



Building a Virtual Bar Center

House of Delegates | June 15, 2019
Presented by President Henry M. Greenberg

NYSBA is Strong – and Growing Stronger



**72,361
Members**



**\$23,006,890
Balanced
Budget**



**56 Standing
and Special
Committees**



**26 Specialized
Sections with a
Total Section
Membership of
Over 23,000**

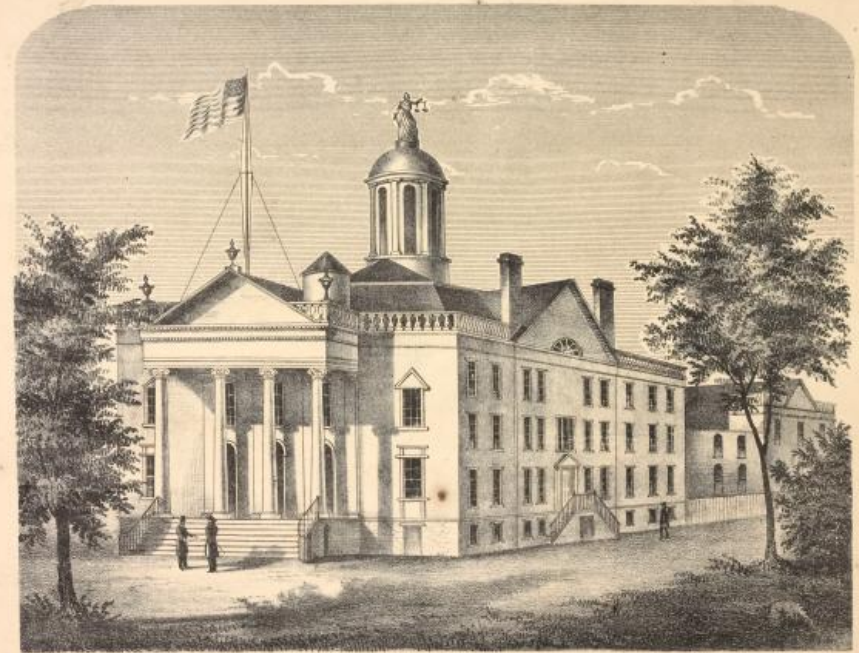


We Owe Our Strength to
Past Visionary Leadership



Story of the Bar Center

1876 – Our First Headquarters



STATE CAPITOL . ALBANY N.Y.



1899

THIS ROOM HAS BEEN DESIGNATED AN HISTORIC LANDMARK

**THIS SITE COMMEMORATES THE ORIGINAL HOME
OF THE NEW YORK STATE BAR ASSOCIATION, THE OFFICIAL
ORGANIZATION OF LAWYERS IN THE EMPIRE STATE**

**SINCE 1876 THE STATE BAR HAS SOUGHT TO
CULTIVATE THE SCIENCE OF JURISPRUDENCE, PROMOTE
REFORM IN THE LAW, FACILITATE THE
ADMINISTRATION OF JUSTICE, AND ELEVATE THE
STANDARDS OF INTEGRITY, HONOR, PROFESSIONAL
SKILL, AND COURTESY IN THE LEGAL PROFESSION**

1988



NYSBA



99 Washington Avenue

1953

Building the Bar Center 1967-1971

Battle of Elk Street



J. HENRY NEALE
"Tried Alternatives"

By RICHARD GAIKOWSKI

Public officials and private citizens, including two prominent Albany lawyers, have voiced opposition to the planned razing of three early 19th Century buildings on Elk Street to make way for a new headquarters for the New York State Bar Association.

The forum was a hearing conducted last night by the Hudson River Valley Commission at the Joseph Henry Memorial in Academy Park.

Alexander Aldrich, executive director of the state agency and cousin of Governor Rockefeller, carefully explained that the commission can only delay for 30 days the demolition of the buildings at 2, 3, and 4 Elk Street, owned by the bar association.

The commission will make recommendations but the bar association can follow or ignore them, said Mr. Aldrich, explaining that the commission has only "advisory" powers. The hearing, he said, was "primarily educational."

Mayor Corning said the city is powerless to halt the destruction, but added "I believe public opinion can and should be marshaled to save these three buildings."

"What we have here is something we must preserve at all



MAYOR CORNING
"City Is Powerless"

has suggested that the city's Historic Sites Commission, which is powerless to act when an owner wishes to destroy a building, should "be given some teeth."

Speaking in behalf of the bar association was its state president, J. Henry Neale of Sears & Roebuck. He explained that, while plans for the new headquarters building are not yet complete, "any structure designed would be in keeping with the character of the park area."

Mr. Neale also revealed that the bar association's present headquarters at 99 Washington

The Bar Foundation raised \$1,626,616 from 22,000 members

The Bar Center Expansion 1986-1990



\$6.8 million
from
49,833
members

An aerial photograph of a city, likely New York City, showing a grid of buildings and streets. A large, semi-transparent red target graphic is centered over the image. The target consists of three concentric circles: an outer red ring, a middle white ring, and an inner red circle. The text "To the Future" is written across the center of the target in a bold, black, sans-serif font.

