



Meeting of the Board of Directors
June 14, 2007

MINUTES

- I. The meeting came to order at 12:04 p.m.
Location: Via Teleconference

II. **Attendance**

- A. Present: Annette Ross, President; Helen Ferentinos, President-Elect; Sally Downing, VP Education; Diana Kenneally, VP Membership; Becky Robertson, Secretary; Yvonne Mills, Treasurer; Debbie Sanders, Website and Vendor Committee/Past President's Council; Shawn Derfer, CCW Chairperson; Greg Baba, Teleseminar Coordinator.
- B. Absent: Jim Karkas, Past-President
- C. A quorum of Board members was present.

III. **Approval of Minutes**

Motion to approve Minutes of May 17, 2007 Board meeting was made by Diana, seconded by Helen, and unanimously approved.

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

- A. **Kudos** - Annette acknowledged Debbie Sanders' great accomplishment of passing the CLM exam and becoming a Certified Legal Manager. Annette said that she received a letter from Patti Goff asking her to "let everyone know". Debbie received well-deserved congratulations from all.
- B. **Review of Action Items**
1. **Sample Directory from Pitney** – Diana reviewed a few of the designs by other Chapters and is in the process of designing a new cover. She will forward to us for comments when completed.
 2. **Names to Contact for June Meeting** – It was decided that Board members would make calls again this months to personally invite Chapter members to the June Educational Meeting. **ACTION ITEM:** At their request, Annette will send Becky, Yvonne and Greg a list of names to call.



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3. **CCW Ideas to Shawn** – Shawn says he received suggestions and has a number of things to propose.
4. **Calls to Datasafe & Iron Mountain** – Annette called Datasafe and was told that they are full and do not provide pro bono space to anyone. Diana said she made a call to Iron Mountain and was told “no” but will also check with her sales representative directly.
5. **Award Criteria** – Annette and Heather spoke briefly about awards and will cover the topic in more detail at the Retreat in July.
6. **Retreat Location** – Helen arranged for the Retreat to be held again this year in the Board Room at Dinah’s on July 12, from 3:00 – 7:00 with drinks and ordeurves available. She also made a dinner reservation for those who can stay for dinner following the Retreat. Helen suggested inviting Bonnie Neary to join us for dinner and everyone agreed it would be a good idea. The question of Dinah’s sponsorship came up and Helen said she would ask them about renewing this year.
7. **Sponsor Packets** – Debbie reported that Arlene sent out the sponsor packets.
8. **Regional Minutes** - Minutes from the Regional Council Meeting at the Annual Conference were distributed to members with the April/May 2007 edition of the Valley Voice newsletter.

V. COMMITTEE/OFFICER REPORTS

- A. **Treasurer’s Report (Yvonne).** – Yvonne sent Board Members copies of the financials for May, 2007. As of 6/14/07 our balance is \$11,413.18. She reported that most (but not all) of the reimbursements for conference expenses have been made. She said we are waiting for reimbursement for some of the ALA logo shirts and a paid board scholarship to the 2006 Annual Conference (Montreal), but not attended. **ACTION ITEM:** Yvonne will follow up on the shirt reimbursement and Annette will offer a payment plan option for the annual conference reimbursement.

There was discussion about setting up a Pay-Pal account which would allow us to offer payment by credit card. The fee is 2.9% plus 30 cents per transaction. There is no cost for set-up or maintenance. Annette recommended not doing it now but **tabled** it for review once a year at the start of the vendor sponsor program.

- B. **Membership (Diana)** -

1. **New Members** – Diana reported there are no new members this month.



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2. **Brochure** – The membership brochures are ready to distribute.

C. **Education (Sally)**.

1. **May Educational Meeting Recap** – Sally reported there were 22 RSVP's, and 18 attendees at the May Meeting. Survey responses were positive with the exception of two "poor" ratings (no comments included).

2. **June Educational Meeting** – Sally reported the topic for June seems to be popular. The speaker suggested we may want to provide her with suggestions for items to cover in her talk. Helen suggested the speaker provide some scenarios. **ACTION ITEM:** Sally will solicit attendees for question in advance of the meeting via e-mail to those who RSVP'd For potential award purposes, Annette suggested that we keep a file with copies of every e-mail notice sent out to Chapter members. Sponsor for the June Meeting will be Landmark Legal.

