



STRATEGIC PLANNING MEETING

for the 2022-2023 Board of Directors

September 18, 2022

AGENDA

Old Business...

- Year in Review 2021-2022

Transitions...

- Farwell to Alan Kramer and Joanne Dautruche
- Welcome to Christopher Aird and Maritza Gomez

Looking Ahead...

- Board Vision
- Open Strategy Discussion
- Committee Elections
- Photo and Close

YEAR IN REVIEW

2021-2022



...IN NUMBERS

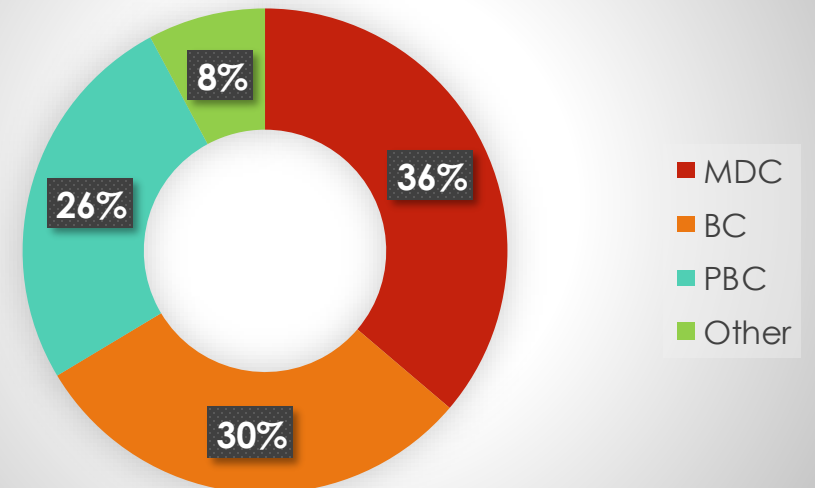
Membership

- Membership **decreased** this year to **497 members (-5.1% YoY)** from 524 in the previous year
- Members hail from: MDC (180; 5.2%), PBC (128; -20.5%), Broward (150; -1.9%), and beyond! (39; no change)

Sponsorship

- Sold **\$225,950** in new sponsorships in 2021-2022
- Gained eight new sponsors

Where our Members Are



...EVENTS

Event	Sponsor	Location	Date	RSVPs	Actual	Attrition
Coffee Talk CLE: Tired of Playing Hot Potato? What You Need to Know About Vaccine Mandates	Rumberger Kirk	Broward	11.17.21	22	17	22%
Miami Holiday Party	Cozen O'Connor	Miami	12.07.21	35	25	28%
Boca Raton Holiday Party	DLA Piper	Palm Beach	12.15.21	36	25	31%
Beach Clean Up		Broward	01.15.22		22	
Top Golf	Bilzin	Miami	02.09.22	32	20	38%
Sake Tasting at Zuma	Baker McKenzie	Miami	02.23.22	35	21	40%
Miami Dade Progressive Dinner	SHB, Buchanan, DLA Piper	Miami	03.10.22	33	26	21%

...EVENTS

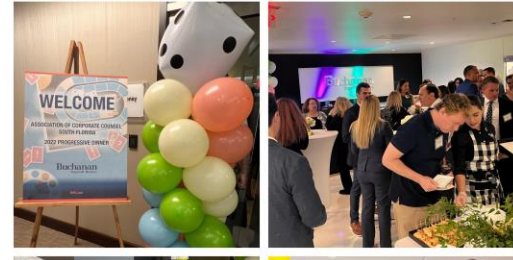
Event	Sponsor	Location	Date	RSVPs	Actual	Attrition
GC/CLO Dinner	Nelson Mullins	Miami	03.15.22	15	10	33%
Brewery Tour & Tasting	FordHarrison	Palm Beach	03.21.22	19	15	21%
Broward Legal Aid Telephone Advice Hotline	N/A	Virtual	04.05.22	9		
Axe Throwing	Little	Broward	04.12.22	15	N/A	
Cocktail Talk	Fisher Phillips	Broward	04.28.22	17	13	23%
Palm Beach Progressive Dinner	Shutts, Akerman & FH	Palm Beach	05.12.22	26	24	8%
Cocktail Talk	White & Case	Miami	05.23.22	17	12	29%