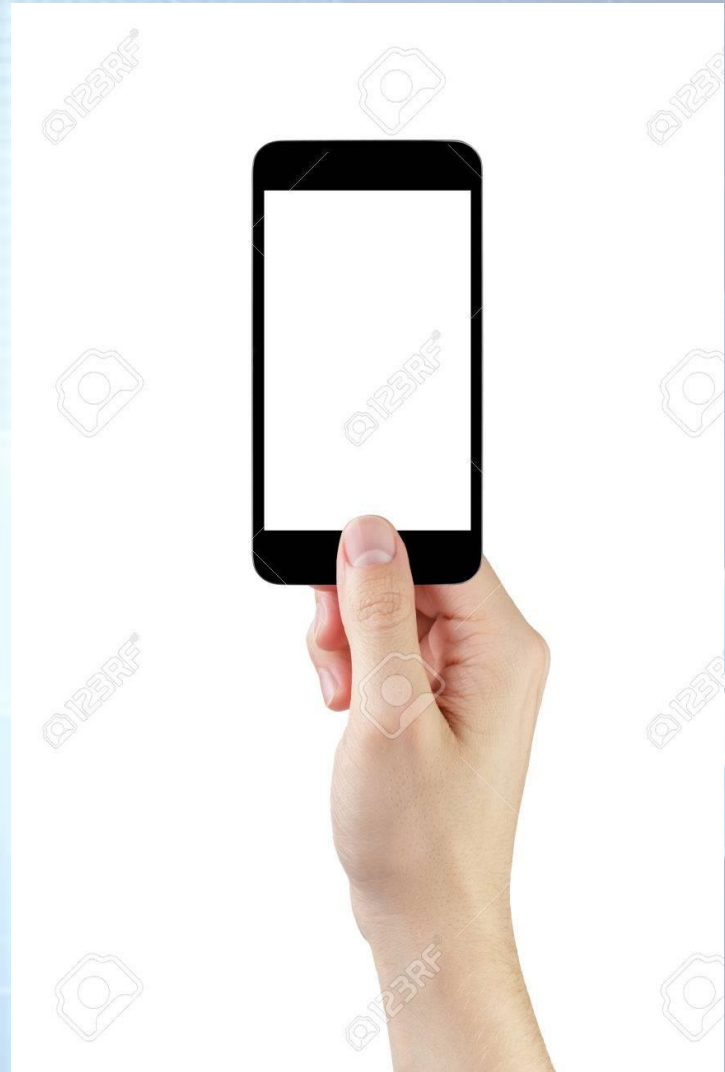
To the Future



**Our Present Challenges Do
Not Involve Brick and
Mortar**



The Challenge is Digital

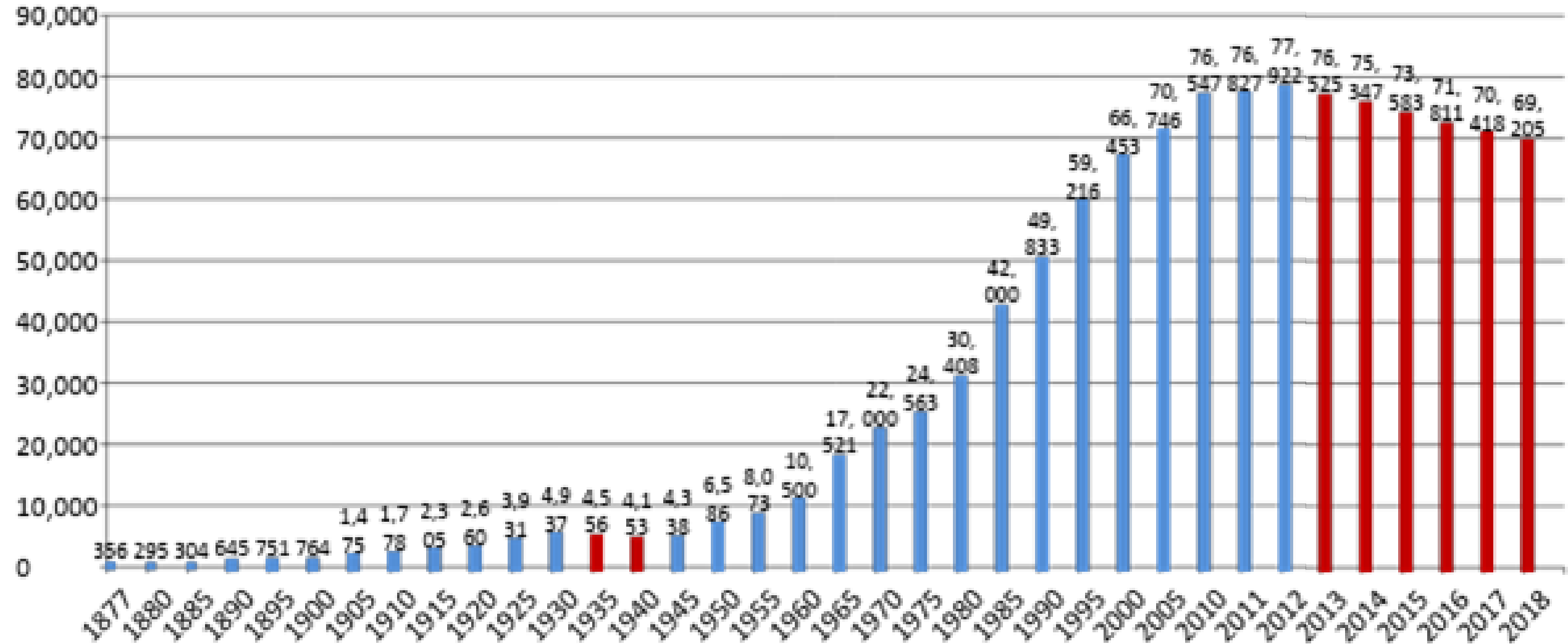


We Must Meet the Digital Challenge

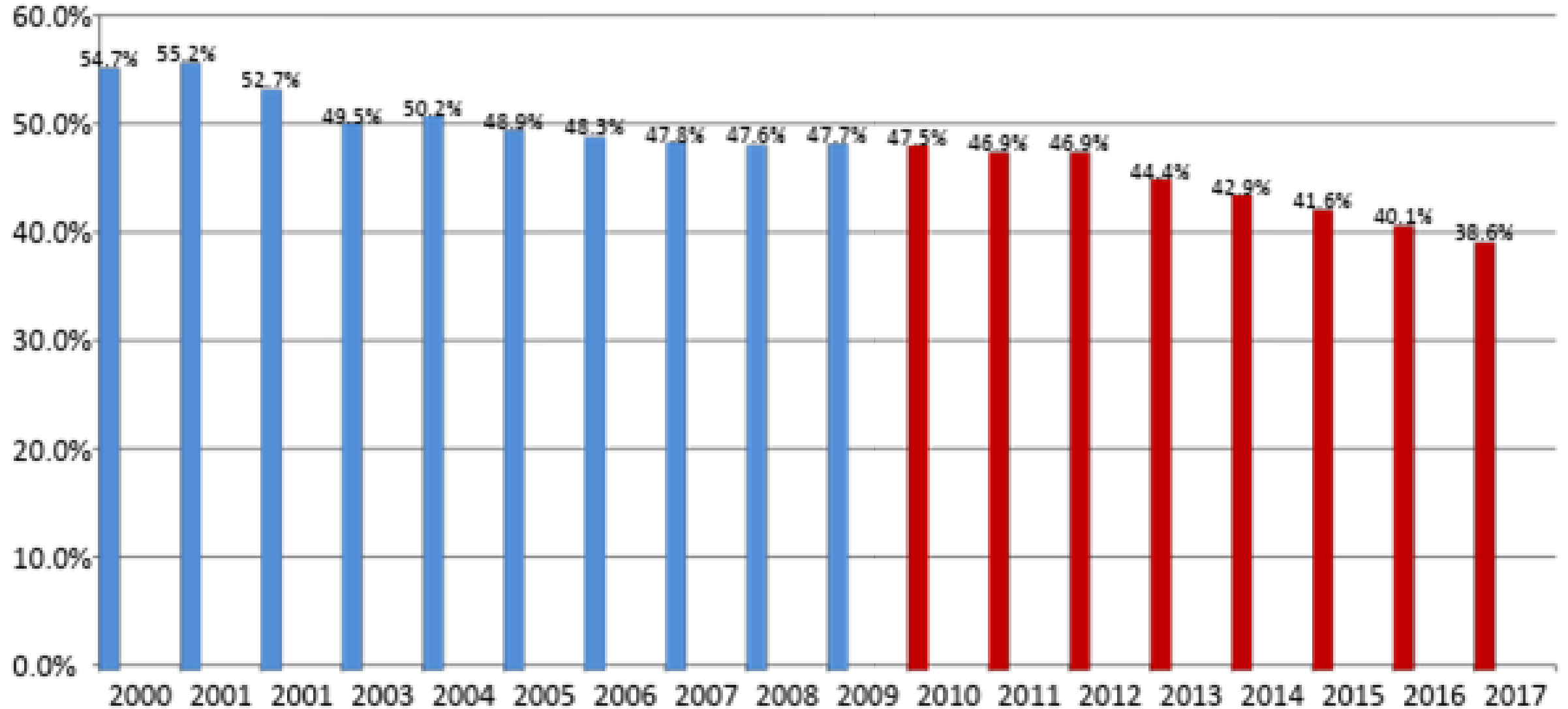


NY SBA

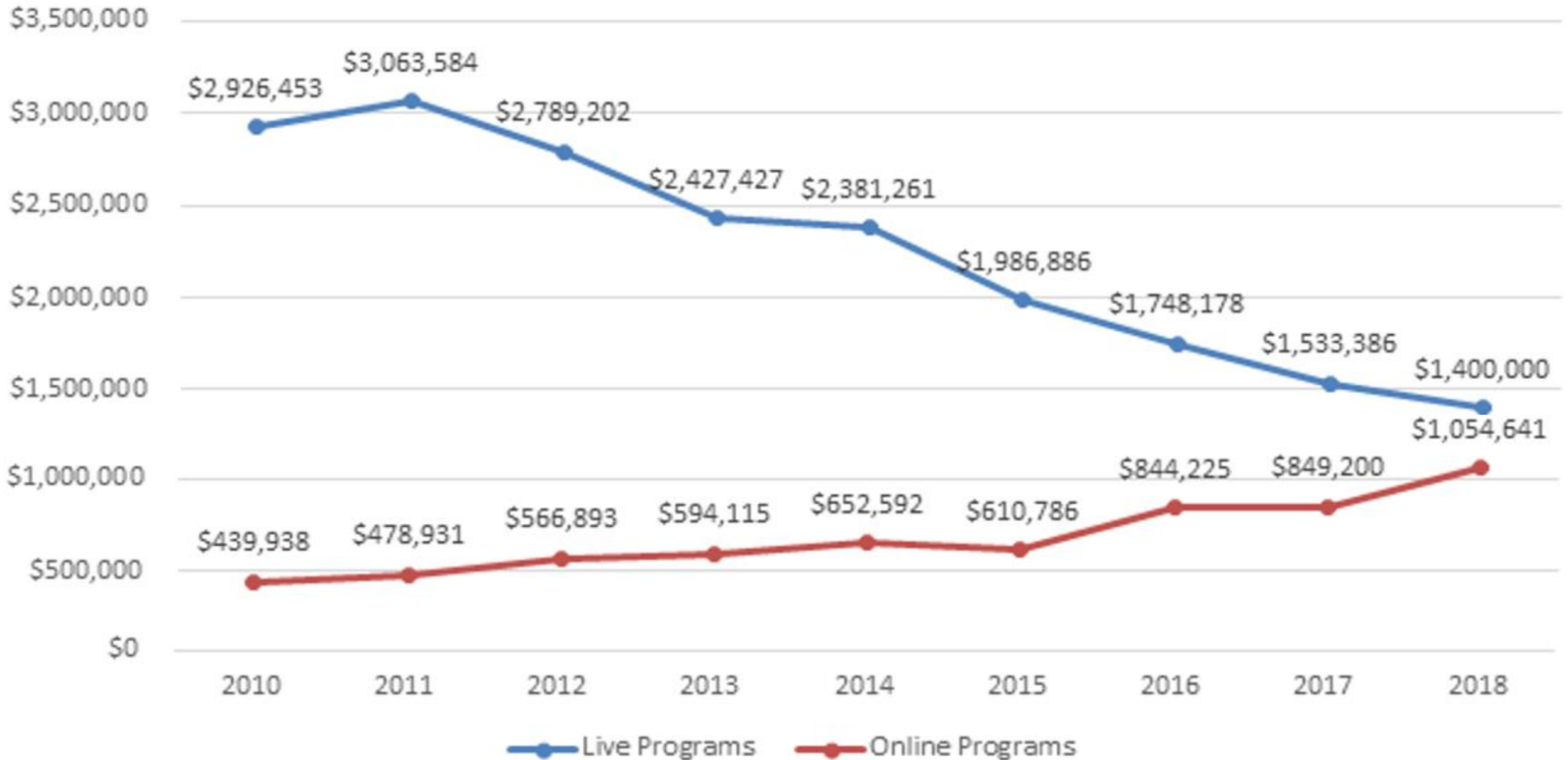
Membership 1877-2018



Membership Percentage in New York



Live vs. Online CLE



ROCKETLAWYER[®]

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CONTINUING PROFESSIONAL EDUCATION

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ABROAD

National Law
FOUNDATION
ONLINE CLE



Building a Virtual Bar Center

Building a Virtual Bar Center

Global

Community

Products

Content

Website



Browser window showing the NYSBA website (www.nysba.org). The page layout includes:

- EVENTS**
 - CLE Events
 - 07 MAY Anatomy of a Trust 2019 ALB Live & Webcast
 - 07 MAY Anatomy of a Trust 2019 BUFF
 - 21 MAY Anatomy of a Trust 2019 LI
 - Section Events
- QUICKLINKS**
 - Blogs
 - Books and Form Products
 - Career Center
 - CLE Search
 - Ethics Opinions
 - Fastcase - Legal Research
 - Immigration Pro Bono Portal
 - Law Practice Management
 - Lawyer and Judges Assistance Program - (800) 255-0569 (For
- SPOTLIGHT**
 - Advertisement for **mycase** (Manage Your Law Firm All in One Place) with a "Start Your Free Trial" button.
 - Advertisement for **USI AFFINITY** (New York State Bar Association Member Benefit Insurance Program) with a "GET A QUOTE" button and contact information: "Call today for more information 1.855.USI.0100 pin 411".
 - Text: "Lawyers' Professional Liability Insurance - Limits & coverages to suit law firms with 3 or more attorneys".
 - List of benefits:
 - Premium Credits up to 12.5%
 - Free unlimited tail for retiring attorneys
