

Greater Los Angeles Chapter of the Association of Legal Administrators
MINUTES OF THE BOARD OF DIRECTORS MEETING

Date: Wednesday, June 3, 2009

Time: 6:00 p.m.

Location: Beverly Hills Country Club, Los Angeles

Attendees: Robert Santos, Jean Jewell CLM, Maureen Varnes CLM, Ken Sweet, Steven Jones, Lydia Tavera, Isabel Warner, Terri Oppelt, Tiffany St. John PHR, Wayne Mitchell, Michael Masta, Nilo Bolden, Bonita Paul, Sharon Barnes PHR, Peg Merrill, Michelle Liffman, Ilona Reddick, Norma Ayala, Jim Van Dusen CLM, Shaun Morrison, Michael Morales, Cindy Fortune, Kelly Hons PHR, Erin Walsh

6:01 p.m. CALL TO ORDER

Old Business:

The March Crossover, April and May Board Meeting Minutes were all approved.

The May and June financial reports will be reviewed at the July Board Meeting.

Announcements:

New Orleans – Robert Santos reported that the Annual Conference in New Orleans from May 18 – 22 was great, very informative and enjoyable, not too crowded and there were plenty of handouts. Jim Van Dusen, Bonita Paul, Jean Jewell and Ilona Reddick also attended. Ilona reported that she used the conference as an opportunity to seek new business partner sponsors. Board members attending the conference indicated that the hotels were nice and convenient to the conference, and that people living and working in New Orleans were all very gracious.

The annual awards were overseen by Susan French, ALA President. Robert received our chapter's Presidents Gold Award of Excellence. Mary McDonnell received GLA's Second place Visibility Award for our Justice Jog event. The Quest award is given each year to a new member and each chapter makes a submission from their membership. Michael Masta's name was submitted by GLA and he received an Honorable Mention award, which Robert presented to him at the board meeting.

Robert mentioned that ALA has changed its logo. The new logo is being sent out to the chapters for usage after the CLI Conference where it will be addressed as to how to use it. The introduction of the new logo at the Annual Conference was done with a very impressive presentation.

The Region 6 Conference will be held September 25-26 in Rohnert Park. Our chapter won a scholarship for attendance at the annual conference. Discussion ensued and it was determined that two scholarships to the region 6 conference will be given away at the Golf Tournament and Past Presidents' Luncheon in July.

One of the items discussed at the annual conference is the fact that chapters have had some challenges in common, such as increasing membership which is one of the criteria of the Presidents' Award. At a discussion group, other chapters indicated they are offering members-in-transition incentives to help retain members.

The GLA outing to the Sparks game will be held on Saturday, June 6, and starts at 11:30 a.m. There are 12 available tickets for members, and there will be photographs taken. Robert has asked people to contact him for tickets. Some of our business partners will be there.

The 5th Annual Golf Tournament will be held on Monday, June 22. People are encouraged to attend the dinner event even if they cannot participate in the tournament. Region 6 Conference scholarships will also be given away at the dinner. There will also be a Presidents' Tee with mariachis and margaritas.

The OCALA and GLA ALA Joint Angels game event will be held on Saturday, July 25. All RSVP's with a check for \$25.00 are to be sent to Jeannette Vella. This cost will be refunded to those who attend. There are 50 tickets available on a first come, first served basis. There will be a reception prior to the event at the El Torito Restaurant across the street from the stadium, and attendees can leave their cars there. The event has been advertised in the Leadership Exchange magazine, with another placement to be in the July issue.

The CLI conference will be held in Carefree, AZ June 26 – 27. Attendees will be Robert Santos, Mary McDonnell, Jean Jewell and Norma Ayala, and Nilo Bolden indicated an interest in attending.

COMMITTEE REPORTS:

Programs

There will be a Chapter Lunch on June 9 at the Omni Hotel downtown. The topic will be "Profitability Challenges Most Law Firms Face" with speaker Dave Hicks from Cash Management Solutions. The speaker cost is waived. Janet Sherry with Bolton and Company will be sponsoring the event.

The Past Presidents' Forum will be held on July 14 at the Beverly Hills Country Club. Confirmed as attending are Brian Robbins, Sandy Williams, Erica Tamblyn, Louise Caplan, Petrice Ryan and Carol Phillips. There will be a submission of questions prior to the event. Affinity will be the sponsor, and will be giving away a regional sponsorship.

There will not be a chapter luncheon in August.

The September 8 Chapter Luncheon will be held at the Omni Hotel downtown.

The October 13 Evening Seminar will be held at Beverly Hills Country Club. The topic will be “Emotional Intelligence and Diversity” and this will be approved for both CLM and PHR credit. Anita Row and Lee Gardensworth will be the speakers, and they have won SHRM awards. There will be tests and workbooks.