...EVENTS

Event	Sponsor	Location	Date	RSVPs	Actual	Attrition
Cocktail Talk	Rumberger	Broward	06.22.22	21	9	57%
Tenant's Equal Justice Pro Bono Clinic		Virtual	09.08.22	8		
12 th Annual CLE Conference		Broward	09.16.22	29	293	
Florida Community Development Legal Program		Virtual	09.28.22			
Member Appreciation	Akerman	Broward	09.29.22			

Average attrition: 29.25% **(+3% YoY)**

...YEAR IN PICTURES



...BY DOLLARS

Fiscal Year Budget – ESTIMATED VS ACTUAL¹

	2020 – 2021	2021 – 2022 ¹
Revenue	\$36,510.00 / \$26,658.00	\$231,265 / \$247,299.18
Sponsorship Revenue	\$18,500/\$10,500	\$214,250/\$225,950
Sponsorship \$ Collected	56.8%	107%
Expenses	\$173,075.00/ \$133,391.27	\$186,315/ \$175,510.29
Surplus or (Deficit)	(\$136,565)/ (\$110,178.62)	\$44,950/ \$71,788.89
Budget vs. Actual	+19.3%	+37.4%

¹Actual is an estimate of the 9/30/22 final budget.

...BY COMMITTEE - SPONSORSHIP

We rolled over 2020 sponsorships to 2021 without any additional cost to sponsors. In 2022, we set out to recoup our sponsorship dollars. As a result, we sold **\$225,950** in sponsorships for the 2021-2022 fiscal year and exceeded our budget of \$214,250.

- 8 new sponsors partnered with us:

- Barnes & Thornburg
- Mayer Brown
- Hilgers Graben PLLC
- Galloway, Johnson, Tompkins, Burr & Smith
- Latitude
- King & Spalding
- Cobblestone Software
- Pavese Law Firm