 - Direct Bill: Save \$500 versus premium financing
 - Text: "NOT JUST FOR SOLO ATTORNEYS!"
 - Text: "USI Affinity offers limits and coverages ideal for the 3+ attorney firms in New York. Contact USI Affinity today to hear more on how they can help your practice. 1.855.USI.0100" with a "Read More" link.
- RESOURCES FOR THE PUBLIC**
 - Two image-based links with "READ MORE" buttons.
- NEWS, NOTES & NOTICES**
 - May 2, 2019: A Law Day Tradition, State Bar Association Honors Lawyers, Firms Throughout New York State for Pro Bono Service
 - April 25, 2019: State Bar Association Approves Report Addressing Incarceration Release Planning and Programs
 - April 22, 2019: New York State Bar Association Approves Updated Standards of Civility for NY Legal Profession
 - April 22, 2019: State Bar Association Approves Report Calling for Creation of Conviction Integrity Units in Every Jurisdiction
 - April 18, 2019: State Bar Association Approves New Measures for Evaluating Judicial Candidates
- RECENT REPORTS**
 - Link with "READ MORE" button and RSS icon.

Website



Website

- Try to log in – Can't
- Try to purchase something – Can't
- Try to find something – Can't
- Try to talk to someone – Can't



LOGIN

CLE EVENTS SECTIONS & COMMITTEES NEWS & PUBLICATIONS PRACTICE RESOURCES MEMBERSHIP LEADERSHIP & ADVOCACY PUBLIC RESOURCES MEMBERS ONLY NYSBA PODCASTS

Home > [NYSBA Online Marketplace](#)

CURRENT AND FORMER ACCOUNT HOLDERS

If you are a current or former member, or if you have created an account here before, please log in with your username and password. If you do not remember your password, please use the link below or contact customer service and we will reset it for you.

<input type="text"/>
<input type="text"/>
<input type="checkbox"/> Remember my username

