

**MINUTES OF THE BOARD OF DIRECTORS MEETING
GREATER LOS ANGELES CHAPTER
ASSOCIATION OF LEGAL ADMINISTRATORS
(AUGUST 3, 2006)**

LOCATION: BEVERLY HILLS COUNTRY CLUB

MEETING COMMENCED AT 5:40 p.m.

IN ATTENDANCE: Wendy Sweet, CLM, Shaun Morrison, Murray Heltzer, Maureen Varnes, CLM, Terri Wind, Joanne Stillwagon, Michelle Liffman, Brian Robbins, Chris Kochheim, Mary McDonnell, Kim Robinson, Martha Bernard, Wayne Mitchell, Jean Jewell, Janet Krause, CLM, Ken Sweet, Brian Robbins, CLM, Janan Pitta, CLM, Sawsan Sharif, Elaine Van Rensburg, Lydia Tavera, Norma Ayala

ABSENT: Luci Hamilton, Patricia Allen, Patsy Hinojosa, Tanya Russell, Bella Serrano, Iris Stein, Jim Van Dusen, Carolin Eiliya, Janet Shaw, CLM, Robert Santos, Erin Walsh, Ernie Casas, Valeda Mercier, LauraRose Tibbin, Debbie Mogren

AGENDA TOPICS:

I. Minutes (Morrison)

- A July 6, 2006 – Board Minutes – Minutes are approved. Murray Heltzer motioned for the Minutes to be approved. The motion was seconded by Maureen Varnes. The Board voted and approved the motion.

II. President's Report (W. Sweet)

- A. Speaker Gifts (view crystal dish; review other options). Wendy presented pictures of possible speaker gifts. The board was informed that the previously purchased crystal boxes came out well. Other suggested gifts to purchase were a jade crystal rule, a jade crystal pen holder with silver pen, and an engraved water carafe and glass. A general discussion proceeded regarding ideas and thoughts on these and other speaker gifts. The board's preference was the water carafe and Murray suggested that we revisit in the future once we have depleted the supply of crystal boxes which we already purchased.
- B. Revisit Revised Board Meeting Format. A general discussion proceeded regarding future board meeting formats. Ideas such as the following were discussed: strictly addressing action items and proposals at the board meetings and keeping them concise and basically limiting them to less discussion and more voting, broadening the focus of the board meeting to encourage participation and to talk through some issues which we may not get to as committees, extended board meetings held separately from the executive board, and others. Other

subjects discussed were notice to Wendy regarding early departure from the meeting, adoption of a plan of producing a list of action items, etc. After a lengthy discussion, it was decided to keep the full board meeting format. Wendy will take comments into consideration and during the retreat will take more time to put pros and cons on a side-by-side sheet for further discussion.

C. Region 6 Conference.

1. Scholarship Winner Changed. The scholarship winner was changed from Michael Stiner, who decided to go to a larger firm administrator retreat, to Jeannine Martinez, who was selected from the same drawing as Michael Stiner, of Morgan Lewis & Bockius.
2. Additional Scholarship? The GLA ALA was selected by National to receive a full scholarship. After a general discussion of how to use this scholarship, the Board decided to award it to another member of the Board whose firm does not pay to attend the Region 6 Conference. Wendy will research whether we have other scholarships. If there are any other scholarships, it and the \$100 gift certificate received from Erica Tamblyn will be raffled at a GLA ALA monthly luncheon.
3. Status of Chapter Pins. The Board is checking into a slightly larger chapter pin. Tracy will submit pricing to Wendy within the week. Wendy will then submit a proposal to the Executive Board for approval so that pins can be ordered and available by the time of the region 5/6 conference in September 2006.

- D. Cooperative Multi-Chapter Advertising. A general discussion was had regarding working with the San Francisco, Orange County and San Diego Chapters in advertising and payment of same in an effort to raise awareness of the ALA. Wendy tabled this item until the next meeting.

III. Treasurer's Report (Wind)

- A. Financials for Current period (Handouts: Balance Sheet; Statement of Income and Expenses; Comparative income Statement; Register Report; Vendor Sponsorship Reports). Terri reviewed the financials with the Board. A motion was made by Murray to approve the financials. The motion was seconded and the Board voted and approved the motion.

IV. Vendor Liaison Report (Stillwagon, Van Rensburg)

- A. Advertising Revenues Lined Up for Magazine. Express Group, an attorney service, was picked up as a new vendor for the magazine. Berbury is currently doing ¼ page ad and is increasing to ½ page ad. This brings us up to approximately 17 pages of advertising. A general discussion was held regarding a vendor recruiting agency recruiting for itself, paying a \$550 charge, and

producing inserts to place in the magazine on a one time basis. The board members voted unanimously to decline their offer.