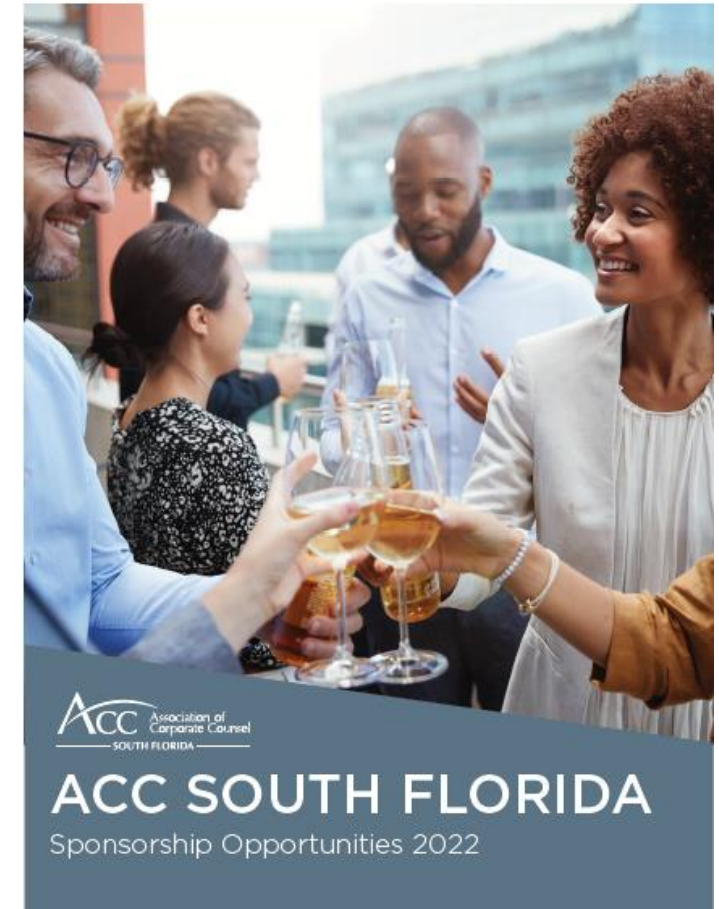
NEW SPONSORS



...BY COMMITTEE - SPONSORSHIP

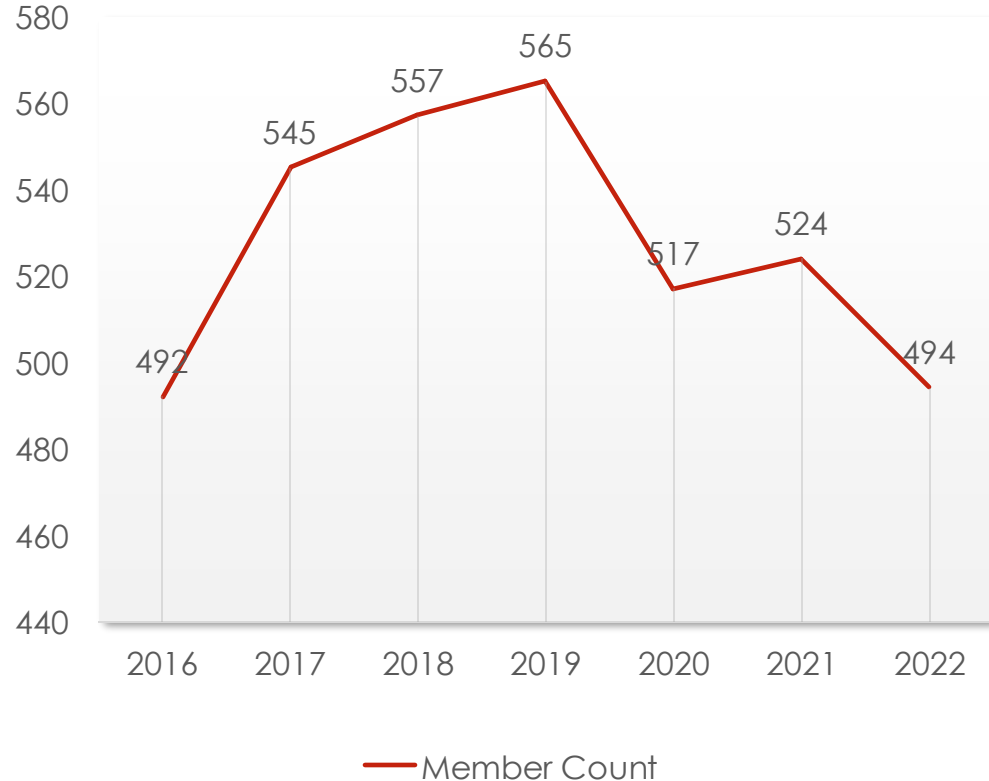
Sponsorship Highlights

- We were excited to offer a full slate of sponsorships this year and generate income for our chapter.
- We sold out of almost every sponsorship opportunity
- We offered new sponsorships:
 - Mini MBA
 - 1 additional GC/CLO Private Dinner
 - Formalized Newsletter Article Sponsorship
- We did not raise rates on the majority of the events. We only raised rates on Newsletter Articles (\$500 to \$750) and Holiday Parties (\$3,500 to \$4,000)
- We had a record number of new sponsors joining us this year



...BY COMMITTEE - MEMBERSHIP

Membership Over the Years



Membership Numbers

- Membership **decreased** YOY by **27 members** from **524 in August 2021 to 497 in August 2022**
 - Carrier, a significant large law group, decided not to renew, which attributed to the drop in membership.
 - Added Modernizing Medicine (6), 777 Partners (3)
- Monthly monitoring of active members, members in grace and lapsed members
- Consistent follow-up with members who RSVP-ed to event to try to keep attrition levels at a minimum
- Email to new members each month introducing them to the chapter and inviting them to upcoming events

...BY COMMITTEE - COMMUNICATIONS

E-mail Newsletter

- Continued quarterly newsletter to members and sponsors in e-mail format. Many members are still working in hybrid format so we are continuing to send out electronically.
- Included president's letter, articles from sponsors, member spotlights, new members, upcoming events, and event photos.