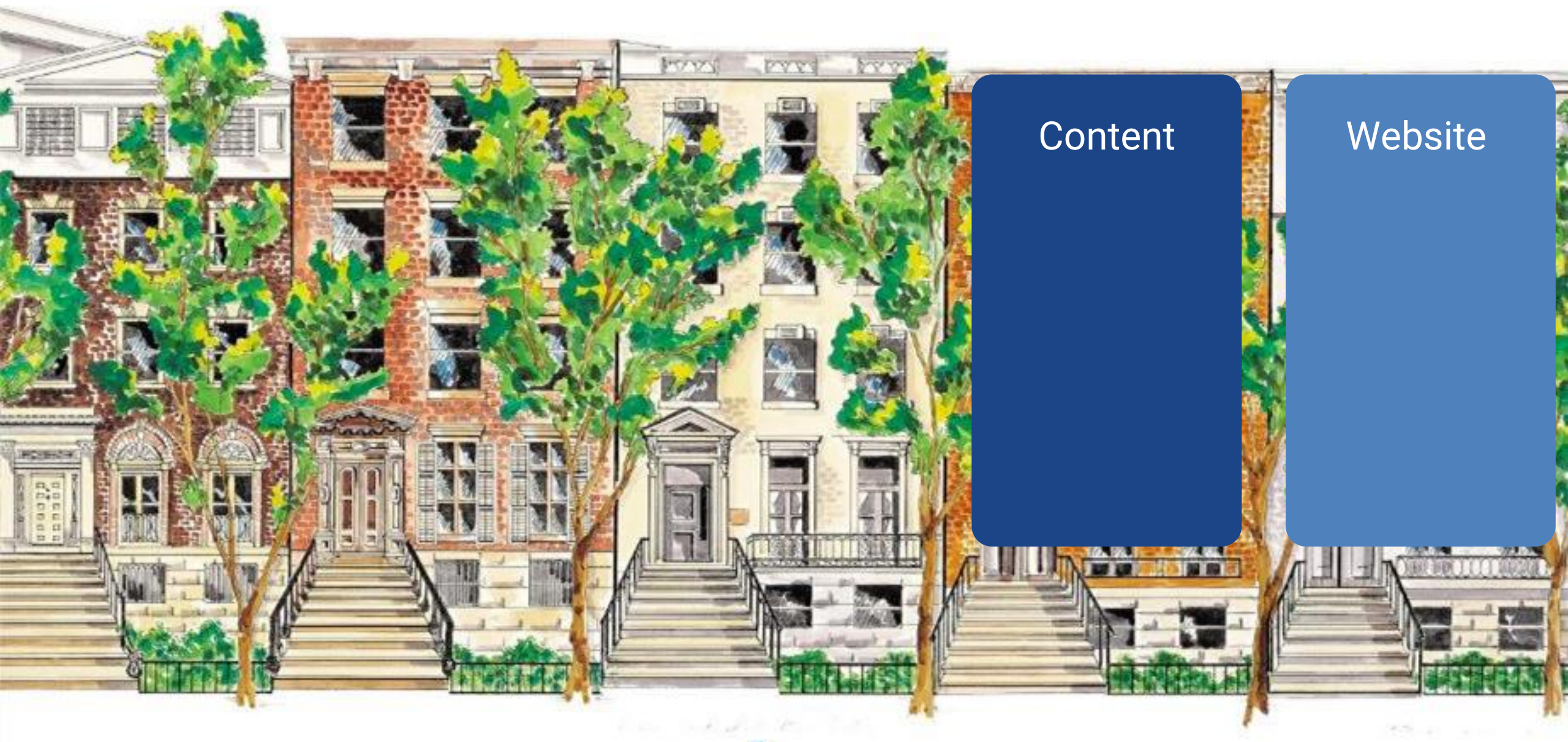
LOG IN

[Forgot your username or password?](#)

NEW USERS MUST CREATE A PROFILE TO CONTINUE

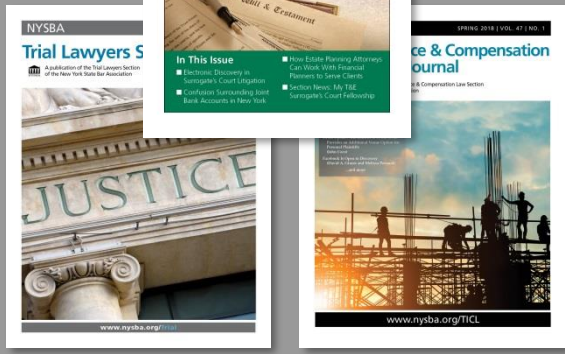
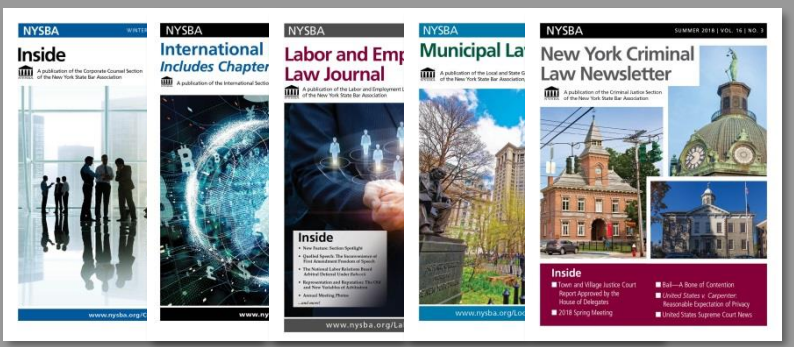
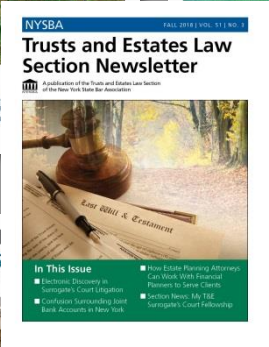
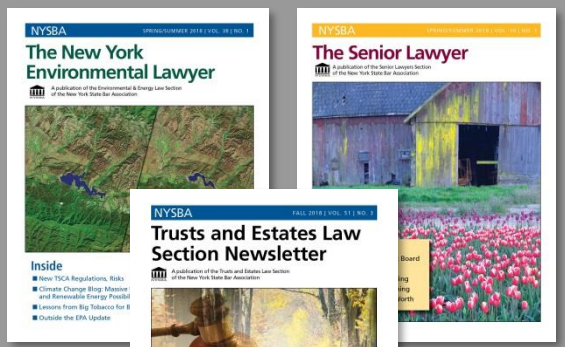
If you are a current or former member and don't know your login information, please use the [Forgot Username](#) or [Password](#) feature. Otherwise, please create a profile.

[Need to create a profile?](#)



Content

Website



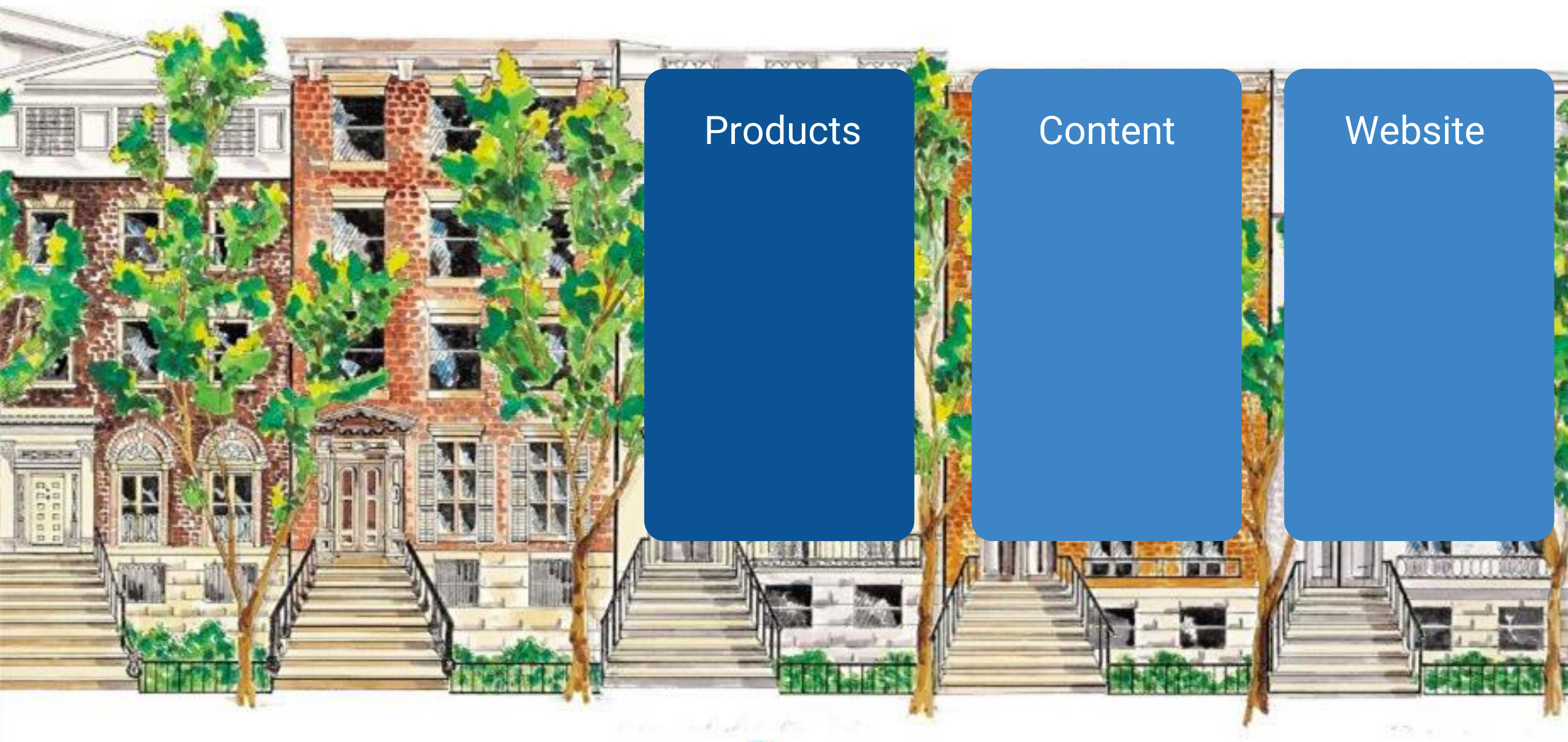




If a tree falls in the
forest...

