

**MINUTES OF THE BOARD OF DIRECTORS MEETING
GREATER LOS ANGELES CHAPTER
ASSOCIATION OF LEGAL ADMINISTRATORS
(MAY 4, 2005)**

IN ATTENDANCE: Viviane Abraham, A. Jerry Calcagno, Teresa Cherman, Stephen Green, Steven Jones, Janet Krause CLM, Michelle Liffman PHR, Rosela Marin, Mary McDonnell, Kelly McGehee, G. Wayne Mitchell, Debbie Mogren, Michael Morales, Ilona Reddick, Brian Robbins CLM, Tanya Russell, Robert Santos, Kelly Shultz, Michael Steiner CLM, Wendy Sweet CLM, Robin Thomas-Miles, Jim Van Dusen CLM, Maureen Varnes CLM.

ABSENT: Norma Ayala, Martha Bernard, Luci Hamilton, June Hilton, Patsy Hinojosa, Mary Holland, Debbie Klaeger, Kim Robinson, Susan Seales, Bella Serrano, Janet Shaw CLM, Janis Smith, Iris Stein.

AGENDA TOPICS:

Last Meeting: April 5, 2005 (BHCC)

Next Meeting: June 1, 2005 (BHCC)

Minutes (Shultz)

- 1) March 23, 2005 – Past President’s Council
- 2) April 5, 2005

President’s Report (Robbins)

- 1) National Conference – San Francisco – April 10-21, 2005
 - a. Scholarship – Shelly Papadopoulos
 - b. Mixer hosted by Merrill
 - c. Chapter Awards
 - d. Region 6 Council
 - Management Team
 - Las Vegas Conference – September 16-17, 2005
 - “Independent” members
 - e. RBZ Survey – Comp/Benefits/Billing Rates (BR, WS, JVD)
- 2) Chapter Leadership Institute (CLI) – Denver – June 10-12, 2005 (Robbins)
 - a. Attendees – President (BAR) – paid by National
 - President-Elect (WS) – paid by Chapter
 - Vice President (SG) – paid by Chapter
 - Membership – paid by Chapter – 1 or 2?

Treasurer's Report (Shaw)

- 1) 2004 Tax Returns
- 2) Financials for Current Period

Past President's Report (Hamilton)

Vice President's Report (Green)

Hospitality (Klaeger)

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Sections

- 1) IT (Santos, Green)
- 2) Finance (Mitchell)
- 3) HR (Robinson, McGehee)
- 4) San Fernando Valley (Smith)
- 5) Corp./Govt. (Stein, Serrano)
- 6) Small Firm (McDonnell)
- 7) Multi-Office (Seales)
- 8) Ventura/Santa Barbara (Hilton)
- 9) Riverside (brown bag) (Hinojosa)

Web Master's Report (Mogren)

- 1) Website Design
- 2) Timeline for Completion
- 3) Credit Card functionality

Vendor Liaison Report (Steiner, Ayala, Liffman)

- 1) Advertising revenues lined up for Magazine
- 2) May 19, 2005 – Mixer – Westside
- 3) October, 2005 – Golf Tournament

Historian's Report (Van Dusen)

- 1) Belisle Directory
- 2) Bylaw Matters (if any)

Job Referral Services Report (Reddick)

President-Elect's Report (Sweet)

Membership (Marin, Varnes, Thomas-Miles)

- 1) New Member Orientation

Magazine Editor's Report (Jones)

- 1) Schedule of Topics/Themes
- 2) May 21, 2005 – Wine Tour
- 3) May issue – mail date

Programs (Abraham, Holland)

- 1) Schedule of 2005 Meetings
- 2) May 10, 2005 – BHCC – Larry Richard (Altman) – Emotional Training Seminars (Russell, Cherman, Krause)

1) Schedule of 2005 Seminars

- 2) Legal Marketing Association (LMA)

CLM Report (Seales, Bernard)

Topics for Next Month's Meeting:

- 1) Salary Survey
- 2) CCW

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MEETING WAS HELD IN DOWNTOWN LA AT THE OFFICES OF WESTON BENSHOOF AND IT COMMENCED AT 5:42 P.M.

Brian began by welcoming Mary McDonnell to the Board as the new Small Firm Chair. She is replacing Jerry Calcagno who is leaving for Chicago in about two weeks.

Minutes

- 1) **The March 23, 2005 Board minutes** from the Past President's Council were approved.
- 2) **April 5, 2005 Board minutes** were not the final version and they will be on the agenda for approval in June. Kelly will send the revised minutes to all Board members.