Social Media

- Facebook: 172 followers (up from 165 last year) and 161 likes (up from 156 last year). We had 43 posts.
 - Event invitations, post event photos, newsletters, holiday greetings and information from ACC HQ are posted
- Instagram: 146 Followers (up from 126 in 2021)
 - Live posting of events, post event photos, invitation photos and holiday greetings
- LinkedIn: 153 Followers
 - 310 page views
 - 150 reactions, 8 comments and 10 shares

Inside Q2 2022

1. Make Your Case for Contract Artificial Intelligence
2. What Are SPACs and Why Do They Matter?
3. SEC Proposes Rules Governing SPACs and De-SPAC Transactions
4. ACC South Florida Upcoming Events
5. Welcome New Members!
6. Event Photos
7. Chapter Leadership
8. Executive Director Note



FOCUS

President's Letter

Aline V. Drucker

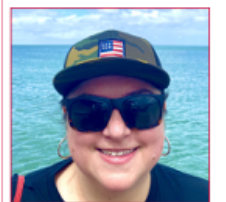
The summer is upon us. The heat is intensifying daily and I am not referring just to our beloved basketball team. Students of all ages are out of school, the days are long but the weeks that blend into months of summer are far too short, and seem to slide right by as we navigate work, vacations, school schedules, and quality family time. While most of us have returned to work in our offices, at least for much of the time, and many have resumed a pre-pandemic type schedule, I am still trying to figure out how to gain back those atrophied muscles required to multi-task swiftly, plan travel expeditiously, and dive into many projects exuberantly confident in logistics and outcomes.

As many experts tell us, social media is toxic and dangerous. Yet I keep scrolling. Late at night, warmed by the glow of my chosen electronic device that will intensify my insomnia and surely keep sleep solely aspirational, I am excited to see friends going on wonderful vacations, to new and unexplored destinations in far reaches of the globe. I am so proud of many of my family and friends who have persevered during the last couple of years, and are now back at it, planning, and executing and thriving. Maybe someday I will join them in the camp of the fully-adulting. As so many others are off to Maui or Paris or New Zealand for their summer break, my level of planning sends me off as far as Flanigan's, for one of their legendary Mexican Monday

extravaganzas. Which is to say that I have not yet regained the muscle memory to work intensely at a job I love and appreciate, while also planning all sorts of trips and extracurricular activities alongside it. Perhaps some of you can identify with that nervous feeling that you may have forgotten how to plan ahead, book travel, anticipate the unexpected, or pack for a week-long trip in only 20 minutes, or quickly navigate an airport and its lounges and changing gates, or find an Uber in a jiffy while visiting a new city.

Let me take off some of that pressure, my fellow travelers. For those of you who are staying local for the majority of the summer and have not yet left for the mountains or the Riviera, ACC South Florida has some excellent programming in store. We have several social events being hosted by our fabulous and dedicated sponsors in Miami-Dade, Broward, and Palm Beach Counties. The end of July brings with it another Member Appreciation Day, where we honor all our in-house counsel members with special programming and treats. Now is a great time to become fully engaged with ACC, as we offer fun networking events, educational CLE programs, and an opportunity to spend time together and, perhaps, commiserate a touch about the world moving way too fast all over again.

Most notably, September 16th, we will be hosting our marquis event of the year, our annual CLE conference. The all-day event will take place at the beautiful Hard



Rock Hotel in Hollywood, FL. It is typically our largest and most well-attended event of the year, offering many hours of CLE credits, sit down networking lunch, and a chance to meet with so many of our fellow in-house counsel and sponsors. This year's theme - Casino Royale: Accepting the In-House Mission - is surely to please all those lovers of James Bond books and films, and the spy genre, in general. Please look out for emails regarding online registration for the CLE Conference and sign up to take advantage of the early bird specials and group rates for law departments.