The Holiday Luncheon will be held on December 8 and will be at the Intercontinental Hotel on the Westside. There will not be a speaker, but there will be entertainment. Elizabeth Wagner has been working with the hotel.

Section Reports:

Multi Office (Paul)

The next meeting will be held on June 11 at the offices of Milbank Tweed, and there are 8 RSVP's to date. This will be a roundtable discussion. There will be a combined meeting with the IT section on September 10 with the topic “Email Harvesting – Saving and Protecting.”

Finance (Mitchell)

Finance – There was a meeting held on May 28 at the offices of Alston & Bird on the topic “Banking Relations Since the Fall of 2008.” There were five attendees. The next meeting will be held on July 21, with the topic “Penny Lane – Getting the Job Done with Less” and will be at the offices of Alston & Bird. Upcoming topics of section meetings will include negotiations with bank strategies, interest bearing accounts, insurance and efficiencies to be adopted.

HR (St. John)

There will be a section roundtable webinar with the topic “Why Can't Everybody Just Get Along?” held on July 28 at the downtown offices of Manning & Marder. There will be a charge to attendees for this event.

IT (Masta)

The next IT section meeting will be a joint one with the Multi Office Section, and will be held on September 10. The last meeting was on the topic “Laptop Security” and was very well received.

Small Firm (Bolden)

The next section meeting will be held on July 16 at the downtown offices of Manning & Marder on the topic “Resurrecting your Nest Egg” with speakers from the Green Goddess. This will be a sponsored lunch, with a parking cost of \$5. An email blast will go out this week. They are hoping for a good turnout, with there having been 12 attendees at the last meeting.

Hospitality (Barnes and Merrill)

The locations have already been decided for all luncheons through the end of the year. There were 22 attendees at the June Chapter Luncheon, plus the speaker and the sponsor. Business partners have mentioned that they would like nametags with the person's first name larger and reduce the size of the logo. Peg Merrill said that she will work on them. It was mentioned that the background of the tags can be color coded to indicate new members, existing members, board members, past presidents, etc.

Education Chair Report (Tavera)

The last quarterly meeting was held on May 28. All section meeting topics have been decided through June 2010 with the exception of two. It was reported that Terri Oppelt and Isabel Warner were a big help, and it is a well rounded group of meetings and topics. Reminders will be sent out for evaluations and surveys. Lydia reported that she hopes to have an update from Wendy Sweet by the end of the week.

San Fernando Valley (Pepe)

The last meeting was held on May 14 at the offices of Hunt Ortman in Pasadena on the topic "What's Happening with the Valley Law Firm." There were seven members in attendance, and Hutchings was the lunch sponsor. The next meeting will be held on August 13, and will be in the Valley. Harvey Thompson with Humanscale will be the speaker, with lunch sponsored by Equitrac.

Corporate/Government (Orrico)

The next meeting will be held on September 24, on the topic "Supporting Military Employees" at a location to be determined on the Westside. This will be a brown bag event, unless there is a sponsor.

Santa Barbara/Ventura (Scott)

Kaylyn Scott reported that these sections will meet on the same schedule as the chapter luncheons and have will have regular meetings. Lydia Tavera sent her a calendar of events. They would like to participate in meetings by teleconference or web conferencing, and are interested in the July meeting. Meetings.

GLA ALA University (CLM Program) (Hamill)

It was reported that Jeannine Hamill, Jean Jewell, and Lydia Tavera have been discussing meeting planning for CLM scheduling, and Terri Oppelt will be participating. Robert Santos commented on his pride in the meetings having been scheduled so far in advance, and that is was a great team effort, and goes for Programs, Seminars and Sections groups.

Lending Library (Abraham)

Viviane Abraham has been working with the OC Chapter, and confirmed that their lending library is not often used. She will promote what is available. Robert Santos reported that he ordered two copies of the conference CD. A couple of board member confirmed that they have utilized the library and donated books, which Terri Oppelt encouraged. Michelle Liffman suggested to give a cursory review of each of the books that is being promoted. A catalog of the collection will be included on the chapter website, as well as in a recent magazine.

Magazine (Morales)

Michael Morales reported that the June magazine rough draft has been completed and will go out on Tuesday. The deadline for the July edition is June 15th. Michael said that he will really push people to get their contributions in timely. The theme of the July magazine will be Americana. He presented to the Board a template of the new look for magazine, which is similar in design to Harper's Bazaar or Vanity Fair. The July issue is promoting a golf tournament theme. The deadline for contributions for the August magazine will be in early July. The printing of the magazine will be with digital technology, and Michael will be working with Tracy Dragoo on that. This format will provide a cost saving of about \$500 per month. Robert Santos commented that he really likes the new graphics for the magazine.

Membership (Morrison)

Shaun Morrison reported that the Chapter currently has 283 members. There are no new members during the month of May. The system is now in place to automatically sign up new ALA members at no cost to them for the first year. It has been estimated that there are currently 75 ALA members in the area that are not GLA members. The recruitment plan in place is that members who didn't renew for this year have been contacted and will send out hardcopy notices.

