



SECTIONS DEPARTMENT

Newsletters, E-Blasts & Websites:
Nuts & Bolts

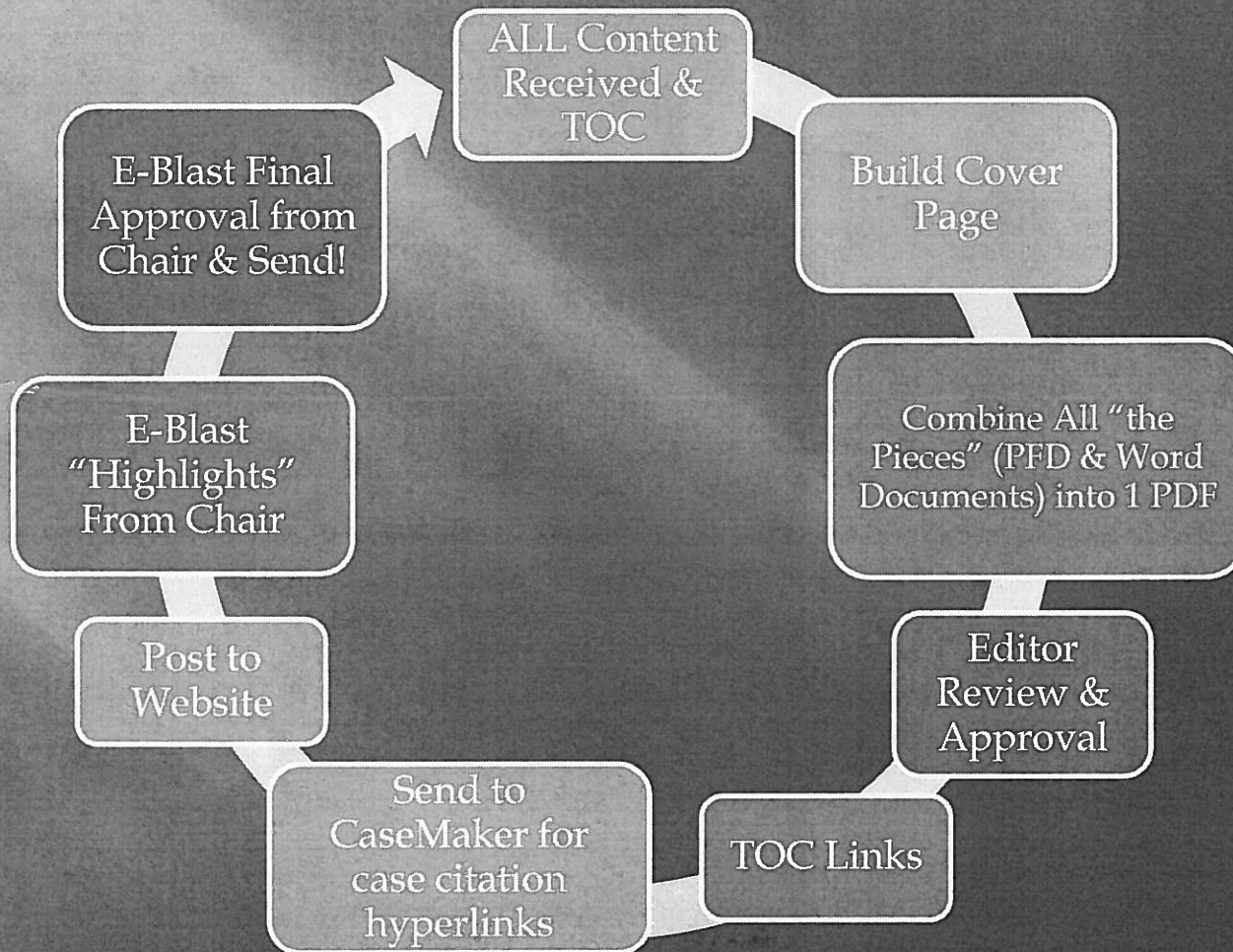
Bre Binder

Technology & Events Planner
State Bar of Texas
Sections Department

Newsletters, E-Blasts & Websites

- ▣ Brevity is Important
- ▣ Long Text vs. Headlines
- ▣ *“Read More”* Link
- ▣ Frequency
- ▣ Readers/Members and Opting Out
- ▣ Communicating Requests to the Sections Department
- ▣ Special Requests

