

SECTIONS DEPARTMENT



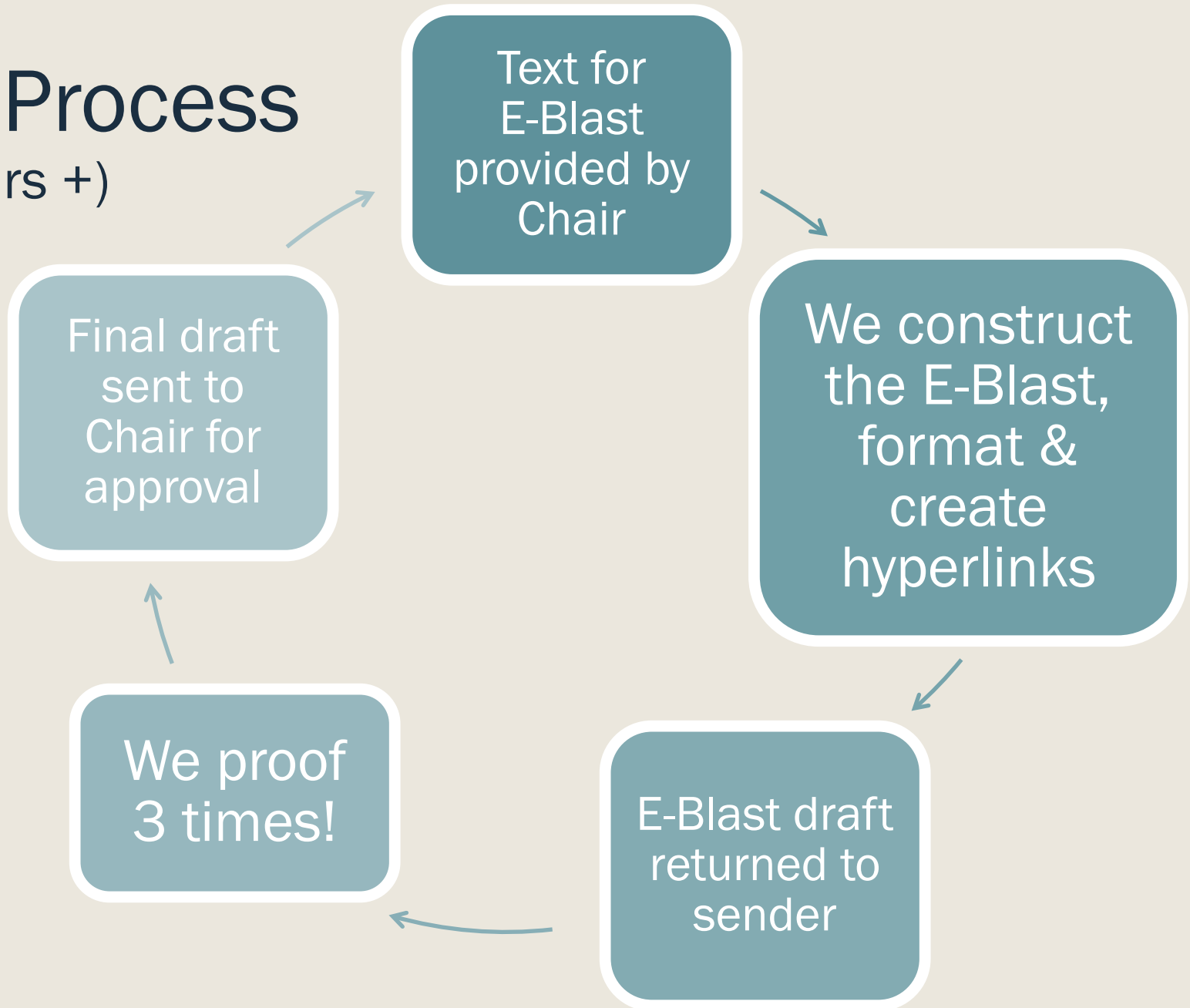
Marketing Tips for Success: E-blasts and Newsletters
State Bar of Texas

E-BLASTS

- Easy way to communicate
- For section & State Bar business only
- Section members are opted in twice a year
- Communicate at least once every other month
- PROOF (we proof 3 times at SBOT)
- Approval (Section Chair and/or sender)

E-Blast Draft Process

(allow at least 48 hours +)



E-blasts: Membership Drive & Non-Renewal

Courtesy of the Litigation Section

- Remind members to renew at end of the bar year.
- Remind non-renewals after dues are in.
- Can you E-Blast the entire Bar?
- 1 member drive blast/year to practice area and similar practice areas.

