

**MINUTES OF THE BOARD OF DIRECTORS
GREATER LOS ANGELES CHAPTER
ASSOCIATION OF LEGAL ADMINISTRATORS
(Thursday, January 05, 2006)**

IN ATTENDANCE: Viviane A. Abraham, Martha Bernard, Teresa C. Cherman, Steven D. Jones, Michelle Liffman, PHR, Rosela E. Marin, Mary A. McDonnell, Wayne Mitchell, Debbie Mogren, Brian A. Robbins, CLM, Kim Robinson, Susan Seales, Janet L. Shaw, CLM, Michael A. Steiner, CLM, Wendy S. Sweet, CLM, Angela Ungurean, W. James Van Dusen, CLM, Maureen Varnes, CLM.

ABSENT: Norma Ayala, Carolin Eiliya, Luci Hamilton, June Hilton, Mary Holland, Janet Krause CLM, Kelly C. McGehee, Ilona M. Reddick, Kim N. Robinson, Tanya M. Russell, Robert F. Santos, Bella Serano, Kelly A. Shultz, Iris B. Stein

Since Kelly A. Shultz was absent from the meeting, Mary A. McDonnell was volunteered to take minutes of the meeting.

I. Minutes

- A. September 23, 2005 – Retreat Minutes – Presented and approved by Board.
- B. October 5, 2005 – Board Minutes – Presented and approved by Board.
- C. November 2, 2005 – Board Minutes – Outstanding with Secretary.
- D. December 7, 2005 – Board Minutes – Outstanding with Secretary.

II. Presidents Report (Robbins)

A. Nominating Committee: Committee has met twice telephonically. Meeting next week on Jan 10th. Starting to prepare slate. It appears that many current board members will not be returning to board. One idea is outsource more work of the Board to a company or hire an individual. Brian is preparing a RFP for this possible consideration as it relates to some of the Treasurer's functions. Another idea to explore in the future might be to hire a business manager to run the chapter like the New York / Washington DC chapters. The economics would need to be explored but outsourcing could provide continuity and allow the member volunteers to focus on more strategic and content issues and less on administrative matters.

B. Daily Journal: Martha Bernard presented a proposed ad for GLA ALA recruitment. Proposed run will be for once a week for four weeks. The goal was to heighten awareness of GLA ALA and to increase recruitment. Michael suggested testimonials of managing partners. Martha also proposed listing dates of events. Graphic teaser was suggested as the function of the advertisement for the beginning. Run article one month once a week – the first Monday of each week.

C. Visit by ALA President David Constantine: Brian will pursue David visiting and speaking at a GLA ALA function. In recent years the Chapter has invited the ALA sitting

president to visit the Chapter and use this as a draw to try and get the Chapter's Past Presidents to attend. One proposed day is Friday, March 24th when he is town visiting Orange County. Brian is going to pursue a February evening week day with David since an evening event would be preferred on a weekday.

D. 2005 National Awards Submissions: (handout) Board to review list of responsibilities. Awards need to be to National by January 24. Tracy working on covers for submission.

III. Membership (Marin and Varnes)

A. Renewals: Rosela has received 60 renewals already. Submit copy of credit card info form to Treasurer. Renewals online are not working. Rosela will have to pursue members that think they have renewed online since it may not be working properly. Debbie Mogren will review website to see renewal capability. Recruiting team is still pursuing new recruits until March 2006.

B. Membership Committee: Rosela hopes that the nominating committee takes her recommendation to have an additional member handle all recruiting. Membership needs to be a three member team: Membership Database Management, Recruitment and New Members. Wendy indicated that nominating committee is pursuing three people for the membership team as described above. Brian requested that the Membership Chairs prepare a job description so that they can pursue the right people and the new members can benefit from the experiences of the current membership chairs.

C. Membership Campaign: Maureen reported that we have 376 members. A few of the new Membership brochures were dropped off by Luci Hamilton and presented by Brian. Rosela is going to check with Luci for the cover letter format for the brochure.

IV. Hospitality (Ungurean)

Angela presented a review of the Holiday Luncheon. 129 members attended the event. She anticipates that the event will more than cover costs! Next luncheon will be Wednesday, February 14, 2006 in Downtown.

V. Vendor Liaison Report (Liffman)

A. Advertising: Reports attached. Vendor spotlight completed through April 2006. John Sheffy Group is going to be spotlighted in April per Wendy Sweet. J2 Global Communications/E-Fax is a new vendor that handles internet faxing service.

B. Sponsorships: Lunch sponsorship event listing is completed through March 2006. Matura Farrington will be asked to be sponsor of February meeting. Matura will also coordinate the speaker for the February. Vivian will coordinate the February meeting issue. If Matura is not willing to sponsor February meeting, then we will have the March meeting downtown and the February meeting on Westside. Brian is going to contact Tracy Dragoo to confirm that he will again, as last year, assist in producing the annual membership directory.

C. Rate Sheet and Website Directory: Michelle reviewed the vendor rate sheet. Michelle confirmed details for website and other items. Debbie will prepare a format of questions to ask vendors who purchase spots on the Directory. The website directory will be no charge. Michelle will re-format rate sheet so that it can be posted on the website. No need to print in Magazine. Michelle suggested to place rate sheet in Vendor welcome packet for Labor Law Seminar.

