



Administrative Law Section



CHAIR:

Seann M. Frazier
101 E. College Ave.
Tallahassee, FL 32301-7742
(850)222-6891

CHAIR-ELECT:

Cathy M. Sellers
215 S. Monroe St., Ste. 400
Tallahassee, FL 32301-7742
(850)681-6810

SECRETARY:

Allen R. Grossman
1408 N. Piedmont Way
Tallahassee, FL 32308
(850)385-1314

TREASURER:

F. Scott Boyd
600 S. Calhoun St., Ste. 120
Tallahassee, FL 32399-1300
(850)488-9110

IMMEDIATE PAST CHAIR:

Elizabeth W. McArthur
P.O. Box 10967
Tallahassee, FL 32302-2967
(850)425-6654

BOARD LIAISON:

Lawrence E. Sellers, Jr.
P.O. Box 810
Tallahassee, FL 32302-0810
(850)425-5671

P.U.L.C. CHAIR:

Michael G. Cooke
401 E. Jackson St., Ste. 2700
Tampa, FL 33602-5841
(813) 222-6600

EXECUTIVE COUNCIL:

Terms Expiring 2010:

Clark R. Jennings
Tallahassee
Deborah K. Kearney
Tallahassee
Bruce D. Lamb
Tampa
Wellington H. Meffert
Tallahassee
Richard J. Shoop
Tallahassee
Shaw P. Stiller
Tallahassee
T. Kent Wetherell, II
Tallahassee

Terms Expiring 2011:

Paul H. Amundsen
Tallahassee
Lisa S. Nelson
Tallahassee
Daniel E. Nordby
Tallahassee
Linda M. Rigot
Tallahassee
Amy W. Schrader
Tallahassee
J. Andrew Bertron
Tallahassee
William E. Williams
Tallahassee

SECTION ADMINISTRATOR:

Jackie Werndli
651 E. Jefferson St.
Tallahassee, FL 32399-2300
(850)561-5623

Administrative Law Section Executive Council

October 2, 2009

AGENDA

- I. CALL TO ORDER – Seann M. Frazier, Chair
- II. PRELIMINARY MATTERS
 - A. Consideration of Minutes
 1. June 26, 2009
 - B. Treasurer's Report – F. Scott Boyd
 1. 9/10/09 Detail Statement of Operations
 2. 2008-09 Section Year-End Financial Information
 3. 2008-09 Section Investment Allocation
 4. 2008-09 Section Allocation of CLE Operational Profits
 5. 2005-2010 Section Financial Overview
 - C. Chair's Report – Seann M. Frazier
- III. COMMITTEE/LIAISON REPORTS
 - A. Continuing Legal Education – Bruce D. Lamb
 1. The New Electronic Era in Public Records and Government in the Sunshine
 2. Practice Before DOAH
 3. Practice Before the PSC
 4. The Florida Bar CLE Annual Report
 - B. Publications – F. Scott Boyd
 1. Newsletter – Amy W. Schrader
 - a. Agency Snapshots – Mary Ellen Clark
 2. TFB Journal – Paul H. Amundsen
 - C. Legislative – Linda M. Rigot/William E. Williams/Justin M. Senior
 - D. Public Utilities Law – Michael G. Cooke
 - E. Membership – Deborah K. Kearney
 - F. Webpage – Daniel E. Nordby
 - G. Board of Governors Liaison – Lawrence E. Sellers, Jr.
 - H. Law School Liaison – Deborah K. Kearney
 - I. CLE Committee Liaison – Cathy M. Sellers
 - J. Council of Sections – Seann M. Frazier
 - K. Section/Division Liaison
 1. Environmental and Land Use Law – Francine M. Folkes
 2. Health Law – Allen R. Grossman
 3. Government Lawyer – Clark R. Jennings
 4. YLD Liaison – Christine D. Graves
 5. FICPA – Mary Ellen Clark

- L. DOAH Update – Lisa S. Nelson/Linda M. Rigot
- M. APD Volunteer Program Ad Hoc Committee – J. Andrew Bertron, Jr.
- N. Finance/Budget Ad Hoc Committee – Clark R. Jennings

IV. OLD BUSINESS

- A. Section Website Redesign/Hosting

V. NEW BUSINESS

- A. ALS Executive Council Long Range Planning Retreat
 - 1. Discussion of Date/Location

VI. INFORMATIONAL

- A. Executive Council List
- B. 2009-10 Committee List
- C. Legislative Positions

VII. TIME AND PLACE OF NEXT MEETING

- A. January 2010 – Conference Call (Budget)
- B. February/March 2010 – TBD (in conjunction with LRP Retreat)
- C. June 25, 2010 – Boca Raton (in conjunction with TFB Annual Convention)

VIII. ADJOURNMENT

	August 2009 Actuals	YTD 09-10 Actuals	Budget	Percent Budget
Administrative Law				
31431 Section Dues	4,748	27,196	28,750	94.59
31432 Affiliate Dues	0	400	300	133.33
31433 Admin Fee to TFB	(3,483)	(20,126)	(20,365)	98.83
	-----	-----	-----	-----
Total Dues Income-Net	1,265	7,470	8,685	86.01
	-----	-----	-----	-----
32191 CLE Courses	0	0	7,000	0.00
32293 Section Differenti	238	371	2,000	18.55
35700 Member Service Pro	0	0	2,500	0.00
38499 Investment Allocat	0	0	3,669	0.00
	-----	-----	-----	-----
Other Income	238	371	15,169	2.45
	-----	-----	-----	-----
Total Revenues	1,503	7,841	23,854	32.87
	-----	-----	-----	-----
51101 Employee Travel	0	0	1,334	0.00
71005 Internet Charges	0	0	400	0.00
84001 Postage	0	0	150	0.00
84002 Printing	0	0	150	0.00
84003 Officers Office Ex	0	0	500	0.00
84006 Newsletter	0	0	6,000	0.00
84007 Membership	0	0	500	0.00
84009 Supplies	0	0	50	0.00
84010 Photocopying	4	4	125	3.20
84051 Officers Travel Ex	0	0	2,000	0.00
84052 Meeting Travel Exp	0	0	3,000	0.00
84054 CLE Speaker Expens	0	0	100	0.00
84101 Committee Expenses	0	0	500	0.00
84201 Board Or Council M	0	0	630	0.00
84202 Annual Meeting	0	0	2,500	0.00
84205 Section Service Pr	0	0	1,000	0.00
84209 Retreat	0	0	3,000	0.00
84299 Public Utility Com	0	0	500	0.00
84301 Awards	0	0	600	0.00
84310 Law School Liaison	0	0	4,900	0.00
84422 Website	0	0	5,000	0.00
84501 Legislative Consul	0	0	5,000	0.00
84701 Council Of Section	0	0	300	0.00
84998 Operating Reserve	0	0	4,108	0.00
84999 Miscellaneous	0	0	100	0.00
	-----	-----	-----	-----
Total Operating Expenses	4	4	42,447	0.01
	-----	-----	-----	-----
86431 Meetings Administr	0	0	35	0.00
86543 Graphics & Art	0	268	2,702	9.92
	-----	-----	-----	-----
tal TFB Support Servic	0	268	2,737	9.79
	-----	-----	-----	-----

II B 1(1)

Report : 1 of 1
Program : YAZAPFR
User id : EBRENNEIS

Unaudited Detail Statement of Ops

Page : 3
Date : 9/10/09
Time : 17:08:02

	August 2009 Actuals	YTD 09-10 Actuals	Budget	Percent Budget
Administrative Law	-----	-----	-----	-----
Total Expenses	4	272	45,184	0.60
	-----	-----	-----	-----
Net Operations	1,499	7,569	(21,330)	(35.49)
	-----	-----	-----	-----
21001 Fund Balance	0	195,039	183,440	106.32
	-----	-----	-----	-----
Total Current Fund Balan	1,499	202,608	162,110	124.98
	-----	-----	-----	-----

II B 1(2)

2008-2009 Sections Year-End Financial Information

	08-09	Current	08-09	08-09	08-09	08-09	08-09	08-09	08-09
	Beginning Fund	Fund	Total	Total	Total	Total	Total	Total Actual	Total Budget
Section	Balance	Balance	Actual Rev	Budget Rev	Actual Expense	Budget Exp	Net Oper	Net Oper	
Administrative Law	209,058	195,033	333	38,139	14,358	48,644	(14,025)	(10,505)	
Appellate Practice	67,103	100,188	87,625	76,029	54,540	63,080	33,085	12,949	
Business Law	343,548	271,076	337,676	321,011	410,148	436,526	(72,472)	(115,515)	
City, County, Local Government Law	49,582	48,306	56,854	58,772	58,130	112,087	(1,276)	(53,315)	
Council of Sections	6,934	596	(253)	6,661	6,085	7,964	(6,338)	(1,303)	
Criminal Law	314,636	252,494	39,182	79,819	101,324	127,582	(62,142)	(47,763)	
Elder Law	129,492	55,226	65,234	140,911	139,500	131,813	(74,266)	9,098	
Entertainment, Arts & Sports Law	38,784	(2,466)	40,178	41,245	81,428	50,771	(41,250)	(9,526)	
Environmental and Land Use Law	277,108	220,302	29,459	98,967	86,265	156,296	(56,806)	(57,329)	
Equal Opportunities Law	6,693	11,755	6,706	4,205	1,644	5,929	5,062	(1,724)	
Family Law	195,814	250,936	740,047	782,347	684,925	719,677	55,122	62,670	
General Practice, Solo and Small Fir	288,708	258,217	98,603	91,749	129,094	116,815	(30,491)	(25,066)	
Government Lawyer	71,028	70,265	13,763	19,954	14,526	24,313	(763)	(4,359)	
Health Law	91,590	96,071	29,672	46,804	25,191	46,172	4,481	632	
International Law	136,588	(26,056)	54,730	125,418	217,374	137,086	(162,644)	(11,668)	
Labor and Employment Law	159,745	148,821	73,345	106,236	84,269	97,436	(10,924)	8,800	
Out of State Division	78,575	49,472	(3,849)	21,852	25,254	36,812	(29,103)	(14,960)	
Public Interest Law	9,805	17,605	12,195	9,380	4,395	8,246	7,800	1,134	
RPPTL	968,552	908,654	1,046,870	1,114,401	1,106,768	1,172,719	(59,898)	(58,318)	
Tax	271,931	65,747	223,115	375,834	429,299	602,900	(206,184)	(227,066)	
Trial Lawyers	364,434	421,842	224,721	279,726	167,313	226,481	57,408	53,245	
Workers Compensation	103,151	91,992	72,126	82,092	83,285	129,690	(11,159)	(47,598)	
TOTALS	4,182,859	3,506,076	3,248,332	3,921,552	3,925,115	4,459,039	(676,783)	(537,487)	

