



Keith B. Norman

Kismet

*Thank You, Susan Andres, and
Welcome, Brad Carr*

kismet: fate; destiny

Susan Andres joined the Alabama State Bar's staff in November 1994, becoming the ASB's first communications director. Almost a year before her arrival, plans had been underway to create the bar's communications department. We requested a communications audit by the Communications Section of the National Association of Bar Executives (NABE) and we were fortunate that **David Anderson**, the long-time communications director of the Illinois State Bar, answered the call. David spent several days with us in early 1994 evaluating the bar's resources and communications needs. His report convinced us that due to the bar's growth in members and pro-



Susan Andres

grams we needed to form a communications department and recruit a full-time director.

As fate would have it, **Reggie Hamner**, who was then the executive director of the state bar but slated to retire that September, received a call from **Gil Campbell**, executive director of the Tennessee Bar Association, informing him that the director of the Chattanooga Bar Association was moving with her husband to Montgomery. He advised Reggie that she would make an excellent staff member and that the bar could not go wrong by hiring her. We received Susan's resumé and later interviewed her. To our pleasant surprise, Susan not only had experience in bar work but she also had an extensive background in broadcasting.

Gil Campbell's words have been prophetic. We did not go wrong by hiring Susan and she was an excellent staff

member. She was the ideal choice to lead the newly created communications department. Not only did she breathe life into this new entity, she made it an integral part of the bar's operations. The many activities that have been developed by the ASB Public Relations Committee have been professional and well-managed, under Susan's guidance. Whether educational, informational or otherwise, our communications programs under Susan's leadership have reflected very favorably on our profession.

Susan and her husband, Hoyt, have moved and now call Highlands, North Carolina home. But, they have not retired. They have chosen to become the dealers for Lindal Cedar Homes in Highlands and several surrounding counties. (Lindal is the largest manufacturer of luxury custom log and cedar homes in the country.) With Susan's energy and "can-do" attitude and Hoyt's savvy marketing skills and media background, I bet they will have more clients wanting Lindal Homes than they can shake a stick at.

Seldom does fate smile on you twice and in the same way. Yet, fate *has* smiled on the Alabama State Bar again, with the hiring of Brad Carr to follow Susan as our communications director. I have known Brad many years through our

mutual affiliation with NABE. To say Brad is experienced with bar work is like saying the Titanic was just another boat. He has worked with bar associations for more than 35 years. The last 22 years he served as director of media services and public affairs for the 72,000-member New York State Bar Association (NYSBA) located in Albany. Prior to his long association with the NYSBA, Brad served as associate director of the American Bar Association's Division for Bar Services in Chicago and the ABA's Commission on Correctional Facilities and Services in Washington, D.C. He has also worked with the Missouri Bar and the State Bar of Georgia.

Brad not only is the "dean" of bar communications directors in the country, he is also one of the most highly regarded professionals among his peers in the business. The NABE Communications Section gave Brad its highest award by bestowing on him the E.A. "Wally" Richter Award in 1993. Interestingly, the award was named for the legendary Wally Richter with whom Brad had worked at the Missouri Bar.



Brad Carr

When Brad decided to join our staff, he assured me that the transition from living and working in New York and moving to Alabama would be a smooth one because he had actually been born in the South—the *South Bronx!*

We will miss Susan for all that she meant to the bar and wish Hoyt and her all the best. We are glad that Brad and his wife Kristi have chosen Montgomery as their new home and we're excited about the wealth of experience that he brings to the position. Fate has once again smiled on the Alabama State Bar. ■

Editor's Note:

Susan can't really leave bar work behind after all! Last month, she was awarded the E. A. "Wally" Richter Leadership Award by the National Association of Bar Executives Communications Division. This award is "bestowed annually to an individual who has provided leadership to the NABE Communications Section, who has answered the call in actively participating in the Section and who deserves recognition from his or her peers in NABE." The award is named for Wally Richter, the first recipient and a preeminent bar communicator who served as director of public information for The Missouri Bar for 28 years.

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