

MINUTES
REGION 2 COUNCIL MEETING
MARRIOTT HOTEL, NEW ORLEANS, LOUISIANA
MAY 17, 2009

The meeting convened at 1:30 pm

Attendees:

Region 2 Team: Rita Alli (At-Large Director, Regions 2 and 4), David Kristy, CLM (Communications Officer), Vicki Smith-Bilt, CLM (Projects Officer), Stacey Barve (Education Officer), Paula Barnes (incoming Projects Officer), G. Carole Morris, CLM (incoming Communications Officer), and Michel Farrah (incoming At-large Director, Regions 2 and 3).

21 ALA members representing 17 Chapters were present. The following Chapters were represented by the named members:

Atlanta Chapter – Carol Coombs
Capital Chapter – Ed Ross
Central Florida Chapter – Lenita McFeron
Florida Capital Chapter – Patricia Chin
Hampton Roads Chapter – Betty Summers
Kentucky Chapter – Lana McGinnis, Jackie Warner
Knoxville Chapter – Douglas Thompson
Maryland Chapter – Nancy White
Memphis Chapter – Kathy Pleasants
Middle Tennessee Chapter – Kim Cannon
Mississippi Chapter – Melanie Ainsworth
Northern Virginia Chapter – Ben Sotelo
Puerto Rico Chapter – Madeline Rosario
Richmond Chapter – Mike Keatts, Sherri Sledd
South Carolina Chapter – Shawn Payment
South Florida Chapter – Lisa Dasher
Suncoast Chapter – Eloise Stinson, Doris Lovering, Gary Swisher

Welcome and Introductions: Rita Alli welcomed the attendees and introduced the Regional Management Team. Each attendee then introduced themselves and noted which chapter they represented.

Regional Management Team Comments:

Each Regional Team Officer described their duties and some specifics about their role and the requirements or opportunities for the chapters. In particular:

Communications: Carole Morris and Dave Kristy covered the requirement for each chapter secretary to send monthly meeting minutes to HQ (Debbie Curtis), the Region 2 Director (Sabine Curto) and the Region 2 Communications Officer (Carole Morris). Also covered the reports required from the Chapter Presidents each March and September for inclusion in ALA News, compiled by the Communications Officer. Finally mentioned that we have a quarterly Regional newsletter and we encourage submissions for that publication.

Education: Stacey Barve discussed educational reporting requirements, the speaker database maintained on the ALA web site, and encouraged members to volunteer to be session managers at Regional and Annual Conferences. We had great participation for this Annual Conference! Finally, Stacey pointed out that there are over 300 CLM's in the ALA now, and the number is growing steadily. She encouraged members to consider getting certified.

Projects: Vicki Smith-Bilt and Paula Barnes discussed their duties as Projects Officer and encouraged chapters to develop and maintain good relationships with the business partners at the local level, as this can impact our ability to work with them for Regional and Annual Conference support. They mentioned that the primary focus currently is soliciting support for the upcoming Regional Conference in Savannah, Georgia in October.

Ice Breaker: Stacey Barve conducted an ice breaker with attendees, which was a list of trivia questions about our future regional conference location: Savannah, Georgia.

Recognition of Service: Stacey Barve formally announced that Dave Kristy and Vicki Smith-Bilt were completing their two years of service as Regional Officers, thanked them for their service, and presented them with a small gift as a token of appreciation. Stacey pointed out that, as of this Annual Conference week, Paula Barnes would be taking over as the new Projects Officer and Carole Morris as the new Communications Officer for the Region.

Approval of Minutes: The minutes of the last Region 2 Council Meeting, conducted at the Regional Conference in Indianapolis on November 13, 2008, were reviewed and approved for publication. Lisa Dasher moved and Douglas Thompson seconded.

ALA Update: Rita Alli covered some of the latest information from the ALA, including:

1. Chapter Leadership Institute (CLI) – coming up in June, will be held in Carefree, Arizona. All chapters are encouraged to send at least one representative. One representative per chapter is paid for by the ALA.

