

**MINUTES OF THE BOARD OF DIRECTORS MEETING
GREATER LOS ANGELES CHAPTER
ASSOCIATION OF LEGAL ADMINISTRATORS
(JULY 6, 2005)**

IN ATTENDANCE: Teresa Cherman, Luci Hamilton, Janet Krause CLM, Michelle Liffman PHR, Mary McDonnell, Kelly McGehee, Debbie Mogren, Michael Morales, Ilona Reddick, Brian Robbins CLM, Tanya Russell, Robert Santos, Susan Seales, Janet Shaw CLM, Kelly Shultz, Michael Steiner CLM, Wendy Sweet CLM, Angela Ungurean, Jim Van Dusen CLM, Maureen Varnes CLM.

ABSENT: Viviane Abraham, Norma Ayala, Martha Bernard, Steven Jones, Stephen Green, June Hilton, Patsy Hinojosa, Mary Holland, Rosela Marin, G. Wayne Mitchell, Kim Robinson, Bella Serrano, Janis Smith, Iris Stein, Robin Thomas-Miles, Terri Wind.

AGENDA TOPICS:

Last Meeting: June 1, 2005 BH

Next Meeting: August 3, 2005 BH

Minutes (Shultz)

President's Report (Robbins)

1. RBZ Survey: Input due 8-25; Results 10-3
2. CLI – Denver – June 10-12, 2005
3. Region 6 – Las Vegas Conference – September 16-17, 2005 - Pins
4. Retreat – Sept. 23 (Fri.); 12 noon (incl lunch)–7pm, dinner; downtown TBA
5. Other Scholarship – what / when / how
6. Professional Legal Management Week (PLMW) Oct. 3-7, 2005 – toolkit
7. ALA's 10,000th member {see Membership report}
8. Recruitment and Retention CD-ROM
9. Diversity Initiative
10. Meeting with LMA Board
11. Newsletter- other chapters
12. Daily Journal / Lawdragon

Web Master's Report (Mogren)

1. Timeline for Completion

Vice President's Report (Steiner)

1. CCW
2. Golf Tournament

Magazine Editor's Report (Jones)

1. Schedule of Topics/Themes
2. July issue - mail date

Past President's Report (Hamilton)

1. Letterhead with new logo

Seminars (Russell, Cherman, Krause)

1. Schedule of 2005 Seminars

Treasurer's Report (Shaw)

1. Financials for Current Period

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2. Budget v. Actual
3. Online banking
4. Credit Cards

Membership (Marin, Varnes, Thomas-Miles)

1. 2005 Campaign Goals
2. ALA's 10,000th member campaign

Vendor Liaison Report (Steiner, Ayala, Liffman, Russell)

1. Advertising revenues lined up for Magazine
2. Luncheon and other sponsors

Job Referral Services Report (Reddick)

Programs (Abraham, Holland, Wind)

1. Schedule of 2005-2006 Meetings
2. Program evaluation - June luncheon
3. July 12, 2005 - BHCC - Rhonda Sher- Turbo Charge Your Networking
4. Holiday Lunch

President-Elect's Report (Sweet)

1. LACBA
2. President's Award Checklist
3. Other

Sections

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

CLM Report (Seales, Bernard)

Hospitality (Ungurean)

1. Use of E-vite for RSVPs ?

Historian's Report (Van Dusen)

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

Topics for Next Month's Meeting:

* Retreat agenda items

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**MEETING WAS HELD AT THE OFFICES OF O'MELVENY & MYERS,
MICHELLE LIFFMAN'S FIRM AND IT COMMENCED AT 6:03 P.M.**

MINUTES (SHULTZ)

- 1) **The June 1, 2005 Board minutes** were approved.

PRESIDENT'S REPORT (ROBBINS)

