

**MINUTES OF THE BOARD OF DIRECTORS MEETING  
GREATER LOS ANGELES CHAPTER  
ASSOCIATION OF LEGAL ADMINISTRATORS  
(JUNE 1, 2005)**

**IN ATTENDANCE:** Viviane Abraham, Norma Ayala, Martha Bernard, Luci Hamilton, Steven Jones, Janet Krause CLM, Mary McDonnell, G. Wayne Mitchell, Debbie Mogren, Ilona Reddick, Brian Robbins CLM, Kim Robinson, Tanya Russell, Susan Seales, Janet Shaw CLM, Kelly Shultz, Michael Steiner CLM, Wendy Sweet CLM, Jim Van Dusen CLM, Maureen Varnes CLM, Special Guest - Mark Verbecken.

**ABSENT:** Teresa Cherman, Stephen Green, June Hilton, Patsy Hinojosa, Mary Holland, Michelle Liffman PHR, Rosela Marin, Kelly McGehee, Michael Morales, Robert Santos, Bella Serrano, Janis Smith, Iris Stein, Robin Thomas-Miles, Angela Ungurean.

**AGENDA TOPICS:**

Last Meeting: May 4, 2005 (Weston Benshoof, downtown)

Next Meeting: July 6, 2005 (Downtown – TBA)

Minutes (Shultz)

1) April 5, 2005

2) May 4, 2005

Region 6 Communications Officer – Mark Verbecken

President's Report (Robbins)

- a. Board position changes
- b. RBZ Survey
- c. Chapter Awards
- d. CLI – Denver – June 10-12, 2005
- e. Region 6 – Las Vegas Conference – September 16-17, 2005 - Pins
- f. Monthly Activities Notice (handout)
- g. Retreat – set date
- h. New Logo – usage
- i. Region 5/6 Scholarship
- j. Other Scholarship – what / when / how
- k. Resolution – Merchant Account for website (handout)

Treasurer's Report (Shaw)

1) Financials for Current Period

Programs (Abraham, Holland, Wind)

1) Schedule of 2005 Meetings

2) Program evaluation – May Luncheon

3) June 8, 2005 – Omni – Jerry Teplitz – Increase Your Professional Power

Job Referral Services Report (Reddick)

Hospitality (Ungurean)

CLM Report (Seales, Bernard)

Historian's Report (Van Dusen)

1) Belisle Directory

2) Bylaw Matters (if any)

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Sections

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

Vice President's Report (Steiner)

- 1) CCW

Magazine Editor's Report (Jones)

- 1) Schedule of Topics/Themes
- 2) May 21, 2005 – Wine Tour
- 3) June issue – mail date

Seminars (Russell, Cherman, Krause)

- 1) Labor Law - Hotel
- 2) Schedule of 2005 Seminars

Membership (Marin, Varnes, Thomas-Miles)

Web Master's Report (Mogren)

- 1) Timeline for Completion

Vendor Liaison Report (Steiner, Ayala, Liffman)

- 1) Advertising revenues lined up for Magazine
- 2) October 7, 2005 – Golf Tournament

President-Elect's Report (Sweet)

Past President's Report (Hamilton)

Topics for Next Month's Meeting:

- \* CLI Follow-up
- \* Retreat agenda items

**MEETING WAS HELD AT THE BEVERLY HILLS COUNTRY CLUB AND IT  
COMMENCED AT 5:42 P.M.**

Brian's opening remarks pointed out what he will try to do to keep our meetings shorter and what the rest of the Board can also do for the same result. Brian introduced Mark Verbecken, who is the Region 6 Communications Officer, who will give a short update on the Region's upcoming activities.

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**MINUTES (SHULTZ)**

- 1) **The April 5, 2005 Board minutes** were approved.
- 2) **The May 4, 2005 Board minutes** were approved. .

