

**Minutes from the July Board Meeting of the
Austin - Central Texas Chapter of the
Association of Legal Administrators**

July 17, 2003, 12:00 noon

Members Present:

**Edna Diaz, Elaine Bradbee, Angela Thorpe, Ann Jacobson, Debbie Roan,
Mary Smith, Vickie Mitchell, Barbara Anderson-Carr, Elaine Burr**

Members Not Attending:

Bill Elkjer

Item 1.

Reading/Approval of the Minutes:

The June Board Meeting Minutes were approved as written and submitted to the Board.

Item 2.

Treasurer Report: (Mary Smith)

Chapter bank account balance as of July 17, 2003 is \$25,896.27. No checks have been written since last month and several checks in connection with the vendor fair have been deposited.

A Balance Sheet and Income Statement for the period ending July 17, 2003 are attached hereto and made a part of these minutes.

Item 3.

Membership Committee: (Barbara Anderson-Carr):

Barbara reported that several projects are underway in her committee:

- Debbie Roan and Angela Thorpe wrote articles on the educational program and the vendor fair to be published in next Monday's Travis County Bar Association e-newsletter.**
- The membership list has been updated on the website with the help of Elaine Burr and two links have been added to the website for printable lists sorted by Member's last name as well as by Firm/Company.**

- **Members who do not attend the monthly luncheons will be contacted.**
- **Jo Ann McNeil will be contacting members whose photos are not displayed on the website and she will bring a camera to next Thursday's luncheon.**
- **A new "Meet and Greet" process at the monthly luncheons has been established. Two members from the committee and our President will welcome members as they arrive at the luncheons.**
- **Information on ALA is being gathered for a mailing targeting administrators from firms who are not represented in our membership. The mailing is scheduled for July 31, 2003.**
- **Name tags for Guests at the monthly meetings will include the word GUEST in bold red lettering to better identify guests and to facilitate the networking process.**
- **Two guests from Haynes & Boone will be attending this month's luncheon. Edna Diaz mentioned that while new people have good intentions about attending their first meeting, they might feel intimidated at the last moment. She suggested that someone should volunteer to accompany the guests to the meeting to help them feel more comfortable when they arrive. Barbara will follow up with a reminder phone call and make sure that they are accompanied to the meeting.**
- **Elaine Bradbee volunteered to mentor the new member who recently assumed the administrator's position at Hanna & Plaut.**

Community Relations/Bar Activities: (Ann Jacobson)

Ann reported that she, Barbara Anderson-Carr, Edna Diaz, and Angela Thorpe met with DeLaine Ward, Executive Director of the Travis County Bar Association. The meeting was very successful in that they discovered several opportunities for our chapter to work with the Bar Association:

- **DeLaine agreed to allow the chapter to place brochures on the vendor fair in the TCBA lobby**
- **DeLaine invited us to partner with TCBA on one or more community events where media exposure may be available.**
- **DeLaine offered to help our membership committee identify small firms who may not be aware of the benefits of belonging to the chapter.**
- **DeLaine extended an invitation to the chapter membership to attend a black tie gala in January.**

Ann also reported that the Community Challenge Weekend is tentatively scheduled for October 17, 2003. This year's project will be to treat the children at the Austin Children's Shelter to an afternoon at Gatti Town. The Shelter will transport them to the restaurant and the chapter will pay for their lunch and some tickets to play the games.

The Chapter will donate educational toys to the shelter for those who are

too young to participate in the field trip to Gatti Town.

Chapter members will be asked to donate cash toward these goals.

Program Committee/Education Committee: (Debbie Roan)

There will be no August luncheon meeting due to the Educational Seminar/Vendor Fair. Connie Merritt will be speaking at the Educational Conference – her topic is Raiders of the Lost Spark - Invigorating Today's Unique Professional. More information about the content of her speech will be going out after the next luncheon meeting.

Kathy Fichtman-Haney, ALA Region 4 Director, has agreed to speak at the November meeting, and Becky Sandifer and her partner will be speaking at the October meeting.

Currently, we have no program scheduled for January. The Educational Seminar will take the place of the February meeting.

Debbie informed the Board about resources at ALA National who are available to speak and provide demos on how to navigate the ALA National website effectively. She also added that a program on financial issues is a possibility.

Vendor Relations Committee (Angela Thorpe)

Angela reported that the committee has received 35 registrations: 1 Platinum (Dahill Industries), 1 Speaker (Sphere Consulting Services), 10 Silver and 23 Bronze. Twenty-nine of the 35 have paid.

Connie Merritt will share a small space in the Sphere Consulting Services booth to display her pamphlets and sell her products. Debbie will distribute Connie's picture to the membership as well as some flyers. Her picture and flyer information will be added to the website.

Edna suggested that we display all of our Chapter awards prominently near the registration desk.

The vendor committee members will be starting a calling campaign to contact vendors who have not turned in all of the required forms and data.

Angela will send the list to the listserv members asking members to review the list and to contact other vendors who may want to participate.