Dated 9/3/09

Section Investment Allocation

	93/94	94/95	95/96	96/97	97/98	98/99	99/00	00/01	01/02	02/03	03/04	04/05	05/06	06/07	07/08	08/09
Administrative Law	1,554	1,302	1,790	3,663	5,417	3,984	5,795	6,441	2,375	(1,006)	9,288	6,015	10,048	15,967	5,326	(18,660)
Appellate/Advocacy	0	280	1,155	2,294	2,714	2,241	3,936	4,930	1,933	(818)	6,486	3,897	4,999	5,683	2,222	(12,927)
Business Law	1,464	1,160	3,600	10,687	14,740	7,960	11,715	12,745	3,029	(1,290)	14,506	8,157	18,594	31,798	10,832	(34,155)
Criminal Law	3,002	4,098	5,904	9,194	16,001	8,128	11,791	14,114	4,033	(1,378)	13,724	8,088	14,881	22,690	7,997	(25,961)
Entertainment Arts	914	744	803	1,407	1,779	1,017	0	1,264	545	(258)	2,700	1,569	1,160	1,507	859	(2,268)
Elder Law	974	1,082	1,400	2,091	2,390	1,676	1,066	3,429	1,600	(825)	7,051	4,377	5,824	12,368	3,411	(9,923)
Environmental Law	4,443	3,408	5,641	9,179	14,044	7,975	8,030	7,233	2,818	(1,295)	13,112	7,644	13,865	23,564	7,474	(24,667)
Equal Opportunities											206	112	345	562	183	(1,072)
Family Law	7,160	6,323	7,906	9,540	11,595	7,477	9,503	11,886	3,082	(1,154)	9,119	4,556	3,805	5,253	3,548	(22,451)
Government Law	681	588	1,040	1,411	1,367	1,462	1,519	2,486	1,032	(406)	3,799	2,172	4,029	6,033	1,730	(6,806)
General Practice	13,858	10,856	12,799	14,663	18,416	9,221	10,518	8,664	2,037	(774)	7,773	4,579	8,604	14,243	7,106	(27,425)
Health Law	2,613	2,799	5,059	8,526	13,645	8,438	11,718	11,442	2,535	(959)	8,320	4,148	5,130	7,526	2,591	(9,571)
International Law	1,640	1,992	2,911	5,222	8,126	5,179	6,634	8,169	2,946	(1,141)	10,796	6,681	7,781	14,956	4,687	(17,199)
Labor & Employment	2,701	2,993	4,352	7,189	10,423	6,555	8,766	9,146	3,240	(1,061)	7,530	3,353	6,149	12,405	4,759	(14,835)
City, Cnty & Loc Gt	1,736	1,797	2,843	4,489	6,050	3,104	4,466	5,403	1,909	(879)	7,884	5,252	6,468	8,981	2,280	(6,449)
Out of State Divisic	0	466	1,111	2,735	3,314	2,464	3,816	5,589	2,201	(158)	7,370	4,239	6,199	8,302	2,280	(1,523)
Public Interest Law	295	399	671	1,203	1,798	1,213	1,587	1,530	494	(395)	1,306	865	863	913	259	
Practice Mgmt & De	2,581	2,169	2,803	4,136	5,662	3,199	3,821	2,428	850	(395)	4,080	2,352	3,933	5,949	28,214	(95,532)
Real Prop, Probate	27,583	20,309	23,774	21,087	22,318	19,136	26,582	34,245	11,607	(3,891)	24,174	16,082	28,627	65,561	11,301	(47,496)
Trial Lawyers	6,552	7,948	13,040	20,959	24,677	7,997	3,363	7,533	3,276	(1,286)	10,852	5,212	12,314	28,347	11,301	(14,396)
Tax Law	7,820	7,071	9,016	10,704	13,543	7,137	10,885	8,931	3,168	(1,088)	9,493	6,004	12,975	26,114	9,070	(11,453)
Workers Compens	9,223	5,837	7,721	10,745	16,248	10,194	12,054	9,124	2,231	(938)	11,015	5,829	10,203	14,402	3,235	(404,100)
	96,794	83,621	115,139	161,124	214,267	125,737	157,565	176,732	56,941	(21,749)	190,584	111,183	186,796	333,124	119,344	
Young Lawyer	10,976	9,400	10,679	12,514	16,223	8,383	10,221	10,004	3,457	(1,391)	14,314	10,141	10,339	21,901	5,308	(14,303)
Total Investment Loss/Gain Allocated	107,770	93,021	125,818	173,638	230,490	134,120	167,786	186,736	60,398	(23,140)	204,898	121,324	197,135	355,025	124,652	(418,403)

HB 3

Allocation of CLE Operational Profits

Section Earnings Include the Non-Section Member Surcharge

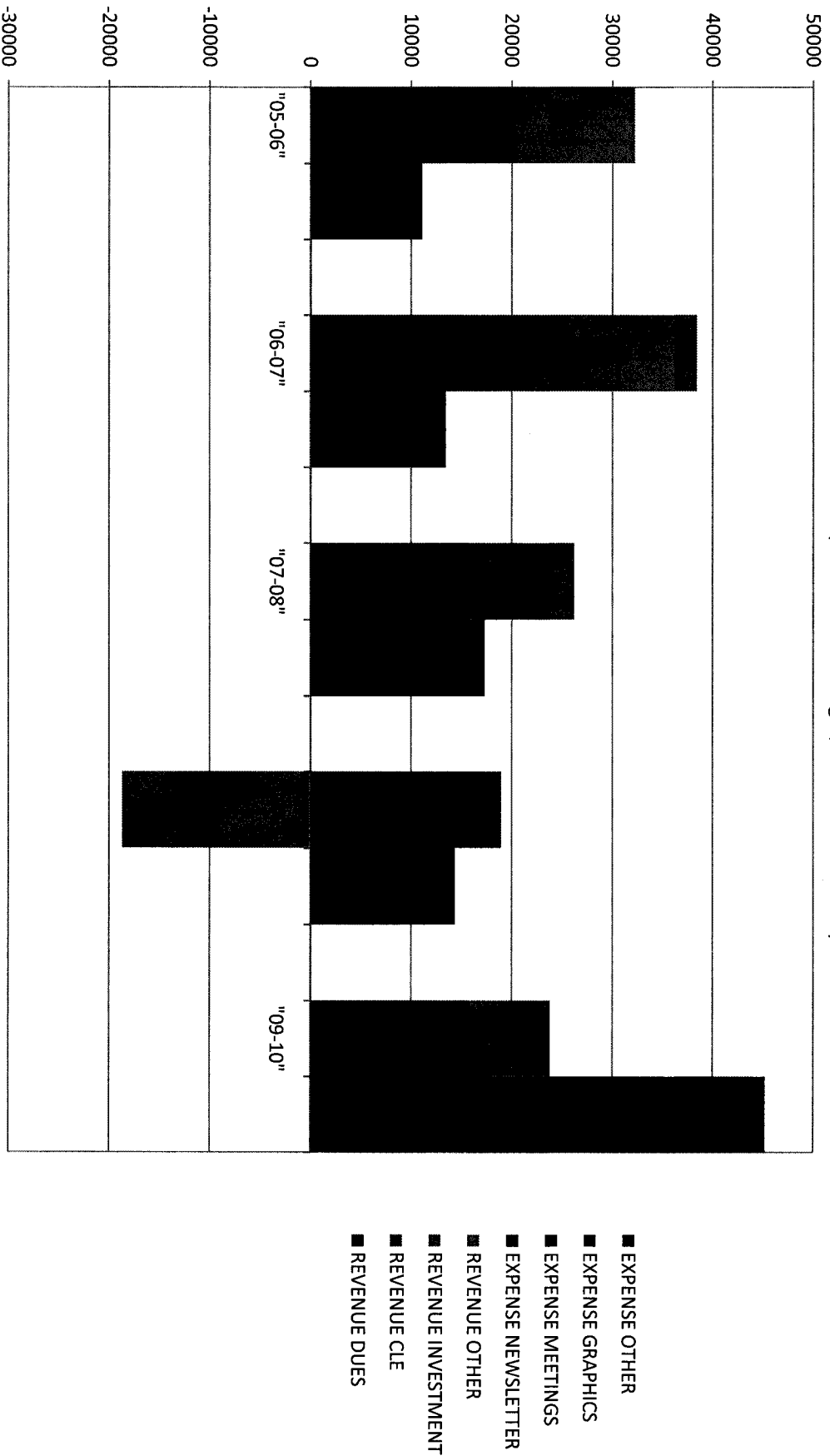
Old Split

	F/E 6/30/02	F/E 6/30/03	F/E 6/30/04	F/E 6/30/05	F/E 6/30/06	Five Year Average	F/E 6/30/07	F/E 6/30/08	F/E 6/30/09
Administrative Law	2,736	7,120	4,997	7,556	6,757	5,833	15,015	10,619	10,714
Appellate Law	5,508	5,149	9,064	5,641	9,725	7,017	2,146	33,369	37,024
Business Law	26,912	36,334	24,186	19,337	22,335	25,821	65,364	41,995	74,071
Criminal Law	18,530	17,578	23,668	24,611	18,614	20,600	65,300	55,070	38,195
Elder Law	16,837	12,658	19,119	14,221	15,725	15,712	37,647	24,473	(2,696)
Entertainment & Art	3,020	443	1,599	255	0	1,063	(570)	0	3,108
Environmental Law	20,822	24,625	21,645	20,969	27,302	23,073	42,334	27,651	5,803
Equal Opportunity Law	668	743	741	0	0	430	0	0	3,259
Family Law	24,322	11,612	18,225	16,035	59,805	26,000	60,118	22,785	49,602
General Practice (08-09 includes course	19,152	23,568	31,340	18,006	44,311	27,275	115,592	60,593	69,665
Government Lawyers	9,648	5,175	8,751	6,785	4,012	6,874	(5,083)	24,490	7,284
Health Law	4,154	7,912	14,414	6,278	13,173	9,186	(2,614)	1,409	14,945
International Law	22,257	21,221	28,481	36,934	26,803	27,139	43,852	62,673	(17,656)
Labor & Employment Law	10,419	12,383	20,308	15,134	18,343	15,317	29,748	18,836	16,771
City County & Local Gov't	15,514	16,384	21,692	15,789	17,861	17,448	37,743	9,607	38,379
Out of State Division	3,943	3,236	3,748	4,989	2,092	3,602	(10,474)	(200)	(17,947)
Pract Mgmt & Technology	135	44	0	613	3,905	922	(2,521)	0	0
Public Interest Law	2,974	1,163	2,035	1,233	2,208	1,923	1,366	5,075	5,056
Real Property, Probate	85,941	49,447	56,896	132,994	130,128	91,081	385,994	250,516	233,395
Tax Law	26,480	24,221	28,831	45,361	32,353	31,449	20,227	(11,517)	31,251
Trial Law	32,097	30,372	33,856	24,340	29,591	30,051	10,737	17,334	42,464
Workers' Compensation Law	7,289	8,748	8,334	8,439	10,910	8,744	(1,141)	10,046	13,504
Tot Section Profit from CLE Oper	359,358	320,048	381,930	425,520	495,953	396,562	910,770	664,824	656,189
Young Lawyers Division	422,260	411,866	592,063	474,695	493,109	2,393,993	550,626	530,377	520,579
Tot Sect & YLD Pft from CLE Oper	781,618	731,914	973,993	900,215	989,062	2,790,555	1,461,396	1,195,201	1,176,768
Florida Bar Profit from CLE Oper	-113,317	116,777	417,299	598,402	297,698	263,372	133,898	85,590	252,911
Total CLE Operational Profit	668,301	848,691	1,391,292	1,498,617	1,286,760	3,053,927	1,595,294	1,280,791	1,429,679

7 B H

ADMINISTRATIVE LAW SECTION REVENUE & EXPENSE 2005-2010

(09-10 data is budget, other data is actual)





THE
FLORIDA
BAR
CLE

The Florida Bar Continuing Legal Education Committee, the Administrative Law Section and the Environmental & Land Use Law Section present

Practice Before D.O.A.H.

COURSE CLASSIFICATION: INTERMEDIATE LEVEL

One Location:

October 30, 2009 • Division of Administrative Hearings

1230 Apalachee Parkway • Tallahassee, FL 32301-3060 • 850-488-9675

Course No. 0938R

8:00 a.m. – 8:30 a.m.

Late Registration

8:30 a.m. – 9:20 a.m.

Prehearing and Posthearing Matters

Cathy M. Sellers, Broad and Cassel

9:20 a.m. – 10:00 a.m.

Evidentiary Issues in Administrative Proceedings

Elizabeth W. McArthur, Radey Thomas Yon & Clark

10:00 a.m. – 10:20 a.m.

Break

10:20 a.m. – 11:10 a.m.

Preparation and Examination of Fact and Standing Witnesses

William L. Hyde, Gunster, Yoakley, & Stewart, P.A.

11:10 a.m. – 11:50 a.m.

Expert Witnesses: Selection, Preparation, and Examination

Paul H. Amundsen, Amundsen & Smith

11:50 a.m. – 1:15 p.m.

Lunch (on your own)

1:15 p.m. – 3:30 p.m.

Mock Administrative Hearing: Environmental Law Issue

ALJ: Honorable T. Kent Wetherell, II, DOAH

Moderator: Luna E. Phillips, Gunster, Yoakley, & Stewart, P.A.

Agency Attorney: Francine M. Ffolkes, DEP

Applicant's Attorney: William L. Hyde, Gunster, Yoakley, & Stewart, P.A.

Applicant's Expert Witness: J. Chris Herin, P.G., Geosyntec Consultants

Petitioner's Attorney: Uma Outka, FSU College of Law

Petitioner's Standing Witness: Brian Kenyon, DEP

3:30 p.m. – 3:45 p.m.

Break

3:45 p.m. – 5:00 p.m.

