

**Minutes of Meeting of Board of Directors  
Arizona Chapter  
Association of Legal Administrators  
December 20, 2016**

The Board of Directors of the Arizona Chapter of the Association of Legal Administrators met on Tuesday, December 20, 2016, at Steptoe & Johnson. In attendance were Teri Adam, Valerie Cochlin, Lisa Kelly, Marsha Kendall, Jo Ann Keckonen (by phone), Sonji Le Blanc (by phone), Margaret Logan, Jackie McAferty (by phone), Gina Sanfillippo, Julie Skelton (by phone), Stephennie Stuart, Carrie Valenzuela, Sharon Williams, Mary Ellen Winters and Teresie Zmyslinski (by phone).

Marsha Kendall called the meeting to order at 7:45 a.m.

**1) Ratification of Actions Taken by Officers**

A vote on November 28 to donate \$500 to Ladder Down.

**2) Approval of November Minutes**

Moved: Gina Sanfillippo  
Seconded: Carrie Valenzuela  
Passed

**3) Treasurer's Report** – November – Julie Skelton reported that the Chapter had \$114,039.37 in cash as of November 30, 2016. She said most budget items are on target although our social activities are over budget by \$3,000. Marsha Kendall asked which event was over budget and asked that Julie review them with Chris Cotanch for future budgeting purposes. Marsha also informed the Board that the donation to Guide Dogs For the Blind has been made.

**4) New Business**

**A) Welcome Jo Ann Keckonen**

Marsha Kendall introduced and welcomed Jo Ann to the Board. She and Marsha will discuss getting Tucson members involved in luncheons and events. Marsha told the Board that Tucson member Jasmine Young was injured in a car accident after Thanksgiving and Jo Ann said Jasmine has been released to rehab. Marsha said flowers have been sent from the Board.

**B) ALA new website direction**

**i) Social Media**

**ii) Website**

Sonji LeBlanc Wants to give the website a new look. She is getting the new Business Partner pages up and she and Stephennie Stuart are planning a major overhaul in 2017. Sonji will look into the monthly cost for automated features. Marsha Kendall asked Sonji to prepare a budget request for discussion. Stephennie will contact Sonji to assist.

iii) **Publications**

iv) **App**

**C) Strategic Plan Update**

Sharon Williams said the app development will be moved to Q1. Carrie Valenzuela is waiting on the developer.

Sharon said Committee updates also will be moved to Q1.

The Board discussed the Business Partner Cocktails & Connections event. The Windsor doesn't do private events and The Yard is over our budget. Sharon suggested the Little Woody but Marsha Kendall was concerned about the noise level at Little Woody.

Sharon said the Board retreat currently set for 9/7/17 conflicts with another event so the Retreat was moved to 9/14/17.

Sharon asked committee heads to provide updates.

**D) Education**

i) **Calendar for 2017**

Gina Sanfillippo reported the HR/Diversity luncheons are all set and the Finance series is 80% set. She will follow up with Chris Phillips for the final 3 speakers. Gina has Edward Jones on the back burner in the event we need him. She said the Symposium is also set.

ii) **Breakfast education sessions**

Gina told Teri Adam the first session has been moved from January to February. Teri will take February. It will be members teaching members and Marsha Kendall said the goal is to stretch. The sessions are planned for the first Thursday of every month and will last 45-60 minutes. The presenter will host breakfast; there is currently no stipend. Marsha asked Gina to get information to Teresie Zmyslinski so Chapter Happenings can be updated.

**E) Annual Conference**

i) **Scholarships**

Marsha Kendall reminded the Board that we offer 2 scholarships up to \$2,000 each to cover the cost of attendance at annual. She said the Chapter pays for officers to attend (Immediate Past President, President, Vice President, Secretary, Treasurer) and pays ½ of hotel. It has been our practice to award scholarships at the January luncheon so the winners can take advantage of early bird pricing. In the past scholarship raffle tickets were proportionate to participation in the year's events. Cumulative attendance was not tracked this year for members so Marsha suggested a way to award scholarships and asked for other suggestions.

