

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

Date: Wednesday, May 6, 2009

Time: 6:00 p.m.

Location: Manning and Marder, Downtown Los Angeles

Attendees: Robert Santos, Mary McDonnell, Jean Jewell CLM, Maureen Varnes CLM, Ken Sweet, Elizabeth Wagner, Tiffany St. John PHR, Madalena Virbila, Wayne Mitchell, Michael Masta, Deanna Pepe, Jim Van Dusen CLM, Michael Morales, Susan Seales, Kelly Hons PHR

6:04 p.m. CALL TO ORDER

OLD BUSINESS:

The March Cross Over Meeting minutes and April Board Meeting minutes were circulated for review and input, and to be voted on at the June Board Meeting. The March Board Meeting minutes were approved, with no one opposed.

ANNOUNCEMENTS:

The Leadership Luncheon was held on April 7th at the Omni Hotel downtown and went very well. The speaker was ALA President Wendy Rice-Issacs, and the topic "Benefits of Leadership – Why getting involved as a volunteer is a benefit to you and your firm." There were 55 people in attendance. Jean Jewell was presented with the Volunteer of the Year award.

The 2009 Membership Directory will be sent out by the end of this week.

Robert Santos reported that the Managing Partner Luncheon was well received, and the ESPN Zone was a great venue. There were 47 attendees, of which 13 were attorneys. It was generally agreed that the speaker, Michael Cooper, could have been more dynamic. Sparks tickets and jerseys were given away. Sparks tickets were also given away at the IT section meeting today, with more to be given at the Corporate/Government and San Fernando Valley section meetings coming up. Those desiring tickets can e-mail Robert Santos until June 6. This event was given a 5.77 rating, with surveys collected by Bonita Paul.

The ALA Annual Conference is in New Orleans, LA May 18 - 22. Robert promises to bring back valuable information from the event to be covered with the board. To date, 11 chapter members are attending. It was reported that the planned attendance at the conference is down 20% this year.

The OCALA and GLA ALA Joint Event will be held on July 25, with the Angels game starting at 1:10 p.m. There are currently 50 tickets to distribute, with more to be available upon demand. This will be a free event for those that attend, with a \$25.00 payment required by check to Jeannette Vella, which will be refunded to those who attend. Those who do not show up at the event will forfeit their \$25.00 deposit. This event will be listed in the Leadership Exchange magazine. There will be a pre-event mixer with 30 free spots sponsored by DTI and Afinity starting at 11:00 a.m. at the El Torito Restaurant across the street from the stadium, where people can walk to the game afterwards. This will initially be open just to members and can then see about opening it up further to include guests of members pending review of attendance numbers.

COMMITTEE REPORTS:

Programs (Wagner)

The Leadership Luncheon was held on April 7 at the Omni Hotel downtown, with speaker Wendy Rice-Isaacs. This event was sponsored by First Legal. There were 55 in attendance, of which 18 completed surveys with a blended rating of 5.5. Jean Jewell was presented with the Volunteer of the Year award.

There will not be a May chapter luncheon due to the Managing Partner Luncheon.

There will be a chapter luncheon on June 9 at the Omni Hotel downtown. The speaker will be Dave Hicks with Cash Management Solutions. The topic is "Profitability Challenges Most Law Firms Face." There will be a flyer in the May Leadership Exchange magazine. The speaker cost is waived.

There will be a chapter luncheon on July 14, with the topic "Tough Times Call for Creative Thinking: A Past Presidents' Forum" at the Beverly Hills Country Club. Isabel Warner will be contacting past presidents to encourage them to attend. There will be a submission of questions circulated in advance of the luncheon.

It was mentioned that sponsor gifts are typically just for chapter and seminar luncheons, but special consideration could be given for other events where the speakers have waived fees. There may be an opportunity to give promotion in the magazine by including the business partners' logo in the summary recap of the event. This could also apply to those who help members-in-transition. Such promotion should be approved by the Executive Committee.

Education Chair Report (Tavera)

It was reported that the Quarterly Education Meeting held on April 21 of last month was very successful. Michael Masta has a calendar request form that will be posted on the website. The email event form was circulated, which will be discussed at the Executive

Committee Meeting and for adoption. Reminder blasts will go out based upon the come up dates indicated on the form. Michael said that completing the whole form is not required, if certain information does not apply, but that there should be a focus on questions 10 and 22 and including the names of guests and anticipated attendee numbers to ensure sufficient room. This will be posted electronically, and the answer to question 21B will default to a yes response. This will replace the previous form used and the ~~Executive Committee will review and approve the forms. Section Leaders are to start~~ using the form, and ongoing. When the Excom submits this it is okay to come from only one member. There will be another Education Meeting on May 28, with each section to collect topics and future meeting dates.

GLA ALA University (CLM Program) (Hamill) – Will schedule a meeting in July to cover soft skills for the September testing. Jean Jewell will help with coordination and contact Jeannine Hamill. It was emphasized that more meetings need to be scheduled in advance of September, and that there may not be a second program this year. Jean reported that the HR meeting covering COBRA went well, and that credits can be received retroactively and resubmitted. She said that she will give a list of related information to Michael Masta.