Q&A with the DOAH ALJs on Practice Pointers and Ethical Considerations

Honorable T. Kent Wetherell, II

Honorable Charles A. Stampelos

Honorable J. Lawrence Johnston

ADMINISTRATIVE LAW SECTION

Seann M. Frazier, Tallahassee — Chair

Cathy M. Sellers, Tallahassee — Chair-elect

Bruce D. Lamb, Tampa — CLE Chair

ENVIRONMENTAL & LAND USE LAW SECTION

Paul H. Chipok, Orlando — Chair

Joseph D. Richards, New Port Richey — Chair-elect

Nicole C. Kibert, Tampa — CLE Chair

CLE COMMITTEE

Paul H. Chipok, Orlando, Chair

Terry L. Hill, Director, Programs Division

FACULTY & STEERING COMMITTEE

Francine M. Ffolkes, Tallahassee — Program Co-Chair

Luna E. Phillips, Ft. Lauderdale — Program Co-Chair

Cathy M. Sellers, Tallahassee — Program Co-Chair

CLE CREDITS

CLER PROGRAM

(Max. Credit: 8.0 hours)

General: 8.0 hours

Ethics: .5 hours

CERTIFICATION PROGRAM

(Max. Credit: 8.0 hours)

City, County & Local Government: 8.0 hours

Civil Trial: 6.0 hours

State & Federal Gov't & Administrative Practice: 8.0 hours

Seminar credit may be applied to satisfy CLER / Certification requirements in the amounts specified above, not to exceed the maximum credit. See the CLE link at www.floridabar.org for more information.

Prior to your CLER reporting date (located on the mailing label of your Florida Bar News or available in your CLE record on-line) you will be sent a Reporting Affidavit if you have not completed your required hours (must be returned by your CLER reporting date).

III A2 (1)

Register Now!**Practice Before D.O.A.H.**

The Florida Bar
651 E. Jefferson Street
Tallahassee, FL 32399-2300

PRSRT-STD
 U.S. POSTAGE
PAID
 TALLAHASSEE, FL
 Permit No. 43

TO REGISTER

ON-LINE:
www.floridabar.org/CLE



MAIL:
 Completed form with check



FAX:
 Completed form to 850/561-5816

REFUND POLICY: Requests for refund or credit toward the purchase of the audio CD or course books for this program **must be in writing and postmarked** no later than two business days following the course presentation. Registration fees are non-transferrable, unless transferred to a colleague registering at the same price paid. A \$25 service fee applies to refund requests.

Register me for the "Practice Before D.O.A.H." Seminar

ONE LOCATION: (315) DIVISION OF ADMINISTRATIVE HEARINGS, TALLAHASSEE (OCTOBER 30, 2009)

TO REGISTER OR ORDER AUDIO CD OR COURSE BOOKS BY MAIL, SEND THIS FORM TO The Florida Bar, Order Entry Department: 651 E. Jefferson Street, Tallahassee, FL 32399-2300 with a check in the appropriate amount payable to The Florida Bar or credit card information filled in below. If you have questions, call 850/561-5831. ON-SITE REGISTRATION, ADD \$25.00. **On-site registration is by check only.**

Name _____ Florida Bar # _____

Address _____

City/State/Zip _____ Phone # _____

JMW: Course No. 0938R

REGISTRATION FEE (CHECK ONE):

- ☐ Member of the Administrative Law Section or the Environmental & Land Use Law Section: \$145
- ☐ Non-section member: \$170
- ☐ Full-time law college faculty or full-time law student: \$85
- ☐ Persons attending under the policy of fee waivers: \$0
Includes Supreme Court, DCA, Circuit and County Judges, Magistrates, Judges of Compensation Claims, Administrative Law Judges, and full-time legal aid attorneys if directly related to their client practice. (We reserve the right to verify employment.) Fee Waivers are only applicable for in-person attendees.

METHOD OF PAYMENT (CHECK ONE):

- ☐ Check enclosed made payable to The Florida Bar
- ☐ Credit Card (Advance registration only. Fax to 850/561-5816.)
☐ MASTERCARD ☐ VISA ☐ DISCOVER ☐ AMEX



☐ Check here if you require special attention or services. Please attach a general description of your needs. We will contact you for further coordination.

Exp. Date: ____/____/____ (MO./YR.)

Signature: _____

Name on Card: _____ Billing Zip Code: _____

Card No. _____

COURSE BOOK — AUDIO CD — ON-LINE

Private taping of this program is not permitted. **Delivery time is 4 to 6 weeks after 10/30/09. TO ORDER AUDIO CD OR COURSE BOOKS**, fill out the order form above, including a street address for delivery. **Please add sales tax to the price of tapes or books. Tax exempt entities must pay the non-section member price.**

Please include sales tax unless ordering party is tax-exempt or a nonresident of Florida. If this order is to be purchased by a tax-exempt organization, the course book/tapes must be mailed to that organization and not to a person. Include tax-exempt number beside organization's name on the order form.

☐ COURSE BOOK ONLY

Cost \$50 plus tax

(Certification/CLER credit is not awarded for the purchase of the course book only.)

TOTAL \$ _____

☐ AUDIO CD

(includes course book)

\$145 plus tax (section member)

\$170 plus tax (non-section member)

TOTAL \$ _____



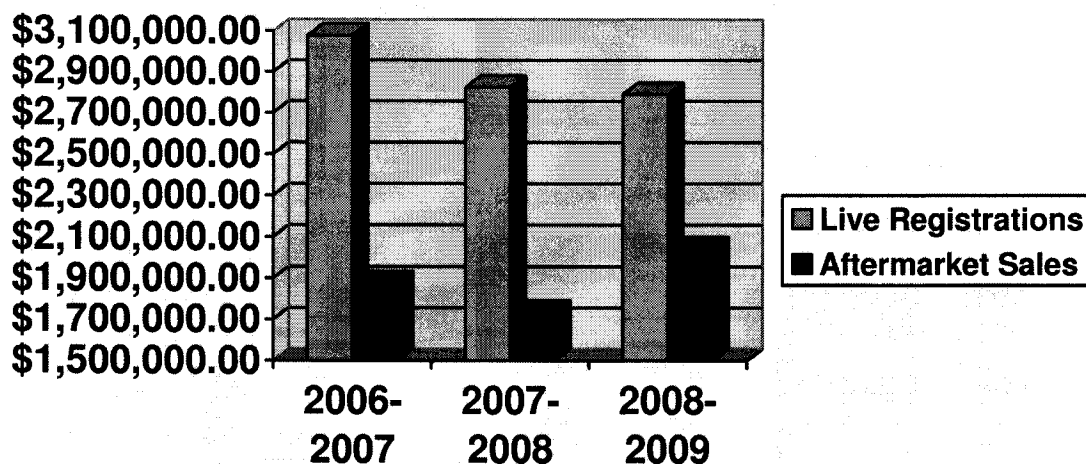
Related Florida Bar Publications can be found at <http://www.lexisnexis.com/flabar/>

III A 2(2)



The Florida Bar Continuing Legal Education Annual Report¹ 2008 - 2009

Live Registrations Verses Aftermarket Sales

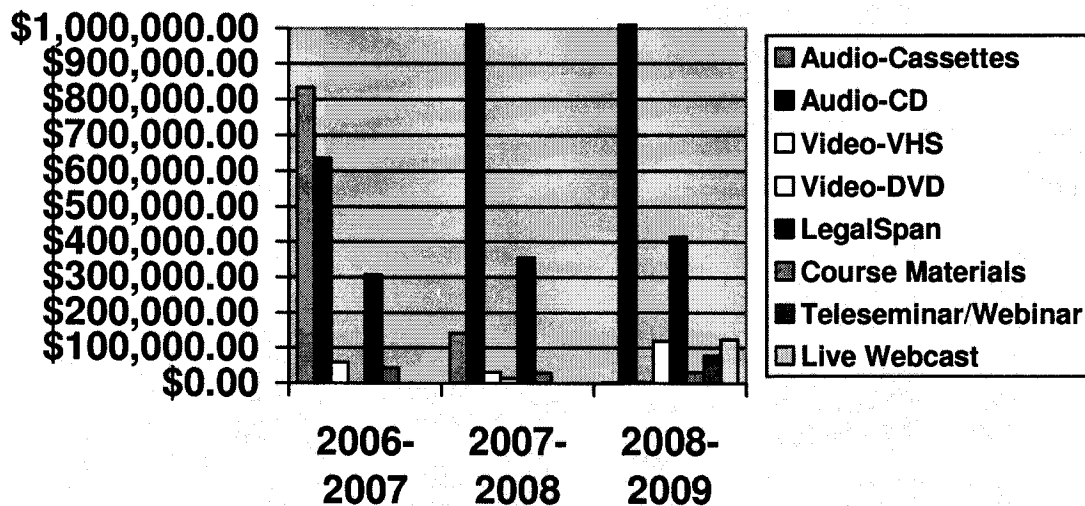


Supporting Data:

2006-2007 Live Registrations – \$3,078,589
 2006-2007 Aftermarket Sales – \$1,876,326
 2007-2008 Live Registrations – \$2,825,056
 2007-2008 Aftermarket Sales – \$1,737,498
 2008-2009 Live Registrations – \$2,790,260
 2008-2009 Aftermarket Sales – \$2,044,027

¹ This Continuing Legal Education Annual Report 2008 – 2009 is based on the unaudited detail statement of operations through June 2009 as prepared and printed on August 24, 2009.

Breakdown of Aftermarket Sales



Supporting Data:

2006-2007 Audio Cassettes - \$833,001
 2006-2007 Audio CD - \$635,080
 2006-2007 Video VHS - \$58,933
 2006-2007 Video DVD - \$0
 2006-2007 LegalSpan - \$306,383
 2006-2007 Course Materials - \$42,929
 2006-2007 Teleseminar - \$0
 2006-2007 Live Webcast - \$0

2006-2007 Total: \$1,876,326

2007-2008 Audio Cassettes - \$141,451
 2007-2008 Audio CD - \$1,165,539
 2007-2008 Video VHS - \$31,435
 2007-2008 Video DVD - \$14,150
 2007-2008 LegalSpan - \$355,338
 2007-2008 Course Materials - \$29,585
 2007-2008 Teleseminar - \$0
 2007-2008 Live Webcast - \$0

2007-2008 Total: \$1,737,498

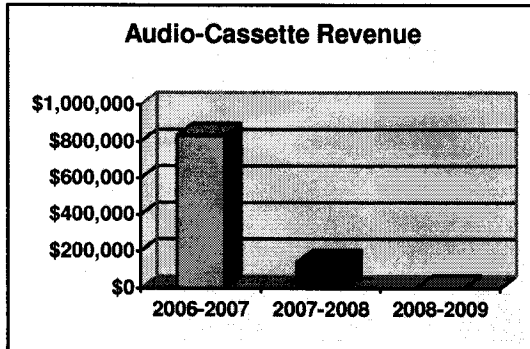
2008-2009 Audio Cassettes - \$2,768
 2008-2009 Audio CD - \$1,272,716
 2008-2009 Video VHS - \$3,025
 2008-2009 Video DVD - \$119,227
 2008-2009 LegalSpan - \$414,490
 2008-2009 Course Materials - \$30,723
 2008-2009 Teleseminar - \$77,688
 2008-2009 Live Webcast - \$123,390

2008-2009 Total: \$2,044,027

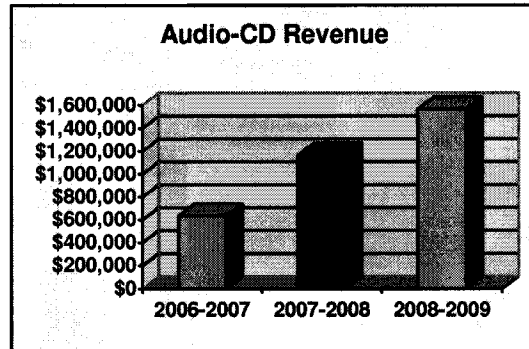
Version: 9/18/2009

III A 4(2)

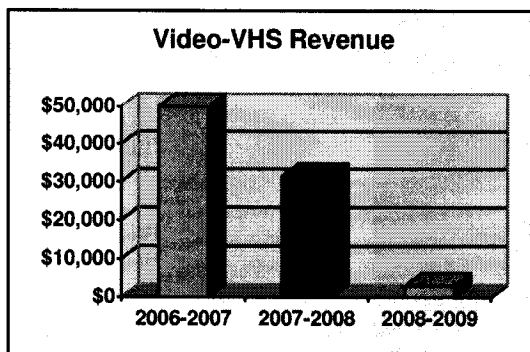
Breakdown of Aftermarket Sales



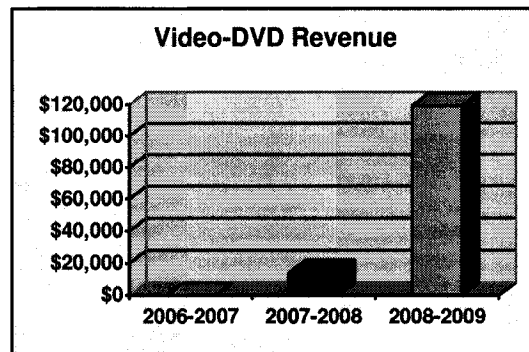
The Florida Bar is no longer producing audio-cassette tapes. This format was replaced by audio-CDs in 2007-2008.



