAE, Executive Director, Maryland Association for Justice*
- \* Vendors as Fundraising Partners
  - \* Profitable Programs for Sponsors
  - \* Creative Sponsorships
  - \* Building Relationships
  - \* Finding New Sponsors
- Putting the Fun in Fundraising**
- \* Creative Fundraising
  - \* Board Requirements
  - \* New Lawyer Fundraisers
  - \* Anniversaries & Special Projects
- Noon **NATLE Adjourns**—*Visit the exhibit hall until 1:30p today! Americana 3 in the Loews.*
- 5:00p – 9:00p **Let's Go Yachting!**  
*Sponsored by the Florida Justice Association (Ticket required.)*  
 Relax and enjoy a memorable few hours on the ocean along with friends, hors d'oeuvres, and the beautiful coastline of the Magic City. Cruise around Hibiscus, Palm and Star Islands with views of the waterfront homes including that of Gloria Estefan, and then see Fisher Island, home to Oprah and others. Tour the best parts of Miami from the comfort of a yacht.



\*NATLE members are invited to attend the AAJ COP functions.



MONDAY, FEBRUARY 4

9:00a – 9:30a **AAJ Report from Linda Lipsen, CEO**

- 9:30a – 10:15a **Association Expertise Part VI  
Information Technology**
- \* Database Tips and Tricks
  - \* In the Cloud or Down to Earth
  - \* Integration: FMS, CMS, AMS
  - \* Cybersecurity Best Practices

10:15a – 10:30a *Break*

- 10:30a – 11:00a **Budgeting for Tech**
- \* Replacing Computers
  - \* Fixed Assets Policies
  - \* Outsourcing IT
  - \* Staff Training

11:00a – 11:30a **Favorite Apps and Tech**

11:30a – Noon **Another Hat Topic**

Noon – 1:30p *Lunch with Friends*

1:30p – 2:30p **Association Expertise Part VII  
Imagining Pro-Justice Legislative  
Success**

Attendees break into small groups to discuss resources needed to bring about a successful national wave of pro-justice initiatives.

2:30p – 3:00p **Designing Pro-Justice Legislative  
Success**

We'll discuss what the groups earlier have identified and how NATLE can provide tools for pro-justice success.

3:00p **NATLE Adjourns**

TUESDAY, FEBRUARY 5

9:00a – 9:45a **Association Expertise Part VIII  
The Volunteer of the Future**

Baby boomers volunteered because it was the right thing to do. With boomers becoming less of the population, how do you find good volunteers who will devote the time and do the work? What if a volunteer falls short? Are there other models besides the traditional committee structure that are more efficient?

9:45a – 10:45a **Association Expertise Part IX  
Social Media**

- \* Hire or Outsource?
- \* Measuring Success
- \* Which Outlets?
- \* Posting Pictures Safely

10:45a – 11:45 **Association Expertise Part X  
Association Operations**

- \* The Operations Manual
- \* Financial Accounting/Reporting
- \* Policies & Personnel Manuals
- \* Professional Employer Organizations
- \* Employee Benefits

11:45a – Noon **Bring it Home**

You've learned a lot, taken a lot of notes and made new friends. How do you take it home and put it to work? How do you keep the energy and motivation to implement your new ideas? Let's wrap up with a positive send off.

Noon **NATLE Adjourns**

*"Best meeting yet. Great job all around!!"*

**"Great to have small enough group to have discussion, not just being talked to – great interaction!"**

*"I love the format of the winter conference!"*

**"This was my first NATLE meeting, and I loved it. I found meeting everyone and hearing what other states are doing to be energizing."**

*"Very beneficial!"*

**"I would prefer to attend the Mid-Winter over the Annual. It's more informative for those who are new to their jobs."**

**"The winter meeting is intimate and the best part is more in-depth discussions."**

**"One of the most thought provoking/info sharing seminars of NATLE. Major kudos!!"**



# DETAILS

## HOW TO REGISTER

All registrations must be submitted **online**. Register at [www.natle.org/2019Winter](http://www.natle.org/2019Winter). Questions? Email Jeanie Hinkle, [JHinkle@natle.org](mailto:JHinkle@natle.org).

## CANCELLATION POLICY

The NATLE Cancellation and Refund Policy applies to **all paid meeting events**, including social events. All cancellations or changes must be received in writing. Cancellations received on or before **January 11th** will receive 100% of the fee paid. Cancellations received **between January 12th and January 25th** will receive 50% of the fee paid. We regret that due to guarantees required, **no refunds can be given after January 25th**. Thank you for understanding that your request for an exception to this policy will cost NATLE money.

## MEETING LOCATION

All NATLE meetings are in the **Oval** room of the **National Hotel**. Your hotel reservation must be made through AAJ and you can only make your reservation after you have registered with AAJ (see above). Thank you in advance for understanding that **we have no control over hotel rooms**, only AAJ or OnPeak can change your room and help with any special needs.

## REGISTER WITH AAJ

**In addition to** registering with NATLE, it is also important to [register with AAJ](#), which is complimentary for NATLE members. This ensures an AAJ name badge and entry to the exhibit hall. If you are not reading this electronically, go to [www.justicewinterconvention.org](http://www.justicewinterconvention.org) to register.

## LUNCH WITH FRIENDS

Join your colleagues for a working lunch on **Monday** at a nearby restaurant. This lunch is not sponsored so plan to pay for your meal. Once we know how many are attending, we'll make plans and let you know the details at the meeting.

## JUSTICE PARTNERS

### PLATINUM JUSTICE PARTNERS

**TRIALSMITH**



### GOLD JUSTICE PARTNERS



### SILVER JUSTICE PARTNER



Strategic Capital

### BRONZE JUSTICE PARTNER



## HOST ASSOCIATION

