



**SILICON VALLEY CHAPTER**

**Meeting of the Board of Directors  
March 8, 2007**

**MINUTES**

- I. The meeting came to order at 12:15 p.m.  
Location: Sullivan & Cromwell LLP, Palo Alto

II. **Attendance**

- A. Present: Annette Ross, President; Jim Karkas, Past-President; Helen Ferentinos, President-Elect; Sally Downing, VP Education; Diana Kenneally, VP Membership; Becky Robertson, Secretary; Debbie Sanders, Regional Officer.
- B. Absent: Yvonne Mills, Treasurer.
- C. A quorum of Board members was present.

III. **Approval of Minutes**

**Motion** to approve Minutes of February 8, 2007 Board meeting was made by Helen, seconded by Diana, and unanimously approved.

IV. **PRESIDENT'S REPORT AND ANNOUNCEMENTS**

- A. **Focus** - Annette said her focus as President for the coming year is continuity. She would like to continue the momentum for attracting new members and renewing the interest of current members. She spoke with Karen Whitaker of Legal Ease who offered to provide us with a list of Legal Administrators she has placed who are not currently members of our Chapter. She requested Board members to reach out to other agencies to provide comparable information.
- B. **Presidents' Award** – We reviewed the e-mail from Heather and the suggestion was made that we make assignments over the year to do what we need to avoid “missing out” on awards that are within our reach. **ACTION ITEM:** Annette will go through the list and make assignments to Board Members who can either accept or reject the assignment.
- C. **National Conference** – We briefly reviewed aspects of the Conference and explained the process to Sally. It was reconfirmed that the Chapter will reimburse each Board Member for up to \$1,500 of their Conference expenses.
- D. **Job Descriptions** – Annette would like us to develop job descriptions for all Board positions. Jim suggested putting the completed job descriptions on the website.



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**ACTION ITEM:** Debbie will provide us with copies of sample job descriptions so we can review and revise as necessary.

- E. **CLI** – There was discussion about who should attend the CLI to be held in Nashville in June. A **motion** was made by Annette and seconded by Jim that the Chapter use the national stipend each year for the President-elect to attend CLI. There was further discussion on whether the Chapter should send additional representatives this year which will depend partially on the availability of funds.
- F. **Meeting Schedule** – It was discussed and decided that the monthly Board meetings will continue to be held on the second Thursday of each month.

V. **COMMITTEE/OFFICER REPORTS**

A. **Treasurer's Report (Yvonne).** – Due to Yvonne's absence there was no formal Treasurer's Report this month

B. **Membership (Diana)** -

- 1. **New Members** – Diana distributed a list of new members. She indicated that, in addition to the welcome e-mail she sends, Annette has been sending hand written notes welcoming new members to the Chapter. Diana also distributed an updated members list to each Board member. **ACTION ITEM:** Each Board member should review the member list and inform Diana of any updates.
- 2. **New Member Lunches** - New members are: Renee Cunningham (associate member), Kohlberg Kravis Roberts & Co; Cynthia Thomas, Hayes Daves Ellingson Mclay & Scott; Mallory Zaslav, Simpson Thacher & Bartlett, LLP; Katrina ray, Wilson Sonsini; Sabina Folkers, Akin Gump Strauss Hauer & Feld, LLP; Michael Dwyer, Morrison & Foerster; Jennifer Goshorn, Gunderson Detmer, et al; Gina Dahlen, Wilmer Hale. **ACTION ITEM:** Annette and Jim will take Renee Cunningham, Cynthia Thomas and Katrina Ray to lunch (done per Annette). Diana and Sally will take Mallory Zaslav to lunch. Annette, Diana and/or Helen (Jim as alternate) will take Sabina Folkers, Michael Dwyer, Jennifer Goshorn and Gina Dahlen to lunch. Debbie and Becky still need to arrange a time to take Thea Wagner, Kim Good and Heidi Anderson to lunch.

C. **Education (Sally).**

- 1. **New Board Member** – We welcomed Sally Downing to the Board as our new Education Vice President. Sally shared some of her thoughts and ideas about future meeting programs. We discussed having no more than 4 round tables per year and possibly limiting the subject matter to 3 topics. **ACTION ITEM:**



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Debbie will send Sally examples of topics assigned to each of the five categories of competencies (GM, HR, OM, FM, LI) from the ALA's KSA Study (Knowledge Skills & Assessments) to use to plan the education calendar covering each category.

