

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

Date: Saturday, March 20, 2010

Time: 10:30 a.m.

Location: O'Melveny & Myers, Los Angeles, CA

Attendees: Mary McDonnell, Jean Jewell, CLM, Shaun Morrison, Lori Akina, Terri Oppelt, Ken Sweet, Manjit Ender, Beverly Biggs, Helen Youngblood, Jasmine Young, Debra Gray, Katherine Starr, David Marcum, Ilona Reddick, Deborah Dial-Barr, Michael Masta, Kimberly Lahs, Susan Seales, Madelena Virbila, Tiffany St. John, PHR, Karen LaFleur, Bonita Paul, Robert Santos, Maureen Varnes, CLM, Kaylyn Johnson-Scott, Jeannine Hamill, Nilo Bolden, Norma Ayala, Gabriela Gonzalez, Michelle Liffman, SPHR, Julia Round, Jan Waugh, ALA

CALL TO ORDER 10:37 a.m.

Robert Santos opened the meeting and welcomed everyone. Jan Waugh from headquarters will be speaking later in the session. Robert said the Chapter is excelling despite the economic climate. He spoke about highlights of the past Board year including holding the first Leadership Luncheon, development of the Education Calendar, Chapter Website improvements, Programs successes, great Leadership Exchange magazines, partnering with the Orange County Chapter for a combined event, the golf tournament, job bank, retooled mentor program, CCW/Justice Jog, business partner/member mixers, new Chapter Board Administrator hired, addition of 50 members, platinum designation, dedication of Board members and shortened meetings. Special mention was given to all of the great work of the Executive Committee. Robert turned the meeting over to Mary McDonnell.

Mary McDonnell thanked Robert for his hard work and efforts over the past Board year, and his graciousness in opening up his firm for many Chapter meetings. He was presented with an appreciation gift.

Mary thanked those attending who are rolling off the Board, and those who volunteered their help at events. She read the Chapter mission statement, and spoke about the benefits of being on the board and that it can be fun. She has been a board member for six years, and is looking towards another great year. She spoke about the new look of the Leadership Exchange Magazine and displayed the latest edition. Each board member received their own personalized magazine cover with their name on it. There are currently 300 members of the chapter. Mary stressed the need to show members how to plug in and get more involved and how board members can be instrumental in facilitating this. The goal this year is to increase member participation by at least 10%, and this topic will be covered in the breakout sessions. Mary shared our attendance numbers on certain events and encouraged the board members that we can improve those

numbers if we put our minds to it. She emphasized that the need to grow the Chapter further, and will confirm attendance numbers for section meetings. Mary then reviewed the schedule for the day.

BREAKOUT TIME FOR CROSSOVER POSITIONS (11 am to 12 Noon)

REVIEW OF CROSS OVER BINDERS

Mary McDonnell did a quick review of the Crossover binders. Mary also mentioned that she will be contacting people to fill any remaining Board positions. Mary spoke about how the liaison committee works and communicates with the Executive Committee. The typical approval process with the Executive Committee is within 10 days, with an initial response back to an e-mail inquiry within 24 hours providing an answer or how long the Executive Committee will need to provide an answer. Each Board year runs from April 1 to March 31. Some board members are not required to attend each monthly board meeting, just the quarterly meetings which will be covered later in the meeting by Robert Santos. Mary asked everyone to check their calendars to make sure that there are not any conflicts with the meeting dates. All meetings are to be approved by the Executive Committee.

LUNCH BREAK

During Lunch the board members were asked to introduce themselves, where they work, how long they have been a member and on the board, and what secret talent they have and what talent they would like to have and why. We discovered many secret talents of our board.

Anti Trust Guidelines - Jean Jewell

Jean Jewell spoke about how most of us are competitors and how ALA is how we come together to support and help each other and manage perceptions. We cannot create cartels or monopolies in our work, and unjustly enrich or endorse one vendor over another or do anything that would constitute price-fixing. People were asked to read a section in the binder that covers anti-trust guidelines. When dealing with topics such as compensation, leave policies and non-compete agreements, it is important to only discuss what has happened in the past, of at least 6 months or longer. It is not acceptable to ask for current or future formulas or data and we cannot use percentages or how much prices have increased if involving a vendor. It is fine to recommend a vendor, but not to disparage a vendor, and acceptable to reach out to ask who people use for services. The Chapter does not have preferred vendors or business partners. Chapter leaders are advised by Headquarters to take down any website postings that are inappropriate as soon as discovered. This also applies as to anything inappropriate discussed in Chapter meetings. Where answers go can be dangerous territory. Penalties for anti-trust violations can be very severe. As chapter leaders need to take down information that is inappropriate or contact person to alert them to have taken down ASAP. Also applies to discussions in a Chapter meeting,

which can be every bit as bad as in written form. Only promote the positives and don't put down the comments.

