



Meeting of the Board of Directors
June 29, 2006

MINUTES

I. The meeting came to order at 3:20 p.m.
Location: Dinah's Garden Hotel, Palo Alto, CA

II. **Attendance**

- A. Present: Jim Karkas, President; Annette Ross, President Elect; Bonnie Neary, Past-President; Yvonne Durham Mills, Treasurer; Diana Kenneally, VP Membership; Helen Ferentinos, VP Education; Becky Robertson, Secretary; Debbie Sanders, Regional Officer; Shawn Derfer, CCW Chairperson; Heather Wagner, Chapter Awards Chairperson; Arlene Gotshalk, Business Partner Co-Chair/*via conference call*.
- B. Absent: Kathleen Hartley, former Treasurer; Pat Murray, Business Partner Co-Chair.
- C. A quorum of Board members was present.

III. **President's Report**

Jim reported on his "theme and focus" for his year as President. His goals include: maintaining the membership **retention** level, **recruiting** a minimum of 6 new members, **rewarding** members, increased **communication, personal contact**, and **keeping business partners happy**.

During subsequent discussion Helen made the suggestion that we change Arlene's title to Business Partner Chair.

Since Kathleen was not able to attend the Board meeting, Jim said he would pick up all the Treasurer's items from Kathleen's former employer and get everything to Yvonne.

IV. **Committee/Officer Reports**

A. **Business Partner Program**

A conference call was placed to Arlene for review of the vendor spreadsheet. The list was reviewed and there was discussion regarding individual sponsors who have not yet committed. Several Board members volunteered to follow up with selected vendors and report to Arlene by July 7 which is final day for the "grace period" that will be offered to the vendors. **ACTION ITEM (Completed):** Arlene will send out the final spreadsheet to Board Members during the week of July 10.



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Arlene indicated that Ajilon had requested our tax ID number. **ACTION ITEM (completed)**: Bonnie will follow up and provide tax ID number for Arlene/Ajilon. For the record, **Tax ID number is: 77-0486417**

Following review of the spreadsheet there was discussion of various details relating to preparation of the Membership Directory (e.g. placement of ads, set-up of directory, etc.)

Arlene offered some suggestions for possible Vendor Sponsor Partnering and following is a summary of the items discussed:

1. **Poster Board on Stand** – After a brief discussion a motion was made by Helen to have a poster board prepared for display at meetings and other appropriate events listing our vendor sponsors. Motion was 2nd by Bonnie. **ACTION ITEM**: Debbie will research having Poster Board prepared.
2. **Upgrade Website** – The Board discussed upgrading the Website; however, because this will require significant funds, discussion was **TABLED** until further notice.
3. **Vendor Appreciation Breakfast/Lunch** – A suggestion was made and discussed that we plan a breakfast or lunch with sponsors to show our appreciation of their sponsorship and to dialogue with them about more ways to partner. Motion was made by Bonnie and 2nd by Diana to plan a breakfast sometime in late August to pass out the Directory. The event will be held at a sponsoring hotel. **ACTION ITEM**: Annette will chair this event.
4. **T-Shirts** – Motion was made by Annette and 2nd by Bonnie to have T-shirts made with our Chapter Name on front and sponsoring vendors listed on back. Subject to approval from “Regional” all members will wear the T-shirts at Regional Conference in Palm Springs. **ACTION ITEM**: Jim and Yvonne will investigate cost, etc.
5. **Buddy System** - The Board discussed assigning Board members to vendor sponsors as a point of contact for questions, etc. The idea was **TABLED** for further discussion at the August Board Meeting.
6. **Donation** – There was discussion about the Chapter making a donation to a charitable organization and what would be the best vehicle for doing this. One suggestion was that we make an announcement at our Sponsor Breakfast that we are making a donation in their honor to Second Harvest Food Bank. Further discussion is **TABLED** for the August Board Meeting.

The telephone conference with Arlene ended at 4:25 p.m.



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B. Membership (Diana)

Diana stated that it would be good to re-confirm the information on Chapter Members for the Directory. There was discussion about ways to encourage participation by the less active Chapter Members. The Board discussed the idea of Board members making personal calls to non-participating Chapter members and asking for feedback. **ACTION ITEM:** Diana will divide up the directory for Board Members to make calls generally asking about the following: (1) confirm accuracy of information; (2) Ask for suggestions and feedback on educational programs; (3) General Chapter questions.

C. Education (Helen):

Helen reported on the June Lunch Seminar and indicated it was well-received but not highly attended, probably due to vacations, etc. She mentioned that notes of the presentation would be distributed to those who attended. Following was a brief discussion about the advantages and disadvantages of making meeting notes and handouts available to everyone (generally) in addition to those who attended the presentation. Most Board members felt it would not be fair to those who attended and also may discourage future attendance if members knew they were going to receive the information whether they attend or not.