Dear Former Litigation Section Member:

With your busy schedule, we understand how you may have missed renewing your membership to the Litigation Section of the State Bar of Texas. We simply don't want you to miss out on the great member benefits provided for only \$30 per year! Over 7,500 lawyers in Texas take advantage of the discounts, research libraries, legal education, and networking opportunities you won't find anywhere else! Don't be left out.

Renewing your membership is easy. Simply re-join online via your [My Bar Page](#) or download a [membership application](#) and mail in your dues.

As a former member of our section, you may be aware of the numerous member benefits you receive, which include:

- **The Advocate** – An award-winning quarterly journal published in symposia format that provides in-depth analysis of the most important issues facing Texas' litigators - authored by Texas's most distinguished practitioners. This publication is also [published digitally](#) and always available in a searchable format in our online library.
- **Online CLE Classroom** - Up to 15.5 hours of *free* CLE and 4.25 hours of *free* ethics from some of the state's top litigators.
- **News for the Bar** – This electronic, [quarterly newsletter](#) informs our members of the most pressing legislative and caselaw updates as well as the hot topics and issues that directly affect the trial bar.
- **The Legislative "LS" Snap** - An e-blast sent approximately once a week during the Legislative Session to provide information that section members can use to track bills that may affect their practices.
- **Website** - [Our website](#) includes a six-criteria searchable Member Directory, an archive of past editions of *The Advocate*, a keyword-searchable article library, and an online classroom with free CLE for our members.
- **Pro Bono** – The Litigation Section supports summer legal internships for law students at legal aid providers and also provides grants for projects that improve the legal system and legal services for underserved Texans.
- **Multiple CLE Events** - Members receive discounts at multiple CLE events throughout the year, including the Litigation Update and programming for the State Bar of Texas Annual Meeting
- **The Luke Soules Award and the Texas Legend Project** - Both memorialize and honor the contributions of many of our state's finest litigators.

All of this for \$30! I encourage you to visit the Litigation Section [website](#) to learn more about the benefits the section offers and the work that we do. Again, thank you for your past membership and we look forward to serving you again this year!

E-blasts: Marketing

- CLE
- Internships
- Grants
- Awards Nominations



Government Law Section
of the State Bar of Texas

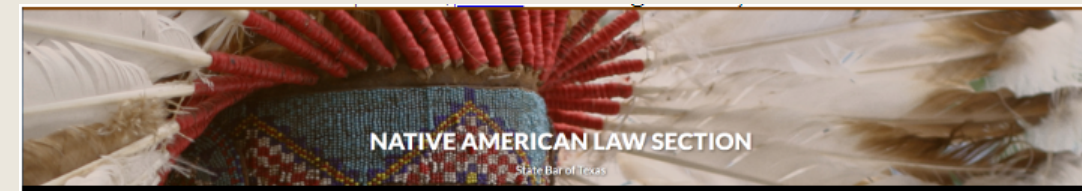
June 9, 2020

Call for Section Awards Nominations

Fellow Section Members:

It's that time of year again. As we prepare for the Advanced Government Law Conference, we once again reach out to you to help us identify outstanding government lawyers for our section awards.

The Outstanding Government Lawyer Award and the Rising Star Advocate Award both recognize lawyers who have provided exemplary service to the profession and to the public. The awards honor practicing lawyers employed by the government or employed in a government law-related business who have made an outstanding contribution to government service.



NATIVE AMERICAN LAW SECTION
State Bar of Texas

January 29, 2020

2020 Native American Law Conference

Friday, February 7 | 8:30 a.m. - 5 p.m.

Texas Law Center
1414 Colorado St., Austin

4.75 CLE Hours
[Register Online](#) | [Download Agenda](#)

Don't miss the opportunity to hear about fascinating legal topics of current interest in Native American Law, including:

- Federal Case Law Update
- Brackeen Case Update & Impact on ICWA
- Tribal Legal Justice Systems: Then, Now, and Tomorrow
- Roundtable Discussion with Texas Tribes

This conference also includes breakfast and lunch. Please feel free to share this information with others who may wish to attend the conference.

We hope you will be able to join us on this special occasion!