The next members-in-transition event will be held on June 5 at the offices of Katten Muchin. Jason Melvin will be speaking on the topic "Creating your Elevator Pitch." MIT's who didn't renew their membership have been given complimentary membership if they have lost their position. Those that qualify under ALA will qualify for GLA, as a criteria.

The mentor program is headed by Manjit Ender. The mentor program may have a new name, and are looking to revamp that and will advise. There is a new member orientation scheduled for September 17. This will be covered with Barbara Chilton, and the business partners will cover the cost. This could be a big group, with up to 75 attendees, and can be an event that can be held in two locations, downtown and on the Westside. Norma Ayala said that she knows of some business partners that would be interested in hosting this event.

Website (Masta)

Michael Masta has been speaking with Jean Jewell about what is liked and what can be improved. Costs for improvements will be kept reasonable, and to do as much as possible on our own and to give it a facelift. Calendar request forms are to go to Lydia Tavera and then on the website with email blasts to then go out. Lydia responded to please attach flyers to the calendar item forms. Robert Santos said that the new form is greatly improved and this will be further covered at the Board retreat event and to determine further roll out.

Historian (Van Dusen)

Jim Van Dusen reported that the RBZ Survey is on hold until July. The survey is to go out by July 1, with the results to be circulated by October 1. Jim will confirm if the requirement to pay before you can participate (as was done last year) will continue this year, and will report back. last year if money was required in advance to participate, or just to receive the results of the survey, and will report back. The general consensus was that people should not be required to pay to participate. He added that the Robert Half and NALP surveys can also be meaningful.

Community Outreach (W. Sweet)

A short list of charities will be voted on for Justice Jog decision-making, and Robert Santos and Jean Jewell will be addressing this before the end of the Board meeting.

Job Referral Services (Liffman)

Michelle Liffman reported that there have been 6 open positions, of which 2 have been filled. She is receiving about one a week, mostly for office administrator positions. She will be following up with those who posted the positions to confirm all that have been filled. Some of the positions are firms branching out into new areas. She said she can send out an email blast about positions being listed in the classified section of the website. Robert Santos said that people can sign up to be included in the job posting blasts. Michelle said that she does not want these to give the impression that she is taking work away from our business partners. Tiffany St. John said that she will help with the postings.

Business Partner Liaison Team (Reddick)

Ilona Reddick reported that she is receiving about one new ad posting a month, but overall it could be better. Ad revenue last month was \$5,200. She reported that she met with potential business partners at the conference and will be sending them packages. Hyatt Hotels has expressed an interest in participating. It was expressed that we could have them host our luncheons or the evening educational seminar, including the Board retreat on August 28 or the Employment Law Seminar in January. The next Business Partner/Member Mixer Event will be held on September 10, and Tsui Chu is working with Michelle Liffman in determining a downtown venue. This could be combined with a business partner meeting prior. Sponsor levels

have been promoted on the website and Ilona will work with Michael Masta. Affinity will be sponsoring the evening seminar. There are currently three business partner sponsors for the Holiday Luncheon in December. There were six to eight sponsors at the event last year. Time Machine will be the sponsor for the September Chapter Luncheon.

Employment Law One Day Seminar

Mary McDonnell is working on this with Joanne Stillwagon in soliciting business partners.

Diversity Team (Seales)

Susan Seales has been working with LACBA, and in trying to determine a date in September. Robert Santos said he will speak with Lydia Tavera about it, should a change of venue be needed. Michael Masta and Michael Morales will connect as to pictures of members with their dogs, tied in with a theme, and will engage Robert in this.

Golf Tournament (Walsh)

Erin Walsh confirmed that there are two scholarships available, and there will be a Presidents' Tee. Current sponsor revenue expectation is at \$38,000. Many of the sponsors are new. The goal is to have 100% board participation. People who cannot attend the tournament are encouraged to attend the dinner event. There are 19 registered members to date, with a need for at least 50 and to please the business partner participants. All rates are the same as last year. The green fee is \$75, and \$50 for the golf clinic, and this includes three meals. Tracy Dragoo has indicated that he would like to give his spot to a board member. Robert Half is looking for sponsors, and business partners are looking for pairings. It was reported that this event is one that generates the most income to the chapter.

Justice Jog (Fortune)

Cindy Fortune reported that emphasis needs to be placed on this event after the golf tournament event, with charities to be decided soon. The event flyers will need to go out posthaste. There is an interest in adding a 10K event. Affinity is confirmed as a platinum sponsor for this event. Adams and Martin and Roth Staffing are confirmed as bronze sponsors. The event will be held at the Warner Center in Woodland Hills, and is on Sunday, October 18.

BREAK

COMMENCE MEETING

REPORTS OF OFFICERS

President (Santos)