Helen mentioned the webcasts sponsored by National and asked opinions on whether we should consider integrating National programs into our offerings.

There was considerable discussion about the predicted Pandemic and how each Firm is preparing for it. It was suggested that we should try to incorporate a speaker on the topic into our schedule. Helen indicated that the only possible month in the near future would be September when there was not a meeting scheduled. **ACTION ITEM:** Annette offered to call her contact from Office of Emergency Preparedness to find out if she would be available to do a presentation on September 28, 2006.

D. Website (Debbie)

Debbie asked that we be consistent when referring to the Silicon Valley Chapter using the acronym. The correct acronym for the Chapter is ALASVC (not SVCALA). This is also consistent with the website address, www.alasvc.org.

Again there was a brief discussion about updating the website and agreement that the cost would be prohibitive at this time.

V. Retreat Business

A. CCW (Shawn)



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Shawn confirmed that CCW for our Chapter will be November 4, 2006 from 9:00 am to 12 noon at the San Jose Second Harvest Food Bank. Up to 20 members can participate.

B. Membership Brochure (Diana)

Diana showed us a sample of an award winning chapter brochure and there was general discussion about various options for the design of our own brochure. **ACTION ITEM:** Debbie is going to explore the possibility of having an outside graphic design firm do our brochure. **ACTION ITEM:** Diana and Jim to research design.

C. Special Membership Campaign (Jim)

Jim described the new Tic-Tac-ALA campaign which involves collecting names and contact information (managing partner and office manager) of Firms that are not currently members of ALA. Discussion followed about ways to come up with names. It was suggested and decided that each Board Member will try to get 5 partner/administrator name combos. Each member of the board would concentrate on researching Firms in Martindale Hubbell starting with three assigned letters of the alphabet (e.g. Becky ABC, Bonnie DEF, etc.). **ACTION ITEM:** Annette will coordinate. The deadline to submit all information is July 31 so members should complete their portion no later than July 26.

D. Newsletter (Jim)

There was discussion about the criteria for winning an award for our newsletter. There are two newsletter categories – print and electronic. There was agreement among the members to focus on the electronic version rather than the printed.

E. Power Point Program (Helen)

The Power Point Program is a system where members get points for participation in various Chapter activities. The member who accumulates the most points at the end of a specified period will receive a scholarship toward registration, hotel, and airfare at the next Annual Conference.

There was a suggestion to add the Power Point Program to our Membership Directory. **ACTION ITEM:** Helen to send PowerPoint updates throughout the year to Yahoo group to build enthusiasm.

F. Yahoo Group (Jim)

ACTION ITEM: Jim to compare directory names/contacts to Yahoo group members list – deadline August 31.



G. Chapter Award (Heather)

Heather reviewed all award categories for us and the Board discussed each category to decide which we should try for. The Board members are enthusiastic about entering every award category we can qualify for. The deadline for all awards submissions is January 16, 2007. The Award Categories, some with Chapter responsibility assigned are:

President's Award	-	Jim
Diversity		
Bar Relations	-	Heather
Best Feature Article	-	Helen
Chapter Website		
Education Excellence	-	Helen
Electronic Newsletter	-	Jim
Membership Brochure	-	Diana
Recruitment & Retention		
Vendor Partnering	-	Arlene/Pat
Visibility	-	Shawn (article in Recorder for PLMW)
CCW, PLMW, Recruiting (one or all)		

The Board discussed authorizing reimbursement of Regional Conference expenses for Board members. Following discussion of Awards, a motion was made by Bonnie and 2nd by Helen that the Chapter would contribute \$700 toward the expenses for each Board Member who will be attending the upcoming Regional Conference in September.

H. Holiday Event

Helen has reserved the Citrus Restaurant at the Hotel Valencia in Santana Row on Wednesday, December 6, 2006.

I. CLI Summary (Annette)

Annette summarized her experience at the Chapter Leadership Institute. She described it as a worthwhile program for Chapter leaders that is focused and has energy that is wholly positive. Annette prepared and distributed to each Board member a spiral bound copy of all the material she received at CLI. She gave an overview of the agenda and handouts. Annette highly recommends CLI as did other Board members who have attended in the past.



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- VI. The next meeting will be held August 10th at Townsend and Townsend and Crew, Palo Alto, 12:00 noon.

The meeting was adjourned at 7:00 p.m.

Respectfully submitted,

Association of Legal Administrators
Silicon Valley Chapter

Rebecca Robertson, Secretary