Limited Exposure & Longevity

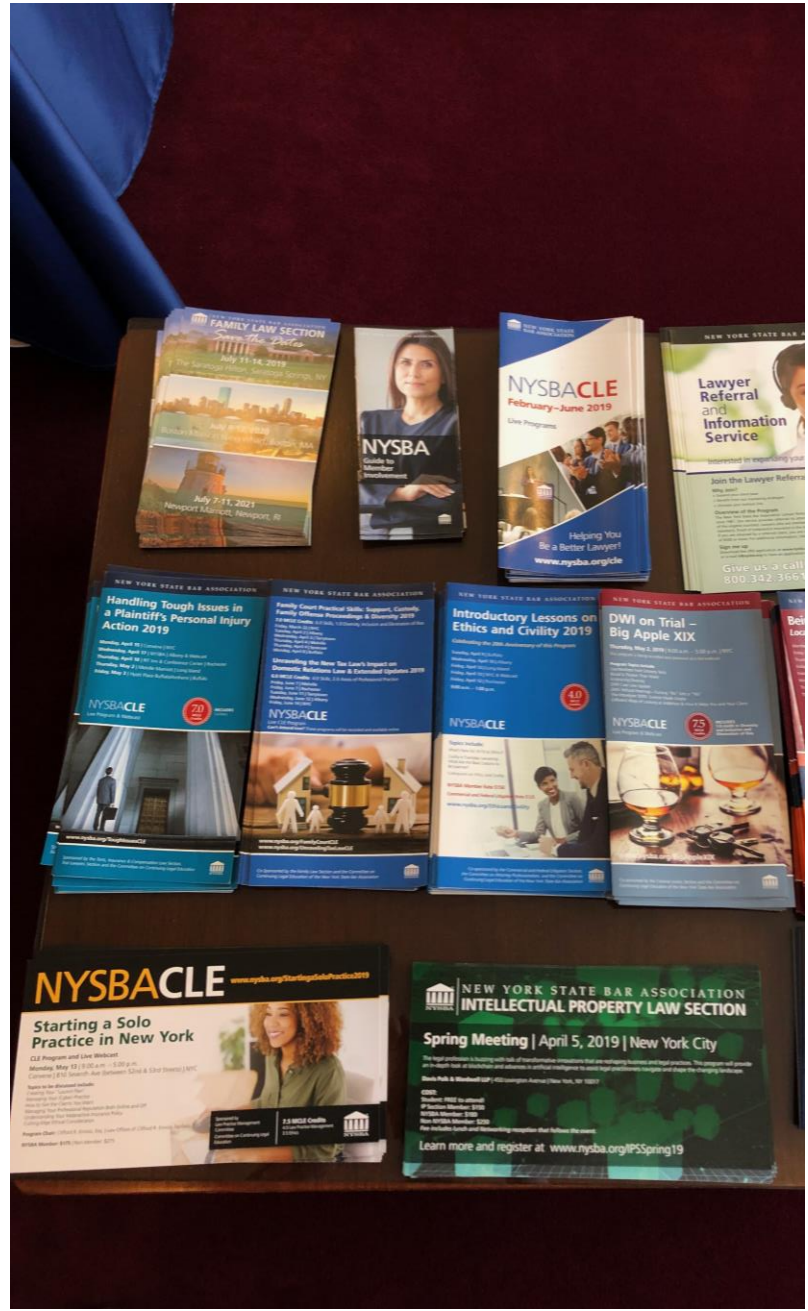
Lacks Social Sharing



Products

Content

Website



CLE SEARCH

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For a complete listing, please visit www.nysba.org/CLE.

Search

Area of Practice:

Keyword:

More Options

Month: Format: Location:

Credits: Credit Type:

Today

Time	Title	Credits	Location	Format
09:00 AM	Introductory Lessons on Ethics & Civility 2019 ALB	0.0/4.0	Albany	Live

Next 30 Days

Date	Title	Credits	Location	Format
04/11/2019	Being Heard At Hearings Local Criminal Court Practice ROCH	3.5/0.0	Rochester	Live
04/12/2019	Introductory Lessons on Ethics & Civility 2019 LI	0.0/4.0	Melville	Live
04/12/2019	Introductory Lessons on Ethics & Civility 2019 NYC	0.0/4.0	New York	Live/Live Webcast
04/12/2019	Introductory Lessons on Ethics & Civility 2019 ROCH	0.0/4.0	Rochester	Live
04/12/2019	Spring 2019 - Advanced Commercial Mediation Training	14.0/2.0	Mineola	Live/Live Webcast
04/12/2019	April 2019 What Makes Lawyers Happy	0.0/2.0	New York	Live
04/15/2019	Handling Tough Issues in a Plaintiffs Pers Inj Action NYC	6.0/1.0	New York	Live
04/15/2019	New York Appellate Practice 2019 WC	6.5/0.5	Tarrytown	Live
04/16/2019	Legal Malpractice 2019 WC	1.0/3.0	Tarrytown	Live
04/16/2019	Accounting for Lawyers 2019 ALB Live & Webcast	3.0/0.0	Albany	Live/Live Webcast
04/17/2019	Handling Tough Issues in a Plaintiffs Pers Inj Action ALB	6.0/1.0	Albany	Live/Live Webcast
04/17/2019	Representing Veterans Before the Vet. Admin.-Part 1 Webinar	1.0/0.0		Live
04/26/2019	Community Diversity Day ALB	2.0/0.0	Albany	Live
04/29/2019	Business Law Basics 2019 NYC Live & Webcast	7.5/0.0	New York	Live/Live Webcast
04/30/2019	The Electronic Courtroom Comes To 60 Centre Street	2.0/0.0	New York	Live
04/30/2019	Representing Veterans Before the Vet. Admin.-Part 2 Webinar	2.0/0.0		Live
05/02/2019	Public Utility Law 2019 - Live & Webcast	5.0/2.0	Albany	Live/Live Webcast
05/02/2019	Handling Tough Issues in a Plaintiffs Pers Inj Action LI	6.0/1.0	Melville	Live
05/02/2019	DWI on Trial - The Big Apple XIX Live & Webcast	7.5/0.0	New York	Live/Live Webcast
05/02/2019	Handling Tough Issues in a Plaintiffs Pers Inj Action BUFF	6.0/1.0	Albany	Live

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NAME ON CARD:

CARD NUMBER: **EXP. DATE:**

SECURITY CODE: 

STREET ADDRESS:

POSTAL CODE:

Total: \$696.43

- STS
- Twitter LinkedIn
- Webcast
- Webcast
- Webcast
- Webcast
- Webcast
- Webcast
- Webcast

No One-Click Shop

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A watercolor illustration of a multi-story brick building with several windows and a set of stairs leading up to the entrance. There are trees with green and yellow leaves in front of the building. Four blue rounded rectangular boxes are overlaid on the image, each containing a white text label.

Community

Products

Content

Website



Social Networking

Our Members Want to Connect

But They Can't



Our Members Want to Connect

But They Can't



1998 Management System



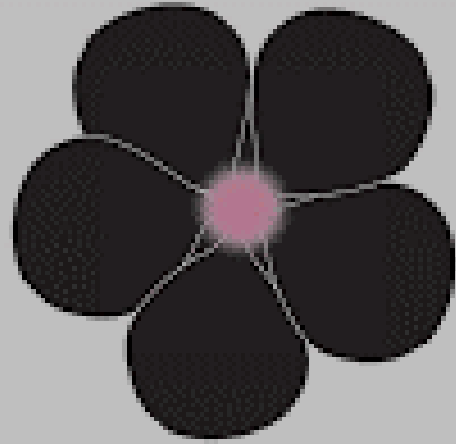
Global

Community

Products

Content

Website



mci

Building Community

And the Winner Is



The Key Finding

**NYSBA has no Significant
International Competition**

We are the

Global Leader!

