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Executive Director's Report 2018

Looking Back:

The Lycoming Law Association is an organization with rich history. I have been privileged to spend time with many of its past Presidents, an esteemed group of leaders who represent the best of Lycoming's legal profession, and learn much about the organization's history.

As the LLA readies for its 150th anniversary celebrations, a tremendous amount of effort has been put into creating a concise, picture-rich publication about the history of the LLA, the county bench and bar. Countless hours have been spent sifting through the LLA's abundant history in anticipation of this historical publication. At the same time, celebration planning is in high-gear for the LLA's upcoming anniversary.

Looking Ahead:

This has been a year of change for the Lycoming Law Association, as the association positions itself for the future. However, the LLA's commitment to promoting the profession, educating its members and assisting the community remains unchanged.

Although change is hard, often imperfect and always disruptive, the LLA recognized that changes to some of the organization's infrastructure were necessary. The LLA began its "year of change" with an assessment of the twenty committees of the association. With the leadership of President Jennifer Heverly, each chairperson was asked to put together a short description of the committee s/he serves. The LLA's committees provide members with a unique opportunity to meet and network with colleagues in every possible area of practice. Committee chairpeople have been asked to prepare agendas in advance of meetings and minutes upon the conclusion of committee meetings. Most of the committee chairpeople have done an outstanding job with these tasks. The objective is to have the agendas for the substantive committees circulated to the entire membership in advance of a meeting and the minutes for each committee meeting distributed to the members of the Executive Committee monthly. This communication has kept both the Executive Committee and the members at-large informed of the important work that each committee is undertaking.

Our "year of change" continued with a rebranded logo for the LLA. Keeping the original logo's green color, the new logo also incorporates gold and was updated with a sleek new look.

Guided by the need for a mobile responsive website, the LLA continued its “year of change” by modernizing its website. This was the most significant change we saw in the association in 2018. The new website provides an entirely new, user-friendly, design and allows the LLA to increase its digital marketing efforts.

The changes that took place this year were not only tremendously successful, but also necessary for the LLA to evolve and remain relevant. I am heartened by the positive feedback I have received from members along the way.

Conclusion:

I am honored to serve as the LLA’s Executive Director and pleased with what has been accomplished this year. The LLA’s success is truly the result of both great leadership and strong, hardworking committees.

I am especially excited by what’s in store for the coming year and beyond.

Sincerely,
LYCOMING LAW ASSOCIATION

A handwritten signature in black ink, reading "Michele Frey". The signature is written in a cursive style with a long, sweeping underline that extends to the right.

Michele S. Frey, Executive Director