D. Vendor/Member Cocktail Reception: Reception will be pursued for March 16th. Irish pub downtown.

E. Magazine/Vendor Relationship: Michelle reviewed Advertising Detail for the Magazine. The spreadsheet does not show vendor commitments past April 2006. Michelle experience some challenges when the vendor agrees to purchase ad but then does not submit ad until sometime later. Magazine team and vendor team needs to be constantly reviewing ads that are scheduled to run. Debbie indicated that the two teams could utilize the website to share a master excel sheet of vendors or a folder of various ads of the vendors to access on a regular basis. Debbie will work with Tracy Dragoo regarding uploading logos to website. Debbie, Tracy, Vendor team and Magazine team should meet to discuss this issue further.

VI. Education

A. Seminars (Cherman)

1. Labor Law Seminar: Board encouraged to submit Labor Law Seminar reservations. Currently have same number of vendors (33 vendors) as last year. Currently have approximately over 75 members signed up to attend. There is an issue regarding the web sign up for the Labor Law Seminar. Members' online registrations were missing. Teresa will follow up with email to members regarding website issue.

B. Programs (Abraham)

1. Review of 2006 Meeting Schedule: Vivian suggested Cisco to be speaker for voice over IP (VOIP) subject. Vivian will pursue for February or March depending on Matura Farrington. Michael suggested that Vivian contact Robert Santos of IT Section to work together on this luncheon. Next meetings will be February 14th, March 14th, April 11th and May 9th. Wendy suggested that we review survey results to determine member preferences in scheduling of meetings (i.e., same day of week vs varying days of week).

C. CLM Report (Seales)

1. Requested CLM Ad for the magazine to encourage members to meet in small CLM study group to study for the CLM test in Montreal.

D. Section Reports

1. IT (Brian reported for Robert): Business Continuity subject meeting was very good and well attended. Handouts from the meeting were posted to the website.

2. Finance (Mitchell): Will be pursuing Malpractice Insurance topic for the next meeting on January 17, 2006 at the Westin Hotel downtown.

3. HR (Robinson): Next meeting will be Tuesday, January 31, 2006 at 12:00 pm hosted by Allen Matkins. Roundtable discussion of 2006 Labor Issues.

4. San Fernando Valley: Caroline emailed Brian with report. Pursuing meeting for January 12, 2006 at Italian restaurant.

5. Small Firm Section (McDonnell): Small Firm section met in December for a holiday evening meeting that was successful. Next meeting will be February 23, 2006 on the Westside.

6. Multi Office Section (Seales): Roundtable discussion will be next.

7. Ventura/Santa Barbara: Brian reported for June Hilton. Pursuing an end of January 2006 administrator get together in Santa Barbara. Brian will encourage them to attend Labor Law Seminar.

8. Inland Empire/Riverside: Patsy Hinojosa is working on meeting. But something is happening there!

VII. Historian Report (Van Dusen)

A. Belisle Directory: 93 firms participated in the Belisle Directory. The directory is going over to the printer and they are shooting to get it out mid January.

B. Bylaws – no report

C. Records retention – no report. Wendy suggested that Jim contact United Document Storage for a possible contact to help store GLA ALA records.

VIII. Vice President's Report (Steiner)

Nothing to report. Announcement: Michael has accepted a legal administrator job in Hawaii. He will be leaving the Board effective March 31, 2006. The Board thanked Michael for his work this year on support of vendor team, CCW and 1st Annual Golf Tournament.

IX. Magazine Editor's Report (Jones)

A. Schedule of Future Topics: February Magazine will be Labor law theme. March will be Employee Benefits theme.

B. January Issue: Mail Date: Steven was not available in month of December to work on Magazine due to the holidays. So print date for Magazine is Wednesday, January 11, 2006 and mail date will be mid January.

C. Editor Issue: Steven made comment that Tracy seems to be pulled in different directions by GLA ALA members. For example, Michael and Wendy were contacting Tracy directly for Magazine issues and it sometimes complicated Steven's effort for Magazine. Steven suggested that board members contact Steven directly rather than going to Tracy. Brian advised Steven that he had stepped in to make some decisions about the Magazine since Steven was not available.

Brian is contacting Past Presidents to see if they would be willing to assist in providing content to the Magazine. Steven will need help for Holiday lunch pictures.

X. Past President's Report

No Report.

XI. President-Elect's Report (Sweet)

A. Survey. Sent out to 385 members, including some former members to get their input on why they were no longer with the Chapter. We have received 47 completed responses so far. That is a 12% return rate in first week. Zoomerang was used for the survey and was very simple to use. Post results of Survey on website and prepare an article to give a summary of results. Board members should complete survey as soon as possible. Surveys are due by January 31, 2006. Reminders will go out regarding participating in the survey.

XII. Treasurer Report (Shaw)

See attached report. No December vendor checks received. Budget is still on track.

XIII. Webmaster (Mogren)

The lunch selection is now working on website registration for GLALA luncheons. Menu reservation is working. Still working on RSVP report issue with website. Guest registration was reviewed by Debbie and she thinks its working. Debbie will review the Public events to see if we can eliminate the term Public but let the event remain in the public calendar. Wendy suggested that we write a note on events indicating that no vendors on certain events. Need to add Past President's page to website. Brian had sent a list to Debbie, but will resend for Debbie to insert Past President's page. Michael inquired about centralized vendor database for mass emails. Board thinks we should pursue uploading a vendor list to website. Debbie will pursue a quote for vendors list to be uploaded. Debbie may need some more input on the type info that will be managed. Mary suggested that the registration for the Labor Law Seminar should be reviewed for any possible issues. Credit card functionality on website is working and people who register without credit card will be sent an email telling them to send check.

XIV. Job Referral Services Report (Reddick)

Currently 15 postings on the job bank.

The meeting was adjourned at approximately 9:00 p.m.