

## JETT AWARD COMPETITION

### SAN ANTONIO LEGAL SECRETARIES ASSOCIATION

#### COURT OBSERVANCE DAY ACTIVITIES

##### I. General Description of Your Program

- A. The official title of the program, the classification and category for which the entry is being submitted, the state/chapter name, and your name, address, telephone number, and e-mail address.

Title: Day-in-Court Luncheon  
Classification: Large Chapter  
Category: CLE Series of Related Topics  
Court Observance Day Activities  
State/Chapter: Texas  
San Antonio Legal Secretaries Association ("SALSA")  
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- B. A brief description of your program, including its format, size, purpose, topic, and audience.

SALSA hosts its Day-in-Court Luncheon every October in honor of Court Observance Week. Awards of Excellence are awarded to the attorney and secretary of the year. The topic this year was *The Courthouse, Our House* (modified slightly to *Our Courthouse, Our House*), and was attended by over 324 people involved in the legal profession.

- C. A brief summary of your program.

As part of our Association's yearly activities, the Day-in-Court Luncheon is a constant. Each October, during Court Observance Week, the San Antonio Legal Secretaries Association hosts the Day-in-Court Luncheon to honor our court system, our judicial system, and the men and women who dedicate their lives to the legal profession. This same purpose is applicable to every state and chapter. This program is instrumental in advertising your local chapter, and an invaluable recruiting tool.

## II. Judging Criteria

### A. Needs Assessment

1. How was the need for this program identified?

The need for this program was recognized by NALS. As a part of NALS, SALSA recognized the same need.

2. How does this program address this need?

By recognizing outstanding individuals in our profession.  
By giving non-members an opportunity to learn about our chapter.  
By getting our name known in the legal community through exposure.

### B. Planning and Design

1. List the program's objectives.

To award an Award of Excellence to an attorney;  
To award an Award of Excellence to a secretary;  
To promote CLE through our guest speaker; and  
To promote our chapter.

2. Describe the steps taken to design and develop the program (planning process, members involved, creativity).

The planning began six months before the actual Luncheon. In accordance with the current year's theme, a speaker was recruited (a Justice from the Fourth Court of Appeals). Photographs were taken of the courthouse, with particular attention to the architectural design of the building. Tapping into the talents of this Chairperson's sister, the Program and name tags were designed. (Samples of the Program and the name tags are attached. )

In order to raise funds to offset the costs associated with the luncheon, and provide funds for our annual scholarship, I presented my idea for a fundraising event to the Board, which was approved and implemented. The fundraising event was for a *Week-end in Fredericksburg*. Fredericksburg, Texas happens to have the most per capita bed and breakfasts than any other city in Texas. The complete package was for two people and consisted of bed and breakfast accommodations (two nights) for two, six meals, and the night at the movies (with popcorn and drinks). Tickets were sold for

\$5.00 each, and each member of our chapter was asked to sell at least twenty tickets, thus creating a sense of teamwork amongst our members. As an added incentive, the top three sellers received cash prizes. This fundraising effort raised \$3,385.00 for our chapter.

Letters were sent out to over 300 businesses in San Antonio to recruit corporate sponsors, vendors and door prizes. These letters resulted in \$1,400 in corporate sponsorships, 19 vendors for the Luncheon, and door prizes totaling over \$3,500.00.

Members were asked to help with the delivery of the invitations (flyers) in order to reduce the expense of mailing the flyers. As a result of this teamwork, our mailing expense was reduced by \$288 from previous years. (A copy of the 2007 flyer is attached.)

C. Logistics and Production

1. How was the program delivered to the target audience (room, room set-up, etc.)?

SALSA's Luncheon was held at a ballroom, set up with round tables, and a head table. Our guest speaker spoke on *Our Courthouse, Our House*.

2. Provide details describing educational materials, methods, and resources. Include samples of printed materials used (lecture, small group discussion, handouts).

As this was a luncheon, no educational materials were handed out.

D. Budgeting and Finance

1. What is the annual income and expenses of your chapter/state?

Budget for 2006-2007:	\$22,722.84
Actual for 2006-2007:	\$19,122.32
Projected Budget for 2007-2008:	\$22,065.00

2. Was this program funded in whole or in part by a Grant from the NALS Foundation?

No.

3. What were the program's broad financial objectives (profit, break-even, or subsidized service)?

To raise funds for our Association's operating expenses, as well as provide for our scholarship award.

4. Provide both the projected revenue and expense, as well as the actual revenue and expense.

Projected Revenue:	\$ 7,000.00
Projected Expense:	\$ 6,637.00
Actual Revenue:	\$10,995.00
Actual Expense:	\$ 6,323.22

5. Provide your best estimate of association resources expended on this program. You might use, for example, total dollars and total volunteer time.

Past records helped a great deal in formulating a plan for this year's Luncheon. The volunteer hours were too numerous to keep track of, the total amount expended for out-of-pocket costs totaled \$425.51.

#### E. Marketing, Promoting, and Advertising

1. List and describe the specific marketing, promotion and advertising vehicles used.

Over 3,000 flyers were mailed to attorneys belonging to the local bar association, advertised through the local bar association, our chapter's website, word of mouth, vendor letters, corporate sponsor letters, and door prize letters.

#### F. Evaluation

1. To what extent did the program achieve the stated objectives?

SALSA honored past and present recipients of the Award of Excellence, and \$4,671.78 in revenue was generated for our chapter's operating account.

2. What broader impact, if any, did this program have on the growth, image or performance of the state/chapter or its members?

This event is anticipated throughout our community. It is a great networking opportunity. SALSA takes this opportunity to introduce itself to those in attendance that are not members of our chapter, and to help the vendors promote their businesses to those in

attendance. This year, there were nine (9) non-member vendors that participated, and through that involvement, I am sure that we will obtain corporate members within the coming months.

3. Based on the outcome of this program, describe the most significant changes that might be made the next time a similar program is offered.

While this Luncheon was a great success, I would like to see our chapter do other court-related activities during Court Observance Week, such as a tour of the courthouse, a mock trial, a ride along with police officers, etc.

*Susan D. Austin, PLS*