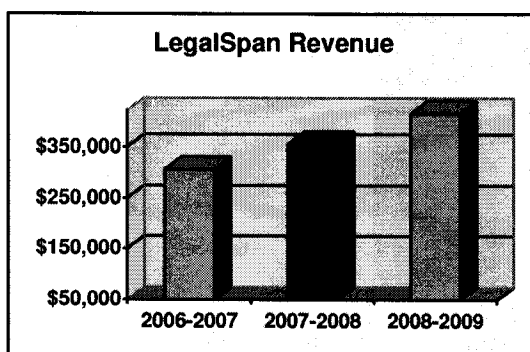
This format replaced the audio-cassette tapes in 2007-2008. It is expected that the revenue from audio-CD will continue to increase.



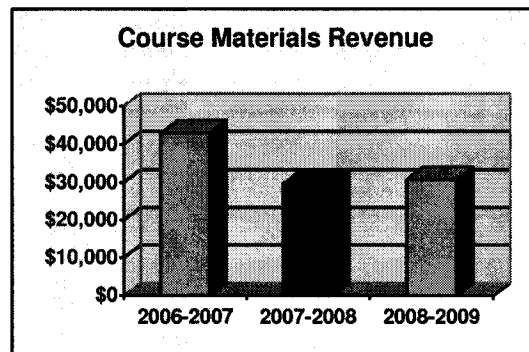
The Florida Bar is no longer producing video-VHS tapes. This format was replaced by video-DVDs in 2007-2008.



This format replaced the video-VHS format in 2007-2008. It is expected that the revenue from video-DVD will continue to increase.



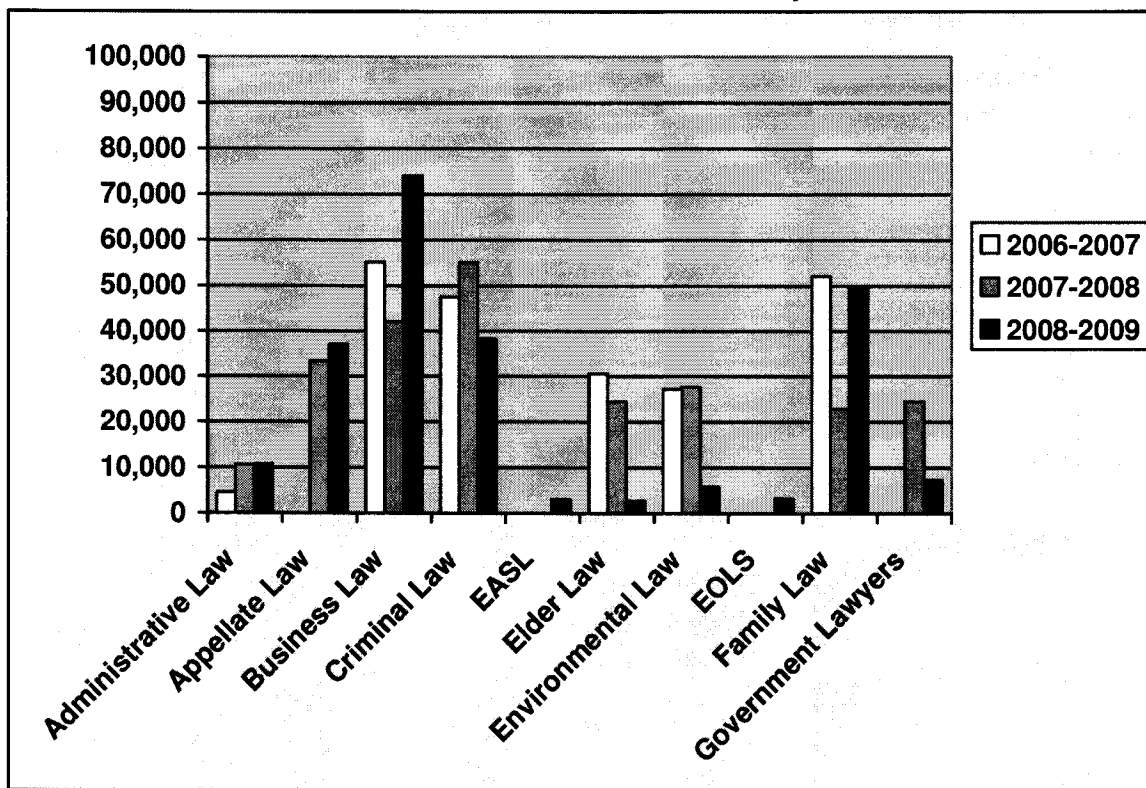
LegalSpan revenue from online / electronic media (podcasts, CLEtoGo, video and audio downloads, and on-demand CLE) have continued to grow. Through innovative marketing efforts, it is expected that this area will show continued to increase.



There is no explanation for the decline in course materials sales from 2006-2007.

CLE Net Proceeds By Section (alphabetical by Section)

Administrative Law – Government Lawyers



Section CLE revenue for 2008-2009 greater than prior year CLE revenue (2007-2008)

Administrative Law Section \$10,715 verses \$10,623
 Appellate Practice Section \$37,025 verses \$33,371
 Business Law Section \$74,071 verses \$41,995
 Entertainment & Sports Law Section \$3,111 verses \$0
 Equal Opportunity Law Section \$3,260 verses \$0
 Family Law Section \$49,602 verses \$22,785

Section CLE revenue for 2008-2009 less than prior year CLE revenue (2007-2008)

Criminal Law Section \$38,198 verses \$55,075
 Elder Law Section (\$2,679) verses \$24,474
 Environmental and Land Use Law Section \$5,807 verses \$27,650
 Government Law Section \$7,285 verses \$24,490

Section CLE revenue for 2008-2009 greater than budgeted revenue for 2008-2009

Appellate Practice Section \$37,025 verses \$7,110
 Business Law Section \$74,071 verses \$58,800
 Criminal Law Section \$38,198 verses \$28,500
 Entertainment and Sports Law Section \$3,111 verses \$500
 Equal Opportunity Law Section \$3,260 verses \$0
 Family Law Section \$49,602 verses \$36,325
 Government Law Section \$7,285 verses \$3,500

Section CLE revenue for 2008-2009 less than budgeted revenue for 2008-2009

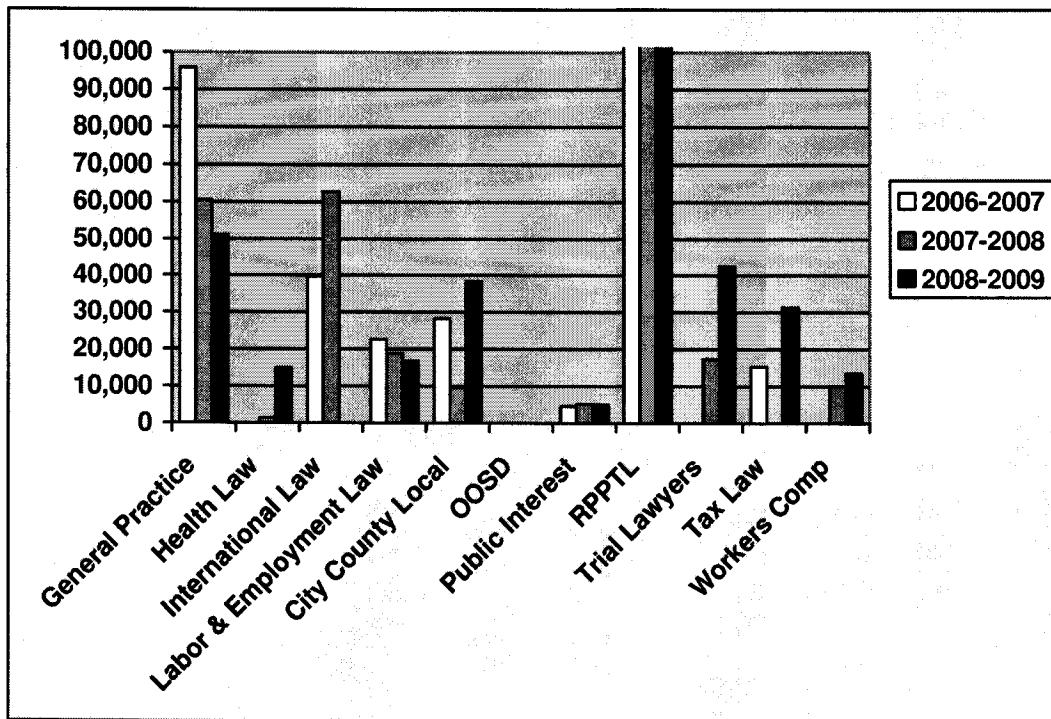
Administrative Law Section \$10,715 verses \$10,875 (*missed projection by only \$70*)
 Elder Law Section (2,697) verses \$21,000
 Environmental Law Section \$5,807 verses \$32,000

Version: 9/18/2009

III A 4 (4)

CLE Net Proceeds By Section (alphabetical by Section)

General Practice – Workers Compensation



Section CLE revenue for 2008-2009 greater than prior year CLE revenue (2007-2008)

General Practice, Solo and Small Firm Section \$69,665 verses \$60,596
 Health Law Section \$14,944 verses \$1,412
 City, County & Local Government Law Section \$38,381 verses \$9,610
 Trial Lawyers Section \$42,465 verses \$17,336
 Tax Law Section \$31,251 verses \$11,516
 Workers Compensation Section \$13,505 verses \$10,046

Section CLE revenue for 2008-2009 less than prior year CLE revenue (2007-2008)

International Law Section (\$17,655) verses \$62,672
 Labor & Employment Law Section \$16,774 verses \$18,838
 Out of State Division (\$17,947) verses (\$200)
 Real Property, Probate & Trust Law Section \$233,395 verses \$250,516
 Public Interest Law Section \$5,056 verses \$ 5,076 (*only \$20 less than prior year revenue*)

Section CLE revenue for 2008-2009 greater than budgeted revenue for 2008-2009

General Practice, Solo & Small Firm Section \$69,665 verses \$25,123
 City, County & Local Government Law Section \$38,381 verses \$26,401
 Public Interest Law Section \$5,056 verses \$1,500
 Real Property, Probate & Trust Law Section \$233,395 verses \$180,000
 Trial Lawyers Section \$42,465 verses \$14,250
 Tax Law Section \$31,251 verses \$17,294
 Workers Compensation Law Section \$13,505 verses \$6,750

Section CLE revenue for 2008-2009 less than budgeted revenue for 2008-2009

Health Law Section \$14,944 verses \$15,000
 International Law Section (\$17,655) verses \$29,000
 Labor & Employment Law Section \$16,774 verses \$18,352
 Out of State Division (\$17,947) verses \$1,500



The Florida Bar Continuing Legal Education 2009 – 2010

2009 – 2010 Primary Focus Areas

Marketing

- Continue Section specific e-mail marketing
- Create a bold, punchy, and aesthetically pleasing version of the CLE marketing brochure
- Continue focused and targeted marketing of aftermarket audio-CD, video-DVD and Online CLE.

Branding

- Continue the use of easily recognizable Bar CLE ads and slogans
- Continue with marketing to promote the *FloridaBarCLE* brand and www.floridabar.org/CLE

Quality

- Maintain high quality product & service
- Section, speaker & CLE coordinator training

Technology

- Further expose Bar members to new CLE delivery methods
- Transition from paper to electronic course materials

Prepared by:

Terry Hill
Director, Programs Division
The Florida Bar
651 East Jefferson Street
Tallahassee, FL 32399-2300
Phone 850-561-5700
E-Mail thill@flabar.org



Version: 9/18/2009

III A 4(6)



The Administrative Law Section of the Florida Bar
Proposal for the Redesign, Development, Maintenance and Hosting
of <http://www.fladminlaw.org>

Private and Confidential for Client use only -- Submitted 09/15/09

Key Contacts:

Daniel Nordby
Website Chairman
Cell: 850.597.2135
Office: 850.425.5478
Email: dnordby@ausley.com

eLYK innovation, inc.

Barry Morrow
Experienced Thinker
11764 Marco Beach Dr. Suite 1
Jacksonville, FL 32224
Cell: 904.742.8607
Office: 904.998.1935
Email: bmorrow@elykinnovation.com

Daniel,

Thank you for contacting eLYK innovation about the design and development of your website. We have taken a detailed look at your current website and have developed the following proposal for your review. Our proposal addresses website redesign and development, website maintenance and updating, website and email hosting, Search Engine Optimization and also includes one free hour of website maintenance/updates per month. At your request, we have also provided you with pricing of a custom "Content Management System."

We plan to redesign your new site in a clean, modern and easy to navigate style that will allow your membership to easily find and access information.

As I mentioned to you, we currently work with the following Florida Bar Association Sections. Please review the Labor Employment Law and Elder Section website to see pertinent examples of our work.

