

**MINUTES OF THE BOARD OF DIRECTORS  
GREATER LOS ANGELES CHAPTER  
ASSOCIATION OF LEGAL ADMINISTRATORS  
NOVEMBER 2, 2005**

In attendance: M. Liffman, R. Marin, M. Steiner, M. Bernard, M. Varnes, J. Shaw, J. Krause, T. Cherman, B. Robbins, L. Hamilton, J. van Dusen, M. McDonnell, W. Mitchell, K. Shultz, W. Sweet, S. Jones, D. Mogren

The meeting at the downtown Los Angeles offices of Allen Matkins began at 5:50pm

I. Minutes- minutes from the 9-23-05 Retreat and 10-5-05 meeting were tabled and will be addressed at the next meeting.

II. President's Report (B. Robbins)

A. Nominating committee – Brian noted that it was time to constitute a Nominating Committee ("Nomm Comm") in accordance with Chapter bylaws to begin identifying members for the 2006-2007 Board which will take office as of April 1, 2006. The bylaws state that the Nomm Comm shall consist of the sitting President, a Past President, the President – Elect and two (2) members appointed by the Board. Teresa Cherman and Martha Bernard volunteered for the two member spots. Luci agreed to serve in the Past President spot. Brian and Wendy will serve as President and President-Elect. The Board approved the constitution of the Nomm Comm as just described.

As discussed at the Retreat, the objective is to try and maximize the amount of cross-over time between the outgoing board and the incoming board. Accordingly, the Nomm Comm will meet soon with the objective of identifying a slate by January 2006 and presenting the slate to the membership in February 2006. That would then allow the newly elected board members to sit in on the March 2006 regular board meeting to see how the board conducts business.

B. Position Descriptions – Brian asked all the board members to review the position descriptions as posted on the website. Now that each of the board members had been performing in their positions for a while they probably had a good feel for how the position works and now would be a good time to update the position descriptions to reflect how the jobs actually run.

C. Daily Journal/Advertising – The board discussed the idea of placing ads in the Los Angeles Daily Journal to promote the Greater Los Angeles Chapter. The idea for the ad would be to increase visibility of the Chapter and its activities and also assist in recruiting efforts. Martha Bernard volunteered to explore the cost of such an ad. Preliminary thoughts were a ¼ page. Brian noted that there was money in the current fiscal year's

budget for some advertising. Martha and Brian will work on drafting proposed text for the ad.

D. Arlen Group/Benefit Survey – Brian was contacted by the Arlen Group, a consulting firm out of the bay area and new vendor to GLA ALA. Arlen sponsors a benefits survey and had a few larger LA law firms participate last year. They are trying to increase the level of participation. Specifically they were interested in whether GLA ALA would help promote their survey. It was agreed that Maureen and Brian will explore this further including contacting RBZ who currently prepares a compensation and benefits survey (which is light on the benefits side) as well as contacting GLA ALA members and the Orange County Chapter as well since the Orange County Chapter participates in the RBZ survey.

### III. Magazine Editors Report (S. Jones)

Steven reported that the November magazine should be mailed tomorrow. The theme for the December issue is Human Resources. The theme for the January issue will be Marketing. Teresa agreed to do a write-up of the Marketing 101 Seminar for inclusion into the January magazine.

### IV. Webmaster's Report (D. Mogren)

A. Credit Card Functionality – We are still trying to get the credit card company (Nova) to talk directly with the web designer to obtain the final sign-off on the credit card functionality on the website. It appears we're close but it has been a rather difficult process to date.

B. Debbie discussed an online service called Docs Online where the board could upload various materials and access those materials in a secure environment. The board reviewed pricing and agreed to Debbie's recommendation to subscribe to Docs Online with the capacity of 1 gigabyte. Debbie reviewed a flyer she had created for inclusion for the November magazine on how members can utilize the Chapter's website.

### V. President Elect's Report (W. Sweet)

A. LACBA – Wendy had requested the law practice management section of the L.A. County Bar Association to publicize our November 16<sup>th</sup> meeting on marketing. She had not yet heard back. Other ideas regarding possible involvement with LACBA were discussed.

B. President's Award Checklist – Wendy noted she needed to review the checklist more closely. The cut-off for the awards is December 31 of this year. It was noted the chapter cannot submit in the category of educational excellence this year because last year we placed first place and ALA's rules indicate that the prior year's winner cannot submit in that category.

C. Survey – Wendy noted that she used the San Diego Chapter as a reference in developing a survey of the Chapter's membership. She indicated she is leaning towards performing the survey using an online service such as Zoomerang. She indicated that the price of the product was quite reasonable and for a non-profit it would cost approximately \$300- \$400 for the year and can be used for an unlimited number of surveys and unlimited number of questions. Wendy mentioned a couple of other survey products, their functionality and their price. The board approved Wendy to purchase or license a survey tool that would meet our needs with a budget of up to \$350. General format of the survey was briefly discussed. Wendy agreed to distribute a preliminary list of questions for review and comment.

## VI. Education

A. CLM Report (S. Seales, M. Bernard) – Martha reported that she had received a call from National regarding the possibility of created a web-based study group. Wendy noted that Toby Janas (sp?) at Merrill may be involved in compiling some information of online education for all the Chapters. Martha noted that the newest CLM in our Chapter was Janan Pitta. The board agreed that we would acknowledge all CLMs including Janan at the holiday luncheon via a flyer left at each of the tables.

## B. Sections

1. IT – Brian noted that he had been in contact with Steven Green and that Steven indicated that his time commitments did not allow him to participate as co-chair and suggested that he be taken off as a co-chair of the section.

