



*Your connection*  
to knowledge, resources and networking

**Region 1 Council Meeting**  
**Thursday, September 8, 10:30 – 12:00PM**  
**Regional Legal Management Conference, East, Regions 1 & 2**  
**Boston, MA**  
**Burroughs**

***“A PARTNERSHIP OF INNOVATION”***

**Region 1 Leadership Team Members Present**

Karen Glowacki, Region 1 Director  
Katie Bryant, CLM, At-Large Director  
Patricia Isaacson, Regional Representative  
Audrey Serban, Regional Representative  
Brenda Syle, CLM, Regional Representative  
Virginia Wentzel, Regional Representative

**Chapter Members Present with Chapter Affiliations**

Kathy Crowley, Boston Chapter  
Yudi Nguy, Boston Chapter  
Chris O’Sullivan, Boston Chapter  
Dan McCormack, Boston Chapter  
Mari Balow, DownEast Chapter  
Pamela Loring, DownEast Chapter  
Heather Alleman, First State Chapter  
Julie Dubreuil, First State Chapter  
Diane Vlahos, Granite State Chapter  
Sharon O’Donnell, Independence Chapter  
Joan Wean, Independence Chapter  
Heather Godley, Independence Chapter  
Cathy Harnett, Long Island Chapter  
Mary Ellen Dolan, New Jersey Chapter  
Adriana Ferrari-Asan, New Jersey Chapter  
Sandra Dickerson, New York City Chapter  
Cathy Mingoello, Nutmeg Chapter  
Darlene Fentner, Nutmeg Chapter  
Marie Von Feldt, Philadelphia Chapter  
Joe Samarco, Philadelphia Chapter  
Marlys Hickman, Philadelphia Chapter  
Kelly Carson, Philadelphia Chapter  
Betty McGuire, Pittsburgh Chapter  
Bill Davis, Western and Central NY Chapter  
Clara Onderdonk, Western and Central NY Chapter  
Laura Broomell, President  
Ron Henry, New Jersey Chapter and Cyber Chapter

**Chapters Absent:**

Albany  
Ottawa  
Quebec  
Westchester County

The meeting was called to order at 10:30 a.m. by Karen Glowacki.

**Welcome and Introductions:**

Karen Glowacki welcomed all to the conference and the meeting. The Region 1 Team introduced themselves.

**Regional Business:****ByLaw Changes (Karen)**

On the pending ByLaw changes, currently votes are counted one vote for each chapter, regardless of size, and no voting capability for independent members. The proposed change gives each member a vote. The Bylaws will also be completely rewritten to be more clear and concise. On August 29<sup>th</sup> all members received a BOLD Bites email including information on the proposed ByLaws. Karen also provided copies of the proposed Bylaws. The current voting system will be used for this Bylaws vote. Chapters do not need to rewrite their bylaws but may want to use some of the new clearer language.

A member asked what chapters do with their funds if they disband, and if the Association takes the chapter funds. Spending down their funds with scholarships, or donating to a 501c3 Not For Profit were a few examples given, and it was confirmed that the Association does not take the funds.

**RNC and ANC:****Process and Timing (Pat)**

The RNC will meet November 6, 2016 in Boise, Idaho. Dan McCormack from Boston Chapter has been appointed to represent Region 1. The ANC will meet November 19, 2016 in Chicago, Illinois and Ellie Albert from New Jersey Chapter has been appointed to represent Region 1. During ANC, the Region 1 Director will be chosen because Karen will finish her term in April 2017. The committees make their recommendations and the Board of Directors will ratify their recommendations..

**Due Diligence (Katie)**

Katie suggested that members should think about serving on these committees because it is a short window of time and a great opportunity to learn how our leadership teams are chosen. Committee members then understand the process better and will contribute to making a difference in ALA's leadership. The call for Volunteers has been extended to Monday and due diligence assignments are always performed by committee members outside the candidate's region so it is objective. Since Chapter Presidents are required contacts for due diligence, please be sure to take the time to respond to these calls. The committee members on ANC and RNC are invited to think outside the box on who else to contact and to ask their own questions.

**Chapter Leaders – Items for discussion:**

**What is your chapter doing differently this year or trying to do differently? (Audrey)**

First State is working on Social Media. They are starting with Facebook and will expand to Twitter.

Boston is discussing getting more active in social media.

First State and Boston are having members work on certain projects rather than outsourcing.

Philadelphia is on Twitter, Facebook and LinkedIn. They just created a YouTube channel. It is handled by the VP of Communications and the videos are short and average about 9 seconds.

Pittsburgh is working on starting a corporate sub-group. They find that corporate/government members have different interests and they are working to meet their needs.

Granite State is focusing on new members. They have 18 members currently. They want to focus on smaller firms and have issued a letter from the President to potential members and plan to follow up with phone calls.

New York City has two projects. First, a mentorship program for new members, particularly for mentors to accompany new members to events. Second, they are not using Chapter management for as many tasks as they have in the past. Instead, Board members have taken over some of those tasks.

Boston is forming a Diversity and Inclusion Committee. Jenniffer A. Brown, Chair of the Committee on Diversity and Inclusion, will speak to their Chapter in October.