San Fernando Valley (Pepe)

Deanna Pepe reported that the meeting with the topic “What’s Happening with the Valley Law Firm” on May 14 at Hunt Ortman in Pasadena has two attendees signed up to date. It was conveyed that there could be a prize giveaway mentioned to encourage more participation. Some members reported that Pasadena was too far east for them. An email blast can go out to members in Pasadena and Burbank areas. Hutchings is hosting the lunch, but if it is a small group Deanna will bring lunch. An email blast will go out tomorrow and include the mention of Sparks tickets to be given away.

Multi Office (Paul)

The next meeting will be held on June 11 at the offices of Milbank Tweed. Lunch will be provided. On September 10 Michael Masta has reported that there will be a dual meeting of both the Multi Office and IT sections. Michael confirmed that he will make sure this does not pose a scheduling conflict with another event, such as a business partner/member mixer.

Finance (Mitchell)

The next meeting will be held on May 28 at the offices of Alston & Bird, and lunch will be provided. The topic will be “Banking Relations Since the Fall of 2008.” There will be a roundtable discussion meeting to be held in September. There was not a section

meeting in April. Tentative topics for meetings through the end of the year will be determined.

HR (St. John)

The next HR Section Meeting will be held at Manning & Marder on May 28. There was a meeting held on April 28 at the offices of Allen Matkins with Bolton and Company having arranged the speaker, who received a 6.02 rating. An educational meeting will be held on July 28 at Manning & Marder, and the topic will be "Creating Positive Relationships." There will be a charge for this event. The email blast tree will be operational next week.

IT (Masta)

Michael Masta reported that there was a section meeting on May 6 with the topic "Laptop Security" at the offices of Manning & Marder. There were 13 members in attendance, and Doug Hafford with Afinity was the speaker and did a wonderful job. Sparks tickets and an ipod were given away. The survey results for this meeting had a blended score of 6.5. The next meeting is tentatively scheduled to be held on September 10, and will be combined with the Multi-Office section. Upcoming IT Section meetings will be on November 10 for a virtualization webinar, and a joint educational meeting to be coordinated with Elizabeth Warner and Lydia Tavera. Michael reported that 12,000 laptop computers are lost in airports each week, with two-thirds not found or returned.

Small Firm (Bolden)

The last meeting was held in Santa Monica, and Robert Santos reported that he attended and enjoyed participating. The next meeting will be on July 16 at Manning & Marder. The speaker will be Glenda Adair, representative of Natalie Pace, and Shelley Whizin, a representative of Green Goddess. The topic will be "Resurrecting Your Nest Egg". The event will be sponsored by Berbay Corporation. It is anticipated that approximately 15 attendees are expected.

Corporate Government (Orrico)

No report. The Corporate/Government Section meeting dates need to be compared to the master calendar.

Santa Barbara/Ventura (Scott)

No report.

Hospitality (Barnes and Merrill)

It was reported that 47 people attended the Managing Partner Luncheon. The blended survey result score was 5.77. The meeting went well, and it was a full house. Robert Santos mentioned that he was proud of the event, and said that the next one will be even better. The Daily Journal was there, and made note of the meeting on their blog.

Lending Library (Abraham)

A flyer will be placed in the May magazine to solicit donations. To date, no one has responded from Orange County. Michael Morales reported that the collection list is up on the website, and people should be referred to it.

Magazine (Varnes, Morales and Celis)

Robert Santos reported that Michael Morales has been selected as magazine editor. Michael has asked that people notify him by email of interesting article ideas. The May magazine is in final draft and running about a week behind. Wendy Sweet is putting together an article on community challenges. The June magazine deadline will be May 20, and will have in final form for the Executive Committee to review that week. The June magazine theme will be golf-related. Jean Jewell will forward photographs from last year's golf tournament event. The golf event this year will be held on June 22 at Mountain Gate Country Club. The July magazine theme will be Americana, with a cut off date of June 19. Michael is looking into a redesign of the logo and look of the magazine, similar to that of Harper's Bazaar.

Membership (Morrison)

Mary McDonnell reported that they are on a roll, including the members-in-transition program. There was a cocktail hour event at Legal Option Group. There will be a meeting on June 2 with the topic "30 Second Elevator Pitch." The email blasts will go to members-in-transition only. The mentor-mentee program is going well. Membership count is currently 297, and was at 308 on December 21, 2008. It was tallied that 55 members did not renew by the deadline, but have subsequently received 19 renewals from them. ALA Headquarters was contacted to confirm who is a member nationally but not locally, of which there are 138 people, of which approximately 75 qualify to be signed up automatically. There will need to be a focus on retaining them at renewal. Deanna Pepe mentioned that she would like to see more participation from the Valley. There will also be an emphasis placed on more Inland Empire participation, through Nancy Dillon, and also with Santa Barbara/Ventura. Michael Morales reported that he received a list for contact people, which includes vendors and advertisers, which he will forward to Mary McDonnell and Membership. It was mentioned that the list is color coded, and that it will need to be cleaned up/updated. Jean Jewell asked to receive it so she can review it as well.

