

BLS Communications Committee Meeting Agenda

Wednesday, June 21, 2023 at 11AM

Florida Bar Annual Convention

The Boca Raton, Royal Palm Ballroom I

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| Crystal Potts Chair | crystal@potts-legal.com | |
| 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 | |

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| Tracey Eller BLS Web Administrator | flabizlaw@gmail.com | |
| Calbrail Banner FL Bar Program Administrator | cbanner@floridabar.org | |

1. 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/International Women’s Month; St. Patrick’s Day (travel stories; pictures)
 - iv. April – Spring Cleaning; Administrative Professionals thank you; Financial Literacy Month; Annual EC Retreat
 - v. May – Mother’s Day (thanks to lawyer moms); Memorial Day; Law Day; National Lawyer Well-Being Week
 - vi. June – Father’s Day (thanks to lawyer dads); Annual Meeting
 - vii. July – Independence Day; patriotic
 - viii. August –
 - ix. September – Labor Day/Labor Day Retreat
 - x. October – Pro Bono Month
 - xi. November – Thanksgiving
 - xii. December – Holidays
 - b. Standing Content
 - i. Case Updates by Manny Farach
 - ii. Save the Dates

- iii. Kudos
 - c. *Better Know a Judge* video series
 - i. *Completed & Posted*: Bankruptcy Judges Robson, Mora, Burgess, Brown, Geyer, Sneed, and Berger
 - ii. *Completed, Not Posted*: N/A
 - iii. *Being scheduled*: Judges Russin (April) Grossman (April)
 - iv. Others?:
 - d. *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)
 - e. Content Help
 - i. CLEs – upcoming and after-market promotions (catch up on what you’ve missed)
 - ii. Other Committees’ Schedules, CLEs, etc.
 - iii. Substantive articles
 - iv. Suggestions for other content series for 2023-2024
- 2. Social Media – update from Tracey
- 3. BLS Website
 - a. Member registrations – encourage all BLS members to create profile
 - b. Encourage committees, sub-committees to update their content
- 4. Sponsorship Packages | Sponsor Spotlights
 - a. 4 Published; 3 Pending
- 5. Substantive & Standing Committee Liaisons (*please inform of the committee meetings that you will be attending*)
 - a. Business Litigation –
 - b. Bankruptcy/UCC – Shirley
 - c. IMF – Crystal
 - d. Computer & Tech Law – Crystal
 - e. Corporations, Securities & Financial Services –
 - f. IP Committee – Crystal
- 6. New Business
 - a. Incoming 2023-2024 Committee Chairs
- 7. Adjournment
 - a. Next meeting: TBD