Newsletter Process



Electronic Newsletters – Best Practices

Download Full Version PDF or “E-Newsletter” Version

Download Individual Articles

Keep it Concise: Begin Articles with a Summary

Case Citations and Other Ancillary Info Hyperlinked

Table of Contents Linked to Articles & “Return to TOC”

Newsletter Examples

TESLAW
THE STATE BAR OF TEXAS
ENTERTAINMENT & SPORTS LAW SECTION

July 16, 2014

TESLAW E-Newsletter
July 15, 2014 - Issue No.10

Dear Members,

First of all, I'd like to thank TESLAW for giving me the honor of being chair for 2014- take a few minutes to peruse the TESLAW E-Newsletter, chocked full of interesting information. And don't forget about the new issue of the TESLAW Journal, with inside available on the [TESLAW website](#).

TESLAW's event at the State Bar of Texas Annual Meeting, Ethics and Entertainment success. Get ready next for the [Entertainment Law Institute](#), which will be in Dallas 7/1 Registration and speaker/topic details are forthcoming.

Please let us know if you have a contribution to the TESLAW E-Newsletter, a Journal would like to become involved in a committee or on the TESLAW council.

Very truly yours,
Craig Crafton, Chair
Entertainment and Sports Law Section

TESLAW Member Spotlight

For over four decades [Mike Tolleson](#) has played an instrumental role in bringing the industry to the Lone Star State.

Electronic-Simple

Legislative and Campaign Law
The State Bar of Texas

To receive receipt of our email, please add "statebaroflaws@nfbmz.net" to your address book.

October 09, 2014

2014 Winter E-Newsletter Inaugural Issue

CHAIR'S MESSAGE

As the November general election approaches, many Texans will be focused on political races. And once the dust settles from the elections, many of us will begin preparing for the coming legislative session. Meanwhile, substantive issues relating to campaign and election law are the subject of ongoing judicial and administrative action. Courts are throwing out campaign finance rules, while the Texas Ethics Commission seeks to write new rules to address the constantly changing legal landscape. This newsletter – the first from the newly-created Legislative and Campaign Law Section – is designed to highlight recent court opinions, draw attention to pending proposals, summarize recent advisory opinions, and serve as a resource to Texas attorneys – and their clients – who operate within the realm of legislative and campaign law.

[Ross Fischer](#), Chair,
Legislative and Campaign Law Section

SUMMARIES OF RECENT CASES

[Fifth Circuit Ruling in Bingo Case Has Potential to Impact Politically Active Non-Profits](#)

A recent 5th Circuit ruling allows licensed bingo game operators to use bingo proceeds for political purposes.

In a case that could signal increased scrutiny of Texas campaign finance restrictions, the 5th Circuit invalidated a statute prohibiting nonprofit bingo businesses from using bingo proceeds for political purposes. [Read More](#)

[Court Tosses 60-day Waiting Period for Newly Formed G-PACs](#)

The 5th Circuit recently invalidated certain sections of the Election Code that restricted PAC operations for a period of time after the PAC is formed.

Electronic-Simple

Real Estate, Probate and Trust Law
REPORTER

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Section Leadership

Chair
Richard Springer

Immediate Past Chair
Lisa L. Cunningham

Chair-Elect/Secretary
William D. Roggenman

Treasurer
Richard Lane

Reporter-Elect-in-Chief
Professor Gerry W. Beyer

Council Members 2014-15

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Rachon C. Cleaver
Sue Bryant
Scott D. Dean
William G. Gorman
Michael H. Myers
Paul J. Pridemore
J. J. Sanderlin
Margaret J. Stephens
Patrick T. Tucker
Janet W. Walker
Victor E. White
Linda W. Woodruff
Mary M. Wynn
Helen S. Wilcox
Douglas A. Young

State Bar Sections Director
Troy Hendrix

State Bar Board Advisor
Sam L. Oyster

Alternative Dispute Resolution Advisor
Guy Robinson

ABOUT THE REPORTER

PODFORMS
by Gerry W. Beyer
gwbey@prb.com

CASE SUMMARIES

INVESTACY, WILLS, AND ESTATE ADMINISTRATION CASE UPDATE
by Gerry W. Beyer
gwbey@prb.com