B. Luncheon and seminar sponsors. Michelle volunteered to take the responsibility of the web banner advertising. The September and November sponsors backed out. Hudson wanted to provide their own speaker for the September luncheon and United Storage decided to sponsor the golf event rather than the November luncheon. Wendy suggested contacting Now Legal tomorrow to see if they were interested in the September sponsorship. There are 3 paid sponsors for the December holiday luncheon, there are 4 others who have been billed and are going to participate, and they still need to contact City National Bank and Merrill to see if they want to participate. The vendor spotlight is covered through October and they are presently working on November. A general discussion proceeded with respect to the responsibilities of the programs team and the seminar team. Another general discussion proceeded regarding the vendor form (which the board members decided to require only two contacts) and vendor participation appearing on the website since there is no charge.

C. Status of Upcoming Events

1. August 12, 2006 – Wine Tour. Seventeen people (including members, guests and vendors) have signed up so far. Of these 17 people, 7 were vendors, although Pitney Bowes may pull out which would leave a total of 6 vendors. The board members were encouraged to push this event to other members of GLA ALA and GLA ALA member firms.
2. October 23, 2006 – Golf Tournament. The golf tournament committee had their first meeting and would have another in the next couple of weeks.
3. Mixers. It was decided not to organize a mixer during the last half of the year due to other events. Another mixer would be planned for the first part of next year.

V. Education (McDonnell)

Mary reported that there would be a workshop in early November regarding what type of speakers to provide and topics would be of the greatest interest to the members of GLA ALA. The Executive Board would be encouraged to attend. Martha, who had to resign from the Board due to work obligations (Martha was responsible for handling her law firm downtown LA office and Orange County office until a new office administrator was hired for the Orange County office) has returned to the Board. Mary reminded the board members that summaries were due to her by August 10th. Mary also reported that she had not received the evaluations as yet on the last seminar, but had received comments that it was an excellent seminar and that the buffet worked well.

D. Sections.

1. Multi-Office (Heltzer). Murray reported to the board members that he only received two sign ups for the next meeting so he would be canceling this meeting. A general discussion proceeded with respect to generating more interest in having people attend. It was decided that Murray would put together a survey to distribute to the multi-office section members to get additional feedback. It was also suggested to conduct these section meetings by conference call. Wendy also suggested to all session leaders to review their descriptions on the website to be sure they were enticing.
2. Finance (Mitchell). The Finance Section meeting was held on July 18 on the west side at Tanya Russell's firm, Tyre Kamins. The topic was cash balance plans presented by Ken Guidroz with Louis Kravitz and Associates. The next meeting of the Finance Section will be held on September 19th at the downtown offices of Westin Benshoof.
3. HR (McGehee, Tavera). The HR section meeting to be held on July 25th presented by Kathy McGolvic from Narver Associates regarding benefits was rescheduled until September 26th due to low RSVPs. They only received 3 and since July is a big month for vacations it was decided to postpone the meeting until September 26th at Musick Peeler.
4. Small Firm (Jewell). The next meeting is scheduled for August 17th to be held at Janet Shaw's firm at which time Wendy will do a presentation on the ALA website. An outline will be provided and it will be checked to see if CLM credit can apply.
5. San Fernando Valley (Eiliya). No report was given. Wendy requested Mary to call Carolin Eiliya.
6. Corp/Gov (Stein, Serrano). No report was given. Mary will speak with Iris or Bella.
7. Ventura/Santa Barbara (Tibbin). No report was given.
8. IT (Santos). No report was given.
9. Riverside/Inland Empire (Hinojosa). Patsy was unable to attend the board meeting. Patsy provided Wendy with the following report. The Inland Empire Section meeting was held on July 20th. There were four members (including Patsy) and the discussion was "Leadership Psychology". The next meeting will be held on September 20, 2006. Wendy reported that she has received the Walter Bonds DVD and CDs and will send to Patsy to incorporate into her meetings.

B. Seminars (Russell/Mercier/Caruana)

1. Recap of July Seminar – Speaker Rating.
2. Labor Law Status. Joanne Stillwagon has received a handful of requests for labor law vendors. This seminar will be held on January 27th at the Beverly Hills Hotel.

C. Programs (Abraham, Robinson).

1. Status of Feedback Sheets for March-July Luncheons (all reports sent to Anne Burcell?). The June evaluations have been sent to Anne.
2. July Roundtable. This luncheon session went very well. There were four tables consisting of seven people each. A recap of the key issues that were put on the table together with some bullet point highlights will be published in the August magazine.
3. August Luncheon. Sally Schmidt will present on marketing succession planning. Michael Palmer is presenting at the September 12th luncheon at BHCC and his topic will be "How to Build a Budget." Due to the regional conference, it was suggested to move the date to a week later to enable more participation.

D. CLM Report (Krause/Pitta)

The last meeting was held at City National Bank and focused on the finance section. There are four more sessions before the test. The next two study groups will go over exam questions (which was put together by Michael Steiner). The last sessions will be rescheduled inasmuch as it now conflicts with the board meeting. A general discussion proceeded with respect to qualifying CLM credits and how to advertise for the CLM designation.