3. **"Host a Meeting" Sponsors** – Sponsors who host a meeting will be asked to limit their introductions to 3 minutes before introducing the speaker.

D. **Website (Debbie)** - Debbie received an invoice in the amount of \$134.40 for renewal of website hosting. She gave Kelly a number of updates, most of which have been added. Arlene will be working with Kelly at the beginning of July to get the new sponsors added to the website.

E. **Vendor Sponsor Program (Debbie)** – Debbie reported that we are expecting to close out this year's Vendor Sponsor Program with projected proceeds of \$42,500. There are 27 renewing sponsors, 8 not renewing and 13 new sponsors. About \$9,000 is still owing and several sponsors still need to turn in their artwork and company information for the membership directory and website. Arlene is following up with the sponsors to collect outstanding payments, artwork, and company information. Diana mentioned that a sponsor asked why the check they sent had not been deposited. **ACTION ITEM:** Debbie will ask Arlene to send sponsor checks to Yvonne ASAP.

Shawn suggested that someone call non-renewing sponsors to get feedback as to why they chose not to renew. This was followed by discussion about some specific non-renewing sponsors. **ACTION ITEM:** Sally will contact CBRE and Diana will contact Studley. **ACTION ITEM:** When sponsor list is finalized Debbie will send out an e-mail to the membership with the updated handout with the sponsors' contact information and encourage members to support the Chapter's business partners.

F. **CCW (Shawn)** – Shawn presented a number of potential CCW events. They included:



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- Pathways Hospice Foundation – Assembling flu packets
- RAFT Literacy Program – Sorting books, toys, etc.
- Lend a Hand at Sacred Heart – Food sort and distribution
- OICW (Job Training Center) – Set up for Open House event
- City Team Ministries – Choice of food box sort & pack, personal hygiene or construction projects.
- Second Harvest – Food sort or distribution

Group discussion followed with most Board members favoring the RAFT project. Also discussed was the possibility of working both the RAFT and Pathway events as a way to possibly increase member participation and support more community projects.

ACTION ITEM: Shawn will make appropriate contacts and send out notices.

- G. **25th Anniversary Celebration (Helen)** – Helen offered several suggestions for event location including: Elizabeth Gamble Gardens (Embarcadero Rd), Marriott Residence Inn (Los Altos) and the Hyatt (Santa Clara). She suggested we make it a fall rather than spring event and make it the gigabyte sponsor/member mixer to be scheduled in the fall. The board is considering a separate sponsor/member mixer or thank you breakfast for the later summer. Discussion followed about event timing, guest lists and sponsorship inclusions. Some other location suggestions were Trader Vic’s, Villa Montalvo and Hotel Valencia at Santana Row. A suggested date September 13 or another Thursday in September. Estimated attendance is around 50 people.
- H. **PLMW** – **tabled** for discussion at a later meeting.

VI. NEW BUSINESS

- A. **President Awards** – On agenda to keep in mind. More detailed discussion will take place at Board retreat.
- B. **Retreat** – Scheduled for Monday, June 23 at 3:00 p.m. at Dinah’s Garden Motel/Trader Vic’s Restaurant.
- C. **Business Partner Thank You Breakfast** – All agreed that last year’s event was a success and should be repeated this year. **ACTION ITEM:** Annette will call the Four Seasons regarding a possible date in August.
- D. **ECO Chapter** – Annette presented the idea of the Chapter becoming more “Eco friendly”. She asked that Board members consider what, if anything, we can do and come up with some ideas to discuss at a later date. Topic was **tabled** for next meeting.
- E. **Job Bank** – There was discussion about whether the Chapter should consider establishing a formal Job Bank program for members. Board members felt it would be



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a lot of extra work and most favor continuing our more informal was of distributing employment opportunities through the discussion group. **ACTION ITEM:** Annette volunteered to send out job announcements to the discussion group members---another “plus” to participation in the discussion group.

- F. **ALA Teleseminar** – Greg reported that he received 7 responses to the most recent teleseminar which is not enough participation so far. **ACTION ITEM:** Greg will send out a “last call” for participants before a decision is made to cancel the event.

- VII. Next Board meeting will be our annual retreat to be held on July 23 at 3:00 p.m. at Dinah’s in Palo Alto.

The meeting was adjourned at 1:27 p.m.

Respectfully submitted,
Association of Legal Administrators
Silicon Valley Chapter

Rebecca Robertson, Secretary