**REGION 6 COMMUNICATIONS OFFICER – MARK VERBECKEN**

Region 6 includes California, Nevada, Arizona and New Zealand. Mark is the Communications Officer and invited anyone interested in becoming more involved to contact him. He noted that five of our current board members would be attending CLI (Chapter Leadership Institute), which will be discussing recruiting and retention of members quite extensively. At the region council meeting they will be selecting the next Regional Nominating Committee and the Association Nominating Committee. The RNC selects the regional officers and the ANC selects the President and Directors for the Association. This year our Regional Conference will be held in Las Vegas on September 16<sup>th</sup> and 17<sup>th</sup>, 2005 and will be combined with Region 5, which includes Canada, Alaska, Hawaii, Idaho, Montana, Oregon, and Washington. Because the regional conference is packed into a day and a half, there is not as much down time as with the national conference. Members who attend only miss one day of work, Friday, instead of a week.

**PRESIDENT'S REPORT (ROBBINS)**

1) **Board Positions**

The new Board members were introduced. Terri Wind will assist with Programs; Michael Steiner has been recommended by the Nominating Committee (Robbins, Van Dusen, Hamilton, Marin, Shultz) to succeed Stephen Green as Vice-President, and will be ratified by a vote of the members at the June 8<sup>th</sup> Chapter luncheon; Mary McDonnell has taken Jerry Calcagno's place as Small Firm Section Leader; and Stephen Green will remain as co-Section Leader for IT; and Angela Ungurean will replace Debbie Klaeger as the Hospitality Chair.

2) **RBZ Survey**

Brian has a conference call tomorrow with the committee, which includes Brian, Dave Roberts of RBZ, Shawn Derfer, Wendy Sweet, and Jim Van Dusen.

3) **Chapter Awards**

Brian was able to get copies of the feedback reports on our submissions to ALA. These show the critiques so we can improve on our submissions for this year.

4) **Chapter Leadership Institute (CLI) – Denver – June 10-12, 2005**

Chapter Leadership Institute (CLI) attendees will be Brian Robbins, Wendy Sweet, Michael Steiner, Rosela Marin, and Maureen Varnes.

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- 5) **Region 6 – Las Vegas – September 16 – 17 – Pins**  
We need volunteers for a committee to decide what we want for September's Regional Conference and next year's National Conference in Montreal. Susan Seales and Martha Bernard both volunteered.
- 6) **Monthly Activities Notice (handout)**  
Brian handed out a sample format for our Monthly Activity Notice. There was some discussion on if we could have web links on this or not. Debbie Mogren will look into this idea. Currently Maureen is sending one e-mail to our members with the current month's activities and will continue to look at some other samples of how to format this item.
- 7) **Retreat – set date**  
Last year's retreat was held on September 10<sup>th</sup>, a Friday and it was from lunch to dinner. 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. The Board set a tentative date of Friday, September 23, 2005.
- 8) **New Logo – usage**  
The new Chapter logo is done and ALA National has approved it. The anticipated launch will coincide with the launch of the new web site. We should all use up any product we have with the former logo in the next two months or so. The new logo can be used on some products as they become available.
- 9) **Region 5/6 Scholarship**  
Mary McDonnell was the winner of the Region 6 Conference scholarship given away at the Beverly Hills mixer in May at Lunaria.
- 10) **Other Scholarship – what / when/ how**  
We have one more scholarship in the budget, but we should consider all of the available conferences before making a decision on this give-away. Other conferences could include the Financial conference and the Essential Competencies conference, to name a few. Brian will make a list of the potential items and bring it to the next board meeting.
- 11) **Resolution – Merchant Account for Web Site (handout)**  
A resolution to accept the use of a merchant account, allowing credit card charges for GLAALA Chapter events was proposed and approved. Jim Van Dusen suggested we check on insurance rates. Brian Robbins will follow up.

**TREASURER'S REPORT (SHAW)**

- 1) **Financials.** The financials for March and April were presented by Janet and approved by the Board.

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**PROGRAMS (ABRAHAM, HOLLAND, WIND)**

- 1) **Schedule of 2005 Meetings.** For July 12, 2005, the speaker is Rhonda Sher, "How to Turbo Charge Your Networking..." to be held in Beverly Hills. The Vendor will be Overnite Express. 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. August is our Round Table meeting so there will not be a sponsor and Robert Half International is scheduled to sponsor our October 2005 luncheon.
- 2) **May 10, 2005 – BHCC – Larry Richard (Altman) – Emotional Training.** Mark Verbecken presented the evaluation ratings for Mary Holland, who was unable to attend. Thirty-five evaluations were returned with an overall rating of 6.1 out of a possible 7.0 with a variety of general comments.
- 3) **June 8, 2005 Luncheon.** The luncheon will be held in downtown Los Angeles at the Omni Hotel and will feature Jerry Teplitz on the topic "Increase Your Professional Power."