I look forward to seeing you all there and welcoming you to our in-house legal community under the heat of the South Florida sun.

Have a wonderful summer full of adventure and bon voyage!

...BY COMMITTEE – COMMUNITY OUTREACH

Community Service/Pro Bono events for 2021 -2022

- Fort Lauderdale Beach Clean Up (Jan 2022)
- Broward Legal Aid Advice Hotline (April 2022)
- LSGMI - Tenant's Equal Justice Clinic (Sept 2022)
- Florida Community Development Legal Program (Sept 2022)

We continued to participate in virtual pro bono clinics this year as many organizations were still not back in person. In addition, we hosted a Fort Lauderdale Beach Clean up as our family community service activity.

A new activity this year is the upcoming Florida Community Development Legal Program, which is a virtual pro bono clinic – however, it is unique since all four of the Florida ACC Chapters are coming together to participate and give back to our communities.



...BY COMMITTEE – CLE CONFERENCE

Fully In-Person

- Back to fully in-person conference at the Seminole Hard Rock Hotel & Casino

Registration

- Registration was almost back to pre-COVID numbers. 290 registrants with about a 60/40 ratio between in-house counsel and sponsors

Headshots

- Utilized our photography budget to provided attendees free headshots at the conference
- In lieu of a photographer, we had our Ambassadors and Board members take photos throughout the event

Budget

- Due to inflation and the rising cost of food & beverage, we came in slightly above budget. However, budget was set back in September of 2021 prior to inflation. Consider raising budget for 2023 conference

Sponsors

- Record high number of Bronze sponsors – 14.



THANK
YOU FOR
YOUR
SERVICE
TO OUR
BOARD



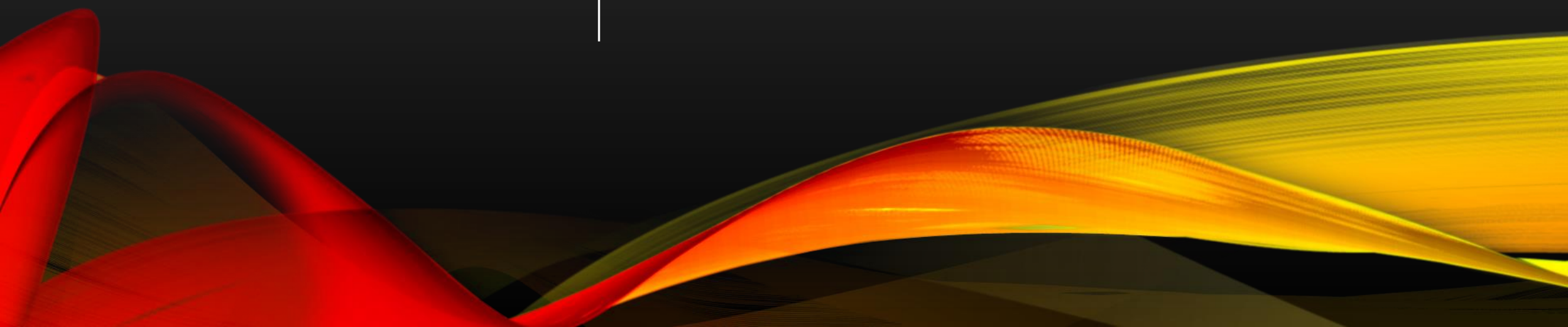


WELCOME NEW
BOARD MEMBERS!



for ACC South Florida

2022 VISION



“THE SECRET OF
CHANGE IS TO FOCUS
ALL OF YOUR ENERGY,
NOT ON FIGHTING THE
OLD, BUT ON BUILDING
THE NEW.”