Sincerely,

[Lisa Tatum](#), Co-Chair
[Ray Torgerson](#), Chair
[Native American Law Section](#)

State Bar of Texas | 1414 Colorado St., Suite 500 | Austin, TX 78701 | [Privacy Policy](#)

E-blasts: The Don'ts

- “Can you put something together?”
- “Can you send this out today?”
- “Can you send this out to the entire bar?”

Remember: This is a process and we need YOUR help! Always plan ahead.

NEWSLETTERS

- 2 Per Year Now Required by Board Policy
- Know your level of commitment - design the newsletter that's right for you.
- Worship your editor!
- Graphics – \$45 per hour
- Do not mail newsletters in May or June!

Electronic Newsletters – Best Practices

Download Full Version PDF

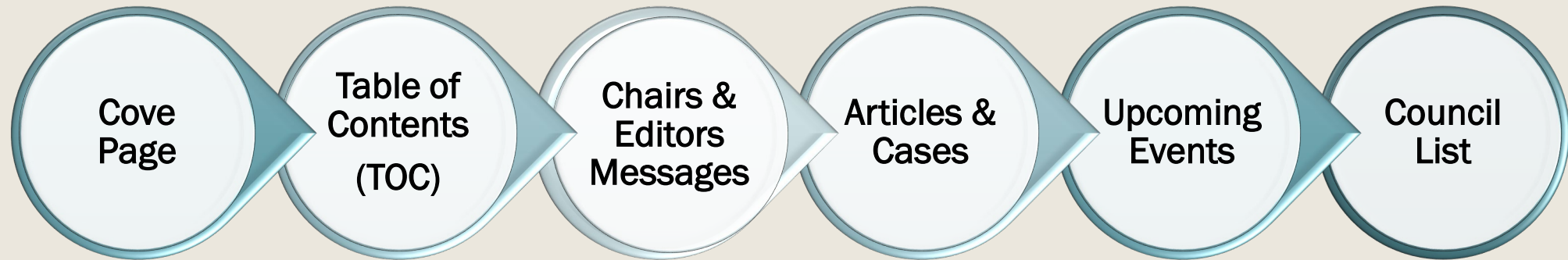
Download Individual Articles

Brevity: Begin Articles with a Title or ‘Teaser’ (Use Read More)

Case Citations and Other Ancillary Info Hyperlinked

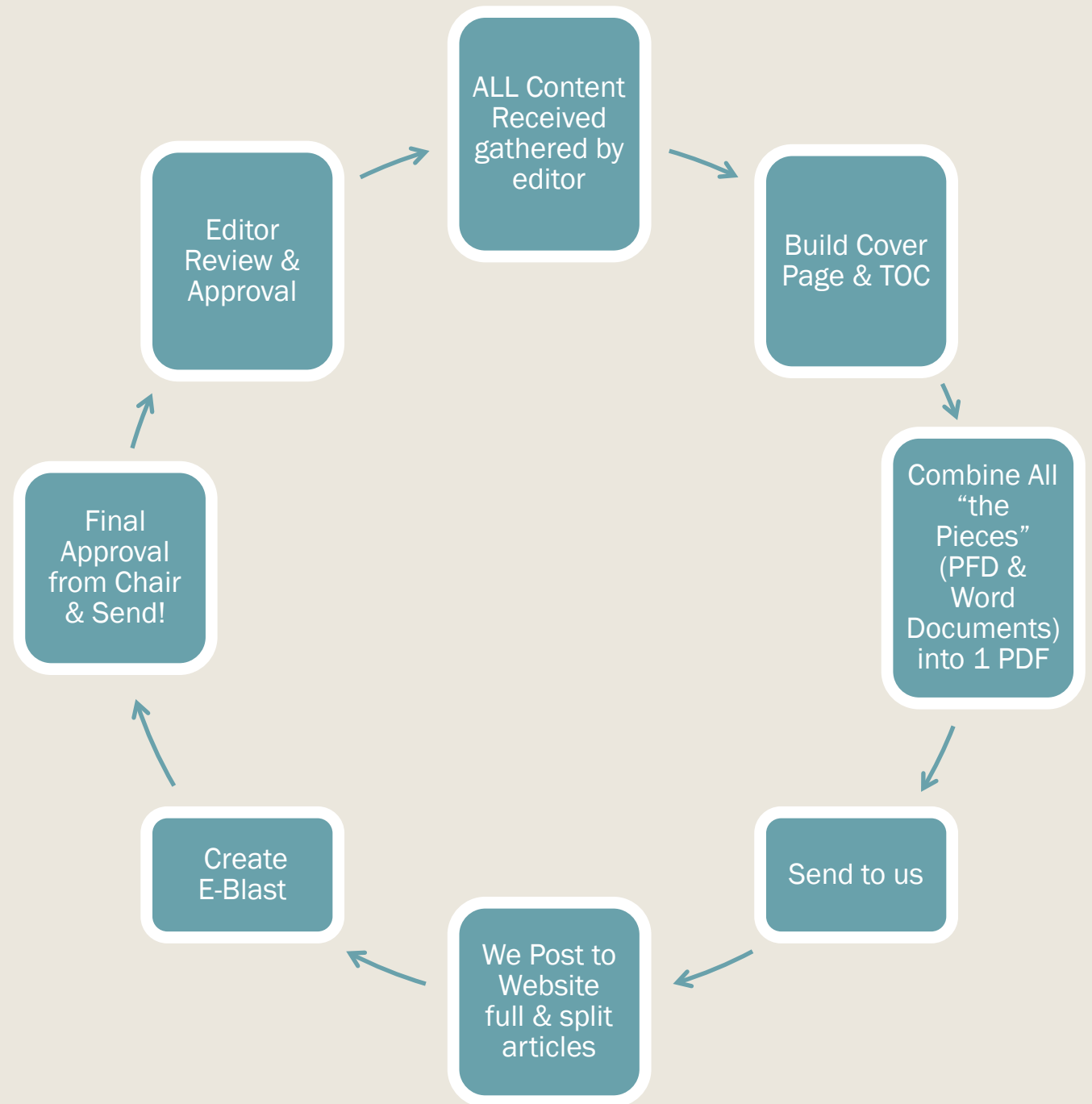
Table of Contents Linked to Articles & “Jump to TOC”