<http://laboremploymentlaw.org> - we designed, developed, host and maintain this site.

<http://eldersection.org> - we designed, developed, host and maintain this site.

<http://flabaroutofstaters.org> - we host and maintain this site, but did not build it.

General and Solo Practitioners Section - we are currently developing this site

Rest assured that we will work hand in hand with you as your development partner to provide you with the professionally designed and developed websites you desire.

IV A(1)



Why Hire Us?

Our expertise is building great looking easy to navigate websites that will easily convey information to your membership. We also provide you with our years of online design, development, ecommerce and search engine expertise.

Our overall goal is to ensure that you get a positive return on your investment. Our entire staff will work to provide you with the professional online image that you require. We will strive to ensure that the specific design, look and feel, written content and ease of navigation will provide information, generate leads and service your entire organization.

Our measure of success is simple. If your project exceeds your expectations, it will become an indispensable part of your overall operation and we will have a client for life.

We expect Change Orders:

When starting a new project we expect to be flexible. A great idea in the early conversations may have a lower priority as the design begins to take shape. We expect our clients to change their minds on a few things as the project comes together. Our flexibility and commitment mean that we are easy to work with.

Ongoing Website Updates & Maintenance:

After your site is launched, keeping it current and relevant is critical to your success. Update requests are scheduled for the next business day and are completed within 24-48 hours. Emergency requests can be completed within minutes by calling our office. We are committed to becoming your internet marketing partner. **By hosting your website with us you will receive one hour of free maintenance/update each month. This will allow you to keep your content fresh without spending any of your time doing updates.**

The eLYK Team Becomes Your Team:

To ensure that we exceed your expectations, we will have four people dedicated to your project's success. We will communicate effectively and move the project forward quickly.

Project Management:

Barry Morrow will coordinate all aspects of the project. He will be your primary contact and is available to you whenever you need him. If required, Barry can also assist you in developing professionally written content. Content that is fresh, relevant, delivers the right information and addresses the way website visitors actually read online.

Graphic Design:

Brandon Sevestre will be the creative force behind your project. His attention to detail and unique vision ensures that your final design will make an impact in the industry.

Asst. Project Management:

Chris Edwards will collect all files and information related to the project to ensure we keep the project moving forward and on time.

IV A(2)



Our Project Goals:

1. To Exceed your Expectation.
2. To provide you with a meaningful online presence to be proud of.
3. To ensure that the final design is modern and clean, easy to navigate and delivers information to all existing and prospective clients, vendors, internal staff and associates.
4. To provide you with a website which accurately describes your entire organization, pictures high quality photos and written content from your files.
5. To ensure that you get a positive return on your investment.

Project Overview:

We will provide all required consulting services to develop your new website using stable web development platforms and current web-development techniques.

Your website will have a professional appearance, be easy to navigate and will contain and deliver written and graphic information from your files that targets your specific markets.

To aid in making your organizations more visible on the major Search Engines, we will help you create a list of pertinent Key-Search words and will Meta/Alt Tag them into all appropriate pages. We will also properly register all Keywords and site descriptions with the major search engines.

Our Design Your Input:

The Home Page is arguably the most important page of the website because it introduces your organization to the world.

Based on your initial design requirements and individual style, **we will initially submit two Home Page graphic design ideas for your review.** The feedback we receive from the initial designs will determine the criteria for a third design. If necessary, we will submit a fourth and a fifth design.

We guarantee that the final design will exceed your expectations.

IV A (3)

Site Map:

The redesigned site will contain all main and sub-level sections found on your existing website. Each page will include navigation to the following main and sub-level pages.

Home Page**About the Section**

- Message from the Chair**
- Executive Council**
- Committees**
- Meeting Minutes**
- Bylaws**

Writing Competition**Events**

- CLE**
- Meeting Schedules**
- Meeting Agendas**

Member Search**Legislative Positions****Resources**

- Internet links**
- Agency Final Orders**
- Agenda Snapshots**
- Chapter 120, Florida Statutes**

Join the Section

- Membership Application**
- Affiliate Application**

NOTE: As discussed, the site will be designed and developed to allow for future expansion as you may require.

IV A(4)

Our Proposal:

Timeline and Pricing Estimates:

Estimated Time of Development: 4 - 6 weeks

Home Page - We will initially submit two graphic design ideas for your review. The feedback we receive from the initial designs will determine the criteria for a third design. At this stage we will complete your homepage design and a working template for all other pages.	12 - 15 hours	
About the Section Message from the Chair Executive Council Committees Meeting Minutes Bylaws	1 hour 2 hours 1 hour 2 hours 1 hour	
Writing Competition	1 hours	
Events CLE Meeting Schedules Meeting Agendas	1 hour 1 hour 1 hour	
Member Search	3 hours	
Legislative Positions	2 hours	
Resources Internet links Agency Final Orders Agenda Snapshots Chapter 120, Florida Statutes	2 hours 1 hour 2 hours 1 hour	
Join the Section Membership Application Affiliate Application	1 hour 1 hour	
Content Gathering and Formatting	4 hours	
Site Testing	2 hours	
Key Search Word List and Meta/Alt tags	2 hours	
Site registration with major search engines	2 hours	
Set up email accounts	2 hours	
Set up hosting account and DNS notification	1 hour	
Total Estimate	49 - 52 hours	\$5,000. - \$5,375.00

Content Management System

Because you have indicated that aside from your newsletter that you have few and infrequent content updates we would propose that you not build a custom "Content Management System", but instead allow us to do your site updates as part of your one hour free monthly maintenance included in our hosting package. However if you decide to build this tool, the cost would be an additional \$2,500. 00

IV A(5)



Website and e-Mail Hosting - \$40.00 / month

Our hosting solution includes:

- **Up to one hour per month of routine maintenance or webpage updates.**
- **24/7 server monitoring and support**
- **Search engine friendly keywords, meta tags and description**
- **Registration to the major search engines**
- **Guarantee 99.9% uptime per year**
- **Visitor tracking information and reports upon request**
- **All website hosting is invoiced quarterly**

The host server will have the following capabilities available:

- **1 GB of disk space**
- **10 personalized email addresses** (more are available)
- **5MB mailbox storage space per email address**
- **Access email via the web 24/7**
- **Access via Outlook**

Moving Forward:

Should you decide that these proposals are in line with your budget and vision of the projects, we can finalize the specific details and draft a contract for your signature.

Before Starting the Project:

A signed contract and deposit equal to 50% of the contract value is required. The final balance is due when the project is complete and delivered.

Thank you for allowing us to bid on this proposal.

We would love nothing more than to add your organization to our list of satisfied clients.

Please contact us with any comments or questions regarding this proposal.

IV A (6)



Look at Us:

Please take a look at our website - <http://www.elykinnovation.com>

To see some of our recent client sites - http://elykinnovation.com/clients_portfolio.php

Professional References:

Michael E. Locher: President and CEO, Enterprise Integration
(904) 733-4349 www.entint.com

Tim Tyler: Owner, Troops of Time
(904) 381-6828 www.troopsoftime.com

Janice Donaldson: Regional Director, the Small Business Development Center @ UNF
(904) 620-2476 www.sbdc.unf.edu

David Weisman: Director, The Commercial Diving Academy
(904) 766-7736 www.commercialdivingacademy.com

Bob McKenzie: President, McKenzieHR.com
(904) 861-2903 www.mckenziehr.com

Keith Kessler: President, Kessler Creative
904.346.3898 www.kesslerCreative.com www.earlycareguide.com

Nancy Boyle: Director, the Small Business Resource Network
904.620.2489 www.sbrn.org

John Colbert: President, Racing Limos of Northeast Florida
904.251.5154 www.aluxuriouslimo.com

Additional references provided upon request

IV A(7)

Web Design/Development Proposal for:

**Administrative Law Section of
The Florida Bar**

By:

netphiles: .

September 17, 2009

**Client: Administrative Law Section of the Florida Bar
Date: September 17, 2009
Prepared By: Larry Bobo, Vice President Sales & Marketing**

IV A(8)

Administrative Law Section of the Florida Bar Website Design Proposal September 17, 2009

Daniel Nordby Esquire,

Netphiles Inc. is a US based technology corporation that specializes in providing turn key Internet technology solutions. The Netphiles team possesses over 30 years of aggregate I.T. consulting experience within the public and private sector.

We thank you for the opportunity to present this proposal which we believe addresses Administrative Law Section of the Florida Bar's desired goals and objectives. In response to your request for proposal, Netphiles has prepared a proposal tailored to meet and exceed your website design requirements. The enclosed proposal contains information about the scope of our services, planning of the website design, pricing, and other information relevant to this project.

Similar websites that Netphiles has produced are the following: Trial Lawyers Section of the Florida Bar (www.flatls.org), Florida Law Related Education Association (www.flrea.org), Florida First Amendment Foundation (www.floridafaf.org), and Florida Pharmacy Association (www.pharmview.com). Please review these websites on our portfolio on www.netphiles.com to view some of our selected Clients.

Netphiles is confident that we can provide the best solutions to your technical needs and will go above and beyond your expectations. Our first priority is to accomplish your goals and objectives in a creative environment and with superior service. Netphiles understands that our existence and success is because of clients like you that trust us in providing the best solutions using the latest technologies and designs.

We look forward to working with you on this project and developing a lasting business relationship. If you have any questions or comments about the proposal, please don't hesitate to call me at 850.536.0694.

Sincerely,

Larry Bobo
Vice President Sales and Marketing
Netphiles, Inc.
O 850-536-0694
C 850-566-7507

Table of Contents

1. The Netphiles Advantage.....	4
a. Design and Appearance.....	4
b. Content Management System.....	4
c. Search Engine Optimization and Submission.....	4
d. Hosting.....	4
e. Browser Compatibility.....	4
f. Analytical Software.....	4
2. Developmental Process.....	5
3. Proposed Site Map.....	6
4. Breakdown of Project Investment.....	8
5. Testimonials.....	9

Administrative Law Section of the Florida Bar

The Netphiles Advantage

Design and Appearance

The web development will include all design customized to the clients' preferences. The aim of Netphiles is to seamlessly match the personality and character of the client to the final website. The goal will be to give the website a professional and corporate feel, easy to navigate and functional to its Members.

Content Management System

The Content Management System (CMS) will allow designated administrators to add, edit, remove, archive and position content wherever you choose to within the site without knowing HTML.

Search Engine Optimal Design and Initial Submission

With the new era of the internet, search engine optimization is the single most effective internet marketing tool available today. Netphiles will submit the new site to top search engines (Google, Yahoo, etc.). We provide search engine optimal design to target the internet market.

Hosting

Netphiles will host your website on our server allowing you to access your website and email from any PC.

Browser Compatibility

The design will be browser compatible to all major browsers such as Explorer, Firefox, and Safari. This will allow users to properly view the web page without any design inconsistencies or errors.

Analytical Software

Your new website will be provided with an analytical software and tracking code. This allows you to track your search engine promotion and other marketing efforts. It provides detailed statistics on how many people visit your website, the pages they clicked on, how often they returned to your site, and much more.

Administrative Law Section of the Florida Bar

Development Process

- **Initial Meeting** - Client meets with Netphiles design team to define general client requirements. Topics such as design, graphics, colors, fonts, etc. will be discussed in detail to customize website to the clients' preferences.
- **Design Phase** - Netphiles will develop all related programming to make the website. The design phase is expected to take 30 days during which the client generates content to be included which includes photos, logos, and text to be used in the pages.
- **Developmental URL** – Netphiles will provide a developmental URL to review the progress of the redesign prior to public launching. Client and Netphiles will communicate through out the process to “fine tune” details and changes to the website.
- **Changes / Modification** – Netphiles will make necessary changes and modifications to website per requirements of the Client. Communication between client and Netphiles is important to get the desired goals of the clients' website.
- **Testing** – Netphiles will test website for errors and functionality. We want to make sure that your website is professional and fully functional before launching. Any errors will be corrected at no additional expense to client.
- **Training** – Two hours of training will be provided to the client on use of the Content Management System. Netphiles will also provide written documentation in PDF format that can be distributed to the rest of your personnel.
- **Launch** – Official website launch will take place within a 30 day period assuming client has provided all necessary content in a timely manner. As an appreciation of client's business, Netphiles will design a postcard and provide 100 copies announcing the new website launch, free of charge to client.

