

OREGON STATE BAR BUSINESS LAW SECTION  
EXECUTIVE COMMITTEE

MINUTES OF MEETING

June 15, 2013

9:00 a.m.

A meeting of the Executive Committee (the "Committee") of the Oregon State Bar Business Law Section (the "Section") was held at 9:00 a.m. on Saturday, June 15, 2013, in the Boardroom of the Allison Inn & Spa, at 2525 Allison Lane, Newberg, OR 97132, pursuant to notice duly given. The meeting commenced at 9:08 a.m.

The following Committee members, constituting a quorum, were present at the meeting: Ambyr O'Donnell, Benjamin Lenhart, David Ludwig, David Matheson, Holley Young Franklin, Justin Denton, Kenneth Haglund, Kyle Wuepper, Lorie Harris Hancock, Tyler John Volm and Valerie Sasaki.

1. Chair Report. Ambyr O'Donnell, the Chair of the Committee, reviewed with the Committee prior activities and the purpose of this meeting. Ambyr stated that the members of the Committee should discuss and take away several firm action items from this meeting.
2. Survey Results & Member Demographics. Ambyr O'Donnell initiated a discussion regarding Section member demographics and the survey results that were circulated prior to the meeting. It was noted that the majority of the Section membership resides in the Portland metropolitan area, but that there are large numbers of members in Deschutes, Jackson, Lane and Marion Counties, Oregon. The Committee also reviewed and discussed the years in which Section members were admitted into the Oregon State Bar.

The Committee then began a discussion of the survey results regarding the Oregon Business Lawyer Newsletter. Members discussed whether the Newsletter should be delivered electronically or in paper format, and the costs of each, with members expressing differing views. The Committee discussed an opt-in, whereby Section members could choose to receive paper copies if desired, and an opt-out, whereby Section members would receive paper copies by default and could opt-out and receive the Newsletter only in electronic format. The Committee agreed to review further the costs of paper delivery before a decision was made. The Committee then discussed the content of the Newsletter. It was noted that electronic format would allow longer articles to be included without additional costs of delivery.

The Committee then discussed the survey results regarding CLEs. It was noted that the membership was overall satisfied with CLEs, but that members would likely attend additional CLEs sponsored by the Section. The Committee discussed whether to have 1-2 hour CLEs, plus a social, quarterly CLEs, or breakfast or lunch CLEs. The Committee determined that it should encourage non-Executive Committee members to be involved in the CLE subcommittee. A tentative plan was established that in the first and third quarters, there would be a breakfast or lunch CLE, in the second quarter there would be a CLE plus social, and that in the fourth quarter the Section would sponsor an all-day CLE similar to last year. The Committee also discussed

taping and/or webcast of the CLEs, and the possibility of hosting “watching parties” in areas of the state where it does not make sense to travel to the CLE location. The Committee will speak with the Oregon State Bar regarding these logistics following this meeting. It was noted that the annual meeting should not have a webcast to encourage in-person participation.

The Committee then discussed the survey results regarding the Section website. Section members indicated that forms should be included on the website, and the Committee discussed the possibility of subscribing to ClayTablet or another provider to furnish up-to-date forms.

3. Business Plan Discussion. David Ludwig initiated a discussion regarding the Section’s Business Plan, which remains in draft form. David Ludwig, Ambyr O’Donnell and Justin Denton all described the Business Plan as being too long, and that it should be kept at a high level and focus only on core objectives of the Section. Ambyr O’Donnell noted that she would revise the Business Plan and propose a revised version at subsequent meetings. Ben Lenhart noted that we could discuss the current version of the Business Plan with the Chair of the Executive Committee at the time it was drafted to determine the thought process behind the current draft. All agreed that the current version of the Business Plan should be removed from the Section website.

4. Subcommittee Review.

a. CLE. Ben Lenhart stated that the CLE subcommittee was working on the all-day CLE to be held on November 7, 2013, and that the subcommittee would meet shortly to discuss content and speakers for that CLE. The Committee discussed whether or not to host the lunch at the all-day CLE similar to last year. It was noted that more participation from other Executive Committee members and non-Executive Committee Section members would be helpful, particularly if the subcommittee is tasked with additional CLEs. Justin Denton indicated that we should call each person from the survey willing to help and get them involved if appropriate. The Committee discussed generally topics and skills that could be addressed in the CLE.

b. Newsletter. Kyle Wuepper began a discussion regarding the Newsletter. He reiterated that the subcommittee is moving away from having students help write articles due to timeliness and quality issues. The Committee discussed the possibility of requesting articles from practitioners, asking summer clerks from larger firms to write articles, and paying for articles. Lorie Harris Hancock noted that we should have an article from one of the CLE presenters in the Newsletter prior to the CLE, and that we should consider adding member profiles. There was further discussion regarding paper and electronic delivery of the Newsletter.

c. Social. David Matheson initiated a discussion regarding the Social subcommittee, and noted that calendaring and marketing is the most difficult aspect of hosting the socials, and that word-of-mouth marketing is highly important for a successful event. The Committee discussed the recent May 30th CPA Social, which was a duplicate of last year, and noted that attendance was down compared to the prior year. The Committee discussed coupling socials with CLEs to increase interest and attendance. There was general agreement that the Section should have approximately three socials throughout the year, and the Committee discussed timing of the tentative second quarter social/CLE.

d. Planning. The Committee discussed the scope and goals of the Planning subcommittee. Justin Denton stated that we should consider having the Executive Committee retreat in January in order to allow new Committee members an opportunity to plan shortly after election and at the beginning of the year. There was general agreement among Committee members that January would be the best time, and that a summer mini-retreat might be appropriate to discuss progress and any necessary change in goals.

e. Legislative. The Committee discussed the roles of Chris Hall and John Thomas with respect to legislative work and the need for formal Committee participation.

4. Brainstorming Session. It was noted that many of the brainstorming items in the meeting agenda had been covered in prior discussion. In regard to action items, the Committee would seek to hold quarterly CLEs, provide forms on the website and revise the Business Plan.

5. Other Business.

a. Professionalism Award Nominee. Kenneth Haglund initiated a discussion regarding the proposal to nominate Andy Morrow for the Edwin J. Peterson Professionalism Award, similar to the nomination last year. There was discussion regarding the criteria for the award and possible alternative nominees. Justin Denton asked that the written criteria for the award be distributed to him and others. After a motion duly made and seconded, the Committee unanimously approved the nomination of Andy Morrow for the Professionalism Award.

b. June Meeting. After a motion duly made and seconded, the Committee unanimously approved the cancellation of the June meeting of the Executive Committee.

c. Castles Award. The Committee discussed the James B. Castles Leadership Award that had previously been awarded regularly by the Section. The award was established in 1998 to recognize an Oregon lawyer for excellence in the practice of business law, professionalism among fellow business lawyers and outstanding community leadership. There was general agreement among Committee members that the award should continue to be given to qualified nominees. David Matheson and Lorie Harris Hancock agreed to circulate additional information regarding the criteria for the award after this meeting. Justin Denton noted that Kenneth D. Stephens of his office would be a deserving candidate for this award.

6. Adjournment. There being no further business, the meeting adjourned at 11:52 a.m.

Respectfully submitted,

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Kenneth Haglund, Secretary