Basic Section Newsletter



“The Pieces” above are provided by the Newsletter Editor &/or Section Chair. We do not edit or proof, but we can help you with best practices.

Newsletter Process:



Newsletter Example: Template

Courtesy of the Poverty Law Section


- Simple Microsoft Template (i.e. word or publisher)
- Editor submits articles and information
- Sections Department drops into template
- Distribute via e-blast with bulleted highlights.



Newsletter Example: SBOT Graphics Dept.

Courtesy of the Hispanic Issues Section

- SBOT Graphics Dept. costs \$45 an hour
- Typical newsletter takes 4-5 hours to complete
- Do not edit in graphics process
- Articles must be complete and proofed when provided to Sections Dept.



Top row, from left to right: **Adelfa Callejo** – First female Hispanic practitioner in Dallas; **Alberto Gonzales** – First Hispanic US Attorney General (2005-2007); **Gustavo C. Garcia** – Together with Carlos Cadena, first Hispanic Attorney to argue before U.S. Supreme Court in the landmark case *Hernández v. Texas* (1954); **Richard Peña** – First Hispanic to serve as State Bar President of Texas (1998-1999); **Justice Eva Guzman** – First Hispanic Woman on Texas Supreme Court (2009-present); Bottom row, from left to right: **Justice Raul A. Gonzalez, Jr.** – First Hispanic appointed or elected to statewide office in Texas; first Hispanic on Texas Supreme Court (1984-1998); SBOT President **J. Chrys Dougherty** with founding members/leaders of the Concerns of the Spanish Speaking Community Section: James W. Ray, Jr., J. Manuel Banales, Hon. Reynaldo G. Garza and Frank Herrera (1980); **Linda Reyna Yañez** – Appointed by Gov. Ann Richards in 1993, the first Hispanic woman to serve on an appeals court in the history of the State of Texas and the first woman to serve on the 13th Court of Appeals; **Carlos Cadena** – Together with Gustavo C. Garcia, the first Hispanic attorney to argue before U.S. Supreme Court in the landmark case *Hernández v. Texas* (1954).

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Message from the Chair

Welcome Hispanic Issues Section Members and Future Members!

I am honored to be your Chair of the Hispanic Issues Section for the 2019-2020 year. The term "Hispanic Issues" encompasses a very broad definition. One of the most prevalent issues that has affected Hispanic communities in our nation in recent times has been the issue of immigration. The immigration issue has undoubtedly caused strong emotions from various people, including animosity towards immigrants.

The recent tragedy in El Paso, Texas, is an example of this hatred that has unfortunately been directed towards immigrants and Hispanics in our country today. It is important that we all come together to work on improving relations with one another in our respective communities.