2. Finance – Wayne noted that the next scheduled meeting was a round table at his office for November 15, 2005.

3. HR – No HR Section meetings are planned until January 2006.

4. San Fernando Valley – No report.

5. Corporate Government – No report.

6. Small firm – Mary McDonnell indicated that the most recent meeting was regarding the "paperless office." Meeting was well attended and organized by Lanier. Next scheduled meeting is January 2006 with the tentative topic of use of Word Perfect.

7. Multi-office – No report.

8. Ventura/Santa Barbara – Brian reported that he had received an email from Laura Rose Tibbins. She was working to organize a mixer in Santa Barbara.

9. Riverside/Inland Empire – No report.

C. Seminars (J. Krause, T. Cherman, T. Russell) – The team reported that the next reported seminar was entitled "Marketing 101" and scheduled for November 16, 2005 at the Beverly Hills Country Club. They noted that a new vendor, Cal-Law, would be sponsoring. The seminar would consist of a panel of marketing directors from various firms and moderated by a PR firm, all of which are members from the Legal Marketing Association (LMA) board and would be doing this panel on a gratis basis.

The Labor Law Seminar is scheduled for January 28, 2006. The team is about to send out save-the-date information. It was agreed to discuss at the upcoming vendor dinner how vendor gifts might be handled at the labor law seminar as the mechanics of gift distribution at prior seminars has been problematic.

D. Programs (V. Abraham, M. Holland) - Brian reported that he had spoken with Vivian and Mary, neither of which were in attendance this evening. The November luncheon would be on the topic of risk management at the Beverly Hills Country Club. The December holiday luncheon would be held at the Park Hyatt in Century City. January is the Labor Law seminar and historically no luncheon is held in January because of this. February tentative topic of Interpersonal Integrity. March tentative topic of Voice over IP. April tentative topic of minding your business with speaker Marta Vago. May tentative speaker is Pamela Jex on a topic to be determined.

2. Program Evaluation/October Luncheon – Evaluations for the October luncheons were positive with an overall rating of 6.1 out of 7 and several positive comments from attendees.

3. November 8, 2005 lunch – Beverly Hills Country Club. The speaker will be Jayesh Patel from Parker Mills and sponsor is Ozmio.

4. Holiday Lunch – draft budget for the holiday lunch was distributed and discussed. Brian reminded the board that the objective this year was to decrease the net cost of this luncheon compared to prior year and that this could be done by increasing revenue vendors or decreasing expenses or a combination of both. At this point, it appears that we have 7 vendors interested and that Viviane had done a terrific job on managing the expense side. It appears the holiday luncheon will be very successful. The board thanks Viviane for her efforts.

## VII. Historian's Report (J. Van Dusen)

A. Belisle Directory – Jim noted that the survey had been distributed to members and that the deadline was November 15, 2005. The objective was to have the report issued in December. Merrill had agreed to do the printing.

B. Bylaw Matters – Jim reported there was nothing new to report on bylaws.

C. Records Retention – There was discussion regarding whether chapter vendors would be willing to provide storage space for chapter records in exchange for free ads. It was agreed this was possible but that a records retention policy was also needed.

VIII. Job Referral Services (I. Reddick) – Ilona was not in attendance and there was no report.

IX. Past President's Report (L. Hamilton) – Luci noted that she had met with Marshall Fletcher of All-State Legal to discuss the membership brochures.

X. Hospitality (A. Ungorean) – Angela was not in attendance and there was no report.

XI. Vendor Liaison Report (N. Ayala, M. Liffman, T. Russell) – The board had a general discussion regarding budgeted advertising revenues and timing issues relating to receipts of those revenues. Michelle then distributed a draft of the proposed rates sheet for 2006.

Vendor Dinner – Vendor team reported that approximately 50 invitations had been sent for the November 10<sup>th</sup> dinner to be held at O'Melveny's office in Century City. The room can hold approximately 40 and we're expected approximately 30 vendors and 5-7 board members in attendance. Norma and Michelle are working on a PowerPoint presentation for the dinner.

XII. Vice President's Report (M. Steiner)

A. CCW Recap – Michael indicated he was waiting for some feedback from the Home Aid board.

B. Golf Tournament Recap – Michael reported that the golf tournament was a great success. Sponsorship had been terrific and the club had handled the management of the tournament very well. The vendor gift bags were very well received. There was some feedback that participants would like to start earlier so they could end earlier. Other items to consider next year would be the use of name tags and if shirts are to be provided players that the shirt size is placed on the sign-up form. We would have liked to have more members participate in the tournament.

C. Financial "Audit" – Michael to meet with Janet Shaw to perform a review of the Chapter's books utilizing the checklist obtained at CLI. This review needs to be completed before the end of the calendar year.

XIII. Treasurer's Report (J. Shaw) – Janet reviewed the Chapter financial statement for the 7 months ended October 2005. As budgeted, the Chapter is running a deficit with expenses exceeding revenues but that the deficit is very close to expected levels. The golf tournament has generated revenues in excess of budgeted amounts which is currently

making up for some shortfalls in expected magazine revenues. The board approved the October financial statements.

XIV. Membership (R. Marin, M. Varnes) – The 2005 membership campaign is progressing but at a slow pace. Rosela noted that she was approximately 30% through the list of independent numbers (those numbers belong to national but not any local chapter). Rosela noted that she was working on the 10,000<sup>th</sup> member essay and would have a draft for Brian's review before long.

The meeting was adjourned at approximately 9:40 p.m.