



ASSOCIATION OF LEGAL ADMINISTRATORS®
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SILICON VALLEY CHAPTER

Meeting of the Board of Directors
March 13, 2008

Minutes

The meeting came to order at 12:15 p.m.
Location: Bingham McCutcheon – Palo Alto

I. ATTENDANCE

- A. **Present:** Helen Ferentinos, President; Annette Ross, Immediate Past President/ Vendor Relations Chair; Jim Karkas, Director-Communications/Newsletter Editor; Yvonne Mills, President-Elect; Becky Robertson, Treasurer; Heather Wagner, Chapter Awards Committee Chairperson/Bar Relations Chairperson; Debbie Sanders, Director-Membership/Past President's Council; Sean Derfer, CCW Committee Chairperson; Pat Murray, Secretary
- B. **Absent:** Sally Downing, Director-Education; Art Bernstein, PLMW Committee Chairperson
- C. A quorum of Board members was present

II. GENERAL

- A. **Approval of Minutes.** **Motion** to approve Minutes of February 14, 2008 Board of Director's meeting was made by Debbie, seconded by Jim, and unanimously approved.
- B. **President's Report and Review of Action Items.**
 - 1. **Calendar of Meeting Dates:** Helen created a calendar for the 2008 term of office to record all chapter membership and management activities including education meetings, website and newsletter deadlines, mixers, business sponsor breakfast, conferences, etc. **ACTION ITEMS:** Debbie & Yvonne will update the calendar on the website. All will send calendar entries to Helen. A date for the June Board retreat will need to be determined.
 - 2. **Power Points:** The 2007 Power Points scholarship winner is Heather Wagner. She will receive conference early bird registration, airfare, and four nights at the ALA hotel rate.
 - 3. **Annual Conference-Seattle** (Board members subsidy; Chapter event):
 - a. It was decided that the Board may submit their receipts before the conference if an agreement is signed to repay the stipend if the person does not end up attending. The Board previously authorized up to \$750 for committee chairs and \$1,500 for board members.
 - b. A chapter event will be held on Sunday, May 3rd, before the welcome reception.



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4. **President's Award (Helen/Heather):** This award is named for ALA's past presidents and is based on points for effective chapter management. Last year the chapter won the Gold Level award, one level below Platinum. This year Helen's theme is the "*Platinum Chapter*." **ACTION ITEM:** Heather will give preliminary assignments based on the 2007 award criteria and update it once the 2008 criteria is posted (generally after the Annual Conference and before the Chapter Leadership Institute).
5. **FALA donation (The Foundation of the Association of Legal Administrators (FALA) is the educational, charitable and research affiliate of ALA.):** A motion was made by Jim to donate \$100 to FALA. Seconded by Annette. Motion carried.
6. **Board Job Descriptions:** Job descriptions of each board position were distributed. **ACTION ITEM:** Jim will create the new Director-Communications job description. Everyone will update their duties in their own description.

III. DIRECTOR/COMMITTEE REPORTS

- A. **Treasurer's Report (Yvonne):** As of 02/29/08, the bank balance is \$35,595.41. February income is \$428.92 and expenses are \$235.56. On February 22, 2008, a five-month liquid CD was opened at City National Bank in the amount of \$10,000. A detailed treasurer's report was provided.
- B. **Membership (Debbie):** Debbie and Diana did not get a chance to meet for their crossover meeting. **ACTION ITEM:** Debbie will get membership information on procedures and records from Diana and provide the updated chapter database at the next board meeting.
- C. **Education (Helen for Sally):** The next sessions are a Labor Law Update at Bingham on March 27th and Green Initiative webinar on April 23rd.
- D. **Communications (Jim):** A task force met on March 20 to discuss upgrading the newsletter (Jim, Helen, Yvonne, Annette). Jim presented their ideas, including photos of members, member addresses, "Ask a Board Member" section, articles, logo on the newsletter, and annual report yearbook. Yvonne is spearheading the technology part. Discussion followed. The task force will meet again on April 2nd. **ACTION ITEM:** Yvonne and Debbie will send sample newsletter formats.
- E. **President-Elect (Yvonne Mills):** Yvonne is working with Jim on the committee to design an upgraded newsletter. She has transferred the treasury position to Becky. New signature cards are being circulated.
- F. **Vendor Relations (Annette Ross):** Debbie provided a suggested timeline from last year's committee. The season begins July 1 and payments are due by May 31. The vendor packets should be mailed in April & May packets; Discussion followed about the levels of sponsorship. The Board agreed to add a benefit to the Gigabyte and Megabyte sponsors to receive newsletter ad as part of their package. Another level was added to submit an article for the electronic newsletter for an additional \$250, limited to six



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sponsors. Mid-year sponsorships are accepted at a prorated rate. **ACTION ITEM:** Debbie to send Annette the sponsor list and update the brochure. Annette will update the sponsor list and provide board assignments.

- G. Website (Debbie/Yvonne):** **ACTION ITEM:** Debbie will send updated board contact information for the chapter website to Yvonne.

IV. New Business

- A. ALASVC Librarian:** This committee-level position will manage the chapter "library" collecting articles and media to loan upon request to members. **ACTION ITEM:** Jim to post position in newsletter and solicit members to fill the position.
- B. Spring Mixer:** The chapter will hold a membership mixer on Thursday May 22, 2008 at a place to be determined. All vendors/all members invited. **ACTION ITEM:** Annette will provide an updated vendor list.

The Board discussed a bonus gift for attendees who bring other members and/or a raffle. *(It was noted that the fall mixer needs to be limited to the Gigabyte sponsor only).*

- C. Member Survey:** Helen proposed that the chapter send out a survey. A suggestion was made to look into using Survey Monkey.
- D. Chapter Dues (Helen):** Tabled for discussion at another time.
- E. Bar Relations / SCCBA (Helen/Heather):** One of Helen's attorneys, Tom Kuhnle, is the President of the SCCBA, so we have a new contact for a possible joint effort. The Board needs to come up with a *specific* idea to present to the SCCBA. Debbie suggested that our chapter's website link on the SCCBA website should be changed from SVC-ALA to "Association of Legal Administrators-Silicon Valley Chapter" so that we can be found alphabetically under the letter "A." **ACTION ITEMS:** Helen will work with Heather to come up with an idea for a joint effort. Heather will check notes from previous joint venture attempt with the SCCBA. Heather will contact the SCCBA about the alphabetical link. Helen to seek support of Mr. Kuhnle of Bingham, the current SCCBA President.
- F. Charitable Giving (Helen):** Helen proposed sponsoring the Santa Clara County Legal Secretaries Association's quarterly conference in San Jose. A motion was made by Annette to donate \$100. Seconded by Helen. Motion carried.

V. The next Board meeting will be held on April 10 at 12:00 noon at Bingham (Helen's office).

Meeting was adjourned at approximately 1:15 p.m.

Respectfully submitted,
Association of Legal Administrators
Silicon Valley Chapter

Pat Murray, Secretary