In my capacity as Chair this year, one of my goals is to help all members develop, foster and cultivate strong human connections this year by working with law students, law school faculty, attorneys, and judges throughout the state. We must continue to focus on getting to know one another, respect and appreciate our differences, and come together in times of tragedy.

It was a pleasure seeing so many attorneys and judges attending the annual Hispanic Issues

Section meeting at the Annual State Bar Meeting in Austin this past June. The Hispanic Issues Section hosted a wonderful CLE program and we issued numerous awards to various members of the State Bar for their hard work and dedication to the legal profession, which included attorneys and judges of various ethnicities.

I am hopeful we can continue to all work together to prevent, address and resolve the many issues that affect the Hispanic communities across our great state. I am looking forward to working with my fellow State Bar of Texas colleagues on numerous endeavors this year. Please do not hesitate to contact me at any time. I am here to serve you.

Valerie A. Carrillo
Chair, Hispanic Issues Section


Valerie A. Carrillo

**Opinions expressed in this article are the opinions of the author and not necessarily the opinions of the State Bar of Texas.

Newsletter Example: Simple E-blast

Courtesy of the Legislative and Campaign Law Section

- Simple format using 3-5 core pieces
- Typically the same pieces in each publication
- Suggest using pictures and graphics to increase visual appeal



Legislative and Campaign Law Section of The State Bar of Texas


To ensure receipt of our email, [please add](#) 'statebaroftexas@informz.net' to your address book.

April 25, 2020

Message From The Chair

I hope this email finds you all well in these uncertain times of COVID-19. Please remember the State Bar of Texas has [resources available](#) to help with any anxiety and stress this may be causing you. Listed among them you will find the latest information on:

- How [Texas Employers](#) Can Manage Legal Issues
- Lawyer [Well Being](#)
- Court [Guidance and Closures](#)
- Six Free Hours of [CLE](#)
- Free Upgraded Case Research Service - by [re-SearchTX](#)
- Complimentary [Telehealth Subscription](#) (with \$10 copay)



Elizabeth Hadley, Chair
Legislative & Campaign Law

Please take a moment to review this resource page. There is a great deal of helpful information being compiled there.

We hope to have another Legislative and Campaign Law CLE at some point (in some format!) sometime this summer. Be on the lookout for more details as we continue to monitor the COVID-19 situation.

The Legislative and Campaign Law Section is wishing you health, safety and as much happiness as possible in this surreal, new world. Please let us know if you have concerns, suggestions or if there are ways we can help you improve your practice. I am very much looking forward to the day when I can see you all again!

[Elizabeth Hadley](#), Chair
[Legislative and Campaign Law Section](#)
[State Bar of Texas](#)

New Website and Member Directory - Update your Profile!

We are extremely pleased to announce that the [new Legislative and Campaign Law Section website](#) has launched! This new site will provide you with general information about our section, a listing of upcoming events, and a resource library which we are striving to make ever-more robust!

Most importantly, please take a moment to customize your profile in our new [Campaign & Legislative Law Section Member Directory](#)! This directory already provides your name, affiliation, website, contact information and general practice areas. You can make it even better by adding your personal photograph, resume and providing (250 characters of) information describing your specific niche in your practice area! (Please keep it professional and within the advertising rules boundaries as we will have to delete inappropriate entries.).