Growing Members Internationally



**Total NY Attorneys out of the country:
26,000**

**Total NYSBA members out of the country:
3,500**



Canada

NYSBA

Members 390

NY Attorney

Non Members 1,957

84% growth potential



UK

NYSBA

Members 491

NY Attorney

Non Members 2,832

85% growth potential



China

NYSBA

Members 629

NY Attorney

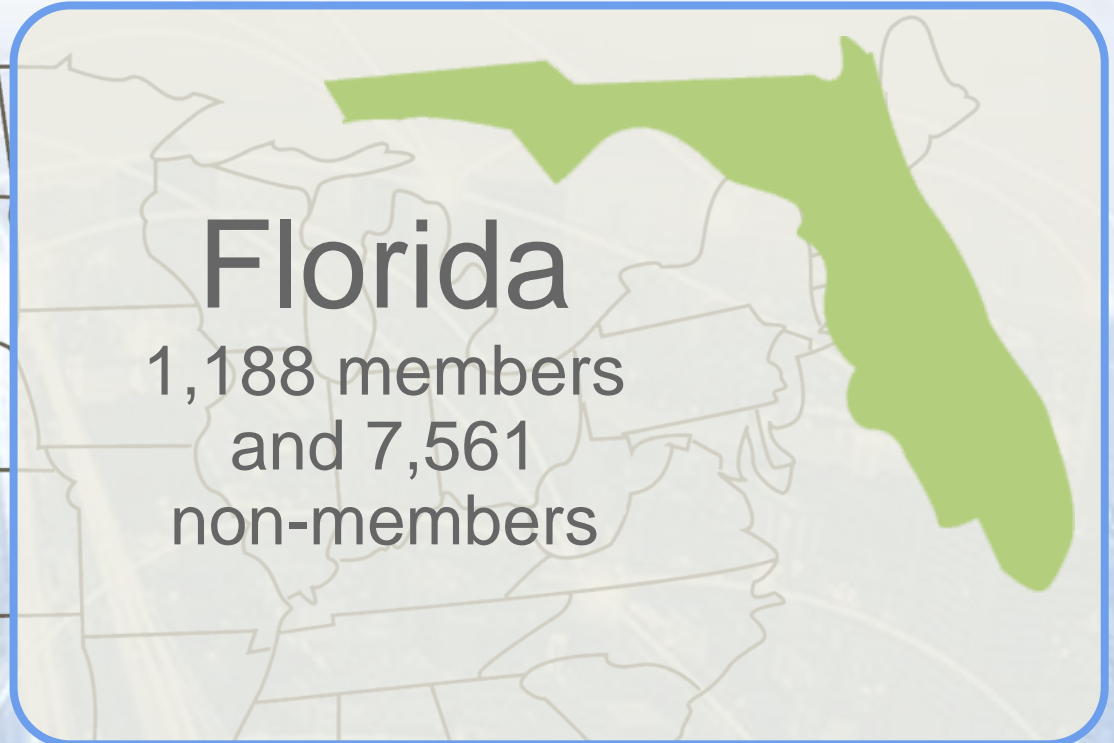
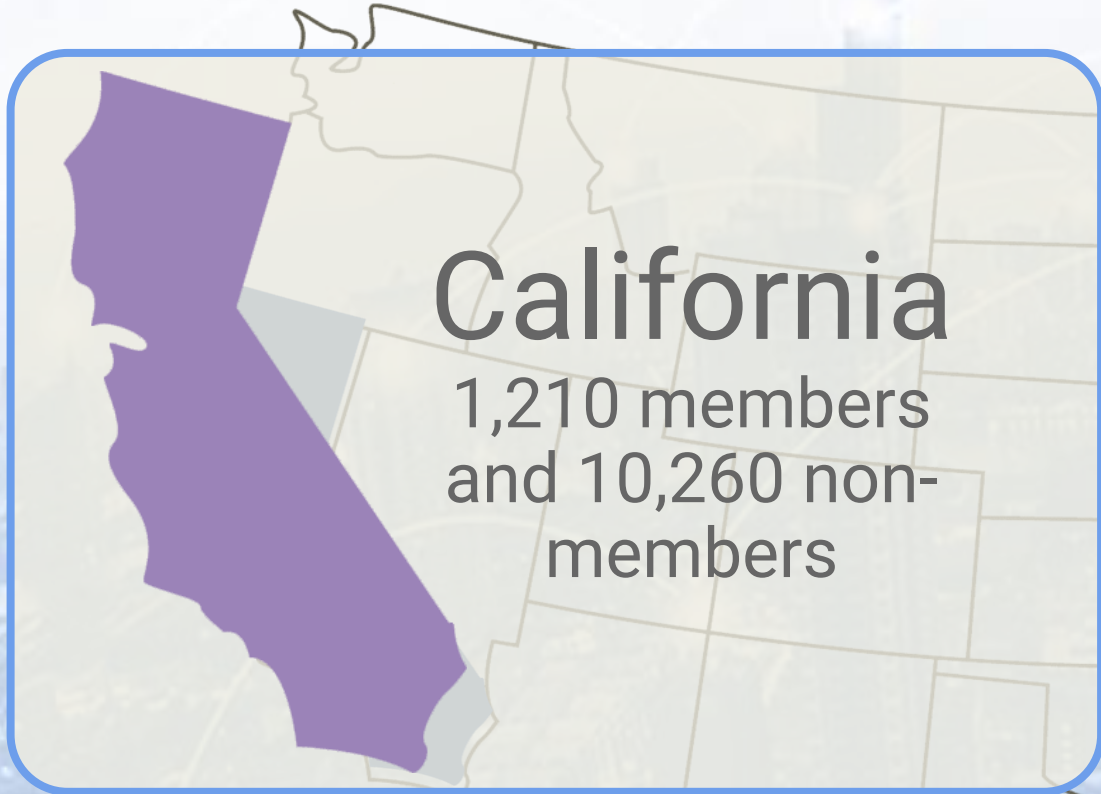
Non Members 2,447

79% growth potential

Growing Members Nationally

**94,680 NY registered
attorneys out-of-state**

**11,383 out-of-state
members**



88% growth potential

84% growth potential

- **Digital Transformation**

- **Structure & Operations Reform**

- **Strategic Communications Plan**

- **Long-Term Fiscal Planning**

- **Proactive Commitment to Diversity**



Outdated Technology

New Association Management System



Fonteva



**Access and Analyze
Membership Data**

**Improve
E-Commerce**

Website Redesign

CLIQUE

- **User-Friendly**
- **Intuitive**
- **Accessible**

Transition & Implementation

fusion  **SPAN**

Bridging Gaps Through Technology

Chief Information Officer



**Staff
Training**

**Member
Training**

**Strengthen
In-House
Capacity**

Justice
Wherever there is a threat to justice everywhere.
Martin Luther King, Jr.

An overhead view of a long wooden conference table with several people seated around it. The people are seen from above, and their hands are visible as they use various devices like laptops, tablets, and smartphones. The scene is brightly lit, and the wood grain of the table is clearly visible.

**Digital Transformation
is about People**

NEW YORK STATE
BAR ASSOCIATION.

REPORTS.—VOL. I.

CONVENTION OF THE BAR.—FIRST MEETING OF THE ASSO-
CIATION.—CHARTER.—CONSTITUTION.—BY-LAWS.—
EXECUTIVE COMMITTEE REGULATIONS.—
FIRST ANNUAL MEETING OF THE ASSOCIATION.
OFFICERS, Etc.



NEW
BAKER & G

Structure and Operations Reform

BY-LAWS.

I.

PRESIDING OFFICERS.

The President, and in his absence a Vice-President, shall preside at all meetings of the Association. If neither of these officers be present, a president pro tem. shall be chosen by and from the attending members.

II.

ORDER OF BUSINESS.

