



**Meeting of the Board of Directors**  
**April 12, 2007**

**MINUTES**

- I. The meeting came to order at 12:12 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; Yvonne Mills, Treasurer (via telephone); Debbie Sanders, Regional Officer (via telephone); Shawn Derfer, CCW Chairperson.
- B. A quorum of Board members was present.

III. **Approval of Minutes**

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

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

- A. **Kudos to Board** - Annette complimented the Board saying we are off to a great start and everyone is doing a good job. Special recognition goes to Yvonne for her article in Legal Pro titled Scaling Down. Per Yvonne, we have permission to reproduce the article for use on our website and newsletter. **ACTION ITEM:** Debbie will forward a pdf version of the article to Jim.
- B. **Presidents' Award** – Annette distributed a copy of the specifications for the Presidents' Awards of Excellence with Board members initials next to the items that she suggests be assigned to them. There will be further discussion on this at future meetings.
- C. **CLI** – Helen will be representing our Chapter at CLI this year to be held in Nashville in June. Due to the extra cost involved we will only be sending one representative this year.
- D. **Business Partners Program** – There was discussion about sending out reminders to vendors who have not yet responded to the vendor packet mailing. We reviewed the list and assigned a Board member to follow-up with each vendor. **ACTION ITEM:** Jim will send a message on list-serv asking members to provide vendor contacts they



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think we should approach regarding sponsorship. Annette asked Board members to take a look at their own vendors to see if we should contact any of them.

There was considerable discussion about improving the graphics in the directory this year especially regarding the smaller ads which had some clarity problems in last year's directory. **ACTION ITEM:** Diana will ask her contact at Pitney Bowes about improving graphics and readability. Diana indicated that part of the problem last year was the format in which she received the graphics from the vendor. Sally suggested that we give our vendor sponsors the required dimensions for their particular ad and ask them to provide the graphics in that size. Board members agreed that it is fair to ask the vendors to provide their own graphics. **ACTION ITEM:** Shawn will contact the Orange County Chapter to ask if they have guidelines they use for vendor graphics.

Debbie informed us that Deborah McMillan from Reel Grobman & Associates expressed concern that they have not yet had the opportunity to host a meeting. **ACTION ITEM:** Sally will contact her.

- E. **Conference Planning** – Our Chapter event is scheduled for Monday night, April 30 following the Chapter Award Reception. Helen made reservations for dinner at the Border Grill; however, following discussions it was decided that we would change the event to drinks and snacks since there would be food served at the reception. A **motion** was made by Jim that Annette, as Chapter President, make the decision about cost of the Chapter social and whether the Chapter would host. A suggestion was made that the Chapter host the first round of drinks. **ACTION ITEM:** Helen will contact the Border Grill regarding changing our reservation to drinks and snacks.

Regarding the Silent Auction, a **motion** was made by Helen and seconded by Jim that the Chapter make a \$100 donation to FALA in lieu of a contribution to the Silent Auction.

Chapter pins were given to Diana who will distribute pins to members who want them.

There was discussion about wearing Chapter shirts or T-shirts at the conference. Some members do not yet have a denim Chapter shirt. **ACTION ITEM:** Yvonne will contact her source and get prices for denim shirts as well as find out if we can have them made before the Conference. **ACTION ITEM:** Annette will e-mail attending members to find out if they would like a T-shirt (or denim shirt if we decide to order).

- F. **Coalition for the Homeless** - There was a brief discussion about note cards that are available from the Coalition for the Homeless. **ACTION ITEM:** Annette will send information to members.



V. **COMMITTEE/OFFICER REPORTS**

- A. **Treasurer's Report (Yvonne).** – Yvonne supplied Board Members with copies of the financials for February and March, 2007. As of the end of March our balance was \$21,359.59. Yvonne reported that some Board members have received conference expense reimbursements already. **ACTION ITEM:** Yvonne will supply an accounting (so far) of reimbursed conference expenses. There was mention of a payment last year to Vicki Gordon (former Chapter Secretary) for conference expenses of \$1,101.20 that should have been refunded to the Chapter since she changed jobs and did not attend the conference. **ACTION ITEM:** Yvonne will provide the details to Annette who will call Vicki regarding the money owed to the Chapter.
- B. **Membership (Diana) -**
1. **New Members** – Diana indicated that there were no new members since the last report. Annette mentioned that there is a new member “in the pipeline” who was a referral from Karen Whittaker.
  2. **New Member Lunches** - There are still some new member lunches to be completed. Due to everyone’s current schedule they probably will not be completed until after the conference.
  3. **Brochure** – Diana she only received one edit from Board members. There was discussion about which card stock to use for the brochure.
- C. **Education (Sally).**
1. **April Educational Meeting** – Invitations for the April educational meeting scheduled for April 26 were distributed. Sally indicated that the response so far was poor, mostly due to conflicting events. Sally recommended that we wait a few more days and, if she does not receive more responses, we cancel the April meeting and reschedule the program for another month. Board member agreed.
  2. **March Meeting** – All agreed that the March meeting featuring our guest speaker, Christie Royce, was well received.
- D. **Website (Debbie) -** Debbie reported that the events section is updated, the Gold Level Pres Award logo & 25<sup>th</sup> Anniversary information have been added to the Home Page and Chapter News sections, and information about Yvonne’s article has been added to the Chapter News section. She is working with Kelly to reduce the font size. All Board members were in favor of allowing Debbie to make “executive decisions” regarding the website.



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- E. **CCW (Shawn)** – There was discussion about whether we should sort food for Second Harvest again this year. Some members expressed a preference for doing something that would not expose us to “little critters”. Shawn said that Second Harvest has other volunteer opportunities besides food sorting. **ACTION ITEM:** Shawn will contact Second Harvest to find out if there are other ways we can help.

VI. **NEW BUSINESS**

- A. **ALA Teleseminars** – We discussed various criteria for sponsoring group teleseminars for our Chapter. Board members felt we should have a minimum of 8 participants in a location to make it worthwhile to sponsor a teleseminar event. We will charge each participant a small fee to attend and they would bring their own lunch. If they reserve a spot but do not attend they will still be responsible for their share of the cost. Sally will work with Greg Baba to decide which teleseminars to promote.
- B. **Directory** – Annette asked if we should include a Starbuck’s card again with the Directory or include a different gift this year. A **motion** was made by Sally and seconded by Jim that we again include a \$10 Starbuck’s card with the Directory.
- C. **25<sup>th</sup> Anniversary Event** – Helen contacted Linda Cunningham and asked her to assist in planning the event. The suggestion is to sponsor a nice dinner and invite former Board members. Jim suggested combining the 25 year celebration with our Fall Mixer. Jim offered to assist Helen.
- E. **Holiday Party** – Helen checked with the Four Seasons restaurant and they can provide us with a nice room for a minimum event total of \$1,800. Helen says they estimate the total bill will be around \$3,000. Annette cautioned that events at the Four Seasons often end up costing substantially more than the estimate so we should plan accordingly. A **motion** was made by Jim and seconded by Helen that we hold our 2007 Holiday luncheon at the Four Seasons Hotel/Restaurant.

VII. Next Board meeting will be held on May 10 at 12:00 noon. Place to be determined.

The meeting was adjourned at 1:52 p.m.

Respectfully submitted,  
Association of Legal Administrators  
Silicon Valley Chapter

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Rebecca Robertson, Secretary