Administrative Law Section of the Florida Bar

Proposed Site Map

Home

- Netphiles aims to create/re-design a simple yet visually pleasing home page with a user-friendly menu to guide customers through the web site based on the Scope of Work prepared by the Administrative Law Section of the Florida Bar.
- Administrative Law Section Committees
- Calendar of Events

About The Section

- Executive Council
- Chair's message
- Officers
- Members (current list from pdf to website hyperlinked to allow emailing to them from this point)
- Section bylaws
- Schedule
- Meeting Minutes

Join the Section

- Membership Information
- Online membership application (downloadable pdf form)
- Links to other sites
- Member Search
- Contact us form

Legislative Positions

CLE & Seminar Information

- Section CLE's
- Link to Florida bar CLE's
- Post your CLE's
- CLE calendar
- CLE Committee Members

Netphiles

Publications

- Section Newsletter: Easy Content Management System for use by designated administrators
- The most recent and archived *Administrative Law Section Newsletters* available
- Archive Newsletters and "Agency Snapshots"

Resources

- Internet Links
- Agency Final Orders
- Agency Snapshots
- Chapter 120, Florida Statutes

Search

- Search option on all pages allows search of website for information or members

Contact Us

- Location, map and contact information for Administrative Law Section of the Florida Bar through this page. Contact inquiries will be directed to the designated Contact Person.

Administrative Law Section of the Florida Bar

Breakdown of Project Investment

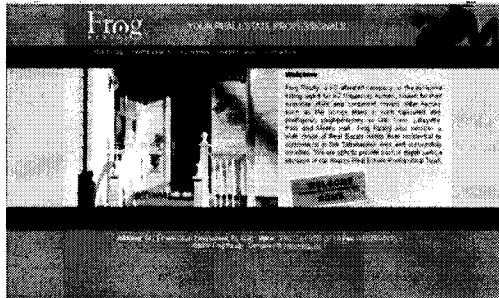
Netphiles Professional Website Solution	Cost
Website Design: <i>As outlined in the Administrative Law Section Scope of Work</i>	\$6000
Domain Name Setup and Transfer	\$75
Search Engine Submission	INCLUDED
Twenty Individual Email Accounts	INCLUDED
Total Investment	\$6075
Monthly Hosting and Maintenance Fees <i>(includes up to 3 hours of maintenance per month)</i>	\$250/month

Why Netphiles?

- We are a locally owned business that takes pride in giving our customers one-on-one personal attention. Every website is tailored to your needs and preferences.
- All of our websites are designed from scratch and are never a "cookie cutter" website. Many of our competitors generate a pre-designed template that doesn't reflect the desires and goals of the client.
- We have over 30 years of web designing and programming experience. With experience like that, we know exactly what you are looking for and how a website can benefit you the most.
- Netphiles understands that our existence and success is because of clients like you that trust us in providing the best solutions, using the latest technologies and designs.

Testimonials

- "Frog Realty has flourished since the launch of our website! A significant part of our business is generated through the website. This is the best investment we have made. The staff at Netphiles listened to our needs, and delivered above and beyond what we expected from a website. I highly recommend Netphiles to any business."



- Jacques Depart,
Broker/Owner of Frog Realty

Testimonials

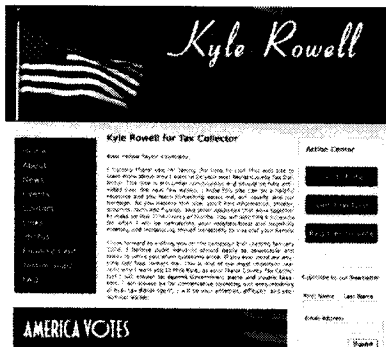


- "I have also had numerous clients comment on my web-site and several have asked for your name and telephone number. I also have experienced many individuals who have told me that they chose to work with me because I had a web-site. In the computer age that we are in, many individuals simply will not do business with you if you don't have an internet presence. I would highly recommend Netphiles for anyone in need of a web-site designer."

- Karen Green, Realtor at Re/Max Capital

- "Netphiles helped me take my ideas and visions and turned it into reality. The staff was gracious and helpful during the whole process. My updated site has helped drive my business forward and has spurred new clients to obtain my services. Even in the slow market, my business continues to grow with the help of the improved www.tallahasseeetours.com site."

- Nick Jarrett, Owner of Tallahassee Tours

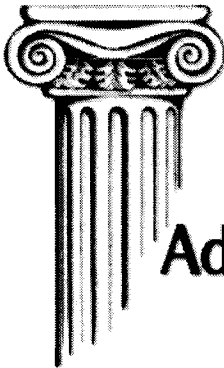


- "Netphiles is pure marketing and customer service at its best! They made me a web-site that represented me and how I wanted other people to see me. Thanks and appreciation is an understatement how I felt when they showed me the final draft. I highly recommend them to anybody, even if they are technology savvy and they will give you that extra edge on competition. Thanks again Netphiles!"

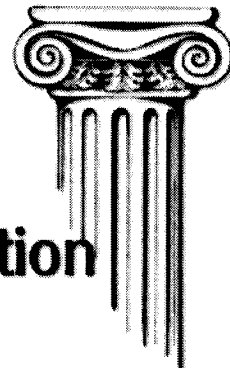
- Kyle Rowell, Candidate for Taylor County Tax Collector

WEBSITE REDESIGN PROPOSAL

Fall 2009



Administrative Law Section of The Florida Bar



Prepared by:



Travis Yates,
Chief Executive Officer
PO Box 596
Midlothian, VA 23113
648 Ridgemoor Court
Midlothian, VA 23114
352.375.9089 office
352-262-4932 cell
yates@remingtonagency.com
www.remingtonagency.com

A member of International Webmasters Association

IV A (18)

INTRODUCTION

The Remington Agency (R.A.) was established in October of 1994 with its mission; "To provide quality and creative print and Internet advertising, marketing and design services for making a positive impact on the marketplace while raising a professional image within the corporate business, medical and legal markets." The Remington Agency is a full service advertising and marketing firm, which specializes in Internet needs and services. Our expertise exceeds 35 years in the business of advertising and marketing and over 15 years in web design and web development in the corporate arenas.

The Remington Agency has been creating Internet Web Design and Development services since its inception. The Executive Director, Travis Yates has been involved in the Internet and the World Wide Web since its introduction to the legal profession in 1994. In 1997 The Remington Agency was contracted to maintain the web site of the University of Florida Levin College of Law. R.A. was later contracted by Legal Technology Institute at the University of Florida Levin College of Law to provide Internet and Marketing technology consulting services and Internet Web Design and Development services for the legal profession and employed Travis Yates, Executive Director of The Remington Agency as its Director of Creative and Web Development Services. A partial list of Remington Agency clients can be found at the conclusion of this proposal.

We are dedicated to quality, always going the extra mile to ensure our work will most accurately reflect our client's corporate image and their message. Our end objective is to deliver a product or marketing strategy that obtains positive measurable results. R.A. has extensive experience in Marketing, Advertising, designing and developing Internet Web sites, Search Engine Marketing and Search Engine Optimization and has the capabilities and experience to produce a redesigned website for Administrative Law Section of The Florida Bar. We have designed, developed, marketed and maintained Internet Web sites for large and small businesses and associations over the past 12 years.

We have structured our services to best serve your company image and the message it delivers to its clients and customers. We believe we are the best company for your Website Redesign, SEM and SEO needs for several reasons:

1. **We have the PROVEN** experience and **LONGEVITY** with over 15 years in business.
2. Our clients included the **US Army, US Navy, the University of Florida, The Florida Bar, to John Paling, National Geographic Filmographer** and many large and small business owners.
3. Our clients are located world wide covering many different cultural preferences.
4. We provide all inclusive professional pricing structures at **FLAT RATES** for no surprise budgeting.
5. We include consulting experience based strictly on experience.
6. We are familiar with contractual needs, usage and compliance.
7. We can provide prestigious and reliable references.
8. We believe in consistent **QUALITY** and **QUANTITY** in regard to customer service.

Administrative Law Section of The Florida Bar

We are pleased to present this proposal to design and enhance a state-of-the-art website for Administrative Law Section of The Florida Bar. R.A. is confident that it can provide the redesign and development services sought at a reasonable price and we look forward to working closely with Administrative Law Section of The Florida Bar.

IV A(20)

STATEMENT OF PROJECT

The Remington Agency (R.A.) proposes to redesign and develop an Internet Web site for Administrative Law Section of The Florida Bar and recommends SEM or "Search Engine Marketing" strategies to maximize a dominant presence on the internet, which have a direct correlation between continued financial growth and stabilization.

R.A. will utilize standard off-the-shelf software and proven Internet Web hosting. No custom software will be developed for this project, though dynamic technologies may be used or created on behalf of the Client.

The objectives of Administrative Law Section of The Florida Bar Internet Web Site include:

- Increase exposure by helping to establish a professional Internet Web site that reflects the company's image and commitment to services toward their targeted audience;
- Design all new graphics, logos, images, and templates and utilize existing content;
- Design the navigation methods within the site using "common sense logic" for the user's ease of navigating through the site so they can find what they are looking for;
- Create links, navigation menus, forms and other web elements necessary to obtain the objectives and purposes of the site;
- Enhance content with relevant technologies such as flash, flash video, DHTML techniques, etc. where appropriate;
- Design the Internet Web site for easy maintenance including updates.
- Other specific issues to be addressed are as follows:
 - Revitalize the home page specific to the "Five W's" for your target market.
 - Who are you?
 - What are you?
 - Why are you on the internet?
 - Where are you?
 - What's in it for me? (Answers to your target market)

DESIGN METHODOLOGY

When R.A. is engaged in Internet Web Site Design projects, there are several major steps, each step building upon the other:

1. **Develop an overall content strategy** — during this phase, we discuss and strategize how the Client will deliver the content, based on the current working environment, the current Web site, and current users. During this phase we will work with the Client's current "content coordinator".

From our experience with other client's Web sites, content originates from multiple sources; each attorney, client cases, publications, current events, etc.

2. **Develop design specifications** — The Client and R.A. will work together to formulate a detailed Internet site specification which will determine (at a minimum):
 - Graphics, logo, button bars, navigation bars, and color schemes
 - Web content - current vs new
 - Site maintenance (Web content updates and procedures)
 - Site administration (Web site accounting & statistics)
 - Additional Internet Web site applications, such as audio, video, listservs, counters, forms and auto responders, which are designed to enhance your image which in turn works to increase your potential market share.

It has been our experience that time spent in the Design Specifications phase will determine the overall strategies and scope of services, lead to a more dynamic and well-organized Internet web site and significantly shorten the development time.

- **Web Site Construction** — this phase will see the complete site developed and online in a phased implementation. In addition, we will transfer pertinent existing content as well as new content to the new Web site. This phase also includes the construction and testing of video and dynamic interfaces when applicable.
- **Publication, roll-out and release** — when the site is live and online, this phase should include having the Client issue a press release and notify all existing, previous, and potential members and public of the availability of the new Web site.
- **Search Engine Marketing** — expands target market exposure and in turn market shares. It also greatly increases the potential of new revenue streams not previously tapped. (Discussed in detail further on in this report and is optional)

PROPOSED SOLUTIONS - Overview

Overview. The Remington Agency (R.A.) will design and develop the Client's Internet Web sites to include its existing and "new" content to establish the web site.

R.A. will work with the Client to develop a "flow" pattern for content from the Client's internal entities to the Internet Websites. This process not only helps to establish the flow of content internal to the Client, but will also help to determine bottlenecks within the Client and establish a Web Site Content Coordinator, much like an editor of a newsletter. In our experience, developing content (a responsibility of the Client) has typically been the bottleneck of site development. However, we will work with the Client to develop and help coordinate the delivery of the content.

R.A. will work with the Client to determine what existing content will be used in the new site, what new content will be required, and establish a time line for the Client to develop the new content.

Internet Web Host Server. R.A. will host and provide direction and cost estimates for the monthly recurring host charge(s). Critical functions such as secure access, 24/7 technical support, bandwidth, storage capabilities, redundancies, and administration tools are necessary for this site — the Web host must have, as a minimum, these capabilities.

Graphics. R.A. will design a graphics package for the Client, including the Client's logo(s), button bars, images, graphic designs, and a color scheme to be carried throughout the Web site. This continuous theme presents a modern and professional-looking site.

Site Infrastructure. It has been R.A.'s experience that a site designed for "maintenance" allows the Client to easily modify the site as needed through continuing to utilize the assistance of contracting R.A. as the site's IT maintenance staff. R.A. develops the site content in a series of organized folders, similar to the "folder" icons of a personal computer file manager. This infrastructure will be developed during the Design Phase.

Navigation. R.A. will work with the Client to determine a "Navigation" scheme. It has been our experience to develop Web sites with three-dimensional navigation. This allows users to easily navigate the site. An example is a horizontal "navigation bar" at the top of the current page; this bar contains the site's major level pages. When users move the cursor over the image, a java script creates a "mouse over" text box. The text box can contain additional navigation links (such as to additional levels on the site) or text describing the link within the site. There are many methods and techniques used to navigate through the Client's site; R.A. will educate the Client to understand the differences and select the optimum navigation method.