- 1) **RBZ Compensation, Billing Rate and Benefits Survey.** Brian, Dave Roberts and Carlos Punzalan of RBZ, Shawn Derfer of the Orange County Chapter, Wendy Sweet, and Jim Van Dusen all met via a conference call to discuss this year's salary survey. It was decided that we will all promote through our respective Chapters and by word of mouth to other administrators.
- 2) **CLI – Denver – June 10-12, 2005.** Chapter Leadership Institute (CLI) focused on the topic of how to run a chapter. There was information about the structure of ALA and Regional. The last item discussed was recruiting. Brian intends to send letters to the managing partners of several firms. He took this opportunity to remind all Board members to make a concerted effort not to appear cliquish to our membership. For instance, at the luncheons, we should spread out among the members rather than group together at one table.
- 3) **Region 6 – Las Vegas Conference – September 16–17, 2005 – Pins.** Brian suggested that those planning to attend should book their return flight as soon as possible as the Sunday flights are filling up. The conference brochures have been sent out. Susan Seales expressed her concern about the inclusion of all members if a vendor sets up an event for Friday, specifically anyone from the Alaska Chapter. Most of those members do not have specific vendors who exhibit at the conferences and therefore, they may not be invited to vendor events. Brian will pass this information on to the Regional Committee.
Pins {Seales / Bernard}. Susan and Martha are working with Traci Dragoo on this item. Susan showed all the possible sample types and the board discussed the options. It was noted that whatever we decide to use would also be used at the National Conference next year. The Chapter will not be investing in any shirts or similar items for this conference.
- 4) **Retreat – Sept. 23 (Fri.); 12 noon (lunch)-7pm, dinner; downtown TBA.** The date is set for Friday, September 23, 2005 at noon through dinner with the location to still be determined. This is a time for the board to meet and have more in depth discussions of Chapter issues and forecast future items we wish to address.
- 5) **Other Scholarship – what / when/ how.** This item is now deferred to the September Retreat meeting.

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- 6) **Professional Legal Management Week (PLMW) Oct. 3-7, 2005 – toolkit.** This is a new event that is being spearheaded by ALA and co-sponsored by ABA Law Practice Management Section, American Association of Law Libraries, International Legal Technology Association, International Paralegal Management Association, Legal Marketing Association and the National Association of Law Placement. The objectives of this week are to provide awareness, understanding and education about the legal management profession, and to increase knowledge of the diverse roles within the profession.
- 7) **ALA's 10,000th member {see Membership report}.** ALA gave the chapter a CD that includes promotional material and information about the recruiting of the 10,000th member, diversity topics, and demographic information. This was given to Debbie Mogren for the web site and Steven Jones for the magazine.
- 8) **Recruitment and Retention CD-ROM.** Luci has information from ALA National that has a list of all of the law firms with five or more attorneys in our region. This is to assist each chapter with their respective recruiting and retention drives.
- 9) **Diversity Initiative.** We will be seeking information from our members in order to build a database of contacts of organizations that can assist firms with creating a diversity initiative. Brian met with Norma Ayala, who had been on the diversity council, in order to start the process within our Chapter. There was a brief discussion about some of our clients requiring a commitment to diversity in order to continue in business with our respective firms.
- 10) **Meeting with LMA Board.** Brian, Jim Van Dusen, Michael Steiner, and Teresa Cherman attended a dinner meeting with the LMA Board to discuss continued efforts to share information about the educational offerings of both entities. Brian listed the highlights of the meeting in a handout.
- 11) **Newsletter – other chapters.** Brian brought and passed around some newsletters or magazines from other ALA Chapters.
- 12) **Daily Journal / Lawdragon.** Our Chapter would like to continue to have a good relationship with the Daily Journal. The prior editor, Katrina Dewey, has left the Daily Journal to work for a start-up publication called Law Dragon. Brian has written to the new Daily Journal editor to open a dialogue. He has also been in contact with a representative of Law Dragon to open a dialogue with that publication also.

WEB MASTER'S REPORT (MOGREN)

- 1) **Timeline for Completion.** The member database has just been put on the site, but they have not done the flags for the Board's special privileges. One change that Debbie has made is to the logo adding more depth. A tool has been built for us to upload additional photos to our site. The vendors' section is done and so is the Job Bank and the Calendar. Debbie expects to be able to get the information

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to Kelly Shultz so she can begin updating the calendar beginning tomorrow. Debbie had the vendors go to the site to verify information and get some feedback. They like the idea that when they go to the details area they have an opportunity to put in a marketing blurb. The magazines have been changed to thumbnails of prior months. The remaining item to do is to edit the membership page. It was brought to the Board's attention that National shall review the site before the official launch. Debbie mentioned that the Membership Chairs will be able to send e-mails for monthly announcements and the Section Chairs will be able to do this too for their announcements. The site can be set up to allow our vendors to send e-mail to the membership database even if vendors don't have direct access to the database details. Debbie was asked how she would advise each board member about what access permissions they have. She needs to see what is involved once the creators give her the go ahead.

