

Ruth M. Schaub, PP, PLS
NALS of Michigan President Elect
Winter Board of Governors' Meeting
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Since the October Board of Governor's Meeting I have been preparing for the 2008 Annual Meeting. The nominations committee has sent out the call for nominations and has extended the deadline to January 25, 2008, to allow all chapters to respond. The committee has been wonderful to work with and communication with them has been prompt. News releases for the February Education Seminar have been sent to publications throughout Michigan. Please share with me any NALS articles or marketing ideas you may 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 very easy to work with and her efforts are greatly appreciated. She has regularly been passing membership inquiries on to the Membership Committee and continuing to update our website.

It was my pleasure to visit NALS of Greater Kalamazoo and speak about a recent product liability case my firm handled. There was a great turn out with several prospective members in attendance. NALS of Greater Kalamazoo really knows how to make you feel welcome. Their hospitality was appreciated – and I welcomed the chance to talk about practicing plaintiff's personal injury law.

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. Be sure to share your newsletter with other chapters – and read the newsletter from other chapters, especially those who continue to expand and retain their membership.

Remember to continue to “step up”. 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! Consider serving on a local, state or national committee. Many hands make light work.

Great things are happening at NALS of Michigan.

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