Marsh's idea: We could provide two opportunities, one for people who participate, i.e., committee members, past officers, etc., and a second for members in general. In both cases we would ask for a one paragraph

submission as to why the member wants to attend and why they need the scholarship. We could then have a committee do a blind review of the applications and decide which should receive the scholarships.

Mary Ellen Winters liked the idea. Marsha asked Jo Ann Keckonen how Tucson handled scholarships. Jo Ann said Tucson did a drawing at their retreat. After discussion Marsha made a motion to award scholarships consistent with the idea above. Sharon Williams seconded and the motion carried.

Julie Skelton wants the scholarship award certificate to specify the reimbursable items and will draft language for board review.

ii) **Final night**

Marsha Kendall asked that those who are traveling on Wednesday plan to stay for the awards ceremony. Gins Sanfillippo clarified that the officers going are the 2017-18 officers.

**F) Membership**

Valerie Cochlin said the printed and emailed materials have been distributed. Eleven of the former Tucson members are on board and all have ambassadors.

She is working on a spreadsheet for a follow-up membership drive phone campaign for lapsed and non-members.

**G) Ambassador Program**

Valerie Cochlin said the program is in its second month. Ambassadors need to reach out to their team members to get confirmation of how they want their name to appear on badges. Lisa wants to place order by January 9 in order to have the tags at the January 24 lunch.

Sonji LeBlanc said ALA logo is different. Marsha Kendall wants to follow national's color scheme and will follow up with ALA to determine what the standards are.

**H) Business Partner Program**

Sharon Williams gave the Board a sales update. We have the following left to sell: 3 Rattlesnakes, 1 Roadrunner, 1 board lunch, the holiday party, 2 leadership workshops, and 9 BPs of the month. Gina Sanfillippo suggested an incentive or discount for a current BP bringing in a new BP.

**I) Name Tags**

Lisa Kelly

**J) Community Connection/Diversity**

i) **Guide Dogs for the Blind**

ii) **Charity next year**

iii) **Golf tournament**

Gina Sanfillippo said she already has 8 of the 24 foursomes. She asked what charity we want to support. Gina had mentioned Global Brigades because (i) it's student related, (ii) it has a Community Connection feel and (iii) adds a diversity piece. The Board needs to decide whether we want to do a diversity fundraising event. It is scheduled for May 12 so we need to prepare for a kick off in January. Gina can meet with students to get them motivated to sell. She moved to select Global Brigades to be our charity and diversity group. Marsha Kendall seconded and the motion passed. Gina will have Megan, the President of Global Brigades attend next board meeting.

In November there was discussion of a yearlong charity fundraising campaign and Gina asked the Board for confirmation that we'll stick with Guide Dogs for the upcoming year. She moved that our Community Connection be a year long event to support Guide Dogs For the Blind, Sharon Williams second and the motion carried.

**K) Holiday Party 2017**

Marsha Kendall reported that Chris Cotanch asked whether we want to go back to the Omni Montelucia in 2017 (currently scheduled for Thursday, 12/7/17).

**L) Legal Community Mixer 2017**

Carrie Valenzuela needs to find another BP (to replace D4) for \$350. Stephennie suggested C Corp.

**COMMITTEE REPORTS**

**ALA Region 6:** Marsha Kendall reported participating in the Presidents call a couple of weeks ago. ALA is working on new strategic plan and vision.

**Arts & Graphics:** No report

**Business Partner Program:** No further report

**Community Connection:** No further

**Diversity & Inclusion:** No report

**E-Communications (ListServe, Photography & Social):** No report

**Education:** No further report

**Finance & Operations Series Education Track:** No report

**HR Series Education Track:** No report

**Information and Finance:** No report

**Leadership:** Marsha Kendall said the workshop has been scheduled for March

**Meeting Coordinator:** No report

**Membership:** No further report

**Mentor Program:** No further report

**Newsletter:** No report

**Social Events:** No report

**State Bar Liaison:** No report

**Student Affairs Liaison:** No report

**Tucson Board Liaison:** No report

**Website:** No report

**Wacky/Crazy Ideas –**

**Adjournment:**

Moved at 8:52 a.m.: Mary Ellen Winters

Seconded: Sharon Williams

Passed