

BLS Communications Committee Meeting Agenda

Thursday, January 19, 2023 at 12 PM EST

Winter Meeting

Location: Zoom

Meeting ID: 871 3299 0954

Password: 046702

Crystal Potts Chair	crystal@potts-legal.com	(772) 207-0546
Shirley Palumbo Vice Chair	Shirley.Palumbo@nexteraenergy.com	
April Hosford Stone Second Vice Chair	aprilghosford@gmail.com	
The Honorable Paul Hyman Judicial Chair	Paul_hyman@flsb.uscourts.gov	

Tracey Eller BLS Website Administrator	flabizlaw@gmail.com	
---	--	--

1. Call to Order
2. Content: Monthly Newsletter, Blog, & Social Media
 - a. Updates to Content Calendar
 - i. January – New Year’s Resolutions/Traditions; Winter Meeting
 - ii. February – Black History Month; Valentine’s Day (Love thy lawyer? Love thy client?)
 - iii. March – Women’s History Month; St. Patrick’s Day (travel stories; pictures)
 - iv. April – Spring Cleaning; Administrative Professionals thank you
 - v. May – Mother’s Day (thanks to lawyer moms); Memorial Day
 - vi. June – Father’s Day (thanks to lawyer dads); Annual Meeting
 - vii. July – Independence Day; patriotic
 - viii. September – Labor Day
 - ix. October – Pro Bono Month
 - x. November – Thanksgiving
 - xi. December – Holidays
 - b. *Better Know a Judge* video series
 - i. *Completed & Posted*: Bankruptcy Judges Robson, Mora, Burgess, Cristol, Sneed

- ii. *Completed, Not Posted*: Judge Brown
 - iii. *Being scheduled*: Judges Geyer, Berger (Crystal- scheduled for 2/23)
 - iv. Others?: Judges Russin (April), Grossman (April), Maynard
 - c. *Get to Know Members Better* series | Member Spotlights
 - i. Start with BLS Officers/Executive Committee
 - ii. Format Options (Question bank; 2 Truths & A Lie/False; This or That)
 - d. Content Help
 - i. Newsletter subcommittee
 - 1. Need to assign one month per Committee member for content
 - 2. Assign one month per relevant BLS Committee/Sub-Committee/Task Force
 - 3. Please let us know if you have any news to share
 - ii. CLEs – upcoming and after-market promotions (catch up on what you’ve missed)
 - e. Other Committees’ Schedules
 - f. Sponsorship Packages | Sponsor Spotlights
 - i. Review upper-level sponsorship packages for substantive committees; ensure website is delivering any promised exposure
3. Social Media – update from Tracey
4. BLS Website
 - a. Member registrations – encourage all BLS members to create profile
 - b. Encourage committees, sub-committees to update their content
5. Substantive & Standing Committee Liaisons (*please inform of the committee meetings that you will be attending*)
 - a. Business Litigation –
 - b. Bankruptcy/UCC –
 - c. IMF –
 - d. Computer & Tech Law –
 - e. Corporations, Securities & Financial Services –
 - f. IP Committee –
 - g. Pro Bono –
6. New Business
7. Adjournment
 - a. Next meeting: TBD