— SOCRATES

CHANGE
BEGINS AT
THE END OF
YOUR
COMFORT
ZONE

*Board theme for 2022-
2023*

OPEN STRATEGY DISCUSSION

for 2022-2023



...SPONSORSHIP VISION

- It has been challenging to get attendance back up to pre-pandemic levels at our events. We have tried different venues, geographic areas, types of events (CLE, social, etc) and membership behavior continues to evolve and change in this “post-pandemic” world. Where we did see steadier attendance is at our signature events.
- In 2022-2023, rather than having many smaller events, consider having fewer but larger, signature events such as Progressive Dinner, Golf & Spa, Annual CLE Conference, Mini-MBA, Holiday Party.
- We will need to be creative as to how to make up the revenue stream within these large events

...REBOOTED MEMBERSHIP/ENGAGEMENT VISION

- **Recruitment**

- Identify companies and/or in-house attorneys not members of the chapter and contact to discuss membership.
- **Work with Christina and national to obtain leads for new member prospects.**
- Facilitate dialogue between prospects and the chapter.
- Offer incentives for active members to assist with prospecting new members.

- **Retention**

- Monitor membership roster to identify non-renewing members and contact them.
- **Engage in outreach efforts to retain members (or understand reasons for non-retention) via e-mail, in-person meetings, etc.**

- **Reporting**

- Track membership count and report at monthly meetings.
- Report member attendee metrics (who's attending events, from which county, etc.).
- **Highlight interesting data trends about membership (by county, by title, etc.).**

...REBOOTED MEMBERSHIP/ENGAGEMENT VISION

- **Outreach**

- Send welcome e-mails for new members summarizing the benefits of membership.
- **Coordinate casual member meetups each month (by county/quarter).**
- **Act as liaison for job opportunities that ACC members may be interested in.**
- Periodically check in with members to remind them of benefits and upcoming events.

- **Programming**

- Work with Christina to remind RSVPed attendees ahead of events to lessen attrition.
- Attend as many events as possible across the tri-county area.
- **Get feedback from event attendees post-event (by survey, e-mail, etc.) to gain insights into what worked and what did not.**
- **Coordinate events driven by membership (e.g. Mini-MBA, CLO/GC roundtables, member appreciation).**

...COMMUNICATIONS VISION

Continue quarterly newsletters in e-mail

- Circulate newsletter link on social media channels
- Engage in more member spotlight feature stories. Encourage them to share on their platforms as well

Leverage Social Media profile and listserv

- Implement "Brand Ambassadors" to market our events among to increase followers and page engagement
- Coordinate with Membership committee to leverage new LinkedIn profile
- Seek social media cross-promotion with our sponsors
- Post events to the ACC South Florida e-group listserv

Keep Chapter Website Fresh

- Coordinate with Christina to maintain website as an information resource



...COMMUNITY OUTREACH VISION

- **Continue to Value-Add in Our Communities**
 - Consider in-person events or continue virtual events?
 - Get organized! Create an internal spreadsheet with LSO, contacts, and prior events data
 - Consider new partnerships to expand opportunities?
 - Wetheaction or Paladin?
 - Partner with other professional associations? (CABA, League of Prosecutors, etc.)
- **Continue exploring expansion of sponsored event pilot**
- **Ambassador Program??**

...EXECUTIVE DIRECTOR ROLE

- Continue to facilitate the vision of all committees through creativity and action
- Be primary liaison between the chapter and our sponsors
- Educate board committees through sharing historical chapter perspective
- Strategic thinking based on trends and data points of event attendance and survey
- Coordinate and share ideas from other ACC chapters
- Manage the “business” of ACC (coordinate payments, negotiate vendor agreements, coordinate meetings/calls, etc.)

Committee leads should expect strategic partnership, not delegation

COMMITTEE ELECTIONS

for 2022-2023



...ELECTIONS



Secretary

[Red box for Secretary name]



Treasurer

[Red box for Treasurer name]



Sponsorship (Co-Chairs)

[Red box for Sponsorship Co-Chairs names]



Communications

[Red box for Communications name]



Membership (Co-Chairs)

[Red box for Membership Co-Chairs names]



Community Outreach (Co-Chairs)

[Red box for Community Outreach Co-Chairs names]



President- Elect

[Red box for President-Elect name]



SAY CHEESE!