

Ruth M. Schaub, PP, PLS
NALS of Michigan President Elect
Summer Board of Governors' Meeting
October 6, 2007

Since the June Board of Governor's Meeting I have been busy preparing for the State Bar Meeting in Grand Rapids on September 27 and 28, 2007. A huge thank you goes to State Bar Liaison Debra Pieczynski, PP, PLS, for her outstanding efforts at coordinating this event and to the army of workers who donated their time to work this annual event. Please thank the volunteers when you see them wearing their light blue NALS of Michigan marketing shirts.

Another huge thank you to President Dolores Oliver, PLS, for taking the lead at the NALS of Michigan marketing booth at the State Bar Meeting. Due to a co-workers mom's surgery, our office was short handed and I was unable to attend. President Oliver set up the booth with the marketing items and materials I ordered, and spent two days spreading the NALS message to all attorneys in attendance. Again this year, we obtained the names of new firms to contact by offering a bottle of wine to the attorney whose name was pulled from the NALS of Michigan "fish bowl." Those names will be provided to Roxann Repasy and the chapter in each attorneys local area.

News releases for the October Education Seminar have been sent to publications throughout Michigan. Please share with me any NALS articles or marketing ideas you have.

I have been in contact with the webmaster who is updating the website and posting items to the bulletin board as they are received. Barb Stone, PP, PLS, has been amazing to work with and her hard work are appreciated.

Officer Outreach Assignments have been printed in the most recent state publication. Please contact your assigned officer to make arrangements for her visit and be sure to provide me with a date and discussion topic.

I had the pleasure of participating in a telephone conference with the 2009 Annual Meeting Committee. They have some wonderful surprises in store for you and NO ONE will want to miss the 2009 Annual Meeting. I am sure people will be talking about it for years!

I am always looking for new marketing ideas. If you have any questions or suggestions, please contact me at rmschaub@centurytel.net. Remember to wear and use your NALS logo items as often as possible. If your office allows, be sure to display your NALS awards and certificates at work. Print out *The Official Record* and share it with non-member co-workers. Do a memo to co-workers about changes in the law or other interesting things you learn about at NALS seminars. Share extra items from your registration packets instead of tossing them. Think outside the box and share NALS with others.

This year I would ask each member to "step up" and ask someone to a meeting or seminar and take time to share the benefits of your NALS membership with another. Remember First Vice President Repasy's "Follow the Yellow Brick Road to Membership" campaign which will reimburse you or your chapter up to \$10 for each non-member you sponsor to any local, state, regional or national event. You are NALS of Michigan's best marketing tool! Great things are happening at NALS of Michigan.

Ruth M. Schaub, PP, PLS
NALS of Michigan President Elect & Marketing Chair