

**BUSINESS LAW SECTION, STATE BAR OF CALIFORNIA
EXECUTIVE COMMITTEE – LONG RANGE PLANNING RETREAT**

**March 29, 2010
Balboa Bay Club & Resort • Newport Beach, California**

AGENDA

Retreat Theme: “Think Long Range”

8:30 a.m. – 9:00 a.m. BREAKFAST BUFFET

9:00 a.m. – 9:05 a.m. AGENDA AND OBJECTIVES

Discussion Leader: *Paul Pascuzzi*

9:05 a.m. – 10:15 a.m. STANDING COMMITTEE ISSUES

- Standing Committee detailed status reports from liaisons
- Rising and waning committees, if any?
- Vice Chair of Standing Committees idea
- Encouraging communications and collaboration between committees and between sections
- Liaison role one of most important responsibilities of Ex Com membership

Discussion Leaders: *Paul Pascuzzi
All Liaisons*

10:15 a.m. – 10:20 a.m. BREAK

10:20 a.m. – 11:20 a.m. MARKETING

- Status of renewal of memberships, if any
- Mission of BLS for Marketing: What are we trying to achieve?
- Need to offer “free look”?
- Future efforts to generate increased membership

- How do we better use existing content? (E-bulletins, BLN, programs, other?)
- How does BLS generate more content?
- Put more content behind the membership wall; is it time?
- How to we reach non-BLS members?

Discussion Leaders:

*Paul Pascuzzi
Mark Porter
Donna Parkinson*

11:20 a.m. – 11:50 a.m. FACEBOOK AND TWITTER

- Introduction to Facebook and Twitter
- Live demonstration by Rob Harris
- How can BLS use social media?
- Issues to address

Discussion Leader:

Rob Harris

11:50 a.m. – 12:00 p.m. GET LUNCH BREAK (but work through lunch)

12:00 p.m. – 1:00 p.m. PROGRAMS & PUBLICATIONS

- Future of SEI and Annual Meeting?
- Mission of BLS for Programs and Publications: What are we trying to achieve?
- “Essentials of Business Law” recap; whether to present similar series next year; issues and possible changes
- Encouraging collaboration, co-sponsorship and cross-marketing
- Coordination with local organizations, develop a list of targets and discuss how to get to them

Discussion Leaders:

*Denise Olich
Lisa Runquist
Nina Ortega*

1:00 p.m. – 2:00 p.m.

WEBSITE

- Status Update
- Review of new site: “The Good, the Bad and the Ugly”
- How can we best use the new site?
- Communication to and from Standing Committees
- Need for telephonic “Town Hall” meeting on website review?

Discussion Leaders:

*Mark Porter
Susan Orloff
Michael Mullen*

2:00 p.m. – 2:05 p.m.

BREAK

2:05 p.m. – 2:25 p.m.

LONG RANGE STRATEGY COMMITTEE REPORT

- Use of Surplus
- Staffing issues
- Development of a 3-5 year plan

Discussion Leader:

Peter Szurley

2:25 p.m. – 2:45 p.m.

LEGISLATION

- Mission of BLS for Legislation: What are we trying to achieve?
- Changing culture? Experience so far
- Goals, priorities and issues

Discussion Leaders:

*Stewart McDowell
Steven Hazen*

2:45 p.m. – 3:00 p.m.

CONCLUDING REMARKS and LIST OF ACTION ITEMS

- Review of important discussion points
- Confirm list of action items to implement ideas and concepts developed

Discussion Leaders:

*Paul Pascuzzi
Mark Porter*