TRUST LAW CASE NOTE
by Craig A. Blevins
craib@prb.com

ESTATE AND GIFT TAX DEVELOPMENTS
by Jason E. Farnley
jefarnley@prb.com

GUARDIANSHIP CASE UPDATE
by Charles W. Thomas
ctomas@prb.com

REAL ESTATE DEVELOPMENTS
by David A. Woodruff
dwoodruff@prb.com

REAL ESTATE AND OIL & GAS TAX DEVELOPMENTS
by Thomas S. Horton
thorton@prb.com

FEATURED ARTICLES

THE REAL REASON LIAM NELSON BECAME A U.S. CITIZEN...ESTATE TAX
by James D. Dossy
jdossy@prb.com

RANCHERS' RIGHTS TO USE, SELL, AND RESTRICT "TIGHT" WATER
by James D. Dossy
jdossy@prb.com

WHERE IS TEXAS' WIND LAW?
by Ben Wheeler
bwheeler@prb.com

PROPERLY PERFORMING ANNUAL ACCOUNTS IN GUARDIANSHIPS OR MANA-TRUSTS WHERE ONE OR BOTH SPOUSES ARE INCOMPETENT
by Mark A. Gagnier
mgagnier@prb.com

TOP TEN FOR MORE ISSUES TO CONSIDER REGARDING THE RURAL OIL AND GAS LEASE
by James D. Dossy
jdossy@prb.com

INCAPACITY PLANNING AND THE ENHANCED POWER OF A ATTORNEY
by Robert W. McCann
rwmccann@prb.com

TRANSFER TRAPS AND THE MEDICAID ESTATE RECOVERY PROGRAM
by Stephen T. Townsend
sttownsend@prb.com

THE REAL TEXAS MIRACLE! HOW TEXAS AVOIDED THE HOUSING CRASH
by Craig A. Blevins
craib@prb.com

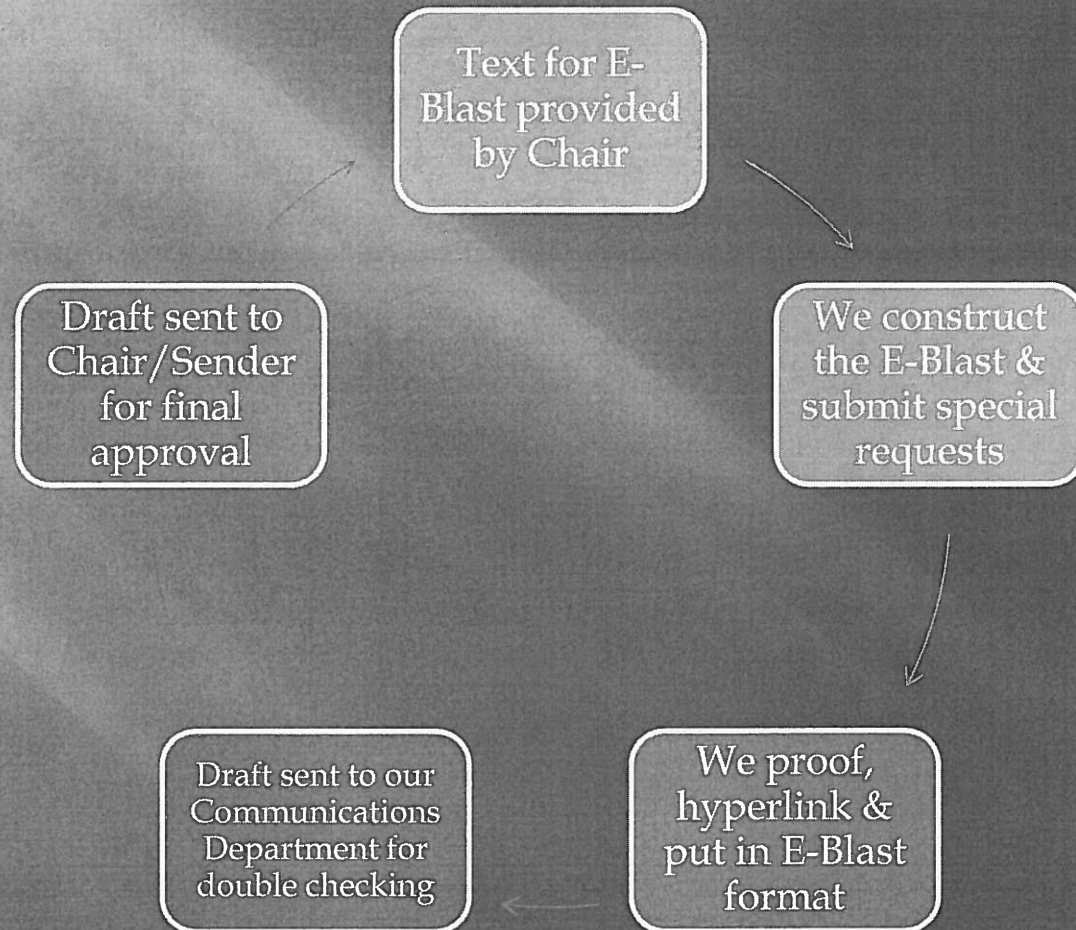
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Case Summaries