At annual and adjourned meetings, after the appropriate opening thereof, the Order of Business will be:

1. Reading of the Minutes of the preceding meeting.
2. Nominations for membership.
3. Report of Executive Committee.
4. Report of Treasurer.
5. Report of Committee on Admissions.
6. Election of Members.
7. Election of Officers.
8. Reports of other Standing Committees.
9. Reports of other Special Committees.
10. Special Orders.
11. Miscellaneous Business.

This Order of Business may be changed at any meeting by vote of a majority of the members present. And, except as otherwise provided by the Constitution or By-laws, the usual parliamentary rules and orders will govern the proceedings.

III.

SECRETARIES.

The Recording Secretary will keep a record of the proceedings of the Association, and of such other matters as may

THE BYLAWS OF THE NEW YORK STATE BAR ASSOCIATION

I. NAME

The name of this Association shall be "New York State Bar Association."

II. PURPOSES

The purposes of the Association shall be to cultivate the science of jurisprudence; to promote reform in the law; to facilitate the administration of justice; to elevate the standard of integrity, honor, professional skill and courtesy in the legal profession; to cherish and foster a spirit of collegiality among the members of the Association; to apply its knowledge and experience in the field of the law to promote the public good; to promote and correlate the same and similar objectives in and among the Bar organizations in the State of New York in the interest of the legal profession and of the public; to uphold and defend the Constitution of the United States and the Constitution of the State of New York.

III. MEMBERSHIP

Section 1. Membership. There shall be three classes of membership in the Association: Active, Associate, and Affiliate, and the members shall be divided among such classes according to their eligibility.

A. **Active Members.** Any member of the legal profession in good standing admitted to practice in the State of New York may become an Active member by submitting any required application form and supporting documentation to the Executive Director. Upon payment of the applicable dues following such submission, the applicant shall immediately be entitled to all of the rights and subject to all responsibilities of membership.

B. **Associate Members.** Any member of the legal profession in good standing in any state, territory or possession of the United States or another country but not in New York may become an Associate member by submitting any required application form and supporting documentation to the Executive Director. Upon payment of the applicable dues following such submission, the applicant shall immediately be entitled to all of the rights and subject to all of the responsibilities of membership, with the exception of being an officer of the Association, being a member of the House of Delegates, Executive Committee, or serving as Section Chair; provided, however, that if the required application is received by the Executive Director with the consent of the Association Executive Committee, an associate member may serve as a Section Chair.

C. **Affiliate Members.** Any person holding a law degree but not admitted to practice in any state, territory or possession of the United States or another country who is employed by a law school approved under the rules of the Court of Appeals, or who is employed by a bar association, may become an Affiliate member by submitting any

Special Committee on Association Structure and Operations

The Committee is empowered to study any and all aspects of the New York State Bar Association's governance and to make appropriate recommendations for improving the overall effectiveness and functioning of the organization, as well as the efficiency, interaction and operation of its constituent parts, while ensuring the vitality of the Association and its indispensability to the legal profession amidst technological and demographic changes in the practice of law.

Strategic Communications Plan



Special Committee on Strategic Communications

The mission of the Committee is to create a structure for the New York State Bar Association to market and promote it as the voice of, and thought leader for, the legal profession; to coordinate and oversee the internal and external marketing and communications plans and operations of the Association; to recommend internal and external plans and initiatives to market and promote the Association, its policies, positions, and substantive content.