PRESIDENT'S REPORT (ROBBINS)

- 1) **National Conference – San Francisco – April 18-21, 2005**
The Conference had approximately 60 scheduled members attending from the Greater Los Angeles Association of Legal Administrators Chapter. Overall, the conference was well attended.
 - a. **Scholarship.** The Chapter Scholarship went to Shelly Papadopoulos who was very appreciative and wrote of her experiences for the May Leadership Exchange magazine.
 - b. **Mixer hosted by Merrill.** The mixer hosted by Merrill had good attendance, however, very few members from the Orange County or San Diego Chapters joined the event this year.
 - c. **Chapter Awards** received by the GLA Chapter were:
 - The President's Award of Excellence, Platinum
 - Activating Volunteers, Honorable Mention
 - Bar Relations, Third Place
 - Community Service, Third Place
 - Education Excellence-Office Operations Management, First Place
 - Best Feature Article, Honorable Mention
 - Newsletter Excellence, Second Place
 - Vendor Partnering, Honorable Mention

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Michael Steiner asked if we should bring the awards to the May luncheon to show the members? It was decided not to do that. An additional award was given out to Mike Palmer for Outstanding Service. This was presented during the Association Luncheon on April 19, 2005.

d. Region 6 Council meeting. The team handed out a management booklet covering Region 6. It lists all the Chapters in this region and gives complete information on the team members, their duties, and their service history for ALA.

Our Regional Conference will be combined with Region 5 and will be held at Bally's in Las Vegas. The educational conference will be September 16th and 17th.

There was a discussion about ALA's Independent members, formerly known as 906 members. Our Region has over 100 members not affiliated with any Chapter. There was a discussion among the board about recruiting ideas. The Chapter is looking at a having a recruitment campaign in July of this year. The July magazine topic will be on Mentoring giving us a very good tie-in to a campaign.

e. RBZ Survey – Brian Robbins, Wendy Sweet, and Jim Van Dusen will get together with RBZ and will also coordinate with Shawn Derfer from the Orange County Chapter. The survey includes data through June 30th of each year. Members receive the survey in July and it is usually due back around July 31st or the first week of August. If anyone has any suggestions about what they would like to have added or eliminated, they should let the team know by May 17, 2005. Our Chapter will actively promote participation and make sure our members understand they can then receive the completed survey for significantly less than buying it outright.

2) Chapter Leadership Institute (CLI) – Denver – June 10-12, 2005 (Robbins)

a. Attendees. Chapter Leadership Institute (CLI) attendees will be Brian Robbins, whose enrollment cost is covered by National, Wendy Sweet, as President-Elect, whose enrollment is covered by our Chapter, the Vice-President, if available, and either one or two people from membership. Rosela and Maureen, Membership Chairs made a proposal to share a room and pay for travel expenses so they could both attend as they feel this will be a valuable opportunity for our Chapter; the only incremental cost to the chapter is a registration fee of ~ \$250. The board agreed with their proposal so both will be attending.

TREASURER'S REPORT (SHAW)

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- 1) **Tax Returns.** Brian Robbins gave the Treasurer's Report in Janet Shaw's absence. We should have the 2004 returns shortly (filing due date is May 15) and have a current cash balance of approximately \$60,000, which will cover current and upcoming projects voted on by the Board
- 2) **Financials.** The financials for the current period are not yet finished but we should have full financials next month.

PAST PRESIDENT'S REPORT (HAMILTON)

There was no Past President's report as Luci Hamilton was not in attendance.

VICE-PRESIDENT REPORT (GREEN)

Due to commitments to his new position at Morgan Lewis, Stephen Green announced that he must relinquish his Board position as VP. However, he will stay on as IT Section Co-Chair. His work schedule has already caused him to miss the National Conference and he will be unable to make the CLI conference as well. The Board will reconvene the Nominating Committee to find a replacement. If anyone on the board has any suggestions they were requested to let Brian know.

HOSPITALITY REPORT (KLAEGER)

Brian Robbins reported that Debbie Klaeger also has resigned her Board position. Rosela Marin has candidate to pass to Brian. The Board discussed the duties of this position and what is needed for the future.

- 1) **The May 10, 2005 luncheon.** Maureen Varnes stepped in and completed the necessary items for the May 10, 2005 luncheon meeting. Carol Leemon will help check in attendees for this luncheon.

SECTIONS

- 1) **IT Section (Santos).** The May 12, 2005 meeting will be on Document management and will be informative for anyone who has one, who doesn't have one, or who is looking to get one. The next meeting will be July 14, 2005 and will be on the topic of IT infrastructure and business continuity should a disaster strike. It will be held on the West side.
- 2) **Finance (Mitchell).** The next meeting is May 18, 2005, held downtown at Weston Benshoof's offices, and will be on budgeting as a tool for management in the roundtable format. On July 19, 2005, Alan Rich of Thompson (Elite) will speak on Law Firm Profitability on the West side. The location is still to be announced.

