

EXECUTIVES OF CALIFORNIA LAWYERS' ASSOCIATIONS

Annual Meeting and Retreat 2019

JOIN US

**Thursday, April 25 Dinner,
Friday, April 26, and
Saturday, April 27, 2019**



**Jack London Square - Oakland, California and the
Alameda County Bar Association (ACBA)**

Waterfront Hotel – 10 Washington St, Jack London Square - Oakland, CA
Retreat (all day Friday, half day Saturday, end with ECLA Business meeting at lunch on
Saturday) to be held at ACBA office – 1000 Broadway, Suite 290, Oakland, CA



Price: \$195
includes dinner Thursday and
Friday nights, breakfast and lunch on
Friday and Saturday



Scholarships available!
Please contact Theresa Hurley at
thurley@cccba.org
or (925) 370-2548 for more information

THANK YOU TO OUR 2019 SPONSORS



PAYMENT - Mail your checks (payable to ECLA) and completed registration forms to:
EXECUTIVES OF CALIFORNIA LAWYERS' ASSOCIATIONS, Attn: Theresa Hurley (925) 370-2548 • thurley@cccba.org
Contra Costa County Bar Association • 2300 Clayton Rd, Suite 520 • Concord, CA 94520

ECLA 2019 ANNUAL RETREAT AND MEETING



Jack London Square - Oakland, CA

Waterfront Hotel – 10 Washington St, Oakland, CA

Alameda County Bar Association (ACBA)

1000 Broadway, Suite 290, Oakland, CA

Retreat and ECLA Business meeting held at ACBA office

ECLA Retreat Agenda - April 25, 26, and 27, 2019

Accommodation: Waterfront Hotel, 10 Washington St, Oakland, CA. Room rate \$165 per night, good for April 25 and April 26, 2019. Make reservations by calling 1-888-842-5333, letting them know you are with ECLA. Reservations must be made by March 25, 2019.

SCHEDULE:

Thursday, April 25, 2019

7:00 p.m. – Group Dinner - Forge Pizza, 66 Franklin, Suite 100 in Jack London Square

Friday, April 26, 2019

We will be meeting at the Alameda County Bar Association office, 1000 Broadway, Suite 290, Oakland (*carpool/Lyft over*)

9:00 a.m. – Welcome & Introductions - Who are you, what is your role, where is your bar association, is it your 1st time at an ECLA retreat? **Presented by: Theresa Hurley, 2018-19 ECLA President, Contra Costa County Bar Association**

9:30 a.m. – Q & A session with Ellen Miller, Director of Strategic Partnerships and Initiatives at California Lawyers Association. **Lead by: Tiela Chalmers, Alameda County Bar Association.** (*ECLA members will be asked for questions/feedback before this session*)

10:30 a.m. Break/Sponsor time

10:45 a.m. – Bar Tech - What does your Bar do to engage with members who can't physically show up at events/meetings? Facilitated discussion. **Lead by: Erin Peterson, Long Beach Bar Association**

11:45 a.m. – Lunch

1:00 p.m. – Afternoon three-hour session

Making Members Matter . . . As Southwest Airlines always says, *'we know you have choices . . . thank you for choosing Southwest.'* Membership organizations are no different. In today's environment, they must compete with other groups for their members' attention. Be a part of this three-hour session, engage with fellow executives and come away with ideas on making your association the 'go to' organization for your region.

Executives participating in the retreat will be asked to complete a survey that will add relevancy to breakout teams and provide better statistical data for making more informed decisions on making your members matter.

Achieving continued sustainability - a hands-on session exploring what's right, what's wrong, what needs changing in your association. This will include looking at recruitment and retention rates, who your competitors are and what they are providing. AKA How not to become the AMA! **Lead by: MaryAnne Bobrow, CAE, CMP, CMM – Bobrow Associates, Inc.**

4:00 p.m. – Roundtable - How has your year been? The good, the bad and the ugly (*yes, there will be a time limit on this!*)

6:00 p.m. – Dinner Location TBD

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SCHEDULE:

Saturday, April 27, 2019

Meeting at the Alameda County Bar Association office,
1000 Broadway, Suite 290, Oakland (carpool/Lyft over)

9:00 a.m. – Board Extravaganza – What do you need to know about board management, operations, governance, etc?

Presented by: Mary Burroughs, Sacramento County Bar Association

11:00 a.m. – Non Lawyers certification – Impact, opportunities, challenges –

Speakers from Washington State LLLTE

Noon – Lunch & ECLA Business meeting

1:30 p.m. – ECLA Business Meeting adjourned



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ECLA 2019 ANNUAL RETREAT AND MEETING CONFERENCE COST: \$195 (per person) Includes:

Thursday night reception and dinner. Friday breakfast, lunch and dinner. Saturday breakfast and lunch.

(\$60 for Thursday night reception and dinner for guests, \$60 for Friday night dinner for guests,). Limited Availability – Must RSVP

TOTAL ENCLOSED: \$ _____ GUEST(S) ATTENDING THURSDAY or/and FRIDAY DINNER AT \$60 EACH NIGHT, PER PERSON : _____

NAME: _____

ASSOCIATION: _____

ADDRESS: _____

PHONE: _____ E-MAIL: _____

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