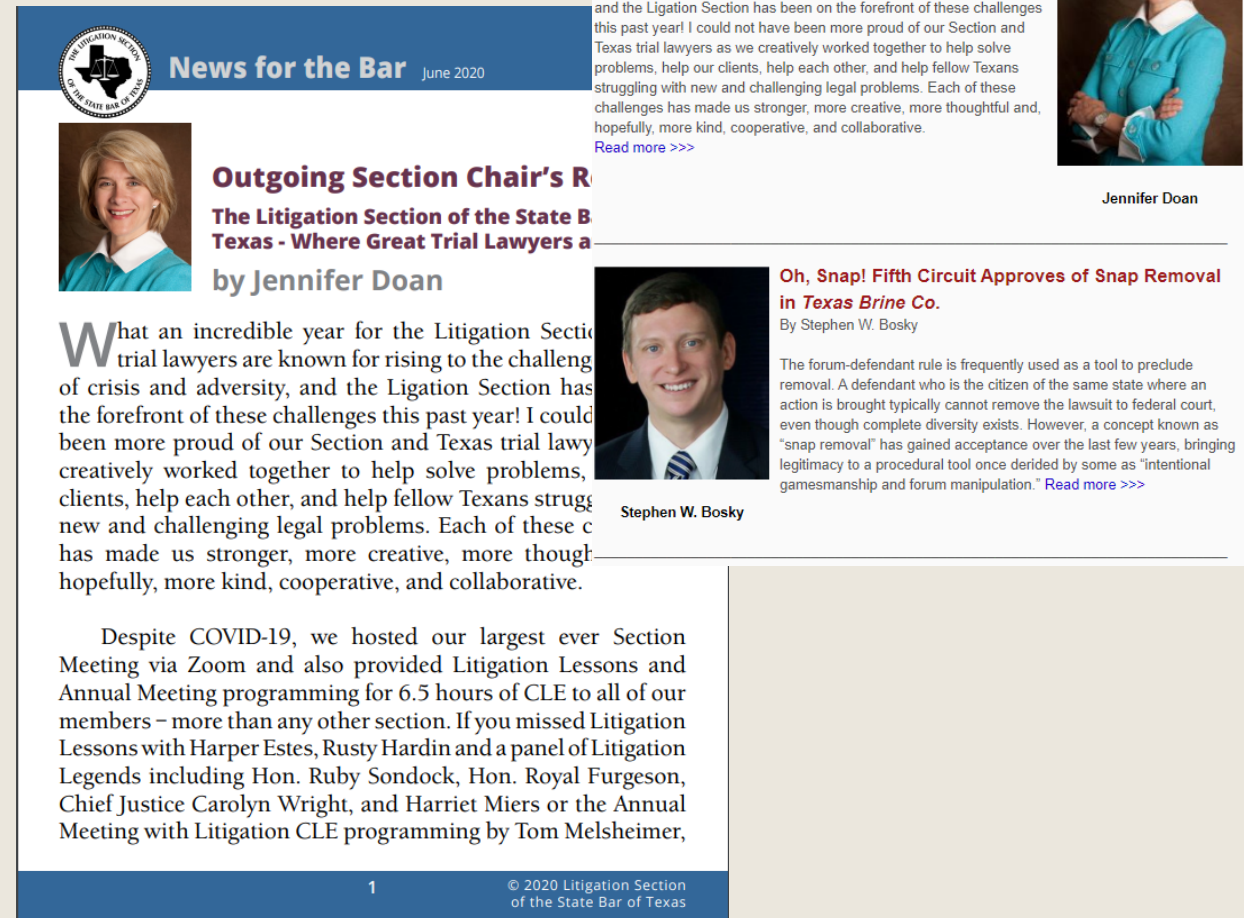
Below are directions to customize your personal profile:

- Go to our [Member Directory](#)
- At the top left corner, click 'log-in'
- Your username is your State Bar email address. Your password is your bar number
- Hover over your name and choose 'Edit Profile'
- Click on the "Change Profile Photo" tab to upload your new profile photo. (Use a professional photograph at least 1080 pixels; size 720 X 225.)
- Choose 'resume' and upload a PDF of your resume.

Newsletter Example: Complex E-blast

Courtesy of the Litigation

- Full, formatted newsletter with option to download full version or individual articles
- Professionally designed, responsive template
- Editors send full final version to Sections Dept. (with embedded pictures)



The screenshot displays a professional newsletter titled "News for the Bar" from June 2020, published by the Litigation Section of the State Bar of Texas. The header includes a "Web Version" link, social media icons for Facebook, Twitter, and LinkedIn, and the organization's logo. The main content area features two articles. The first article, "Outgoing Chair's Report" by Jennifer Doan, includes a portrait of her and discusses the challenges faced by the litigation section during the year. The second article, "Oh, Snap! Fifth Circuit Approves of Snap Removal in Texas Brine Co." by Stephen W. Bosky, includes a portrait of him and discusses a recent court decision. Both articles have a "Read more >>>" link. The footer contains a page number "1" and the copyright notice "© 2020 Litigation Section of the State Bar of Texas".

Web Version Visit our website >>> f t in

News for the Bar

The Litigation Section of the State Bar of Texas


We hope you enjoy this edition of News for the Bar.
You can download the full version here:

News for the Bar - June 2020

or choose the individual articles you would like to read below.