**JOB REFERRAL SERVICES REPORT (REDDICK)**

- 1) **Postings.** Four to five of the postings have been filled recently and 2 more were added in the last week.

**HOSPITALITY REPORT (UNGUREAN)**

- 1) **The June 8, 2005 Luncheon.** Maureen Varnes reported in Angela's absence. The RSVP on the web site is in the process of being updated with Angela Ungrean's information. So far there are twenty responses to the June 8, 2005 luncheon and the reminder was sent out today.

**CLM REPORT (SEALES, BERNARD)**

Susan Seales reported that attendance has been low and she and Martha Bernard recommend that the study sessions be changed to run beyond November and that the courses be promoted as either a refresher for those taking the exam in September at the Regional Conference or a study course for those taking the exam in May at the National Conference. They feel that there should be stronger promotion to the entire membership as general education not just for those interested in obtaining the CLM credential. At least ten to twelve members must attend each session to reach a breakeven point. Susan and Martha suggest that the fee schedule be revised and more promotion be done to generate more general interest.

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**HISTORIAN'S REPORT (VAN DUSEN)**

- 1) **Belisle Directory.** There is nothing to report at this time.
- 2) **Bylaw Matters.** A minor change needed in the Bylaws has been identified as a result of the Nominating Committee and the recent activity to elect a replacement for the Vice President position vacated by Stephen Green. Jim Van Dusen will work on this and present it to the Board later.

**SECTIONS**

- 1) **IT Section (Santos, Green).** Wendy Sweet presented the report for this section. She attended the panel discussion on Document Management Systems. The portion done by World Docs was a little too 'salesy,' but otherwise the presentation was very informative. She felt that Bob Santos did an excellent job as moderator.
- 2) **Finance (Mitchell).** Their first meeting was May 18, 2005, held downtown at Weston Benshoof's offices on the topic of "Budgeting as a Tool for Management". All of the attendees were from different environments and it made for a lively and informative meeting. 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 is supposed to be on the West side, but based on membership feedback it may be moved to downtown. The location is still to be announced although it was proposed that it be held at the Omni to follow the Educational Seminar to be presented at that location just prior to this meeting.
- 3) **Human Resources (Robinson, McGehee).** Dress Code was the topic of the May 24, 2005 meeting held in Beverly Hills at Kelly McGehee's firm. Twenty attendees had a lively discussion on everything from tattoos to piercing. The next meeting will be held on July 26, 2005, in 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. June 22, 2005 is the next scheduled meeting for this Section.
- 5) **Small Firm (McDonnell).** The special meeting held on May 5, 2005 with the discussion on Anti-Trust Guidelines went very well, as did the send off for Jerry. Roundtable format will be used for the next meeting on June 23, 2005 and they will discuss the direction of the Section for the coming year, to be held on the West Side.

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- 6) **Multi-Office (Seales).** There were six attendees at the Word Processing and Document creation meeting sponsored by Merrill Corporation and hosted by Milbank Tweed. July 27, 2005 is the date for the next meeting with the topic of 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.
- 7) **Ventura/Santa Barbara (Hilton) and Riverside (brown bag) (Hinojosa).** Brian spoke for both June and Patsy. June is actively talking with the members in her area and will be setting up meetings soon. Patsy Hinojosa is working on getting the meetings going on a regular basis in her area too. The Orange County Chapter also conducts meetings in this geographic area.
- 8) **Corporate/Government (Serrano and Stein).** There was no report for this Section. July 21, 2005 is the next scheduled meeting for the Corporate/Government Section.

**VICE-PRESIDENT REPORT (STEINER)**

- 1) **CCW.** Michael jumped right into this position and has decided to continue with the same charity we honored last year, Home Aid. This will be even greater this year since one of our GLAALA Board members is also on the Home Aid Board and three others, Rosela Marin, Janis Smith, and Teresa Cherman are on the Project Playhouse committee. Michael will begin the process of putting a planning committee together and Wendy Sweet, who is on the Volunteer Committee for Home Aid will held combine volunteers. All eight houses will be displayed in Century City this year.

