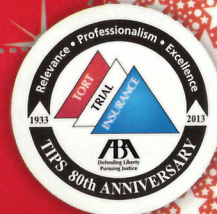


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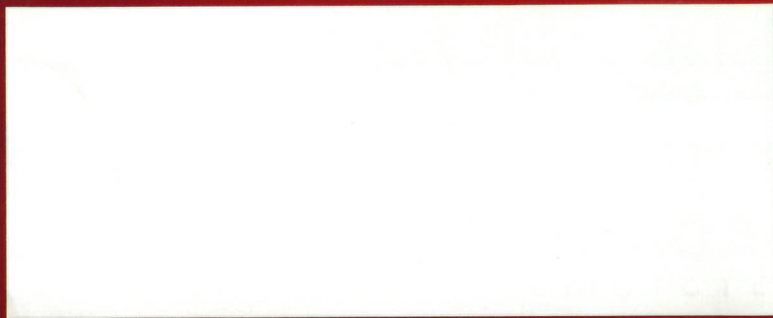
The BRIEF

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HAPPY ANNIVERSARY, TIPS



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PROFILE

Task Force on Outreach to Young Lawyers: Recruiting and Developing Future TIPS Leaders

By Michael A. Vercher

Law school admissions are down, and each year seems to bring a new list of professional organizations competing to attract young lawyers to join their ranks. That makes the Tort Trial & Insurance Practice Section's Task Force on Outreach to Young Lawyers' mission all the more critical.

Our mission is to increase membership and facilitate the participation of young lawyers in TIPS. A big part of that mission involves creating leadership opportunities for new members of the profession by providing a forum for them to learn about and become involved in all the Section has to offer. The task force's ultimate goal is to use TIPS

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to give young lawyers the tools they need to advance their careers.

To that end, the TIPS task force continues to maintain its well-established brand in the ABA Young Lawyers Division (YLD) as the ABA Section with a reputation for providing some of the best leadership opportunities for young lawyers seeking a permanent home in the ABA after "aging out" of YLD. TIPS once again is a Gold sponsor of YLD. Twice a year, at the ABA Midyear and Annual Meetings, our task force members wear our blue trademark TIPS golf shirts and attend the YLD Welcome Reception, where we meet and mingle with YLD conference attendees and hand out free beverage tickets. This event offers an invaluable opportunity to interact with YLD leaders in an informal setting. The task force is working with YLD on a CLE practice series tentatively titled "The Nuts and Bolts of Alternative Dispute Resolution," which would allow TIPS to sponsor CLE programs at each YLD meeting for a year.

The task force recently completed a series of litigation-related CLE programs specifically created for young lawyers, including "Conducting Jury Voir Dire" in October 2010; "Effective Oral Advocacy" in May 2011 (live) and again by telephone/webinar in September 2011; "Devastating Cross-Examination of Expert Witnesses" in October 2011, as well as another program about how to effectively handle difficult issues involving judges; and "Witness Preparation and Direct Examination" in May 2012.

We continue to work closely with the YLD's substantive committees and have appointed various liaisons and representatives from

corresponding TIPS committees to facilitate this interaction. Task force members also are assigned to YLD substantive committees and check in with their chairs quarterly to determine whether TIPS can help to provide content for the YLD website, articles of interest, or CLE program speakers.

While outreach to the YLD is important, the task force also recognizes that there are future TIPS members who are not currently involved in the ABA. Utilizing local TIPS contacts, the task force organizes and promotes—through local



young lawyer bar associations—a happy hour event during TIPS's quarterly meetings where local lawyers can stop by and become acquainted with members of our Section. At the 2013 Midyear Meeting in Dallas, we welcomed more than 50 local lawyers who attended the Young Lawyers' Reception to learn more about TIPS.

Because not everyone has the good fortune to be able to attend ABA meetings, we have begun a project that will create and archive a "Day in the Life" series of short articles that we hope will draw young lawyers to the TIPS website for information on what life is like for young solo practitioners and for plaintiffs, defense, corporate, and family lawyers.

To reach a tech savvy audience, the task force recently updated and

improved the way we communicate with our members. We updated our website to provide greater content in a user friendly manner. We increased our use of social media such as Facebook, LinkedIn, and Twitter. You can sign up—as many already have—and follow us on Facebook at www.facebook.com/tipsyounglawyers.