VI. President-Elect's Report (Liffman)

- A. President Checklist Items. Maureen was able to get our submission for Tic Tac ALA in on time. We only needed 32 names to qualify and 44 names were submitted. In order to comply with ALA requirements, we will need to periodically go into our web site and update and make changes to keep it current. Wendy suggested that each of the board members go into the web site to see how it applies to each of us and to help educate our membership. Michelle will prepare a blurb to advertise the ALA New Member Orientation which will be held in October. We need to review our membership for diversity. We are still on track for our platinum status.
- B. Ideas re Liaison with Bar and Other Associations. Wendy sent out an e-mail to the ex-com for all of the sections for the LA County Bar. We are currently working on the bar relationships.

VII. Past President's Report (Robbins)

- A. Non-Profit Mailing Options. Brian has worked on the paperwork and submitted the application to the USPS. Brian will update the demographic profile for our chapter.

VIII. Hospitality (Casas/K. Sweet)

- A. Number of Attendees for August Luncheon. There are currently 22 RSVPs for the August luncheon. The luncheon will be held next Thursday at the Omni Hotel. The topic is marketing succession planning. There will be two items on the menu, either a chicken dish or veggie dish. Wendy suggested that we preplan all future luncheon menus so the meeting notices and web site RSVP pages doesn't have to wait on this information.
- B. Web Site RSVP Procedures for the Monthly Luncheons.
 - 1. Selecting Menu Items in Advance. This issue still needs to be resolved.
 - 2. Credit Card Payment Online. This issue still needs to be resolved.
- C. Menu Selection Cards. The process which has been put into place is working fine.

IX. Historian's Report (Van Dusen).

- A. Records Retention Status. Jim was unable to attend and therefore no report was given.
- B. RBZ Compensation and Benefits Survey. Jim was unable to attend and therefore no report was given.
- C. Position Description Finalization. Jim was unable to attend and therefore no report was given.

X. Job Referral Services Report (Shaw)

Janet was unable to attend but the following report was given. There are currently 15 open positions in the job bank. There were 12 new postings received in July. There were 10 positions filled or closed in July. We have received mixed responses with respect to whether or not the job referral website is working.

XI. Magazine Editor's Report (Mogren)

- A. August issue – mail date. The magazine was printed on Monday night/Tuesday day and will be mailed tomorrow or Monday. Brian has a list of how many magazines were mailed and who it was sent to. We were unable to definitively answer why some people had not received the magazine. Maureen is taking care

of distributing the extra copies of the magazine. A general discussion proceeded with respect to how the magazine is sent out.

- B. September Cover and Checklist Items. No report was given.

XIII. Community Relations Report (Hamilton)

Luci was unable to attend. This subject has been tabled until the next board meeting. Wendy gave a report on her attendance at Dancing with a Cause.

XIV. Membership (Varnes, Walsh, Ayala, Sharif)

- A. Plans for Recruiting/Retention Campaign Status. Tic Tac ALA was very successful. We needed 32 names and we submitted 44. The next part is to get the people whose names were submitted to become members. If we get some of those named individuals to join by October 5th, we are eligible to play Tic Tac ALA. The board held a drawing consisting of the names of the members who submitted the names needed to Tic Tac ALA for a free lunch coupon. The winners were Wendy Sweet, CLM, Michelle Liffman, and Brian Robbins, CLM. Wendy elected to gift her lunch coupon to lori Thorley who also participated in the campaign. A handout was presented to the board members that indicated the chapter currently has 349 registered members. This section will begin working on their fall recruiting campaign. Joanne reported on the handout from CLI which lists all of the ALA services which is geared toward the new members so they know where to go for such things as services, products, chapter programs, etc. This is an example of what we could produce for all of our new member packets.

XV. Web Master's Report (Kochheim)

The members of the board were each asked to check their pictures and confirm that they were correct.

- A. Job Searches and Posting. Wendy asked for input about the possibility of using our web site for posting a position or looking for non-administrator/manager positions or looking for a specific position. A general discussion proceeded and it was decided by the board that we should not participate in recruiting efforts other than those handled by our current job bank.
- B. Luncheon Flyers – Size and Format of Flyers Has Been a Problem for Chris. Chris reported to the board members all of the steps which she has to go through to produce the flyers. A general discussion proceeded with respect to the best and easiest way to proceed with the flyers. Chris will come up with a template for the group to use.
- C. Wendy Requested that Chris Make a List of Her Questions. Wendy suggested having a meeting with Chris, Deb, Tracy, Shaun, Jean, Mary, and Sharif regarding Chris' questions and procedures.

XVI. Vice President's Report (Santos)

Robert was not able to attend the meeting so no report was given.

- A. CCW ideas will be presented to Excomm within 2 weeks and a proposal made by the board by September 1st.

MEETING ADJOURNED AT 8:38 P.M.

NEXT MEETING WILL BE AT O'MELVENY & MYERS ON SEPTEMBER 7TH.

THE BOARD RETREAT WILL BE HELD AT CITY NATIONAL BANK FROM 12PM-6PM ON SEPTEMBER 29TH WITH AN OPTIONAL DINNER AT A DOWNTOWN RESTAURANT.

Dated: August 31, 2006

APPROVED:

SHAUN MORRISON, Secretary