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- 3) **Human Resources (McGehee).** May 24, 2005 is the date of the next meeting on the topic of dress code policies and issues. So far there have been 10 RSVP's and this will also be in the roundtable format. The following meeting will be held on July 26, 2005 in downtown.
- 4) **Small Firm (Calcagno and McDonnell).** They are holding a special meeting on May 5, 2005 and will be discussing the Anti-Trust Guidelines as well as having a send off for Jerry.
- 5) **Multi-Office (Seales).** Word Processing and Document creation will be the topic for the May 25, 2005 meeting. They hope to have Merrill as the sponsor. The official title of the meeting is Discover a Cost Effective Way to Reduce Firm Expenses While Improving Support Services.
- 6) **Ventura/Santa Barbara (Hilton) and Riverside (brown bag) (Hinojosa).** Brian spoke for both June and Patsy. June is actively talking with the members in her area and will be setting up meetings soon. Patsy Hinojosa is working on getting the meetings going on a regular basis in her area too.
- 7) **San Fernando Valley (Smith) and Corporate/Government (Serrano and Stein).** There were no reports for the San Fernando Valley or Corporate/Government Sections.
- 8) **General Comments.** A discussion by the Board followed about how notification for the various Sections and other meetings are handled. A suggestion was made to have a once a month e-mail, which lists the Chapter's events for the upcoming month rather than bombarding our members with several e-mails every month. The Board is considering this suggestion.

MEMBERSHIP REPORT (MARIN, THOMAS-MILES, VARNES)

- 1) **New Member Orientation.** There was a brief discussion about the best time to hold the next New Member Orientation. It was decided that it would be tentatively set for Wednesday, August 24, 2005.
- 2) **New Members.** Rosela provided a list of six new members and two reinstated members.

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WEB MASTER'S REPORT (MOGREN)

- 1) **Website Design.** An immediate discussion began about web site list serves and what fields we will have available. We discussed whether or not the list serve would provide notices only or could members also pose questions. Debbie passed out a mockup of the Home page, which had previously been approved. It was noted that the font would be Verdana. Variations of the second page were also given out. One showing the side picture in color and another showing the side picture with just tint. The order of the links was not quite set yet. Each area, such as the Calendar, etc., will have separate photos on their respective page. Debbie also handed out a rough draft of the Site Map. It was noted that the member section, which will require a separate log in, would be for members to update their information in the contact database. A motion to accept the mock-up was approved. The Site Map, as a general structure was also approved
- 2) **Timeline for Completion.** Brian inquired about the current time line for the new Web Site. Debbie would know better after her Tuesday Conference call. The time for this call had not been set.
- 3) **Credit Card functionality.** Brian indicated that the credit card applications had been filled out so this area was moving forward. Nova will need demo site to complete this item. MasterCard and Visa are the two cards we have decided to include in our program. Michael Steiner inquired whether this would be up and running for use with the May 19th Mixer to facilitate payment by our Vendors of the hosting fee. Brian indicated he would check on a possible "manual" option.

VENDOR LIAISON REPORT (STEINER, AYALA, LIFFMAN)

- 1) **Advertising revenues lined up for the Magazine.** Michelle showed the current advertising revenues lined up for the magazine on a handout. A new vendor will be advertising in the magazine, Seamless Web, and Davidson Legal Staffing has renewed for another 3 months. There was a question about the location of their ad in the magazine, which led to a brief discussion about the locations of the prime advertising pages within the magazine. The team also confirmed with Robert Half that when the new web site comes on-line, they would like a Banner ad for six months. Wendy Sweet suggested that the Editor periodically move the full-page ads, as s currently done with the half-page ads. The team has a goal to sign up new vendors for magazine advertising and get fresh blood into the mix. New advertisers include AFLAC, Seamless Web, and Concord Services. Steven Jones mentioned he is working on brining in American Express.

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- 2) **May 19, 2005 Mixer.** Maureen suggested that a copy of the Mixer flyer be put on the individual tables instead of at the registration table, as it was more likely to be seen there. Janet Krause will print the flyers in color.
- 3) **October 2005 Golf Tournament.** The current date posted on the web site calendar needs to come out for the golf tournament in the fall. After a short discussion it was agreed that the date would be October 7, 2005 with the location still to be decided. Mike Palmer, who has had prior experience setting up a golf tournament, has agreed to help the Vendor team.

