

NAFTA 2022 COMMITTEE
2015 ANNUAL REPORT OF OUTREACH SUB-COMMITTEE

1. Current Co-Chairs

Canada: Selma Lussenburg
Mexico: Cecilia Flores and José María Abascal
United States: Phil Robbins and Elizabeth Pocock
Assisting Members: Cecilia Azar, Steve Andersen, Harry Arkin, Bob Lutz and Jim Nelson

2. Committee Updates:

a. 2014-2015 Outreach Events

During the 2014-2015 year, the Outreach Sub-Committee did not organize any additional events besides those organized by the Canadian members that occurred in conjunction with the 2014 Annual Meeting in St. John's. The Outreach Sub-Committee hopes to organize or play a part in more events in the 2015-2016 year by implementing a new Outreach Framework. Information on this Outreach Framework as it was discussed at the 2014 Annual Meeting and during Conference Calls of the Outreach Sub-Committee is included below.

b. Judicial Training Programs for the Colorado Judicial Institute

Outreach Sub-Committee member Jim Nelson has continued working with the Colorado Judicial Institute to create a training program for the judiciary of the state of Colorado. As reported last year, at this time, the legislative branch of the state of Colorado is still reviewing whether or not it would like to enact new legislation in this area. Since the enactment of a new law would affect the courts and the materials presented in such a course, Jim and those he has been working with have put the development of the training program on hold until the legislature finishes considering the enactment of a new law.

c. Language to Submit to the FTC

At the conclusion of the 2013 Annual Meeting, the Outreach Sub-Committee was tasked with creating language to submit to the FTC in hopes that they would adopt a Resolution endorsing International Commercial Arbitration in Judicial Training. This recommendation was to ask for statement from the FTC that encourages judicial training institutes to include commercial arbitration agreements within their training topics. Should the larger Committee still deem this a necessary task, the Outreach Sub-Committee seeks a volunteer to aid in drafting such a statement with the Government Co-Chairs so there is something to email to the larger Committee early in the 2015-2016 work year.

3. Proposed Future Outreach Framework

Due to the limited number of attendees at the 2014 Annual Meeting, the larger Committee spent a portion of their time discussing what potential outreach goals should be implemented by the Sub-Committee moving forward. This discussion included both Outreach Sub-Committee members and members of the larger Committee. Overall, all members agreed that implementing some sort of strategy moving forward would be useful so that outreach could be maximized with little funding. This strategy was discussed in terms of outreach versus in-reach. Outreach was defined as what the Committee would like to do with those outside of the Committee and in-reach was defined as the goal to increase the flow of information between those within the Committee between meetings. Both of these items were again discussed by the Outreach Sub-Committee during the 2014-2015 work year and the following framework and potential steps for a new outreach strategy are included below.

a. *Outreach Goals*

- Increase Collaboration
 - Greater collaboration with other groups organizing outreach events that would also have relevance to the NAFTA 2022 goals – reduce time and money required to organize our own events
 - Creation of “Potential Collaborator List” that includes organizations and institutions that host conferences or seminars which include the topic of ADR or NAFTA
 - After the Committee reviews this list, email to these organizations with information about the Committee and reminding them to keep us in mind for future events
- Creation of “Organized Speaker’s Bureau”
 - Bureau would include a list of NAFTA 2022 Committee members that would be interested in representing the Committee as a speaker at future outreach events held by collaborators. List created using the bios submitted by Committee members to the Website Sub-Committee
 - Bios and member contact information could then be shared with interested parties or organizations looking for an expert speaker for their event/conference
 - List could also be emailed to those in the potential collaborator list
- Creation of “NAFTA 2022 Committee Information Packet”
 - Creation of packet that can be shared with all members should a Committee Member have the chance to include a reference to the NAFTA 2022 Committee in related speaking events
 - Packet would contain basic information about the Committee, handouts, etc.
 - Possible inclusion of several general powerpoint slides that can be incorporated into speaker powerpoints.
- Create strategy using all items above
 - Example: Work with Phil based on his existing relationship with the US-Mex Bar Association to put together a panel that includes a NAFTA 2022 Representative for the conference in Houston this year in November. The representative could be

someone that would already be attending the Conference and who can speak about the Committee in addition to the other main topic. The packet could be provided to this person prior to their attendance for use and incorporation into their presentation.

b. In-Reach Goals:

- Increase Flow of information between Committee Members
 - Creation of an internal list of associations/organizations each Committee member is involved with to facilitate more open communication and collaboration
 - Creation of Quarterly email blast with upcoming events, possible speaking events or opportunities to collaborate
 - If Committee members are involved with organizing specific conferences in which NAFTA 2022 could be involved with a panel, they can send notices for distribution to the larger Committee
 - NLCIFT will prepare Quarterly email with notices received from Committee members, collaborators and any others received and will circulate the email and any responses. Should there be interest by Committee members to submit a proposal for a panel at any of these events; the NLCIFT could also assist in submitting such a proposal

Overall the Outreach Sub-Committee believes this framework would allow for the facilitation of additional outreach events and increase the flow of information between Committee members. The Outreach Sub-Committee welcomes further discussions and advice on this framework from the larger Committee.