E-Blast Draft Process

(allow at least 48 hours +)



E-Blast Examples



REPTL

REAL ESTATE, PROBATE
& TRUST LAW
SECTION OF THE STATE BAR OF TEXAS

July 29, 2014

Welcome to all New and Returning Members of the Real Estate, Probate and Trust Law Section (REPTL)!

We thank you for your membership. This is an exciting year for REPTL. Here are the benefits you will receive as a section member.

CLE Library: As a member of the section, you have access to our fully keyword searchable library of CLE articles from the leading real estate, probate, trust law, and elder law seminars covering the last ten years. These materials are also available to you in the members only section of the REPTL website. (For help logging-in to the website, email the section [webmaster](#).)

CLE Discounts: This year REPTL is making an additional \$25 discount available on certain [TexasBarCLE](#) programs, which are co-sponsored by REPTL in addition to the \$25 discount you already receive for being a member of the section.

REPTL Reporter: The *REPTL Reporter* has always provided a wealth of information in the form of case law updates and articles in the areas of real estate, probate, trust, and elder law. In the coming year you will see the *Reporter* revamped and made even more useful to section members.

Texas Title Examination Standards: REPTL co-sponsors the Texas Title Examination Standards Committee with the Oil and Gas Section. This committee publishes the [Texas Title Examination Standards](#) which are widely used by the real estate members of the section.

Public Affairs Committee: Each year, the section sponsors grants to organizations that improve the civil justice process or provide access to the civil justice system and/or fundamental legal services for Texans who are typically underserved by the legal system in the areas of real estate, probate, elder and veterans law. If you would like to know more about our grant program, visit the [Grant Program](#) page of our website.

The 2013-2014 Officers of REPTL are:
Chair: Lisa H. Jamieson (817) 877-8162
Chair-elect: Richard L. Spencer (713) 403-4224
Treasurer: William D. Pargaman (512) 617-7328
Immediate Past Chair: R. "Doc" Watson (817) 484-4194

As you can see, the officers and council have been busy and we hope that you will take advantage of your many member benefits. We welcome you to a new year with REPTL - which is now the largest section of the State Bar of Texas.


Sincerely,

[Lisa H. Jamieson](#) Chair
Real Estate Probate and Trust Law Section
State Bar of Texas

State Bar of Texas | 1414 Colorado St. | Suite 6200 | Austin, TX 78701 | [Privacy Policy](#)

Welcome

To ensure receipt of our email, please add statebarofexas@informz.net to your address book.



Family Law Section

State Bar of Texas

July 29, 2014

Dear Past Section Member:

It is not too late to renew your membership to the Family Law Section this year. You can renew your membership at the [Advanced Family Law Course](#) on August 5-8 in San Antonio at the Mamot River Center, online via your [MyBarPage](#) or by downloading a [section membership application](#) and mailing or faxing it in. As the chair of the membership and the member services committee, I hope that you will choose to renew your membership to the Family Law Section.

As you know, we offer many excellent benefits to our members:

- The Family Lawyer's Essential Tool Kit which is mailed each April is one of our most popular benefits
- The quarterly Family Law Section Report which contains informative articles and case digests, a yearly bibliography of recent CLE articles, and a legislative update every other year
- Discounts on State Bar family law seminars such as the Advanced Family Law Course, the Marriage Dissolution Institute, the Ultimate Trial Notebook: Family Law, the Advanced Family Law Drafting Course, and New Frontiers in Marital Property Law.
- Discounts on selected State Bar publications

Visit the [Member Benefits webpage](#) of the [Family Law Section website](#) to learn more about the benefits and services we offer to members. Then [join online with a credit card via your MyBarPage](#) or [download a membership application](#) and mail it in with your payment information.

The 2013 Tool Kit was mailed out in April and May. If you were a member during the 2012-2013 bar year and did not receive a 2013 Tool Kit, please e-mail the section's administrative assistant, [Christi A. Lankford](#).