VICE-PRESIDENT REPORT (STEINER)

- 1) **CCW.** Michael Steiner announced that the Chapter would once again support the efforts of Home Aid with Project Playhouse. Steiner will be meeting with Wendy Sweet and Teresa Cherman in the near future to determine the overall scope of the project and start the process moving. Steiner will then enlist the support and assistance of members and vendors to bring the project to fruition.
- 2) **Golf Tournament.** The date is set for Monday, October 10, 2005, Columbus Day. The event will be held at the Braemar Country Club, which is located off the 101 Freeway on Reseda Blvd. in Tarzana. Steiner will be announcing vendor opportunities before the end of July. The Chapter will guaranty 72 players, but room is available should we have more sign up. Once the vendor opportunities are set, Steiner will seek committee assistance to pull the event together. The tournament will be a scramble shotgun format. Non-golfer assistance will also be needed. Mary McDonnell, Tanya Russell, Janet Krause and Ilona Reddick volunteered to help.

MAGAZINE EDITOR'S REPORT (JONES, MORALES)

- 1) **Schedule of Topics/Themes.** Michael Morales reported that the theme of the August's magazine would be Continuing Education. The first two pages in the magazine are now vendor ads and they will rotate on a monthly basis among the vendors. Several members have volunteered to write articles, such as Jan Christensen, who will be doing a monthly HR Challenge column. Karen Wilson continues to assist by doing the proofreading. There was a discussion on changing the color of the new logo to match each magazine cover. It was suggested that they

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look at the improvements Debbie Mogren did on the web site with back lighting and beveling the edges instead.

- 2) **July issue – Mail date.** The July issue will be mailed July 7, 2005. Jim Van Dusen asked about his article calling for volunteers for the Belisle Directory committee. Can an insert be done at this time?

PAST PRESIDENT’S REPORT (HAMILTON)

- 1) **Letterhead with New Logo.** Luci worked with Ligature for the new letterhead, and address labels and Stuart F. Cooper on the brochure. She expects to have the items next week. All of these will have our new logo and the brochures will have updated inserts. Luci will place the order for letterhead and labels and request more labels than letterhead.

SEMINARS (RUSSELL, CHERMAN, KRAUSE)

- 1) **Schedule of 2005 Seminars.** July 19, 2005 is the upcoming California Sexual Harassment Training Mandate for Supervisors seminar, with forty-four attendees signed up. Teresa will need assistance to set up the power point portion of the seminar and the Chapter projector can be found with Mary Holland. Tanya Russell offered to assist at the registration table. For the Fall line up, possibly in early November, they are looking at doing one on Marketing 101 in a panel format. The meeting Teresa attended with LMA directly influenced this idea.

TREASURER’S REPORT (SHAW)

- 1) **Financials.** The financials for May were presented by Janet and approved by the Board.
- 2) **Budget v. Actual through June 30, 2005.** Janet discussed the timing of some of the income and expense items, which accounted for the YTD difference.
- 3) **Online Banking.** The Treasurer can now access account information on line.
- 4) **Credit Cards.** We are now able to process credit cards, but Janet needs to work out the mechanics of how to do this over the web site and on site at different functions.

MEMBERSHIP REPORT (MARIN, THOMAS-MILES, VARNES)

- 1) **New Members.** Maureen provided a list of three new members, one reinstated member, and several member changes.

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VENDOR LIAISON REPORT (AYALA, LIFFMAN, RUSSELL, STEINER)

- 1) **Advertising revenues lined up for the Magazine.** Michelle showed the current advertising revenues lined up for the magazine on a handout. Everyone on the vendor team, including help from Tanya Russell, is working on obtaining the advertising renewals. At present, all have renewed with only one vendor still pending.
- 2) **Luncheon and other sponsors.** A discussion was opened up regarding the annual Holiday Party sponsorship and whether or not the process should be changed to include multiple sponsors. The Programs Chairs will begin to secure a venue so costs estimates can be determined. The Board agreed to scale back the cost of the event by approximately one-third compared to the 2004 event.
- 3) **October 2005 Golf Tournament.** Michael Steiner addressed this issue as part of his Vice-President report. Decisions are pending as to how best to structure the vendor opportunities for this event.

JOB REFERRAL SERVICES REPORT (REDDICK)

- 1) **Postings.** Six postings were added to the web site and two positions were recently filled.

PROGRAMS (ABRAHAM, HOLLAND, WIND)

- 1) **Schedule of 2005-2006 Meetings.** For July 12, 2005 the speaker is Rhonda Sher on Networking, August is our scheduled Roundtable meeting, September is still in the works with a possible topic of stress management and Carl Turzian is another possible speaker for an upcoming month to still be determined. Robert Fortunato, the current President of LMA, is scheduled to be our October speaker on "How Your Approach and the Right Tools Can Maximize Your Impact at the Firm" with Seamless Web as the vendor sponsor. Brian Robbins brought up the idea of having someone from National come out and talk about Management Solutions to educate our members on one of the benefits at our disposal as members of ALA. This might be a possibility for the August luncheon. August might also be a good time to discuss the new web site.
- 2) **Program evaluation – June luncheon.** The Programs Chairs gave a synopsis, in the form of a handout, of the individual evaluation forms submitted by the members that attended the luncheon. Forty-eight evaluations were returned with an overall rating of excellent and a variety of general comments.