NYSBA



Fiscal Soundness

Multi-Year Strategic Fiscal Plan

**I skate to where the puck
is going to be, not where
it has been.**

- Wayne Gretzky



Diversity

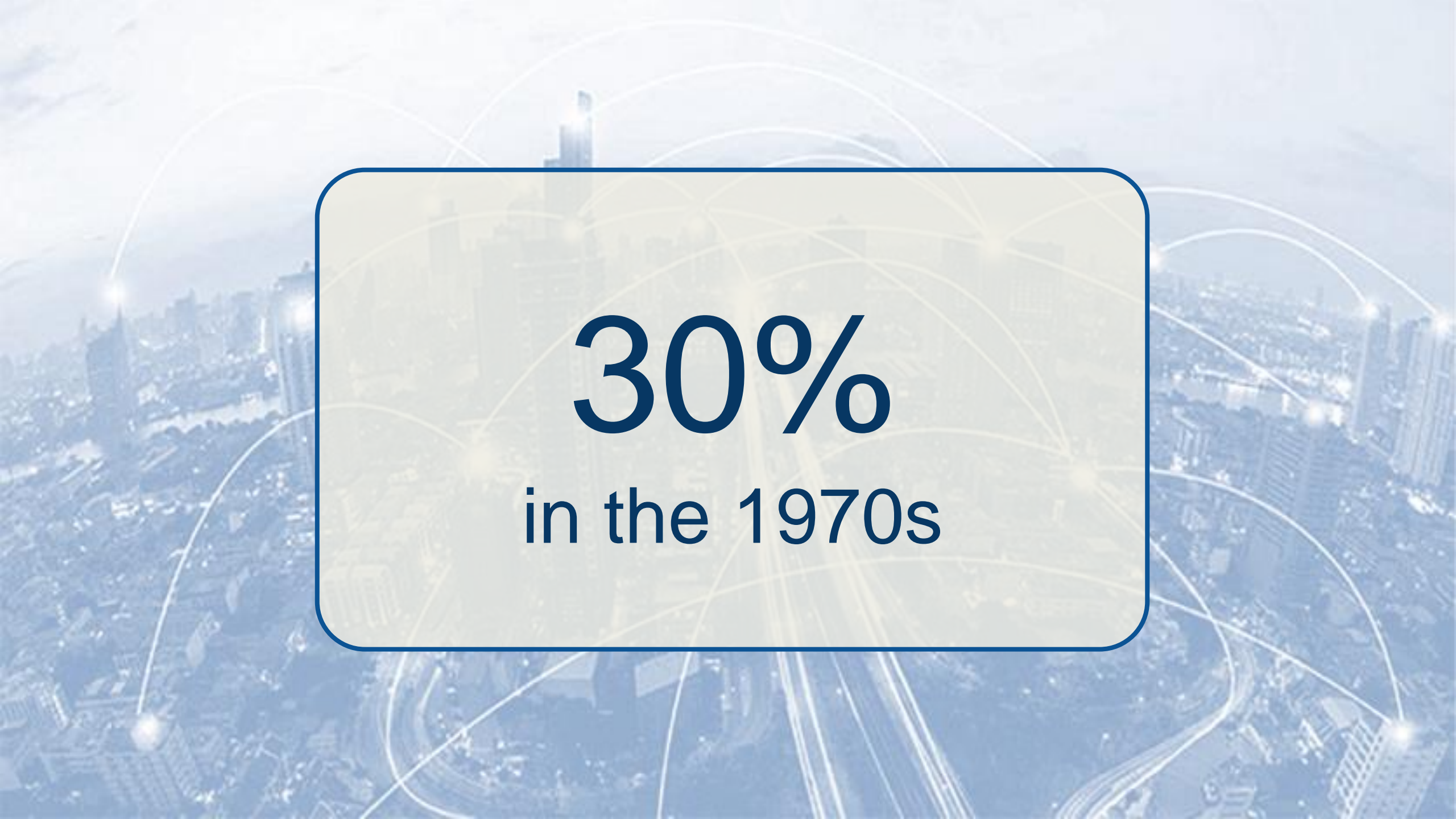


**The Future is
Bright**

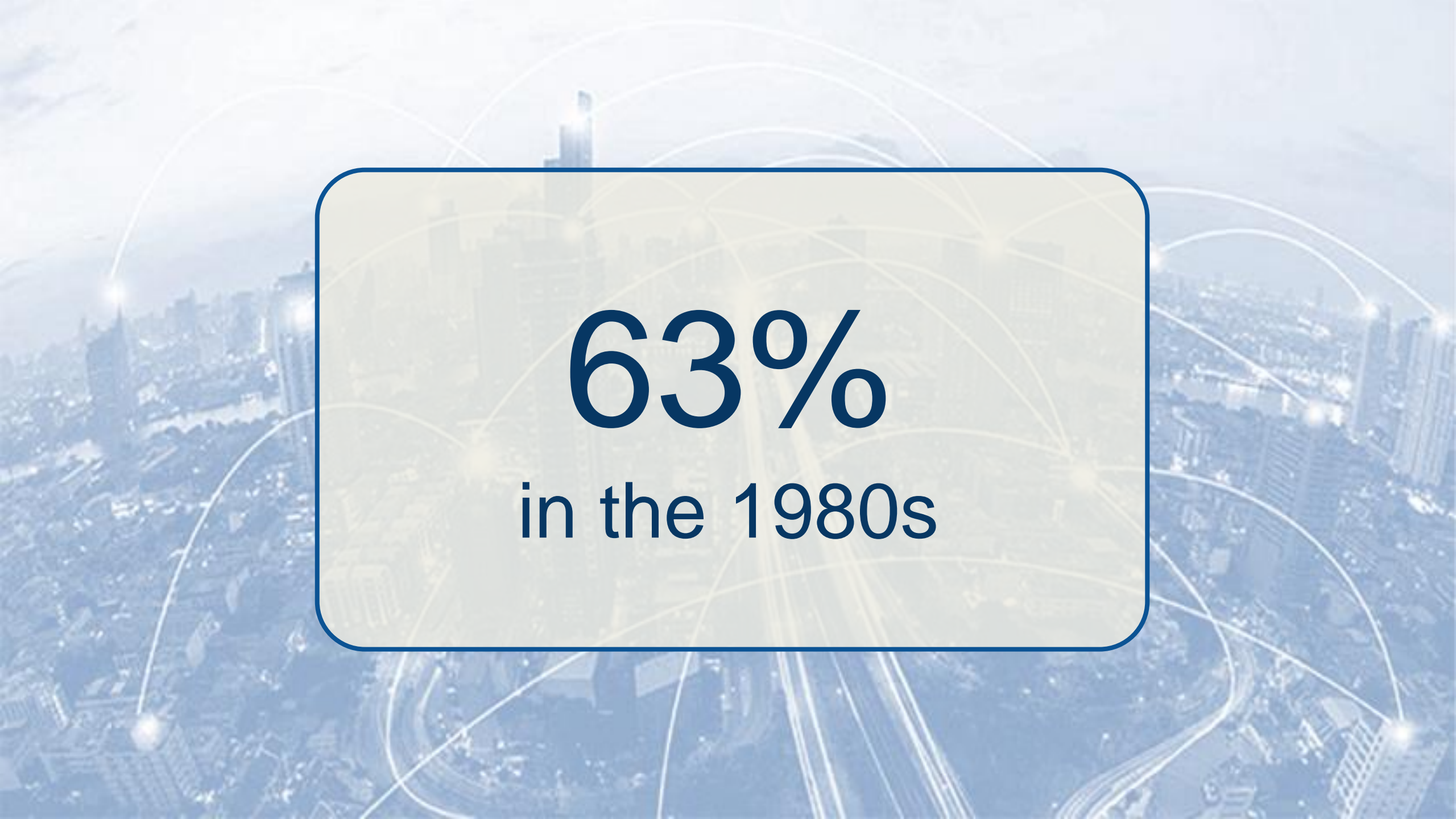


An aerial view of a city at night, with numerous skyscrapers and buildings illuminated. Overlaid on the city are several glowing white lines that form a network of arcs and connections, suggesting a digital or communication infrastructure. The overall color palette is a mix of blue and white, with a soft glow from the city lights.

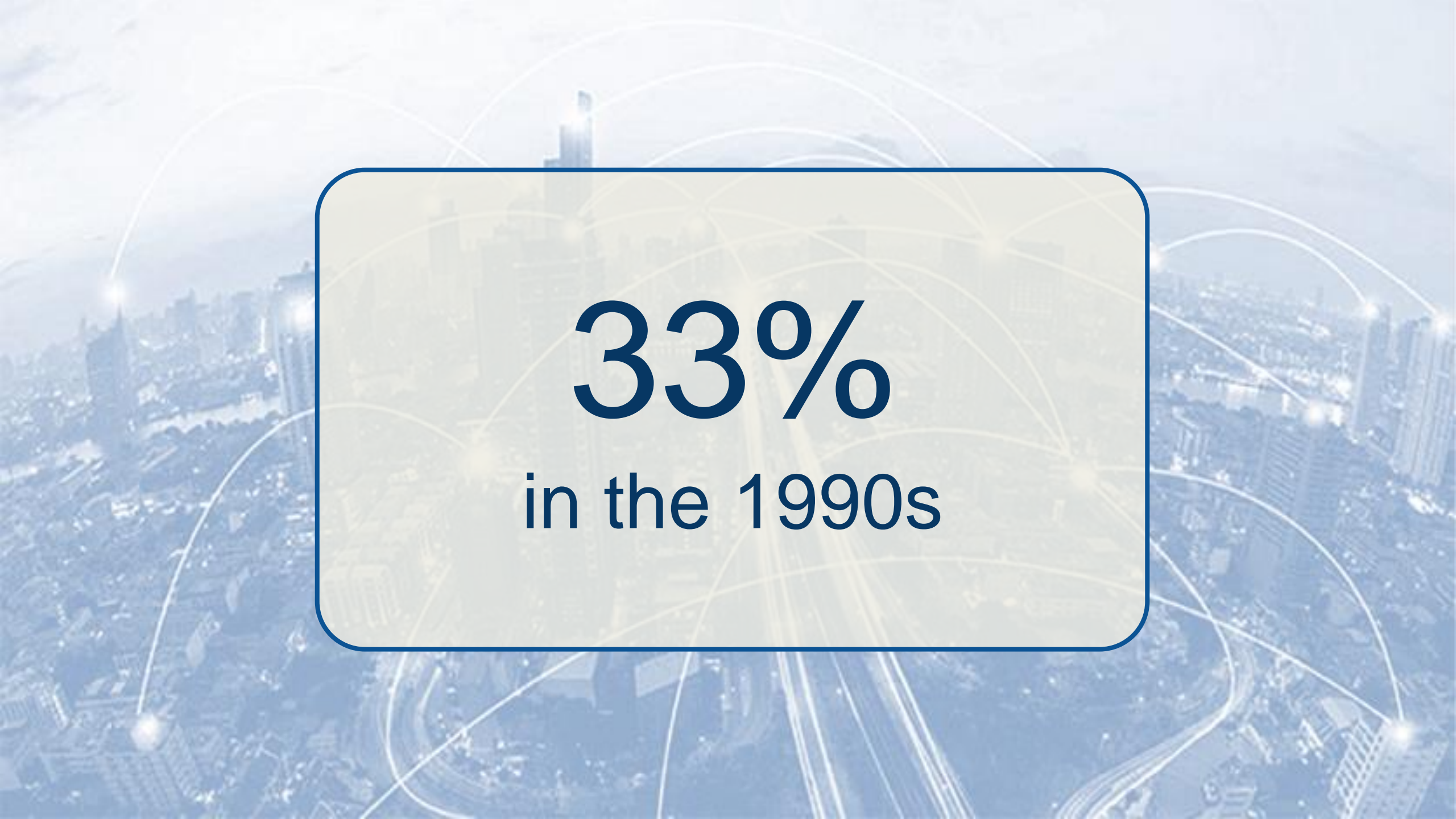
100%
in the 1960s

An aerial view of a city with a network of glowing white lines connecting various points, overlaid on a blue-tinted background. The lines form a complex web of connections across the cityscape.

30%
in the 1970s

An aerial view of a city with a network of glowing white lines overlaid, suggesting a digital or communication network. The lines connect various points across the city, creating a complex web. The background is a soft, blue-tinted aerial photograph of a city with many buildings and roads.

63%
in the 1980s

An aerial view of a city with a network of glowing white lines connecting various points, overlaid on a semi-transparent yellow rounded rectangle. The text is centered within this rectangle.

33%
in the 1990s

An aerial view of a city with a network of glowing white lines connecting various points, overlaid on a semi-transparent yellow rounded rectangle. The text is centered within this rectangle.

15%
in the 2000s



85,000 members by 2026



Building a Virtual Bar Center