The Family Law Section is interested in ways to better serve you. If you have a suggestion or concern - it is important that you let us know. Our goal is to continuously improve our services and benefits - and we want to hear from you. Please email me, [Chris Nickelson](#) with your comments and suggestions.

I hope to see you at the [Advanced Family Law Course](#), August 5-8 in San Antonio.

Regards,

[Chris Nickelson](#), Chair
Member Services Committee

Non-Renewals

E-Blast Examples

ANIMAL LAW SECTION STATE BAR OF TEXAS

October 23, 2014

Save the Date
April 17, 2015
Animal Law Section's Annual 2015 Institute
Texas Law Center: 1414 Colorado St. Austin, Texas
A Full Day of CLE 7.25 hrs including 1.5 hrs ethics (pending approval)

Speakers and Topics:

- W. Michael Murray, Murray & Associates: *Starting an Animal-Related Nonprofit the Right Way*
- Christine Dorchak, President of Grey2K USA: *Greyhound Racing: The ethics and legalities behind "sport"*
- Randy Turner, Bailey & Galyen: *How To File an Animal Law Case and Successfully Recover Damages*
- Richard Rosenthal, General Counsel and Co-Founder of the Lexus Project: *Seeking Justice: Life and a "Police Shot My Dog" Case - An Overview*
- Richard Rosenthal, General Counsel and Co-Founder of the Lexus Project: *Roadblocks and Land Mines in Section 1983 Cases: Avoiding Dismissal Before You Start*
- Gerry Beyer, Professor, Texas Tech School of Law: *Estate Planning for Pet Owners*
- Don Feare, Adjunct Professor, Texas A&M University School of Law: *Greater Houston German Shepherd Dog Rescue, Inc. v. Lira; What it Does and Does Not Tell Us*

Lunch will be included in your registration. This is a green CLE, materials will be included on a flash drive. Please visit the [Animal Law Section website](#) in the upcoming weeks for registration information, approval and the full agenda.

We hope to see you on April 17, 2015 at the Texas Law Center in Austin.

Kind Regards,

Robyn Katz, Chair
Animal Law Section
State Bar of Texas

State Bar of Texas | 1414 Colorado St., Suite 500 | Austin, TX 78701 | [Privacy Policy](#)



TESLAW

THE STATE BAR OF TEXAS ENTERTAINMENT & SPORTS LAW SECTION

October 23, 2014

Texas Entertainment and Sports Law Section presents in conjunction with TexasBarCLE

2014
Entertainment Law Institute
Nov. 6-7, Westin Galleria Dallas
13340 Dallas Pkwy

14 CLE hours (including 1 hour of ethics)

For more information, or to register, visit the [Institute website](#)

Highlights of this year's program include:

- Music Licensing: Current Deal Structures and Revenue
- The Manager as the New Label: The Expanding Role of Artist Managers
- Legal Implications of User Generated Content
- Current Trends in Film and Television Finance
- Wrangling the Crowd: Legal Issues With Non-Equity and Equity Funding via the Internet
- And a special networking happy hour!

Cost is \$495, but save \$50 with early bird registration by Oct. 23, 2014

TESLAW members save an additional \$25

Special: Attorneys licensed 5 years or fewer receive half off - that's right, it's \$247.50!

Directed by Mike Tolleson since its inception, the ELI, now in its 24th year, provides an outstanding faculty of highly-regarded practitioners and industry insiders to keep entertainment lawyers up to date on the latest emerging trends, issues, and breaking developments in music, film, and digital media.

Sincerely,
Craig Crafton, Chair
[Entertainment & Sports Law Section](#)

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Save the Date

Annual Meeting

Websites

Submitting your requests:

- ▣ Identify page with URL www.section.com.
- ▣ Explain the update and where the information should to go on that page.
- ▣ Send all in one e-mail request.
- ▣ Be sure to include all information (attachments with reference) and text exactly as it should be stated.
- ▣ Events updates:
 - Links to registration page, RSVP contact, dates, times directions; etc.

Newsletters, E-Blasts & Websites

Reminders:

- ▣ Send FINAL documents!
- ▣ Proof what you are sending- all attachments and required information.
- ▣ Be sure to have all links and information included in one e-mail.
- ▣ Reference pages for website updates.

THANK YOU!

Bre Binder
State Bar of Texas
Sections Department

Technology & Events Planner

bre.binder@texasbar.com

512.427.1419

