



**EBALA Board Retreat Minutes**  
**Wednesday, June 24, 2015**  
**8:00 a.m.**

**Attendance:** Joy Buchanan, Stacey Bales, Ann Eikenberry, Andrea Everage, (by phone: Elizabeth Kohlman and Brian Nerves).

**Absent:** Brenda Barry, Margot Canapa, Pamela Dutra, Rachel Estes, Nancy Neves, Tina Riehl and Karin Wiborn.

The meeting was called to order at 8:05 a.m.

**A. Minutes**

1. Minutes of the May 14, 2015 Board of Directors meeting were approved (motion by Ms. Bales; seconded by Ms. Eikenberry).

**B. Treasurer's Report**

1. Ms. Bales presented the financials, which were approved (motion by Ms. Everage; seconded by Ms. Eikenberry).

**C. Business Partners**

1. Ms. Eikenberry reported TriNet as a new sponsor – Jill Jackson is the contact.
2. The Board discussed possible changes to the Business Partners benefits/program. New BPs are being referred existing BPs, and some misinformation is being spread. To reduce Ms. Eikenberry's call time with potential BPs, it would be beneficial to revise the information available on the website.

**a. Application Window:**

- i. Recommended that there be an application window and deadline. This will reduce the requests being made by BPs for their sponsorship to be pro-rated. BPs wishing to join after the application window may still become sponsors; however, they will not receive a pro-rated fee.

- b. Update Sponsorship Grid:
  - i. Revise grid to provide a clearer comparison of each sponsorship level. Discussion was had concerning the best layout for the benefits comparison.
- c. Membership Directory:
  - i. Some BPs have requested a hard-copy membership directory. The Board agreed that providing a hard copy of the membership directory is not practical or desirous.
- d. Additional Advertising Opportunity
  - i. Ms. Kohlman will prepare a PowerPoint presentation of BPs logos and contact information to run at the start of meetings and during breaks during the Mornings in the East Bay event.

#### D. Programs

1. Ms. Eikenberry reported attendees' responses to Mr. Mizes' presentation, *Become the Rainmaker of Your Firm's Bottom Line*, was, overall, helpful and informative.
2. Craig Mueller of City National Bank, has a colleague from their Los Angeles location who would like to give the Chapter a presentation on cyber fraud (wire, hacking, how to protect the business, etc.). The concern is drawing a large enough audience. Ms. Eikenberry discussed various ideas to boost attendance (joining with the Golden Gate Chapter, inviting BPs or lawyers to attend, etc.). The Board was not in favor of holding a joint meeting with the Golden Gate Chapter, but was in favor of allowing non-members to attend. The Golden Gate Chapter will also have this speaker cover the same topic; thus, EBALA's speaker costs can be reduced by scheduling a meeting within a day of the Golden Gate Chapter's meeting. Discussion was had concerning applying for MCLE to make the meeting attractive for attorneys.
3. To boost attendance at meetings, Ms. Bales suggested a conference-call type environment where members register via the website, and be provided with a hand-out of the speaker's PowerPoint.
4. Ms. Eikenberry is pursuing discussions with various speakers for future topics.

E. Website

1. Ms. Kohlman advised the Board regarding member's discontent with multiple emails/reminders of upcoming events. The current thought is to send bi-weekly (or bi-monthly) reminders, rather than weekly reminders.

F. Newsletters

1. The publishing deadline is July 24<sup>th</sup> for the August newsletter.

OLD BUSINESS

A. EBALA 25<sup>th</sup> Anniversary Celebration

1. Ms. Eikenberry proposes a \$5,000 budget for the event. There may be additional fees, e.g., speaker's fees. There would be no cost to the members to attend. (Ms. Bales moved; Ms. Everage seconded).

B. Membership Survey

1. Ms. Bales and Ms. Kohlman will review the current version of the membership survey. Thereafter, it will be distributed to the membership.

C. Annual Conference

1. Ms. Buchanan gave a brief synopsis of the sum and substance of the Annual conference held in Nashville, Tennessee.

D. Scholarships

1. EBALA won a scholarship to Annual. Thus, members will have two opportunities to win a scholarship to Annual, and one for the Business of Law Conference.

NEW BUSIENSS

E. CLI, Grand Rapids, Michigan – 7/23 – 25/15

1. Ms. Riehl and Ms. Everage will attend CLI this year. Region 6 attendees (Sacramento, Central and East Bay) will work on a project, to be presented at CLI. The project will answer the following in Issue/Solution format:
  - a. Recruitment – Central Valley
  - b. Retention – East Bay
  - c. Business Partners – Sacramento Valley

F. 2014 Tax Return

1. Ms. Bales is scheduled to speak with the accountant (Peter) regarding the tax return.

G. Other

1. Ms. Kohlman requested Board members provide her with any photos in their possession for the 25<sup>th</sup> Anniversary photo slide-show.

G. Next Meeting

1. There being no further business, the meeting was adjourned at 9:29 a.m. The next Board meeting is scheduled on July 21, 2015 at 12:30 p.m. at Miller, Starr, Regalia.

Respectfully submitted,



Andrea D. Everage

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