PROGRAMS (ABRAHAM, HOLLAND)

- 1) **Schedule of 2005 Meetings.** Two Luncheons are currently unsold for sponsorship. They are September and November, both on the West Side. The Vendor team needs to know the topics in order to work on getting an appropriate sponsor. Viviane inquired if U.S. Legal had contacted Michael Steiner yet and he indicated they had not. They were interested in sponsoring an event.
- 2) **May 10, 2005 – BHCC – Larry Richard (Altman) – Emotional Training.** Everything is set for the May 10, 2005 luncheon, to be held at the Beverly Hills Country Club, with speaker Larry R. Richard and sponsor, HireCounsel.
- 3) **April 12, 2005 Luncheon.** The feedback on Monica Ballard came back with an overall score of 6.4. There were comments on her mannerisms being distracting. Viviane and Mary are working on speakers for the upcoming luncheons. Wendy mentioned to Viviane that August has traditionally been our roundtable discussions, usually hosted by some of our Past Presidents.

HISTORIAN'S REPORT (VAN DUSEN)

- 1) **Belisle Directory.** Now that the tax season is over, Jim can concentrate on putting a team together to put out the Belisle Directory. He is in the process of finalizing the Beverly Hills Chapter's final return and closing out the books
- 2) **Bylaw Matters.** There are currently no Bylaw matters at this time.

JOB REFERRAL SERVICES REPORT (REDDICK)

- 1) **Postings.** There are currently 16 jobs open, with one added today, one removed, and one filled. Ilona is waiting for responses on the status of four of the listings.

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PRESIDENT-ELECT REPORT (SWEET)

- 1) **Member Survey.** Currently there is nothing new to report in her area. Wendy restated her goal to prepare and put out a detailed survey to the Chapter membership about the Chapter. She would like to get their opinions on all aspects of the Greater Los Angeles Association of Legal Administrators Chapter.

MAGAZINE EDITOR'S REPORT (JONES)

- 1) **Schedule of Topics/Themes.** The theme of the May magazine is A View From The Top and June's will be Striking a Balance. It was requested that Steven redistribute the Theme list as several new board members do not have a copy. There was a discussion on the timing of items received for the magazine. Steven handed out to Brian, Michael Steiner, and Michelle Liffman a Media kit, showing the standard rates and layout of the advertising and articles for the ALA National magazine. Also included was a list of the upcoming themes and deadline dates.
- 2) **May 21, 2005 Wine Tour Event.** The Wine Tour event is well under way with May 16, 2005 as the RSVP deadline. Steven has spoken with the vendor sponsors of the event as to the best time to make contact with the members and he feels it would be during the bus ride to Temecula. Each bus will hold between forty-three to forty-six persons and depending on the number that signs up, we could have more than one busload of members and vendors.
- 3) **Magazine's Name.** Michael Morales opened up a discussion on the name of the magazine, Leadership Exchange, inquiring whether or not we had considered changing it at the same time we change the Chapter logo. He was asked to submit a few of his ideas and the Board was generally open to review them. No decision was made whether or not a change would be done.

SEMINARS (RUSSELL, CHERMAN, KRAUSE)

- 1) **Schedule of 2005 Seminars.** Teresa and Janet suggested having Michael Lotito, of Jackson Lewis, give a Sexual Harassment Prevention Training for Supervisors seminar that would satisfy the 2.0-hour training requirement for supervisors. It was proposed that he might possibly be able to do one on the West side and another Downtown, one day apart. They have spoken with Mr. Lotito and he feels that a maximum attendance of sixty people would be appropriate to have a good interactive seminar. This may be set up for July. The fees charged for seminars in the past were discussed for both members and non-members. Ethics is another topic they are considering, possibly in late fall, another is diversity.

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- 2) **Labor Law Seminar.** The Labor Law seminar is already in the works for Saturday, January 28, 2006. This is not Super Bowl weekend, which has caused a conflict in the past. The location is still being researched, as the Regent Beverly Wilshire Hotel is not available for that date.

- 3) **Legal Marketing Association (LMA).** Teresa met with Robert Fortunato, President of LMA-Los Angeles, about whether or not our Chapter and the LMA could work together to promote our respective chapters and programming. Teresa asked if any GLAALA board members would be interested in sitting down with some of the LMA-LA board members to brainstorm ideas. She will coordinate a meeting with the interested GLAALA board members and Robert Fortunato. Jim noted that there had been discussions in the past with LMA. Since ALA changed their membership criteria within the last couple of years there may be more flexibility in establishing some relationship, as a concern in the past has been that LMA allows vendors as members.

CLM REPORT (SEALES, BERNARD)

Brian reported in their absence that the second meeting was to be held on May 5, 2005 on the topic of ABA Model Rules of Professional Ethics. The attendance for these meetings has dropped off a bit and there was a short discussion on marketing this educational value to our membership.

TOPICS FOR NEXT MONTH'S MEETING:

- 1) Salary Survey
- 2) CCW
- 3) Holiday Luncheon sponsors

The meeting was adjourned at 9:16 p.m.