PROPOSED SOLUTIONS - Overview

Monthly Updates. Maintenance will be done by R.A. The Client's content coordinator submits documents and changes to be made to us via email or regular mail. We will update the site within 5 working days or right away when urgency is an issue. (Updates are usually done within 24 to 48 hours although five working days is the contractual parameter time line for updates and maintenance). Unused monthly maintenance does not accrue.

Account Management. The Client will designate a member who will be delegated to update certain sections of the site through a WSIWYG interface which will allow the user to make updates without having to have any HTML or scripting knowledge. As an example; CLE updates.

Other Web Site Add-Ons or Functions. The Client may wish to include additional Internet technologies, either to incorporate on the site or to offer as an option. These include:

- i. **Client Publications** - the Client may want to provide in a PDF format several publications. Publications add to "return visits" and greatly increases membership.
- ii. **Social Networks** - Social networks have become a vital part of business marketing and can be extremely helpful in adding current and relevant technologies to the section and its ability to attract new memberships in addition to offering its members other links to increase their own SEM strategies. Examples of these are facebook, myspace, hi5, twitter, etc.
- iii. **Listserve's** - listserv's are crucial when marketing and informing the section's members.
- iv. **Audio and Video** - the Client may wish to include video testimonials, infomercials or instructional features using video or audio. Video and audio commonly used are flash based or streaming.
- v. **Communication** - the Client may wish to include or implement at a later time capabilities for customer service or marketing efforts such as chat functions, forums, message boards, etc.
- vi. **RSS Feeds** - the Client may wish to utilize RSS Feeds to add impact and other forms of search engine friendly technologies to feed search engines and inform the public of news events and/or information

PROPOSED SOLUTIONS - Overview

OVERVIEW - The Remington Agency proposes to completely redesign and enhance the Administrative Law Section of The Florida Bar Internet Web Site, using a database design strategy. We will utilize the existing content and reformat for the new design and add new content as it becomes available. The database design concept will allow multiple persons within the Section *authorized* access to update their specific pages on the Site without having to "code" or format the various pages.

The database design concept will allow persons within the Section *authorized* access to update their specific pages on the Site without having to "code" or format the various pages.

R.A. proposes delivering a full turnkey Internet Web Site, including database design, Internet front-end access, Web maintenance interface, all software and all documentation.

Web Site Development Platform. R.A. will utilize our own Web Site Development Platform and place the site online (at a "review" Web site) for the Client's review at crucial steps in the design and development process. This procedure helps the Client understand certain decisions to be made (graphics, navigation, and content) by reviewing the design and development process. Copyrights are retained by R.A. but the Client has unlimited and unrestricted usage.

PUBLIC AREA (INTERNET)

The current Section Site has a public side; all content available to the public with no restricted access. The new Site will continue to provide a public access Site with much of the existing material available to the general public. The Section anticipates additional content to be continuously added to the public Site in the future. The specific content and organization for the public area will be determined during the Design phase.

PRIVATE AREA (EXTRANET)

The private area will only be accessible by Section members and select associates. It is anticipated that some content in the private area may also be posted in the public area. The specific content and organization for the private area will be determined during the Design phase. Access to the private area will be via username and password.

DESIGN METHODOLOGY - Overview

There are several phases involved in an Internet design/redesign project, each building upon the other. R.A. proposes the following three-phase implementation:

- **Phase 1 – Design.** During the initial design phase, R.A. will work with the Section to determine the structure of the Web Site database, the look and feel of the Web maintenance editor interface, and the security and access requirements.

R.A. will also work with the existing graphics and present a new look and feel to the Site using a new logo. R.A. will create the Site navigation using a drop-down menu design. R.A. will also create the Web Site CSS templates that will be used throughout the Site.

R.A. will work with the Section to help determine what information and content should be provided in the public area, what information and content should be provided in the private area, and the various committees and working group areas.

R.A. will work with the Section to help determine the optimum flow of content from the various content coordinators and their ability to post data directly to the Site using the Web maintenance tools. R.A. will train the first delegated user in conjunction with the site's overall costs. Future users will be trained for a fee of \$150.00 hr. (one hour min.). Training sessions will be conducted over the phone. A training session may contain more than one user at a time.

It is anticipated Phase one will take approximately four to six weeks. At the end of this phase, we will have determined (at a minimum):

- Graphics design elements, using the existing logo and masthead
- Navigation methods and graphics
- Color schemes and templates to be used on the various pages
- Security levels and password procedures
- Site content and content coordinators
- Site maintenance, updates, and procedures
- Database design fields, features, and interface
- Site administration and accounting

It has been our experience that quality time spent in the initial design phase will determine the overall strategies and scope of services and lead to a more dynamic and well-organized Internet Web Site.

Content delegates will access their areas via a Web maintenance interface, allowing them to maintain the content on their specific pages. The information entered into these areas is automatically pasted into the SQL database. When Web visitors access

DESIGN METHODOLOGY - Overview

any pages the programming code, php, interprets the request, queries the database for the content, then automatically updates the Web page.

- **Phase 2 - Development.** During the second phase, R.A. will develop the Web Site, including the SQL database, the Web maintenance interface, the public and the private area interfaces. R.A. will begin transferring the Site to the host.

Once the initial Site is online, R.A. will work with the Section and the individual content delegates on the Site maintenance and updating procedures. While the Site will be physically online at this time, it will not be made public.

It is anticipated Phase two will require approximately four weeks to develop.

- **Phase 3 - Conversion.** During the last phase, R.A. will migrate the existing content, as determined by the content coordinators for those particular pages, from the current Site to the new Site. This will involve both mass import methods as well as manual "cut and paste" operations, depending upon the database design and existing content. At this time, R.A. will implement the Search engine, any required HTML forms, listservs, auto-responders, and other maintenance tasks. R.A. will also work with the Section to publicly announce the new Site.

It is anticipated Phase three will require approximately two to five weeks, depending on the complexity of the Site, the amount of existing content to be transferred and the amount of new content to be provided.

- **Maintenance.** After the Site has been populated with existing and new content, R.A. will begin the Maintenance Phase. It has been our experience that any new design will require between three and six months of modifications and maintenance due to requested changes made to the new Site.

DESIGN METHODOLOGY - Overview

DATABASE DESIGN

R.A. uses three basic tools for the database design.

- First is the actual database itself. R.A. proposes building the Section Web Site database using My Sql. This is a powerful and popular relational database system that will not only address the Section's immediate needs, but allow the Section's Web Site to grow as additional content and pages are added.
- Second is the software to interface the database with the Internet. R.A. proposes using Php which is an industry standard for developing Internet databases.
- Third is the Internet Web editor that allows multiple *authorized* users to edit and / or maintain sections of the Section Web Site. R.A. proposes using a standard interface.

The following graphic details a sample Web Maintenance Interface page that the content delegated user would access to update their particular page such as CLE's. The control buttons allow the content coordinators to "Add" new content, "Edit" or "Delete" existing content, or "Cancel" the process. The various database fields will vary, depending on the requirements of the particular section entity or content coordinator. For example, the Publications Page may have fields for the title, author, and publication date.

The screenshot shows a web interface with a navigation bar at the top containing icons and labels for: Home, User Manager, Content Manager, Photo Gallery, Reports, Link Manager, Event Manager, Data Manager, and Logout. Below the navigation bar is a "Return to Listing" link with a circular arrow icon. The main content area is titled "Add/Edit Cle Files" and contains the following form fields:

- Upload Name * : [text input]
- Upload Description : [text input]
- File Name * : [text input] with a "Browse..." button
- Date * : [text input]
- Add to What's New Section : ☐
- Status : ☐ Active ☒ Archive

At the bottom of the form are two icons: a floppy disk and a crossed-out 'X'.

PROJECT COSTS, SCHEDULE & IMPLEMENTATION

We envision the design and development process as follows:

1. The Design Phase involves creative thinking, planning, and writing. First, R.A. and the Client need to work together to complete the detailed specifications. Content needs to be identified, and a content strategy needs to be set as well as the graphics design and theme. R.A. requests the Client to provide a Web Site development coordinator to help with the initial design criteria. The Client coordinator will need to have "decision making authority" so as to promote timely decisions and progress. Each party will agree to the detailed specifications so that we know exactly what to build, and so that the Client will receive exactly what he/she expects.

2. The Development Phase then starts. Just as the table of contents defines what is in a book, a Web Site's home page defines what is in the Web site. We believe that once the design of the home page is set, the design of the rest of the site logically follows. The first part of the Development Phase focuses exclusively on the home page. Once the home page design is accepted, we begin to develop the rest of the site (subpages) and templates.

Web Design Schedule and Implementation

3. R.A. will prepare a draft graphics design within two to three weeks after the Web Design Agreement has been signed, executed and received by R.A.. This initial graphics design will include the new home page, Client logo, graphics and images, styles, and navigation. In addition, R.A. will prepare an initial draft of the site template that shows how the site sub pages will be designed. It is anticipated there may be several designs prepared and reviewed for approval.

4. After the graphics design has been approved by the Client, R.A. will transfer existing content to the new site and update any additional content prepared by the Client. The complete site should be fully online at the end of this phase. R.A. anticipates this phase to take approximately four to six weeks per web site to complete.

Web Site Maintenance

R.A. will maintain the Client web site for a flat rate per month which will include up to (X) hours of monthly maintenance updates. The purpose of the site maintenance is to make updates, changes of data, replace photos or images with other photos or images to give the site a fresh look, to check or mail e-mail tests, to make corrections when discovered, remove contact information from pages as necessary, and other changes which do not constitute creation or development of new materials. Additional time beyond the "X" hours will be billed at \$150 per hour. Site administration does not include major design changes, new logos, or new pages which could change the overall look of the site.

NOTE: The inclusion of "other web site functions" is considered an "extra" additional web function and is not considered within the scope of services under the guidelines of this proposal. These services if desired will be in "Phase II" and will require additional funding and can be added to the initial contract via an addendum.

IV A(29)

PROJECT COSTS, SCHEDULE & IMPLEMENTATION**Web Design and Development Costs**

R.A. will execute the above objectives for a flat rate cost. This includes a total design of the logo and graphics, all background color schemes, all navigation menus, and a common color "theme" throughout the site. The number of pages per website is based on the number of pages currently on your website or a maximum of 20 pages. A page is the approximate size of content able to fit within a monitor screen size of 1024 x 768 using a 17" monitor. Additional pages will be charged at either \$75 per page, \$150 an hour or negotiated at "X" number for a flat rate. There are three basic standards considered for sizing of sites:

- I. Centered with left and right borders; usually created by developers who use Apple mac systems.
- II. Left justified with specific size. This is most often recognized by large right margins without content or large background colors which may or may not be balanced. This option relies on creating for one size monitor and/or screen sizing. Other size monitors either have to scroll to the left and right or have large margins on the right side.
- III. Centered sites which resize automatically. This allows any size monitor to see the site without excessive margins or having to scroll under most circumstances.

PROJECT COST OPTIONS

Web Design and Development Cost Breakdown Options and Choices:**Current Costs for Sites of this type.**

- a. Web Site Design Costs for web site-----\$12,000 - \$15,000
- b. Monthly Maintenance - up to six hours (average) -----\$ 500
- c. Company Logo-----included
- d. Listserv hosting -----\$20.mth
- e. Listserv one time setup fee -----\$75.00
- f. Listserv maintenance -----\$50 mth/each
- g. Website hosting -----\$50 mth

Payment Schedule:

Under Option A, work will commence after a signed contract has been received along with a 50% down payment. The remaining 50 % will be billed at the completion of the design regardless of the site going live or not. Note: Failure to complete the site due to noncompliance by the Client will not nullify payment. Payment in full is due upon completion or 30 days after the commencement of the project. Monthly maintenance will begin once the site goes live. Monthly maintenance will be due *before* the 1st of each month. A late fee of \$50 will be charged for payments which are later than one week.

Note: Costs are best case guesstimates due to the number of unknowns when presenting a proposal. Its is our intent to offer sound estimates based on a range we have found to be accurate within the realms of our web development history. Changes, additions, new technologies and educating the client to the possibilities and limitations of web development all have a direct reflection on costs.

ABOUT THE REMINGTON AGENCY

The Remington Agency was founded originally because of a growing need for an advertising, marketing and design firm to work with the legal profession to bridge the gap between legal industry vendors and practicing lawyers. We have grown to include services to B2B, B2C, Medical and Corporate business professions as well. We have proven our commitment to quality service through our performance with corporations and law firms for the past 15 years and fully expect to continue to do so for many years into the future.

