



**MINUTES**  
**BOARD MEETING & RETREAT**  
July 6, 2016

Location: Home of Tina Riehl, Orinda

Present: Joy Buchanan, Margot Canapa, Andrea Everage, Elizabeth Kohlman, Kara Koeberle, Brian Nervis, Tina Riehl, Karin Wiborn

Absent: Pamela Dutra, Stacey Bales

Andrea Everage called the meeting to order at 6:15 p.m.

MINUTES OF JUNE 16, 2016

Correction: Armanino was misspelled. Margot Canapa moved to approve the Minutes as corrected, Joy Buchanan seconded.

PRESIDENTS' AWARD OF EXCELLENCE, Pages 3-4

- Conduct Benefits of Membership.

We tried to do new member breakfast. Informal lunches fulfill category with standardized outline to give to all members taking new members to lunch. Andrea Everage will talk to Pamela Dutra about creating an outline.

- Mentor buddy program.

We will create a more formalized mentoring program, following up after welcome lunches.

- Create measurable plans and opportunities to attract Gen X & Y members.

Discussion ensued about connecting through social media and other engagement. Identifying future members is difficult with smaller firms that don't have layers of employees coming up through the ranks. Some of the Oakland firms may have succession plans for senior administrators, who we could reach out to. Another idea that was tabled for a later date is reaching out to a local college with a HR/Management concentration.

Sending Brian Nervis and Kara Koeberle to CLI fulfills this requirement.

- Create and/or maintain a program to keep seasoned administrators, including Past Presidents, actively involved in chapter activities.

A number of Past Presidents are on the Board and we reached back with the Anniversary Party.

- Create and/or maintain initiatives to engage large firm administrators in chapter activities.

Most of our membership belong to small firms. Larger firms belong to the Golden Gate Chapter. Discussion ensued about how Golden Gate and other chapters engage members. Start with inviting them to attend our events.

- Provide educational enrichment within the community through activities such as internship programs, advisory panels, curriculum development efforts or teaching.

Suggestion for the future: Identify a school with an HR program and align with them.

- Conduct joint event or initiative with another professional organization.

We previously partnered with Legal Marketing Association (LMA) but stopped due to technology issues with their programming.

Joy Buchanan will reach out to ILTA to partner on a technology program.

- Consider submitting a grant proposal to the Foundation of ALA to develop an innovative project or product that will benefit ALA members, contribute to the advancement of legal management, or provide needed services to the broader community.
- Provide IDEA Award information to chapter members and business partners. Encourage chapter, firm, group and/or individuals to apply.

Grant proposal and IDEA award are on hold for future consideration.

- Participate in ALA's Comp & Benefits Survey revenue sharing program for Chapters.

Archer Norris is participating this year.

- Develop and implement procedures and policies that facilitate business partner involvement in chapter-selected activities.

BPs participate in Morning in the East Bay and other selected activities per our BP agreements.

- Publish at least one article per year in chapter newsletter to educate members about the importance of value of business partners.

Stacey Bales and Craig Muller wrote a joint article last year. Need another for this year.

- Subscribe to and participate in ALA's Business Partner Listserv.

Margot will participate.

- Encourage members to use ALA Legal Marketplace program

The ALA Legal Marketplace is listed on EBALA's website

- Inform BPs about regional and ALA opportunities

BP area of website has information and our BP packet.

- On an annual basis submit an updated Chapter Business Partner Program Profile

Andrea will send the Word version of the checklist to Margot to click on the link and see what needs to be submitted.

- Support engagement and growth of international membership by not scheduling chapter conference event or expo 30 days prior to or following ALA International event.

We already attempt to do so but note it will be required effective 1/1/17.

- Assist ALA headquarters with growing BP relationships by regularly providing names and contact info for relevant BP prospects.

We can provide contact information to HQ.

### TREASURER

Brian Nervis provided financial data for the previous five years. Looking at income and expenses, we are very close to balancing.

Because of time for transition it was difficult to prepare a budget. Brian recommends the new treasurer begin with the old treasurer at the end of the term to forecast and prepare a budget for the beginning of the next term. As a non-profit, we don't want to have a large balance, but budget is necessary to determine whether we can support our programs and conference scholarships. BP year is calendar year, which is different from our fiscal year. Brian will seek counsel from other chapters at CLI to see how other chapters prepare their budgets.

Reviewing the financial reports, Brian noted attention needs to be given to how expenses are classified. For example, Lafayette Park Hotel is a line item, but it should be tied to Morning in the East Bay.

Discussion was had regarding the suggestion to award more scholarships. Brian reported we are currently financially sound but should spend thoughtfully, especially since some of our Mt. Diablo BPs have dropped off or down, which also affects our bottom line. We now have three Mt. Diablo BPs instead of five.

Brian reported he will be requiring W-9s and the need to issue 1099s for vendors/independent contractors. Brian is requesting W-9s before checks are cut and will issue 1099s at year-end.

## MEMBERSHIP

Andrea reported for Pamela Dutra. Stacey Bales and Pamela Dutra took new member, Michael Hughes to lunch and provided comprehensive information about East Bay ALA. Pamela has a lunch planned with new member, Lorie Gehrke, as well. Anyone is welcome to join Pamela during new member lunches. A lunch needs to be scheduled with Lisa Campbell. It appears new member Jane Fornette has changed firms. Pamela will follow up.

