

NALS of Michigan Winter Board of Directors Meeting
Marketing Director's Report
February 4, 2012
Lansing, Michigan

Since our last board meeting in November 2011, I have performed the following duties:

- Forwarded information about various contacts made at the State Bar Annual Meeting in October as potential sponsors to the 2012 Annual Meeting Committee
- Forwarded information on potential speakers to the CLE Committee (Elizabeth Jolliffe and National Corporate Research)
- Reviewed the website for any needed updates
- Provided copies of the new NALS of Michigan Operational Plans to each of the committees I work with (Marketing, State Bar Liaison, State Publication, and Website)
- Met with a representative of Mission Point Resort on Mackinac Island about the needs of the association if it were to consider Mackinac Island as a future destination for Annual Meeting
- Attended the NALS Education Conference and National Forum in Cincinnati
- Submitted a recommendation to the Executive Committee regarding offering a bundling of advertising in the newsletter and in the website with future Annual Meeting sponsorships
- Forwarded "Google alerts" regarding mentions of NALS of Michigan in internet postings to the Marketing Committee
- Responded to an email vote on an action required of the Board of Directors regarding the selection of judges for the 2012 Legal Professional of the Year Award
- Submitted an article for the winter edition of the Official Record
- Executed the contract with the Radisson Plaza Hotel in Kalamazoo for the 2013 Annual Meeting (April 19-20)
- Attended a vendor/sponsor event in Grand Rapids
- Submitted a recommendation to the Executive Committee regarding a survey of members to obtain vendor information for marketing database
- Prepared and submitted the new advertisement for the April 2012 State Bar of Michigan Member Directory

Respectfully submitted,

Vicki L. Ballinger, PLS
Marketing Director