The vendor program will include a message from the President, vendor ads, and a map including booth assignments. We will need to contact one

of the participating copy center vendors to ask about printing enough programs for each vendor and attendee to receive a copy.

Debbie Roan mentioned that she hoped to bring back some ideas from the Denver Vendor Fair which she will be attending on August 13. Angela Thorpe will be on vacation during the first two weeks of August. Debbie volunteered to cover for her in her absence.

Two Vendor Committee members will be asked to digitally photograph the Vendor Fair.

Newsletter Committee: (Elaine Bradbee)

The next newsletter is due to be mailed in September. The deadline for information, ads, photos, the President's Note and other pertinent articles is the first week of September. This newsletter will focus on management issues.

Elaine Bradbee indicated that articles from each Committee would be a welcome addition. In addition, she plans to include a scrapbook or collage feature in each newsletter. For the next issue, she plans to include photos from the Vendor Fair.

Bill Elkjer agreed to write a book review on The Extraordinary Administrator.

Debbie Roan offered to send her some ALA trivia information.

The head chef from the Lake Austin Spa will contribute a healthful recipe and a brief article.

There have not been many suggestions for a new logo for our chapter. Elaine Bradbee mentioned that the suggestions received should be displayed at a member luncheon.

The question concerning vendor ads following the vendor fair was addressed. It was determined that the ads can be spread among the next four issues. A balance needs to be achieved with regard to ad placement: competitor ads should be placed on separate pages; ads should not interrupt the flow of articles; and there needs to be a reasonable ratio of ads to articles.

Edna Diaz suggested that when the Board reviews the next newsletter, guidelines for the printing company need to be clearly outlined. Barbara Anderson-Carr suggested a company such as Bowne, who can help with the layout and ad placement. Debbie suggested Kinko's as another

alternative.

Website Committee: (Elaine Burr)

Elaine has been working on a number of projects using some of the advanced features of Macromedia web design products:

- Create dynamic forms on the website in order to allow administrators to complete the salary survey on line
- Set up a membership database in Access and create dynamic web pages to provide users with sort options when viewing the membership list
- Create a job bank

She ran into a problem when she discovered that our current Internet Service Provider (ISP), Simlab.net does not support the tools she has been using to develop the web site. Simlab.net has hosted the Austin ALA chapter website at no cost for a long time.

As an alternative to a dynamic membership list, Elaine created links on the website to printable PDF files. These files will need to be updated each time there is a change in the membership list.

Edna Diaz stated that we need to move forward to attain an attractive and functional website without excessive time demands on the webmaster. She suggested that Elaine Burr look into alternative ISP's and e-mail the Board with her findings. Angela Thorpe requested that if we should find a local vendor who can meet our needs, her committee would like to contact them about participating in the vendor fair.

Mary Smith suggested Texas.Net as a possibility.

Salary Survey Committee: (Vickie Mitchell)

Vickie asked for the Board to approve the Wheeler & Co. contract with regard to the Salary Survey. Wheeler & Co.'s fee is \$3,200. Survey participants send a check in the amount of \$75 to Wheeler & Co. with their completed forms. Any amount collected in excess of \$3,200 will be paid to ALA. Any money earned from the sale of additional copies of the survey belongs to ALA. Survey forms are to be received no later than August 29. Wheeler expects to have a final report delivered to Vickie no later than October 1. The motion was made and seconded to approve the contract. The motion passed.

Elaine Burr helped to update last year's survey forms with current information and the forms will be posted on the chapter website.

Meg Land contacted IKON who agreed to print the survey forms.

Vickie will be contacting Nancy Wedell at ALA National in order to obtain approval of the survey forms. Vickie is verifying her member e-mail list by comparing it to the list that Barbara Anderson-Carr recently circulated to the Board members. The forms will be e-mailed to members on August 8 with reminders on August 15 and August 22.

Item 5.

New Business:

2003 Awards Criteria: Edna Diaz handed out awards criteria information to all Committee Chairs. The information will possibly provide new ideas for improvement in each area of the chapter. The purpose is not necessarily to win awards, but rather the process to get there

New Chapter Logo - Graphic Designer: If the membership does not come up with a good idea for the new logo, the Board should consider hiring a graphic designer such as GSD&M to help with that project. The logo design project may be expanded to consider changing the Chapter name as well.

Region IV Conference in Albuquerque – should the Chapter pay for members other than the Board to attend?: The Chapter has not anticipated offering this type of benefit to the members, but we could establish two \$500 scholarships that members could win through a drawing to be held at the Vendor Fair and the Educational Conference.

Mary Smith suggested that she could produce a list of members who have high attendance history at the monthly meetings over the past two years. A winner could be drawn from that list as a reward for high attendance. The second scholarship can include the entire membership.

Item 6.

Old Business:

The issue of whose account to charge our monthly meetings at the Headliners Club was discussed. Debbie Roan indicated that she spoke with Jack Erskine who expressed willingness to assume the role. She will follow up with the Headliners Club to make the arrangements.

Adjourn:

The meeting was adjourned. The next Board Meeting will be Thursday, August 21, 2003.