2. **OPT-OUT Language** – Debbie mentioned that ALA headquarters reminded her that all broadcast e-mail communications (including newsletters & education notices) should include opt-out language. The discussion group does not need this language since members are opting “in” to that group instead of being automatically assigned. **ACTION ITEM:** Debbie will send Helen and Sally sample opt-out language for the education e-mail notices.
  3. **February Educational Meeting** – Helen reported that the Labor Law Update held at Littler Mendelson in San Jose received an average rating of 5.9. She said there was a suggestion that for future labor law updates we provide the speaker with a list of suggested topics in advance so we can be sure the topics we are most interested in will be covered.
  4. **March Meeting** – The March education meeting will be sponsored by Legal Ease and held at Bingham McCutchen, March 22, 2007 at Noon. The topic will be The Secrets of Facilitation – How to Make Meetings Masterful, presented by Kristi Royse of KLR Consulting.
  5. **Free Meeting Coupons** – Helen prepared coupons to be distributed to new members entitling them to a free meeting.
  6. **Vendor Meeting Sponsors** - There was discussion about the fact that some vendor sponsors who signed up and paid to sponsor a meeting will not be able to do so this year. A **motion** was made by Helen and seconded by Becky to issue to those vendors a \$250 credit which they can apply to the 2007-2008 sponsor year.
  7. **Teleseminar Coordinator** – Annette contacted Greg Baba (left VM) asking him if he would be willing to act as our “webinar” member to coordinate Chapter sponsorship of ALA Teleseminars of interest to the membership. She is waiting for a response from Greg.
- D. **Website (Debbie)** - Debbie said she would post on the Chapter's website a recognition of the Chapter's “Gold” level in the Presidents' Award of Excellence, including the logo graphic provided by ALA headquarters. Debbie also asked for updated photos and contact information for the incoming Board members. **ACTION ITEM:** Sally will provide Debbie with a head shot photo of herself to include on the Chapter Website. Any other Board member who would like to replace their picture on the website should also submit a new photo to her.



VI. **NEW BUSINESS**

- A. **Business Sponsor Program** – There was an extended discussion about the Business Sponsor Program and various deadlines proposed by Arlene & Debbie on the Business Sponsor Committee. The sponsorship year goes from July 1 through June 30. It was suggested that the packet be sent out to potential sponsors by March 15 followed by the post card as a reminder. There was also considerable discussion about the Early Bird program and whether to continue it this year. Last year 20 of 33 sponsors took advantage of Early Bird. A **motion** was made by Diana and seconded by \_\_\_\_\_ that we keep the Early Bird program consistent with last year. It was decided to not include the vendor disclaimer language that some other chapters are using. The Chapter will wait and see if there is a need and evaluate at a later date.

Some particulars that were decided are:

- Sponsor packets will be mailed/e-mailed on or about March 15
- Reminder postcards will be mailed/e-mailed on or about April 15
- Host a Meeting will be limited to 4 sponsors
- Early Bird deadline will be May 1.
- 5% Early Bird discount for Gigabyte sponsors.
- Deadline for receipt of money will be May 31

- B. **Directory** – No issues. **ACTION ITEMS:** Diana will send a pdf of the most recent version of the directory and include a vendor listing. Debbie will provide the “Celebrating 25 Years” logo she created for the vendor-sponsor brochure to Diana to use on the membership directory.
- C. **National Conference (Chapter Mixer)** - The Chapter event in Las Vegas will be on Monday, April 30 at 8:00 after the Chapter Awards Ceremony. Exact details and location to be determined.
- D. **25<sup>th</sup> Anniversary Event** – There was a short discussion about when to hold this event and it was suggested that we plan something for the 3<sup>rd</sup> quarter.
- E. **Archivist** – This topic was **tabled** for discussion at the next meeting.
- F. **Valley Voice** – Jim mentioned that he would like to enhance the newsletter graphically. Yahoo Groups limits the amount of content he can send in the newsletter, such as graphics or attaching it in a pdf document. The group agreed that the brevity and clear focus of the newsletter are its advantages and will be suitable going forward as is.



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- G. **Membership Brochure** - Diana indicated that she cannot open the membership brochure file from last year. **ACTION ITEM:** Jim will provide Diana with the graphic artist's contact information.
  
- H. **Gift Cards** - Jim gave all gift cards (10) left over from the Holiday Party to Annette.

VII. Next Board meeting will be held on April 12 at 12:00 noon. Place to be determined.

The meeting was adjourned at 1:37 p.m.

Respectfully submitted,  
Association of Legal Administrators  
Silicon Valley Chapter

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Rebecca Robertson, Secretary