Initiatives for this year: Last year Ann Eikenberry gave Pamela information from the Bar Association about free advertisement. Pamela will provide more information to the Board once she has a chance to review it.

Going back to the Presidents' Award requirement. Andrea will suggest Pamela create an outline from the lunch with Michael Hughes to use for our a formal mentoring program and as a guideline for future new member lunches. The suggestion was made to invest in "EBALA" thumb drives and load them with new member information for EBALA and ALA.

## BUSINESS PARTNERS

Armanino McKenna is not going to be a BP but Margot is working on them for a financial program. Please let Margot know if anyone has a suggestion for a financial topic. Banking, budgeting, etc.

City National has a crew of financial speakers and Andrea reported the budgeting presentation by her firm's Executive Director, Bruce Wright, was well received and he would be happy to present again.

## PROGRAMS

Karin Wiborn reminded that the Program Chair should be planning programs through April so the new Chair doesn't have to start planning an immediate program. She further advised a program calendar template exists to assist in planning.

Joy Buchanan stated she would like to continue as Program Chair and will continue to plan programs. Andrea suggested standard procedure for the Program Chair should be to plan through July to allow transition period for new Chairs.

Further re W-9s, Program Chair should request W-9s from speakers with a fee as programs are booked.

Discussion ensued about EBALA subsidizing the cost of the events. It was decided EBALA will continue to underwrite the smaller lunch programs and socials, but will charge for bigger programs with speakers. Charging an affordable amount holds registrants accountable and EBALA will subsidize the remainder.

Joy raised the question of BP sponsorship. Does sponsoring mean that BPs pay for the cost of the event? It was determined that sponsorship means representative attendee, name recognition and an opportunity to talk about/advertise business.

Joy will make sure BPs have the sponsorship opportunities that they pay for.

There will be a balance of BP and member only events. Everyone agreed Bunco is a great social event for BPs. Format is conducive to socializing.

The suggestion was made to do an after business hours wine and cheese members-only roundtable.

Joy reported she has scheduled the following:

#### Summer Social

August 18th at Sunol Ridge in Walnut Creek, 5:30 p.m. – 7:30 p.m. BPs will be invited. The Board agreed to call it a Member Appreciation Social.

#### Managing Partner Breakfast

September 22nd at Scott's Seafood in Walnut Creek, 8:00 a.m. – 10:30 a.m. Brent Turner from Peer Monitor will present (no fee).

#### Fall Social/Bunco

Tina Riehl agreed to host the Fall Social/Bunco with a Halloween theme again this year on Thursday, October 20, 2016 (The October Board Meeting scheduled on the 20th will be moved)

The following events are in progress:

#### Holiday Party

Looking for an Oakland venue. Some suggestions: Terrace Room at The Lake Merritt Hotel (may be too big for our group) and Lake Chalet (parking is difficult). Brian will provide suggestions for venues convenient to BART.

#### Morning in the East Bay

Reached out to the Lafayette Park Hotel requesting January 27, 2017. Waiting to hear back from Kim Moraga. Second choice January 20th.

Golden Gate has events scheduled around that time. Joy respectfully declined Golden Gate's invitation to co-chair their legal changes program given the date of our own educational program around the same time.

As soon as date is set we will start advertising, send "Save the Date" followed by more details.

Elizabeth Kohlman has the budget from previous years as a guideline. Marsha Petrie reached out to Elizabeth, however the Board prefers not to contract with Marsha again in 2017. Everyone likes Michael Nash but we will continue to look for someone new. Elizabeth asked for speaker recommendations. Joy and Elizabeth will work together. Archer Norris/Kara Koeberle can assist with the invitation and Elizabeth will provide templates from previous years for the set-up, handouts and such.

## WEBSITE

Elizabeth needs to talk to Lorie Gehrke regarding finishing LinkedIn and social media connections.

## NEWSLETTER

Kudos went to Kara and Karin for a great Newsletter. Karin reported they worked through the formatting issues on the website. Star Chapter assisted with some of the formatting issues as well.

## OLD BUSINESS

### Book Club:

Tina revisited the idea of a chapter book club. The Board agreed it may spark interest for some members and worth a try. Tina will decide on a name, a fun (not professional development) book to start and put it out in a blast in addition to publicizing in the Newsletter.

### Scholarships:

Andrea revisited discussions about doing something in addition to our current scholarships.

A possible idea is to decide on a dollar amount "bucket" and divide funds among attendees who are attending without a scholarship (i.e. \$500 bucket and 5 EBALA members attend a conference, \$100 would be awarded to each as a subsidy).

Another suggestion was to award a regional scholarship to new members to encourage new members to attend programs.

The decision was made to award two regional scholarships at the Summer Member Appreciation Social: \$1,000 to a new member (criteria: joined in the last 12 months) and \$1,000 to an existing member (member for more than a year). Must be present to win and existing member has not won in the last two years. We will publicize new member scholarship to attract new members to attend the Social.

A scholarship to Annual Conference will be awarded as usual at Morning in the East Bay.

### CLM Study Group:

Elizabeth prepared an article but didn't hear from anyone interested in forming a study group.

### Surveys:

Andrea read Star Chapter information regarding tracking member activities to increase engagement and we will discuss at a future meeting.

Meeting was adjourned at 8:31 p.m.

Respectfully submitted,

Joy Buchanan  
Program Chair / Acting Secretary