Outgoing Chair's Report
By Jennifer Doan


What an incredible year for the Litigation Section! Texas trial lawyers are known for rising to the challenge in times of crisis and adversity, and the Litigation Section has been on the forefront of these challenges this past year! I could not have been more proud of our Section and Texas trial lawyers as we creatively worked together to help solve problems, help our clients, help each other, and help fellow Texans struggling with new and challenging legal problems. Each of these challenges has made us stronger, more creative, more thoughtful and, hopefully, more kind, cooperative, and collaborative.
[Read more >>>](#)



Jennifer Doan

Outgoing Section Chair's Report
The Litigation Section of the State Bar of Texas - Where Great Trial Lawyers Assemble
by Jennifer Doan

What an incredible year for the Litigation Section! Texas trial lawyers are known for rising to the challenge in times of crisis and adversity, and the Litigation Section has been on the forefront of these challenges this past year! I could not have been more proud of our Section and Texas trial lawyers as we creatively worked together to help solve problems, help our clients, help each other, and help fellow Texans struggling with new and challenging legal problems. Each of these challenges has made us stronger, more creative, more thoughtful and, hopefully, more kind, cooperative, and collaborative.



Stephen W. Bosky

Oh, Snap! Fifth Circuit Approves of Snap Removal in Texas Brine Co.
By Stephen W. Bosky

The forum-defendant rule is frequently used as a tool to preclude removal. A defendant who is the citizen of the same state where an action is brought typically cannot remove the lawsuit to federal court, even though complete diversity exists. However, a concept known as "snap removal" has gained acceptance over the last few years, bringing legitimacy to a procedural tool once derided by some as "intentional gamesmanship and forum manipulation." [Read more >>>](#)

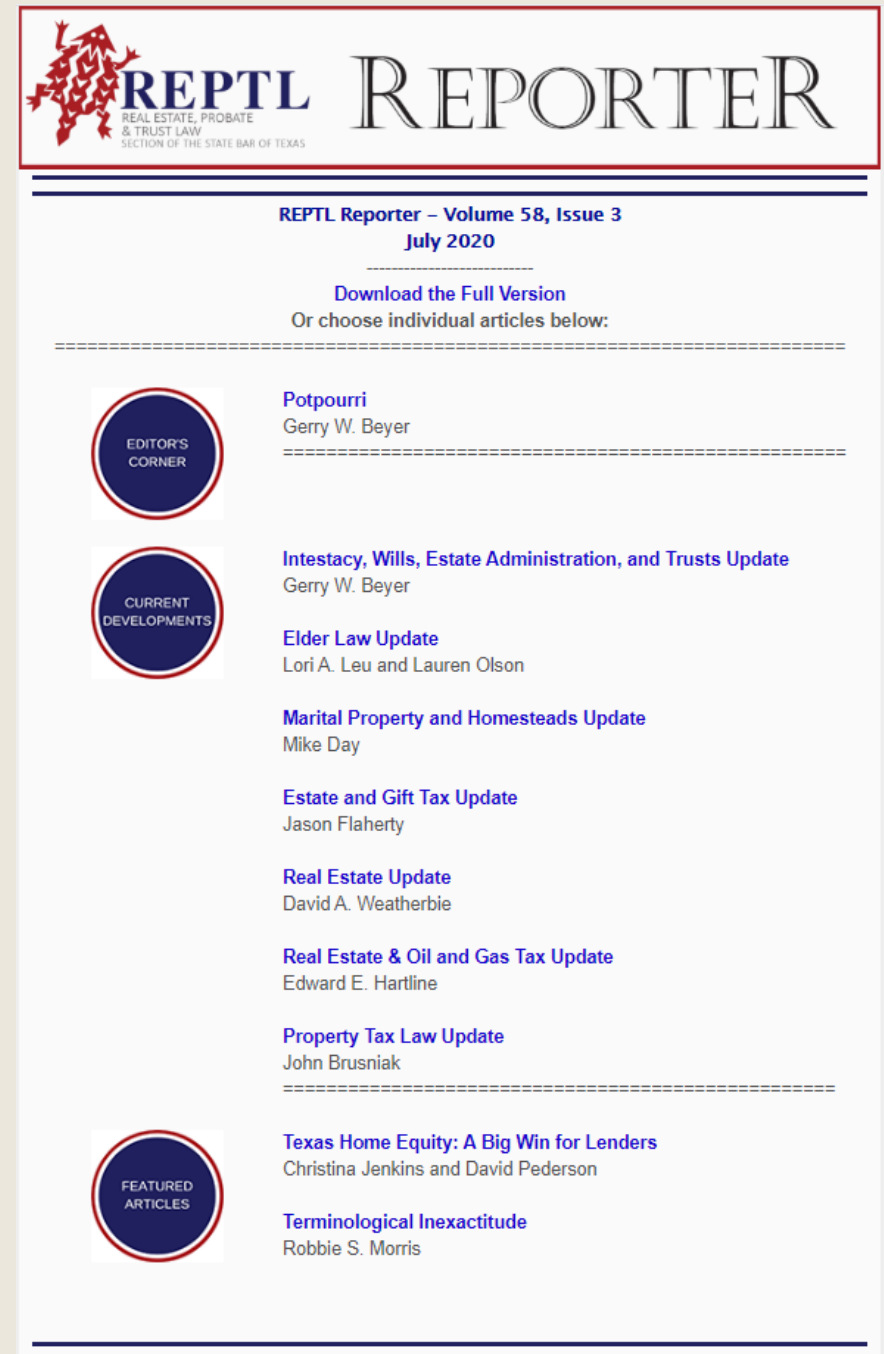
Despite COVID-19, we hosted our largest ever Section Meeting via Zoom and also provided Litigation Lessons and Annual Meeting programming for 6.5 hours of CLE to all of our members – more than any other section. If you missed Litigation Lessons with Harper Estes, Rusty Hardin and a panel of Litigation Legends including Hon. Ruby Sondock, Hon. Royal Furgeson, Chief Justice Carolyn Wright, and Harriet Miers or the Annual Meeting with Litigation CLE programming by Tom Melsheimer,