Website (Masta)

Michael Masta reported that rewriting codes for the website needs to be considered. He wants to start shopping this, and with an agreed upon plan. He will contact eLaw Marketing about getting codes. He mentioned that he wants the website to be inviting and encourage people to use it.

Historian (Van Dusen)

No report.

Community Outreach (W. Sweet)

This group is working on selecting people for Justice Jog, and have updated the form with has been approved by the Executive Committee and circulated to the Board. It will need to be decided if there will be more than one charity, and are working on that selection process. The Justice Jog will be held on October 18.

Job Bank (Liffman)

No new jobs.

Someone wants to buy an ad in the magazine for someone looking for a job as a consultant. We may want to consider offering special pricing. Jim Van Dusen suggested checking with Debbie Curtis at ALA to see if there is an issue.

Business Partner Liaison Team (Reddick)

It was reported that there has been a sharp drop off with magazine ad placements, which Robert Santos and Ilona Reddick have covered. Current rates will be reviewed to see if any changes are merited. Robert will solicit advertisers while at the conference in New Orleans. Some suggestions from the Board were: the Daily Journal can be reviewed for potential advertisers and we may consider offering discount rates, especially for packages. A special can be run, such as buy three months and get one free. Hotels can be solicited, with partner retreat events as an example as to a tie in.

Golf Tournament (Walsh)

Mary McDonnell reported that the 5th annual golf tournament will be held on June 22, at Mountain Gate Country Club, and a notification email blast will go out by Friday. There will be a President's Tee, and to date there are over \$30,000 in sponsorships. Board members have been encouraged to participate and help. The post tournament event will be at 4:30 p.m., and a regional conference scholarship will be given away. This event is a great networking opportunity.

Justice Jog (Fortune)

Jean Jewell reported that the Justice Jog will be held on October 18 at Warner Center Park, with five charities to be selected. Related fees are being waived. It needs to be decided if this will be a 5K or 10K run. There were approximately 200 runners last year. Charities referenced are Disability Rights Center and Public Counsel.

Diversity Team (Seales)

Susan Seales mentioned that she wants to have a placement in the August magazine. She has been having a challenge getting responses from LACBA. Susan's firm did a HIPAA program for them. A program is being developed to have a one hour CLE course on bias, and a prize will be given at the meeting. A vendor list has been put together of minority and women owned businesses.

Employment Law One Day Seminar (McDonnell)

Nothing to report.

BREAK

COMMENCE MEETING

REPORTS OF OFFICERS

President (Santos)

Robert Santos reported that the Managing Partner Event went very well, and he would give it an A- grade. He commented that the speaker could have had more energy and a stronger message, with a more substantive speech. The notoriety and visibility coming from this event is great. Having a celebrity at the event was definitely a draw for the managing partners that attended. The golf tournament events have proven to have created great relationships and money savings. The OC Joint Social Event will be held on July 25.

Treasurer Report (Jones)

It has been estimated that there is currently \$32,000.00 in the sweep account. Financials are current through end of February, so still need to add in March income.

Past-President (Varnes)

Maureen Varnes reported that advertising income has dropped off, and that other industries can be contacted, such as automobile dealers and hotels. Robert Santos reported that he will remain in regular contact with Ilona Reddick. The Volunteer of the Year Award can be promoted at the Golf Tournament, with ongoing recognition of this

person throughout the year. It was also mentioned that we should always acknowledge our diamond sponsor when they attend events. For future volunteer of the year award nominees, the discussion on this can start at the Past Presidents' Luncheon, with the acceptance of nominees starting after December 31 with an end of February cut off. The winner for 2010 will be announced at the April Chapter Luncheon. To be considered is that it is not just about their accomplishments with GLA, but overall contributions. A short form will be circulated by Maureen for review and input as to how it can be improved. People submitting forms will be contacted for additional feedback. Jean Jewell will handle CCW submissions, and she will be the volunteer of the year award liaison. This will be the function of the vice-president, and will be put in the job description. The GLA ALA 5 year anniversary pins will be given out to members at the functions. The website will be set up to send out reoccurring calendar event reminders through the year to the section chairs for board meeting reports, and the agendas will be sent out one week in advance. Jim Van Dusen reported that he was contacted by RBZ regarding the annual survey. He said that the Chapter promotes the survey, but not as our own and discounts are given to those who participate, and that RBZ does not make any money from the survey. Mary McDonnell will look at the President's List to determine what we should be promoting and provide to Michael.

President-Elect (McDonnell)


Mary McDonnell reported that she will follow up with Steven Jones on the bank cards. She will follow up with the bank as to what is needed in the minutes to fit their criteria and get the related form. Signature cards will be required. Ken Sweet will check the March and April meeting minutes from the past two board meeting years to see what has been included related to this in the past. Members-in-transition can be asked to provide help to Steven, if needed.

Vice President (Jewell)

Jean Jewell reported that she will inquire with WAMS or Afinity about web-based solutions for Quick Books. Jean will follow up with Ilona Reddick about golf tournament sponsors. The flyer for the event is to be completed by next week.

MEETING ADJOURNED 9:01 p.m.

Dated: May 6, 2009


Ken Sweet, Secretary