

I. General Description of Your Program

- A. - Tri-County Association for Legal Support Professionals' First Annual Court Observance Reception
- CLE Series of Related Topics
- Tri-County Association of Legal Support Professionals, Mississippi
- Misty E. Lewis, Certified PP, PLS, President
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B. Our program was a reception to honor our local judiciary system in the tri-county area (Hinds, Madison and Rankin) in and around Jackson, Mississippi, and to recognize the winner of our Essay Scholarship Contest.

C. Our program started with our President, Misty Lewis, PP, PLS, making the welcome and reminding our guests why we were there. Our Director, Dawn Dillard, CSR, then spoke on our 50/50 Drawing which was one of our marketing tools to encourage attendance at the reception. State President, Anita Campbell, PP, PLS, stood in for Stephanie Floyd, PP, PLS, who was unable to attend the meeting, and gave a brief overview of NALS and how NALS could benefit our guests and their offices. Tri-County LSPA Vice President, Reba Peden, PP, PLS then introduced our featured guest speaker, the Honorable Thomas M. Broome, County and Youth Court Judge for Rankin County, who spoke on the topic of our theme, "The Courthouse, Our House." At the end of the presentation, Judge Broome presented the Tri-County LSPA Chapter with a resolution from the Courts setting out the week of October 22nd through 26th as Court Observance Week for Rankin County.

Vice-President/Scholarship Chair, Reba Peden, PP, PLS, then presented the finalists in our Essay Scholarship Contest with certificates and announced the winner of the scholarship for the winning essay author. (The winner of the essay could not be with us for the event and was called the following day with news of her scholarship and how to receive the \$250 when the time arrived.)

After the presentations were made we drew for door prizes and held the 50/50 drawing with the winner receiving ½ of the money collected and the other ½ going to the chapter. The winner of the 50/50 drawing was Jamie Roddey, PLS from the Pine Belt Chapter. Jamie was unable to attend the function so she was called and told of her win. We raised a total of \$744 with the 50/50 drawing and half or \$372 remained in the chapter account while the other half went to the winner. (Please see the Program attached hereto).

II. Judging Criteria

A. Needs Assessment

1. Our chapter researched what the other chapters in our area were doing for Court Observance. We realized that there was not a night time function for those who could not attend a daytime function. We also realized that the students we were targeting for the Essay Contest would more than likely not be able to attend a daytime function to be recognized. Our chapter's main marketing tool is that we offer our meetings at night and we realized that by offering our Court Observance activities at night as well would tie in well with that.
2. This program was offered at 7:00 p.m. on a Thursday night. This gave the guests who would be attending time to go home, change from their work clothes, run errands, etc., before coming to the function. It also catered to those members who are unable to make meetings or take time off from work to go to various Court Observance activities that are offered during the day. It also catered to our guests, including our speaker and the judges for the essay contest as they have very busy professional lives and are unable to attend functions set during the daytime hours.

B. Planning and Design:

1. The objectives of our program were to honor our judiciary system, market our association name, recognize the Essay Scholarship Contest winner and earn enough money to replenish our scholarship fund for the spring.
2. Our members met and decided that we wanted to put on a night time Court Observance activity. We brain stormed together and decided to hold a reception at night in Rankin County and serve heavy h'douvers. We also chose a date later in the month of October because Court Observance this year fell the week of the National Conference. Once we decided what we wanted to have and when we wanted to hold our reception two of our members from Rankin County scouted out possible venues and brought them back to our chapter for approval. We now had the type of activity, the date we were going to hold our activity and the place.

We asked a local Judge to be our guest speaker in the hopes that would attract other legal professionals to attend.

We also came up with the idea to offer a scholarship to high school seniors (both at private and public schools in the area). One of our members came up with the idea to have the seniors write an essay on the Court Observance theme and the winning essay would receive the scholarship. We had

previously held a Bowl-a-Thon to provide the funds for the scholarship. One of our members prepared the Scholarship Entry Form and Rules and another member prepared the letters that would accompany the forms to the surrounding schools. These letters and forms were sent to the guidance counselors at the surrounding schools (approximately 35 schools). We then decided to set a \$15 fee to attend in the hope of replenishing our Scholarship Fund with the proceeds from this activity.

C. Logistics and Production

1. We chose the Pearl Community Center in Rankin County as our site for the reception since our speaker was from Rankin County and we are trying to recruit more members from that area. The room was set up in a horseshoe formation with the food and door prizes at the front of the room and the speaker was given the freedom to travel the room inside the horseshoe area rather than being stuck behind a podium.
2. At the registration table, outside the main room, we provided membership materials including the following: NALS membership applications; NALS membership brochures; Tri-County LSPA brochures; @Law magazines; and our state publication, The Profile. We also provided certification brochures from NALS.

D. Budgeting and Finance

1. Our chapter has not been in formation for an entire fiscal year yet, but at this time we have on average \$500 in our checking account each month.
2. This program was not funded by the NALS Foundation.
3. The broad financial objectives of this program were to make enough profit on this program to replenish our scholarship fund so that we could provide another \$250 scholarship in the spring.
4. All expenses were covered by our sponsors and we utilized our members for the actual work of putting this program together as well as designing and printing our invitations and programs.

E. Marketing, Promoting and Advertising

1. Our chapter contacted each and every radio station and television station in our tri-county area and placed a "blurb" about our Court Observance Reception on their community calendar. We also placed announcements about the Reception on the Mississippi Bar News, an on-line newsletter that is sent weekly to the members of the Mississippi Bar. Our chapter also

printed and mailed invitations to the Reception to the members of the judiciary in our tri-county area, i.e. Judges from all state and county courts, court clerks, county supervisors, and various attorneys and their firms. We also sent invitations to the state association officers and the directors of all the local chapters in the state to be distributed to their membership. We sold 50/50 tickets to EVERYONE and invited them to attend the reception where the drawing for the winner would take place.

F. Evaluation

1. This program not only met, but exceeded our expectations for the first real program put on by this chapter of 10 members. It was a huge success as rated by those in attendance. Judge Broome stated that he would be taking the information back to his assistant regarding membership and we believe we have several other prospects for new members from this event.
2. This program made our chapter more visible to the area we serve and the potential for new members is high. The scholarship brought us to the attention of educators in the tri-county area and the students who were in attendance were given information on student memberships for their college years.
3. Based on the outcome of this program, I seen no significant changes that need to be made for next year's program, other than perhaps holding it in either Hinds or Madison County since we were in Rankin County this year.