2. Chapter compliance reporting – All chapters are reminded that compliance reporting is now due. Chapters are to ensure and confirm that all members on the chapter roster are also members of the ALA.
3. The RNC - The Regional Nominating Committee (RNC) will meet this fall at the Regional Conference. The committee's objective is to recommend new officers for Region 2. This year, we will have one officer position to select. Volunteers selected for the RNC this year are:
 - a. Marlon Mendez – South Florida (Chair), Steve Dempsey – Capital, Kim Cannon – Middle Tennessee, Norma McKechnie – Atlanta, and Mike Cogswell – Sarasota.
4. The ANC - The Association Nominating Committee (ANC) is charged with selection of the ALA President-Elect, Board of Directors and ratification of the Regional Officer recommendations by the RNC. It is comprised of member representatives from each Region, plus the ALA President and President-Elect. This year, the ANC representative for Region 2 will be Will Lee of the Atlanta Chapter.
5. Use of the Chapter Management Guide – All Chapters are encouraged to refer to and use the Chapter Management Guide given to all Chapter Presidents each year. It provides all information needed to properly manage a Chapter of the ALA.
6. ALA Support During Economic Downturn – Rita mentioned that the ALA is cognizant of the effects of the economic downturn on its members and has extended membership benefits to those who may have their employment affected. Chapters should ensure that their members understand that the ALA is supportive in these troubled times.
7. ALA Alumni – A separate community within the ALA for former members has been formed, called ALA Alumni. Members that retire or otherwise leave the legal industry are able to join this separate community and can maintain important networking connections even though no longer members of the ALA.
8. ALA Re-branding – All attendees were simply encouraged to attend the Association Luncheon during this conference to learn about the re-branding efforts of the ALA in response to recent surveys of its members about the Association.

Idea Exchange Discussions:

Attendees had earlier selected the most important topics they wished to discuss in Idea Exchange format. The following items were discussed:

1. **Member participation:** Some discussion about membership reductions, affect on budgets, volunteers, etc. Suncoast experienced significant reduction in local membership this year. Knoxville remains steady, but has focused on the business partner program this year (and last) to make that a much more significant portion of the revenue budget.
2. **Coming up with programming topics:** Some recent governmental changes have made for natural topics in meetings (COBRA changes, for example). Surviving the economic

downturn also proving popular. Judy Equels, ALA member and great resource for Florida chapters.

3. **Bar Relations:** Some discussion about how best to include bar associations in chapter activities. Some success stories (including bar director as an associate chapter member, teaming up for programs), some disappointments (poor participation in bar events by administrators).
4. **Membership recruitment/retention:** some chapters have lost, others have gained (Puerto Rico). South Florida is modeling a new membership program to the “Las Vegas chapter” method. Richmond secured non-ALA law firms by asking ALA HQ (Curtis) for a list – had 31 firms and have had an event and positive response from 14 administrators.

Regions 1 & 2 Educational Conference in 2009: Michel Farrah discussed the upcoming Regions 1 & 2 Conference to be held in Savannah, Georgia October 22-24, 2009. A scholarship for a first-time regional conference attendee to attend the conference (includes early-bird registration and \$200 of reimbursable travel expenses) was then drawn.

Winner: The Hampton Roads Chapter (alternate: Kentucky Chapter).

Webinar Drawing: Michel then drew two scholarships to a 2009 ALA Webinar.

Winners: The Northern Virginia Chapter, and the South Carolina Chapter (alternate: Puerto Rico Chapter)

Combined Regional Council Meetings: The Region 2 attendees then combined with the Region 1 Council meeting attendees to watch a short video about the Savannah Conference, and then randomly selected individuals for Savannah related gifts.

The meeting was then adjourned at 3:15 p.m.

Subsequent to the Regional Council Meeting:

At the Newcomer’s Orientation, an additional scholarship for an early-bird registration and \$200 of reimbursable travel expenses to attend the Regional Conference in Savannah was drawn.

Winner: Triss M. Brakefield, Atlanta, Georgia; alternate: Patricia M. Chin, Tallahassee, Florida.

Respectfully Submitted,

G. Carole Morris, CLM
Region 2 Communications Officer