We are a professional, independent technology organization working with legal, medical and business professions. Our advice to our clients is objective and free of any conflict of interest. Recommendations are based on clients' needs, not what the vendor sells. The Executive Director, Travis Yates has engaged in years of consulting services. Consulting services include Marketing and Advertising Analysis, Internet Marketing Analysis, IT Management Analysis, Needs Analysis & Requirements, Automation Audits, Budget and Automation Cost Analysis, Request for Proposal Preparation, Proposal Evaluation, and Project Management. Travis Yates is a widely recognized consultant in marketing, advertising and internet technologies.

Internet Web Site Design & Development includes working with the marketing department or office manager to incorporate marketing opportunities on the Internet. Additional services include Internet, Intranet, and Extranet Consulting and Internet Training Seminars. Travis Yates has worked with numerous Florida Bar Sections and businesses to help provide direction for incorporating Internet technologies into their long-range planning. Mr. Yates, is a frequent speaker on Internet design and marketing topics.

PROJECT TEAM

Travis Yates is the Executive Director and team leader of The Remington Agency. Under his direction and guidance, Mr. Yates has created a dynamic development environment, providing Web Design Services to a variety of clients; including private law firms, bar associations, colleges, universities and businesses. He is well accomplished in web development, graphic design, marketing, web analysis, and advertising. Mr. Yates is a leading expert in Internet technologies and is often called upon for consulting and has been a frequent lecturer on topics of legal technology, marketing, technology and Internet related topics. Travis is responsible for the development and creation of numerous web sites and prides himself in being able to create sites that are unique and different from each other by not using cookie cutter templates but rather utilizing specific client demographic information thereby maximizing marketing potentials. Some of their clients include John Paling- National Geographic Photographer / Speaker, US Army National Guard's Millennium Conference Cyber Warrior 2000, The Florida Bar, Friday's Restaurant, The Philips Performing Arts Center, The Florida Supreme Court, The Network of Leading Law Firms, Florida Tax Lawyers Section, The Real Estate, Probate, Property & Trust Section, Conroy, Simberg and Ganon "One of the Top 10 Law Firms in Florida," according to The Florida Trend Magazine, and many others.

Mr. Yates is also a frequent published writer for various periodicals on topics of technology and Internet related topics such as Law Office Computing, Legal Tech News, The Florida Bar Journal, On Point (CPA's), and numerous others.

Philip Abraham is the teams project manager. Philip has been working as a team project staff manager for R.A. for about 4 years and helps to maintain excellence from our staff in the structure of the programming designs and their flexibility for maintenance and upgrade ability when possible.

Other main team members are various programmers, designers and database engineers as follows:

- ▶ **Renju Sarik** - program engineer - is a well seasoned engineer well versed in databases, cgi, cold fusion, flash, php, asp, etc. Bert and the others have worked on numerous projects utilizing state of the art technology to maximize efficiency in site design and functionality.
- ▶ **Kanishk Garg, MCM** - program engineer - C. C++, COBOL, VB, SQL, DBMS Concepts, Access,
- ▶ **Deffy Sarfaraz and Nicky Caligari** - program and audio engineers - FoxPro for Unix, Paradox, FrontPage, dBase III+, dBase IV, FoxPro, Microsoft Office 97 and 2000, Lotus 123, Crystal Report 8.0, Web Works, Macromedia Flash 4 & 5, Active Server Pages, Adobe Photoshop 4, 5, 6, 7 & Corel Draw 4, 5 & 9, 3-D Studio Max 4. Cubase and Cakewalk studio, 32 digital track recording, etc.

PARTIAL LIST OF INTERNET REFERENCES & EXAMPLES

Corporate Related References: {some links require login - request password and username)

Fox, Wackeen, Dungey, Beard, Sobel & McCluskey www.foxwackeen.com

_____ Maryellen Castellano, Director of Marketing 772-287-4444 ext 254

We are in the process of redesigning a new site for them, which is not online yet. We created their current site a few years ago and also perform monthly "Search Engine Marketing" strategies to increase traffic by taking an active role in advanced search engine marketing through keyword, competition, key phrasing, demographic, sociographic, and other advanced SEM strategies. We took their firm from being "non-existent" on the search engines to the top 5 in numerous keywords. R.A. currently maintains this web site on a monthly basis.

Local Government Section of The Florida Bar. www.locgov.org

Ricky Libbert, Program Administrator 850-561-5631

We were contracted to create a site for the Local Government Section of The Florida Bar to enable the section to provide their services to members online. We also maintain their listserv as well.

General Practice, Solo and Small Firm Section of The Florida Bar. www.gpssf.org

Ricky Libbert, Program Administrator 850-561-5631

We were contracted to create a site for the GPSSF Section of The Florida Bar to enable the section to provide their services to members online using a database driven system. This site incorporates a backend interface where updates can be implemented. We also maintain their listserv as well.

Tax Section of The Florida Bar www.floridatlawyers.org

Valerie Yarbrough, Program Administrator 850-561-5630

R.A. designed and developed their current site a few years ago. R.A. serves as the Section's Internet consultant, webmaster and designer. We also maintain their listservs. R.A. currently maintains this web site on a monthly basis.

Chance Design Inc. www.chancedesigninc.com

Rick Chance is a former Disney artist who specializes in faux and mural paintings. His artwork needed to be displayed in such a way as to demonstrate the beautiful work he's done over the years without giving up the ease or download speed due to clicking from one picture to another.

PARTIAL CLIENT LIST:

The United States Navy Medical Clinic, Cecil Field, FL
The United States Army National Guard's Millennium Conference Cyber Warrior 2000
John Paling, National Geographic Film/Videographer - Speaker/Trainer
Jacksonville Symphony Orchestra
The Harn Museum - University of Florida
Gainesville Guitar Academy
Importech Motors
Dental Offices of Dr. Yvette Godet
Prestige Pets
Irwin Racing
Wet Hot Racing
The Florida Bar
The Florida Supreme Court
The O'Connell Center - University of Florida
The Phillips Performing Arts Center - University of Florida
Legal Technology Institute - University of Florida Levin College of Law
The Rock Church of Gainesville, FL
Media Relevance
Pastor's Direct
Miss Information
ICAIR Foundation - University of Florida
Center for Race Relations - University of Florida
Network of Leading Law Firms
Eco Pest Company
Law Offices of Kate Bonner
Conroy, Simberg, Gannon, Krevans, & Abel
Oficina MeloGuerrero - Dominican Republic
Cinema Screen Media
Precision Edge
Tax Lawyers Section of The Florida Bar
Practice Management and Development Section of The Florida Bar
Labor & Employment Section of The Florida Bar
Trial Lawyers Section of The Florida Bar
General Practice, Solo and Small Firm Section of the Florida Bar
City, County & Local Government Law Section of The Florida Bar
Real Property Probate & Trust Law Section of The Florida Bar
DuraLife
Friday's Resturant
Texas Roadhouse
South Milwaukee Baseball Booster Club
Complete Decor
Century 21 - USA Homes

Name	Email	Phone(s)	Business
AL			
Amundsen , Paul	pamundsen@ammolaw.com	Office phone: 850.425.2444 Office fax: 850.425.2447	
Bertron , Andy	andy.bertron@nelsonmullins.com	Office phone: 850.907.2507 Office fax: 850.907.2501	
Boyd , Scott	boyd.scott@leg.state.fl.us	Office phone: 850.488.9110	
Cooke , Michael	michael.cooke@ruden.com	Office phone: 813.222.6600	
Frazier , Seann	fraziers@gtlaw.com	Office Phone: 850.222.6891 Office Fax: 850.681.0207	
Grossman , Allen	a.grossman@mgfblaw.com	Office Phone: 850.385.1314 Office Fax: 850.385.4240	
Jennings , Clark	jenninc@doacs.state.fl.us	Office Phone: 850.245.1312 Office Fax: 850.245.1330	
Kearney , Debby	deborah.kearney@fldoe.org	Office Phone: 850.245.0442 Office Fax: 850.245.9379 Cell Phone: 850.599.1221	
Lamb , Bruce	bruce.lamb@ruden.com	Office phone: 813.222.6605 Office fax: 813.314.6905	
McArthur , Elizabeth	emcarthur@radeylaw.com	Office Phone: 850.425.6654 Office Fax: 850.425.6694	
Meffert , Wellington	wellington.meffert@floridahousing.org	Office phone: 850.488.4197 Office fax: 850.414.6548	
Nelson , Li	li_nelson@doah.state.fl.us	Office Phone: 850.488.9675 Office Fax: 850.488.5366	
Nordby , Daniel	dnordby@ausley.com	Office phone: 850.224.9115 Office fax: 850.222.7560	
Rigot , Linda	linda_rigot@doah.state.fl.us	Office Phone: 850.488.9675 Office Fax: 850.488.5366	
Schrader , Amy	aschrader@gray-robinson.com	Office phone: 850.577.9090 Office fax: 850.577.3311	
Sellers , Cathy	csellers@broadandcassel.com	Office Phone: 850.681.6810 Office Fax: 850.681.9792	
Sellers , Larry	larry.sellers@hklaw.com	Office Phone: 850.425.5671 Office Fax: 850.224.8832	
Shoop , Richard	shoopr@ahca.myflorida.com	Office phone: 850.922.5873 Office fax: 850.921.0158	
Stiller , Shaw	shaw.stiller@dca.state.fl.us	Office phone: 850.488.0410 Office fax: 850.922.2679	
Wetherell , Kent	kent.wetherell@gmail.com	Office phone: 850.488.9675 Office fax: 850.488.5366	
Williams , Bill	wwilliams@gray-robinson.com	Office Phone: 850.222.7717 Office Fax: 850.577.3311	

**Administrative Law Section
Committees and Liaisons 2009 - 2010**

CLE Committee	Bruce D. Lamb, Chair Lisa S. Nelson Paul H. Amundsen Richard J. Shoop Wellington H. Meffert Cathy M. Sellers
TFB CLE Committee Liaison	Cathy M. Sellers
Council of Sections Liaison	Seann M. Frazier Alternate: Clark R. Jennings
Law School Liaison	Deborah K. Kearney, Chair T. Kent Wetherell, II Shaw P. Stiller
Legislation	Linda M. Rigot, Chair William E. Williams Justin M. Senior
Long Range Planning	Cathy M. Sellers, Chair Seann M. Frazier F. Scott Boyd W. David Watkins
Membership	Deborah K. Kearney, Chair
Publications	F. Scott Boyd, Chair
Newsletter Editor	Amy W. Schrader
Casenotes Editor	Mary F. Smallwood
Agency Snapshots Editor	Mary Ellen Clark
Bar Journal Column Editor	Paul H. Amundsen
Web Page	Daniel E. Nordby, Chair Seann M. Frazier
Public Utilities	Michael G. Cooke, Chair Cynthia B. Miller Patrick L. "Booter" Imhof

Environmental and Land Use Law
Section Liaison

Francine M. Ffolkes

Health Law Section Liaison

Allen R. Grossman

Government Law Section Liaison

Clark R. Jennings

Board of Governors Liaison

Lawrence E. Sellers, Jr.

Young Lawyers Liaison

Christine D. Graves

FICPA Liaison

Mary Ellen Clark

APD Ad Hoc Committee

J. Andrew Bertron, Jr.

Finance/Budget Ad Hoc Committee

Clark R. Jennings

2008-2010 Legislative Biennium

Administrative Law Section

July 25, 2008

1. Opposes any amendment to Chapter 120, *Florida Statutes*, or other legislation, that undermines the rule-making requirements of the Administrative Procedure Act by allowing statements of agency policy without formal rule-making.
2. Opposes any amendment to Chapter 120, *Florida Statutes*, or other legislation to deny, limit or restrict points of entry to administrative proceedings under Chapter 120, *Florida Statutes*, by substantially affected persons.
3. Opposes exemptions or exceptions to the Administrative Procedure Act, but otherwise supports a requirement that any exemption or exception be included within Chapter 120, *Florida Statutes*.
4. Supports voluntary use of mediation to resolve matters in administrative proceedings under Chapter 120, *Florida Statutes*, and supports confidentiality of discussions in mediation; but opposes mandatory mediation and opposes imposition of involuntary penalties associated with mediation.
5. Supports uniformity of procedures in administrative proceedings under Chapter 120, *Florida Statutes*, and supports modification of such procedures only through amendment of or exceptions to the Uniform Rules of Procedure.
6. Opposes amendments to Chapter 120, *Florida Statutes*, or other legislation that limit, restrict, or penalize full participation in the administrative process without compelling justification.
7. Supports adequate funding of the Division of Administrative Hearings and other existing state administrative dispute resolution forums in order to ensure efficient resolution of administrative disputes.

VIC