**MAGAZINE EDITOR'S REPORT (JONES)**

- 1) **Schedule of Topics/Themes.** The theme of the July's magazine will be Mentoring – Becoming a Mentor and Finding one of Your Own. Steven handed out a reminder of the theme and items that he needed for the issue.
- 2) **May 21, 2005 Wine Tour Event.** The Wine Tour event was a hit with thirty-four members and four vendor sponsors attending. The sponsors were pleased with the turnout and the time spent networking with the attendees. Janis Smith will provide a detailed report to the Board.
- 3) **June issue – Mail date.** Due to some printer difficulties the June issue will be delayed, with an anticipated mailing date of June 8<sup>th</sup> or 9<sup>th</sup>.

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**SEMINARS (RUSSELL, CHERMAN, KRAUSE)**

- 1) **Labor Law Seminar.** The board approved the Beverly Hills Hotel (the pink one) as the site for the January 2006 seminar. Janet needed to confirm last year's count and will consult with Rosela Marin. Once she has this information she can send a deposit and confirm the time schedule. Last year we began at 7 a.m. due to room constraints but we may want to begin a little later. There was a discussion about the vendor cost and providing an appropriate speaker gift. The parking will be valet as there is no other parking available, but the chapter will cover the cost.
- 2) **Schedule of 2005 Seminars.** July 19, 2005 will be the first seminar for this year's board and will be sponsored by Océ and Rhumblin. The speakers are Michael J. Lotito, Esq. and Jennifer Brown Shaw, Esq., both of Jackson Lewis LLP on the subject California Sexual Harassment Training Mandate for Supervisors.

**MEMBERSHIP REPORT (MARIN, THOMAS-MILES, VARNES)**

- 1) **New Members.** Maureen provided a list of three new members and two reinstated members. She stated that we currently have 324 members.

**WEB MASTER'S REPORT (MOGREN)**

- 1) **Timeline for Completion.** The shell is up and Debbie will be working with the designers to move content over this week with the hopes of having a link for the board by next week for a mock-up. The expectation is to have it semi-ready by June 15, 2005 with the site up July 1, 2005, but not putting out the membership blast for them to view it until July 5, 2005. Debbie passes around the panoramas she has chosen and the side photos for each web link within the site.

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

- 1) **Advertising revenues lined up for the Magazine.** Michelle showed the current advertising revenues lined up for the magazine on a handout
- 2) **May 19, 2005 Mixer.** The Mixer went very well with 45 members and 45 vendors in attendance. The vendors all paid the \$100 fee requested. Feedback suggested that the nametags be varied to more easily identify the members from other vendors and that the font size be increased to make reading the names easier. Everyone was pleased with the hors d'oeuvres.
- 3) **October 2005 Golf Tournament.** Michael Steiner will continue to work on this event even though he is now the Vice President. Mike Palmer is willing to assist.

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Tanya Russell and Martha Bernard have offered to assist Norma and Michele with the vendor activities should they need help.

**PRESIDENT-ELECT REPORT (SWEET)**

Wendy and Brian attended the Law Practice Management meeting with six to seven others where they discussed educational sharing. They are trying to do a web site seminar around October 25, 2005 on the marketing side of this issue. This may be for the smaller practitioner and may be done as a panel. (Wendy, help here. I don't think I took notes very well on this topic. My apologies.)

She is currently working on pulling together the President's Award list with a notation of which category is assigned to each board member based on their current positions. This should help all of us note when an event or item qualifies and needs to be put together for the award application. Wendy also would like to work on more promotion of National events for our members.

**PAST PRESIDENT'S REPORT (HAMILTON)**

Luci reminded all of us that in order to achieve Platinum status as a Chapter we need to inform Wendy and give her all applicable items for anything we do for the community at large, this includes as an individual member or as a group. Luci also want to see our chapter get in on the LPMS (Luci – what does this stand for?) panel. She is working on the new Chapter letterhead with Ligature.

**TOPICS FOR NEXT MONTH'S MEETING:**

- 1) CLI Follow-up
- 2) Retreat Agenda Items

**The meeting was adjourned at 8:22 p.m.**