Boston is interested in how New York gets their volunteer mentors. New York recommended that chapters reach out to Past Presidents, personally ask people, require membership committee members, post on discussion boards, and discuss at Town Hall meetings. They try to match the new member with member of like position, firm size, etc.

Rochester has been successful with their volunteers.

Philadelphia is working on recruiting and retaining members. They have created a Membership Committee and each member is an ambassador.

### **For those who attended CLI – what new idea did you bring back to your chapter? (Gigi)**

Social media idea covered above.

The Software Spark/Meet Up (speed dating) was suggested.

The Financial section at CLI was very informative and exceptional and a great way to ensure that the chapter is doing everything correctly. It included budgeting spreadsheets and a one page financial snapshot for a Board. Copies can be found on the ALA website or contact Karen Glowacki.

Business Partner sessions were very good, especially because all chapters seem to have the same challenges, regardless of size.

The Committee on Diversity and Inclusion session was very interesting.

### **What chapters are using Social Media and how is it working? (Brenda)**

**How are chapters that have Facebook, LinkedIn and Twitter keeping it updated? Are you reaching your members, how is it working?**

Philadelphia has Facebook but Twitter has more success.

Rochester has a Facebook page but is used sparingly.

Facebook and Gmail are being blocked by some firms due to the threat of a virus.

Chapters find that you have to have a member who is passionate about social media to be successful and consistent.

Social media is a great way to get the information to members rather than via emails.

New Jersey had a Facebook page which isn't current but they are working on bringing it to the forefront. They plan to renew interest by having members who "like" their page entered into a drawing for a gift card.

Chapters need to try to do something via social media, so whether it's Facebook, LinkedIn, Snapchat, Instagram, etc. start small to begin.

### **Can we improve the Awards Program? (Pat)**

There have been recent changes to the Awards Program from Chapter-based awards (membership, newsletter, etc.) to the Idea Awards format. Have we lost the camaraderie and Chapter spirit? Fewer members attend the current awards program. The perception is that it may be self-limiting because chapters don't think they can win. However, the Idea Awards is non-limiting and open to chapters, firms, regions, business partners, etc. It appeared that those at the council meeting were in favor of some consideration to bring back the old format.

**Katie Bryant introduced Ron Henry, Past President, and Paul Morton, member of the PDAC committee.**

### **Breakout with Region 2 – Activity (All) – Defining our Identity for new Strategic Plan**

**List 5 adjectives, words or short phrases that best describe ALA present day:**

Community and networking (x4)

Education (x4)

Resources (x4)

Stressful/challenging/evolving

Generationally challenged

Old school and structured

Ready for change/thirsty for change

Need to understand return on investment for cost

Innovative (x2)

Forward thinking

Struggling with identity crisis

Valuable peer to peer connection

Leader in the business of law

Career development (x2)

Team building  
Camaraderie  
Leadership (x2)  
Engaged  
Deep knowledge  
Friendship  
Stale/fading (x2)  
In conflict  
Hidden unknown – lack of awareness of who we are  
Struggling  
In transition  
Stalled  
Common

**Describe ALA's typical member profile present day:**

Seasoned members/old/middle aged/close to retirement (x4)  
Strong in opinion  
Legal managers vs. new positions  
85% females (x2)  
Firm size small to mid  
Private law firm  
Mid to large firm  
40 – 60 attorney firms  
Not very diverse  
Multiple hats  
Generalists  
Not necessarily college educated – came up in the ranks  
Newer members are not seasoned  
Stressed  
Non silo-ed  
Cliques  
Not tech savvy  
Clear line between engaged and non-engaged

**What is the primary message ALA conveys to its members present day?:**

Association as togetherness – lack of message  
Elevation  
Undisputed as the leader in the business of law  
Supportive and here to help  
Provider of education  
Opportunity to talk to people that do what I do  
One-stop shopping  
Leadership and volunteer opportunities  
Small Firms who need ALA – advance profession to small firms to make it accessible

**List 5 adjectives, words or short phrases that best describe ALA 5 to 10 years in the future  
How do we get the message out to the firms that don't have administrators to get an administrator?:**

Connected to all ages  
Obvious return on investment  
Responsive to changes; thirst for change (x2)  
Global focus  
Technology – virtual  
Less physically engaged  
On line learning/virtual (x2)  
Social media  
Extinct due to us not revising membership  
Communicate well on who we are  
Title of association needs to change because our title narrows perception  
Global economy is becoming more specialized; we need to recognize the specialization  
Not generalist – name change necessary  
High percentage with business background vs. promoted  
Local chapter emphasis vs national level  
College educated

**Describe ALA's typical member profile 5 to 10 years in the future:**

If you are a leader in the business of law you belong with us  
Diverse - managers are going to be specialized - they don't want to be generalists  
More certification  
Junior role of membership inside peer group to help growth  
Same message – methodology different  
More engaged on line/virtual (x2)  
Immediate gratification  
Competitive membership  
Less physical engagement; recognize competitive advances  
Legal professional leaders

The meeting was closed at 12:10 p.m.

Respectfully submitted,

Clara E. Onderdonk  
Regional 1 Member