Mary said it is our responsibility to make sure this is happening with our membership and are reviewing e-mail for content. Make sure they know how appropriately to format the question.

ALA Website Review - Jan Waugh

Jan Waugh discussed structure of board of directors of ALA including presidents, at-large directors, regions and that the executive director is a non-voting member and Jan is a liaison and each person's role. She also covered the regional structure of the team and coordination of sponsors and exhibitors. Documentation was handed out covering the structure of ALA and Headquarters and the Region 6 Management Team and everyone's responsibilities. The URL for the Headquarters website is www.alanet.org. There was a demonstration of the website and the Chapter Management Guide was discussed as well as the Endorsements Policy and Anti-Trust Guidelines, previously covered by Jean Jewell, which is also in the binders that were handed out to the Board members. Jan recommended including an article from the website on anti-trust guidelines be included in a future Leadership Exchange Magazine. The Membership Development section was also covered, which includes information on New Member Orientations and the application process, and there is a PowerPoint presentation available on the website on this topic. Jan said that this will be a great resource for the Membership Team. Also included is information on all ALA events, including the chapter, date, session name, speaker, subject area, comments and rating. It was suggested that it be noted if events are CLM qualified. A search can be done by region location for different presentations and topics. Articles can be dropped from the website into chapter magazines. Jan spoke about ALA's new brand and look and how to properly utilize it, the logo and colors. Also covered was the Business Partners Relations Section and the importance of business partner relationships and the related guidelines and how to sell to the legal community. Jan spoke about making sure that Chapter profiles are kept updated, and promotes reaching out to other chapters to share what each other are doing as it pertains to events, the mentor program and other various items. Mary McDonnell said that she will receive the Chapter verification reports twice a year. List Serve providers will be changing shortly, and anyone who is an officer of the Chapter should go into List Serve, where regional counsel information can be found as well as meeting minutes and for conferences. There is also a section on Diversity, and how to implement a diversity plan into our firms and how to have diversity as an initiative. This is also where a Legal Marketplace contact list can be found.

BREAKOUT SESSIONS (2:30 -4:30)

Board Procedures

ALA President's Checklist

Brainstorming on Increasing Member Participation

WRAP UP OF BREAK OUT SESSIONS

Mary McDonnell solicited input that came out of breakout sessions and for wrap up.

Board Procedures

Robert Santos mentioned that the event sheet doesn't include the amount of cost or fees for events which will be changed. Also addressed was the parking instructions section, and to remove vendors from the section e-mail lists and to clean and update databases. Mary said that she is looking for large conference rooms that can accommodate up to 40 people for the Chapter board meetings, or if anyone knows of people who may be able to make this available with any related costs to be paid by the Chapter.

ALA President Check list and Awards

Jean Jewell said that the form now being used will likely not have any changes for the President's Checklist. The Business Partner Team will have an article about business partners. It was suggested that the calendar should have the CLM logo for those classes approved for credits and recertification, and the CLM Team can help with that.

Increasing Participation of Members

- Breakfast Meetings (incorporate a couple into the year, chapter meeting or seminar)
- Board Reaching Out/Member Connection (encourage members to attend events, can have incentive program, bring 2 or 3 to an event)
- Videoconferencing (tie in people remotely, same topic, same speaker and are doing it for membership orientation). Will be a focus for education team.
- ALA Webinars. Find two locations and host it.

CONCLUSION

First Legal is sponsoring the Post Crossover Event at the City Club on Bunker Hill. Mary encouraged people to attend, with about 30 signed up including guests.

Mary also spoke about the annual CLI conference, which is put on every year by ALA, where 5 board members typically attend including the President, President-Elect and Vice President. This year it is being held in Las Vegas, NV June 25 – 27. Additional board members expressing interest in attending are Debra Gray, Terri Oppelt, Michelle Liffman and Kim Holme. Board attendance needs to be decided in April, and hopefully by the next board meeting.

Mary concluded by saying that the board year is off to a great start, and that business partner sponsorships are amazing. First Legal and ICS are both Diamond Sponsors, and Afinity and

Robert Half Legal are both Platinum Sponsors. In closing, Mary thanked Michelle Liffman for hosting the crossover meeting at her firm.

MEETING ADJOURNED AT 5:08 p.m.

A handwritten signature in cursive script, reading "Ken Sweet", positioned above a horizontal line.

Ken Sweet, Secretary