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- 3) **July 12, 2005 Luncheon – BHCC – Rhonda Sher – Turbo Charge Your Networking.** The luncheon will be held at the Beverly Hills Country and the vendor will be Overnite Express.
- 4) **Holiday Lunch.** This was discussed during the Vendor Liaison report.

PRESIDENT-ELECT REPORT (SWEET)

- 1) **LACBA.** Wendy has an upcoming conference call and she will be providing them with information for different publications. She is still looking into doing a panel discussion around January or February 2006.
- 2) **President’s Award Checklist.** There was no report to be given at this time.

SECTIONS

- 1) **IT Section (Santos, Green).** Robert Santos handed out an information card on the upcoming meeting. Disaster Recovery Made Simple, to be held on July 14, 2005 at the Beverly Hills County Club
- 2) **Finance (Mitchell).** July 19, 2005 is the date of the next scheduled meeting with Alan Rich of Thompson (Elite) as the speaker on the topic of “Law Firm Profitability”. It will be held at the offices of Weston Benshoof, Wayne Mitchell’s firm.
- 3) **Human Resources (Robinson, McGehee).** The next meeting will be held on July 26, 2005, at the offices of Kim Robinson, Morrison & Foerster LLP, downtown and will have a speaker, Joyce Murdock, an organizational management consultant.
- 4) **San Fernando Valley (Smith).** There was no report for the San Fernando Valley Section. August 24, 2005 is the next scheduled meeting for this Section.
- 5) **Corporate/Government (Serrano and Stein).** There was no report for this Section. July 21, 2005 is the next scheduled meeting on the topic “Where Have All The Secretaries Gone? Strategies for Effective Recruiting.” This will be held at Bank of America, downtown.
- 6) **Small Firm (McDonnell).** There were nine attendees at the June 23, 2005 roundtable meeting held on the west side. Future meetings were discussed and the August 25, 2005 meeting has been rescheduled to August 18, 2005, one-week prior.

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Elaine Van Rensburg will be unable to use the Regional Conference registration that she won so this will be raffled off to another Small Firm Section member.

- 7) **Multi-Office (Seales).** July 27, 2005 is the date for the next meeting with the topic Benefits in a Multi-Office Environment. How do they differ across the nation and how do you put together a benefits package for multiple offices in different states.
- 8) **Ventura/Santa Barbara (Hilton).** Brian announced that June is relocating to the Los Angeles area and he will be speaking with LauraRose Tibbin about returning to this position
- 9) **Riverside (brown bag) (Hinojosa).** There was no report for this Section.

CLM REPORT (SEALES, BERNARD)

Susan Seales reported July 7, 2005 was the first of two parts covering the area of Management Systems. It would be held at Jeffer, Mangels on the topic of Leasing Issues and the second part, on Space Assessment & Development would be held at Allen, Matkins offices on July 19, 2005. The presentation by Stephen Green called "Tech for Dummies" has been moved to September 27, 2005. A presentation by Lee Nemchek on Records Management is in the process of being scheduled in September or October. Another set of two two-hour presentations is under consideration in the area of Human Resources. Susan suggested tying all of the Chapters items, such as seminars, the monthly luncheon, and the magazine theme together each month, such as Techno month, Records month, and so forth.

HOSPITALITY REPORT (UNGUREAN)

- 1) **USE OF E-VITE FOR RSVP'S.** Angelea proposed using the E-vite system for our luncheon meetings to make it easier for our members to respond. She is getting incomplete information when they send their RSVP's. Debbie Mogren stated the new web site will have a better RSVP system and that should help solve the current problem.

HISTORIAN'S REPORT (VAN DUSEN)

- 1) **Belisle Directory.** A core committee has been established consisting of Jim Van Dusen, Tracy Martinez, Pam Wickers, and adding someone from the Orange County Chapter. He put together an article for "A Call For Volunteers" to be

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published in the OC newsletter this month and in our magazine. Due to a small glitch, it will be an insert in our magazine. Dave Roberts is set and ready to go and the initial e-mail was sent to all members with the survey arriving in the next few days. Brian and Michael noted there was nothing in the budget for costs associated with the directory so that will need to be discussed at a future date.

- 2) **Bylaw Matters.** There was no matter pending for this item.

TOPICS FOR NEXT MONTH'S MEETING:

- 1) Retreat Agenda Items

The meeting was adjourned at 9:20 p.m.