The Task Force on Outreach to Young Lawyers actively promotes and utilizes the Section's Twitter handle @ABATIPS to help followers keep abreast of important events. Our website and social media are designed to inform young lawyers of our activities, meetings, and events, and to offer an interactive forum that enhances participation in TIPS. We have also archived and posted a number of articles on a variety of topics of particular relevance to young lawyers, their practices, and their lives.

Our task force meets quarterly and in the past year held very productive business meetings in La Quinta, Dallas, and Washington, D.C. You are welcome—and encouraged—to attend each of our future meetings.

Finally, the task force advertised for and selected six new TIPS NOW! Fellows from a pool of very qualified applicants. We will match those young lawyers with TIPS substantive and standing committees and monitor their progress as they gain valuable exposure in the upcoming year and are positioned for leadership opportunities within the Section.

I enjoy the privilege of serving as the chair of TIPS's Task Force on Outreach to Young Lawyers. I am very encouraged and excited about the future of this task force, of TIPS, and of our members. Please feel free to contact me at mavercher@csattorneys.com if you have any questions, suggestions, or would otherwise like to discuss activities and plans for the Section's coordinated efforts to recruit and grow new young members and TIPS leaders for the future. ■

View from the Chair

CONTINUED FROM PAGE 5

Our 2012–2013 class of the Leadership Academy was simply epic, and their programs were outstanding. These 23 inspiring attorneys displayed a passion for professionalism and service to the profession while establishing a true bond with the members of their class (and they had some crazy and fun times doing it). I thank the Leadership-Diversity Initiative Task Force for another sensational year, and we look forward to integrating the Leadership Academy graduates into our TIPS family.

We set attendance records at our 2012 Fall meeting in La Quinta, California; the 2013 ABA Midyear Meeting in Dallas, Texas; and the 2013 Spring Meeting in Washington, D.C.; each of which featured inspiring public service projects sponsored by the Law in Public Service and Animal Law Committees. In Washington, D.C., we featured highlights of the 80 years of TIPS in a nostalgic slide show (yes, we all looked younger) and through the banners of relevance, professionalism, civility, and excellence that were displayed in the TIPS registration area at the J.W. Marriott. We celebrated our 80th anniversary with the ABA Judicial Division and honored our own at the Leadership in Action luncheon and the Library of Congress gala on April 27, which was the largest sit-down dinner ever in TIPS's 80 years. We were honored to welcome ABA leaders at our meeting: Jack Rives, ABA executive director; Jim Silkenat, ABA president-elect; and William Hubbard, ABA vice president-elect; and we enjoyed two excellent keynote addresses by Senator Richard Burr of North Carolina and Roberta Shaffer, associate librarian at the Library of Congress.

I want to express my gratitude to all of the general committee chairs and committee members who welcomed me at their programs and

worked hard to make their CLEs cutting-edge and financially successful. Also, a huge thank you to our standing committees and task force chairs and members for their diligent work that made this year so very special. I also am grateful for our major Section sponsors—Thomson Reuters, DecisionQuest, and Matson Driscoll & Damico—and the members of TIPS Council for their support, time, hard work, and dedication toward providing excellence to our Section. My very special thanks to Sue Farina, Dave Reif, and John Buckley, who assisted me with CLEs at the Fall, Spring, and Annual Meetings and helped make each one successful. And many thanks to my fellow officers, Gene Beckham, Mike Drumke, Glenn Troublefield, Kim Hogrefe, John McMeekin, and Randy Aliment for their patience, support, insight, and devotion for the betterment of our Section. We have a group of outstanding future Section chairs in Gene, Mike, and Glenn, each of whom will no doubt continue to march TIPS toward greater heights of excellence in the years to come. Finally, last but not least, my deepest and most profound gratitude to our incredibly talented (and now my true friend) TIPS Staff Director Mary Ann Peter and to her amazing staff—Mike McCarthy, my dear Janet Hummons, Faye Dillon, Debra Dotson, Jennifer LaChance, Ninah Moore, Don Quarles, Erin Ruehrwein, Felisha Stewart, Linda Wiley, Stephanie Rodriguez, and John Benigni—for their supernatural efforts in making our 80th anniversary year a complete success. Not only do we have the best Section in the ABA, we clearly have the greatest staff!

I thank each of you for the opportunity to be your chair this year, which has been one of the most unforgettable professional experiences of my life. I look forward to seeing you all in San Francisco at the ABA Annual Meeting. ■