1 © 2020 Litigation Section of the State Bar of Texas

Newsletter Example: Paid Editor & Editorial Board

Courtesy of REPTL's "Reporter" Series

- Section pays editor – overwhelmingly one of the best benefits a section can provide its members.
- Most often a law professor
- Editor send full final PDF to Sections Dept. and we break into pieces for e-blast
- Each article is linked in blast



Newsletter Example: Paid Editor & Editorial Board

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Newsletter Example: Re-Cycle CLE Articles

Courtesy of the Child Protection Law Section

- Great option if your sections main focus is providing CLEs
- Use collateral course materials available to members who did not attend CLE event
- Use guidelines to select popular topics and updates

STATE BAR of TEXAS

Child Protection Law Section



April 10, 2019

Message from the Chair

HON. DEBRA LEHRMANN
JUSTICE, SUPREME COURT OF TEXAS

It is hard to believe more than a year has passed since the State Bar of Texas voted unanimously to form the Child Protection Law Section. But when I look at the significant strides the Section has taken since then, that old adage comes to mind: times flies when you're having fun.

And what fun we've had! After just 14 months, our ranks have grown to 878 members! This high rate of participation only confirms the need for deeper knowledge and education in the area of child protection law - which the Section is committed to delivering.

Last year our inaugural CLE in Austin sold out within a week, and this year's CLE in Dallas sold out with 341 registrants. I would personally like to thank Rhonda Hunter and her CLE Committee, as well as all of the outstanding speakers and authors who helped make this event such a resounding success. If you are interested in reviewing this year's topics, they can be found [here](#). Our council has also been busy preparing the curriculum for our CLE at the State Bar of Texas [Annual Meeting](#) as well as for our Child Abuse and Neglect Workshop, which will be held on August 12-15, 2019, as a part of the [Advanced Family Law Seminar](#) in San Antonio.


Like you, much of my career has been spent working to help the most vulnerable among us, and I am immensely proud of the Section's efforts to draw attorneys of like mind together to protect our state's most valuable resource: its children.

Don't forget that it is dues season! I hope you will decide to join the section again this year - and encourage your friends to do the same!



Legislative Update

HON. BILL HARRIS, JUDGE
COUNTY COURT AT LAW, PARIS/LAMAR COUNTY



Once again, we are in the middle of another legislative session – and this one is shaping up to be just as interesting as past sessions. As a section member, we want to help keep you advised of important legislative initiatives and pending bills relevant to our section. Judge Bill Harris has very kindly summarized the bills you may want to keep an eye on as a CPL section member. [READ MORE....](#)

You can track bills and receive bill alerts by using [Texas Legislature Online](#).

Anyone interested in assisting Judge Harris with this really big job should email [Judge Harris](#).

THANK YOU!

- Natalie Myhra
Meeting and Program Planner
Email:
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- Will Korn
Program Planner and
Technology Specialist
Email:
William.korn@texasbar.com
Phone: 512-965-4684 (cell)