

## President's Message

by Robert J. DeSousa



### What Gets Measured (Part One)

**There is an old saying in management: “What gets measured gets done.”** It sounds simple but often we don't tell folks what we expect from them and therefore they don't deliver. In the FBA we are recommitted to delivering great membership value. Under the leadership of our new executive director, Karen Silberman, the organization has a renewed focus on member value. We have set up measurements for each staff person. On the communications level, you may have noticed an increase in our Facebook postings, tweets, and relevant content on our webpage. (If you are not following us on these forums I suggest you do; we have a lot of activities going on which add value to your membership.) Moreover, we are working to make all of those outlets more relevant and timely. For example, directly after Hurricane Sandy, the board of directors appointed board member Patrick O'Keefe to head a Sandy outreach to our fellow lawyers in New Jersey and New York.

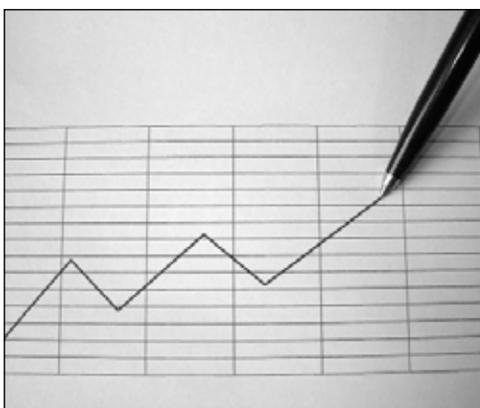
It is an exciting time for the FBA because we are considering many new programs and initiatives that will enhance the member experience and provide an enriched return on your membership dollars. The programs being explored include a regular calendar of webinars available for CLE credit. Our topics will be diverse and hopefully will appeal to a broad base of members. We are also making listserves available for sections and divisions as well as chapter leaders and circuit vice presidents to improve communication

and provide another way for members and leaders to connect with one another. To help us measure the value of our association to our members, a special committee headed by board member Kip Bollin has been formed. This committee is studying the entirety of the services offered by the FBA and reviewing how these services assist our members. Additionally, Judge Gus Gelpi, our national president-elect, is leading a team to explore broadening the FBA reach by partnering with specialty bar associations. Finally, we are measuring our value to young aspiring potential lawyers. Prof. Elizabeth Kronk, with the aid of Dean Jim Rosenblatt, is helping to establish our new Law Student Division—so if you know some eager law students, then send them our way!

You will find that we are measuring our responsiveness, flexibility, and growth in members as a key part of our ability to provide services, but we still want to hear your ideas on how we can improve your membership. If you have any comments or suggestions, please

don't hesitate to contact me at [cptjag@yahoo.com](mailto:cptjag@yahoo.com) or Karen at [ksilberman@fedbar.org](mailto:ksilberman@fedbar.org).

And I hope to see you at our Midyear Meeting this March in Arlington, Va., or this September in San Juan, Puerto Rico! ☺



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