

SCALA Board Retreat Minutes
September 18, 2009
Childs & Halligan, P.A., Columbia, SC

Present: Kim Maddux, Brenda Stewart, Clark Reifsnider, Jane Todd, Shawn Payment, Clara Godshall

The retreat began at noon with lunch.

I. Minutes

Clark Reifsnider moved, Shawn Payment seconded, all approved the June 18, 2009 Minutes as submitted by Clara Godshall.

II. Financials

A. The Board discussed that check reconciliation needs to be done by an independent, outside person not on the Board. The bank statement needs to go to an outside person (unopened by Heather Niemi).

B. Shawn Payment reported that SCALA is \$5000 over income budget from sponsorship programs this year. An additional \$750 income from the Vendor Fair is expected.

C. The Board heartily thanked Shawn Payment for his work with the vendors and the Vendor Fair.

D. Shawn Payment moved, Clark Reifsnider seconded, all approved the Financials as submitted.

III. Vendor Relations

A. Shawn Payment reported that this year's Business Partner Program and Vendor Fair were great successes. The Business Partner Program's income is \$31,000. The Vendor Fair's income is \$10,500 and was under budget by \$500.

B. ACUMEN's in-kind donation this year gave them a Gold (\$2500) sponsorship in return for SCALA's website redesign. SCALA paid \$510 for licensing of the soft-ware and domain name registration (good for 10 years). There is a \$720 annual fee for soft-ware licensing and updates. Shawn reported that the website is now current. The Board discussed submitting the web site for an award as a way to thank ACUMEN. The Board decided to pay ACUMEN's bill for next year (approximate \$1000) and let ACUMEN choose a sponsorship so that SCALA becomes ACUMEN's client.

C. Vendor-submitted suggestions from Richard's Financial Group and DTI were reviewed.

D. Discussion included following through with naming rights for scholarships, providing hot-links on SCALA's website, providing SCALA's membership list to Business Partners electronically rather than sending mailing labels, not providing a hot-link for Bronze sponsors, and creating a display ad for Platinum sponsors.

E. Shawn updates the distribution list (now around 250) and sends the newsletter to vendors.

F. Shawn will talk with Carol Cummings about her interest in assisting with Vendor Relations.

G. The Board considered several vendors' suggestions about the Vendor Fair. Discussion included having Vendor Bingo at the next Vendor Fair to encourage visits to all booths and marketing to larger firms and management at the Bar and Law Schools.

H. Clark suggested that after the Vendor Fair next year, the lists be split and handwritten notes from the Board be sent to the Vendors.

IV. Membership Survey

A. The Board will plan to schedule meetings on alternate 2nd Thursdays and 2nd Wednesdays beginning after the February meeting.

B. The Board will begin informal regional social hours to be scheduled in months with no Chapter meetings. SCALA will provide \$50 toward appetizers.

C. Discussion also included trying a couple of afternoon meetings and programs.

D. The President's message in the newsletter will include the Board's response to the Membership Survey.

V. Membership Involvement

A. Rhonda Amick, At-Large member this year

B. Margaret Watson – Community Challenge Weekend for the Greenville area

C. Shawn Payment moved, Clark Reifsnider seconded, and all approved waving SCALA's dues for the first year for new members.

D. Discussion included inviting non-members to the regional social hours and holding a drawing for a free Chapter meeting registration.

VI. Regional Conference in Savannah

A. Money needs to be ear-marked for give-aways at the Hospitality Booth.

- B. Possibly 250 registrants
- C. There will be drawings for 4 door prizes, \$25 gift certificates. Shawn will work on the gift certificates.
- D. The deposit for the venue was paid from Chapter funds.
- E. SCALA is responsible for hosting the opening reception, door prizes for the hospitality booth, other door prizes and goodies for an approximate cost of \$500.
- F. Regional Scholarship winners who are attending include Kim Maddux, Shawn Payment, Valerie Songer, Katherine McKillip, Teresa Powers, Clara Godshall, and Jane Todd as President-elect.

VII. Chapter Programs

- A. November program with the Bar is set. Teresa or Heather will send a hold-the-date email to vendors for Vendor Appreciation (1 month ahead). Teresa will send registration information.
- B. December 2009 (around December 1) – Regional Recruitment Receptions
- C. January 2010 – Bar Convention. Wachovia will sponsor. There will be a Board dinner on Friday, January 22, 2010, with the SC Bar Convention guest speaker and his wife.
- D. February 18, 2010 – Speaker: Adriana Linares, LawTech Partners; Topic: “Using Outlook More Effectively”
- E. March 2010– Regional Recruitment Receptions
- F. April 14, 2010 – Swearing in of new officers at the Clarion. 2:30 p.m. Registration, 3:00 p.m. Program and swearing in of officers; 5:00 p.m. Reception. A marketing topic was discussed, possibly to include ethics. One suggested speaker is Barbara Seymore. Brenda Stewart will work on speaker ideas. The Legal Marketing Association was discussed as a resource.
- G. May 2010 – National Conference in Boston and Regional Recruitment Receptions, possibly a week or two after the conference
- H. June 10, 2010 – National Conference in Review at Nelson Mullins, Columbia. Registration at 10:00 a.m. Lunch included.
- I. July 2010 – Regional Recruitment Receptions
- J. August 2010 – Vendor Fair. Shawn will investigate reserving the space for August 18th. Discussion included looking at the Judicial Calendar for timing, sending out an invitation from the Board to visit and join the reception, setting a registration time, allowing a

window of time between the Education Session and the Vendor Fair start time, having an HR/Diversity topic in the format of a panel to include attorneys and in-house counsel, and inviting Kristi Walters, Esq. from Parker Poe as a speaker/panel member.

K. September 17, 2010 – Board Retreat at Nelson Mullins, Columbia

L. October 2010

1. Community Challenge Weekend – information should be sent to vendors as well as SCALA’s membership
2. Regional Conference October 22 and 23
3. Legal Management Week October 4-8
4. October 6 or 7 or 8 – discussion included having a major social event such as dinner/theatre event
5. November 2010 – Bar, Vendor Appreciation
6. December 2010 – Regional Recruitment Receptions

The Board agreed to not pursue vendor-related guest speakers per feedback from the membership on the Membership Survey.

VIII. Bar Relations

A. Brenda Stewart discussed Bridge the Gap and has asked for a video copy of the program. Attendance in March included 200 students. The discussion was well-received. Reviews of the discussion were strong. Brenda indicated that the Bar will probably want to continue the program.

B. Clark Reifsnider reported that the Bar Convention speaker’s room will be billed to the Bar’s account. The Bar will then send SCALA a bill. A drawing will be held at the end of the seminar for 2 registration reimbursements.

C. Clark discussed staff training videos and indicated that the Bar could possible sell them, with SCALA getting a portion of the royalties. Discussion with the Board included building up the video library, SCALA helping with speaker ideas, determining costs, keeping small firms in mind, and determining what small firms would be willing to pay. SCALA’s February program on tech tips could be a possible video topic. Clark asked the Board to review topics and send any suggestions to Brenda Stewart.

D. SCALA’s financial obligations regarding the Bar are

1. 2 \$350 registrations for the January Bar convention

2. \$500 sponsorship to the Bar convention
3. Speaker for the Bar convention
4. Speaker for the November joint meeting

E. Clark indicated that he would like to step down from his SCALA Bar Relations position after next year. Shawn Payment indicated that he might be willing to succeed Clark. The Board emphasized how important and valuable Clark is to SCALA and thanked him for all that he does to promote the Chapter.

F. ALA Re-branding – The Board decided to use “ALA South Carolina” and to keep the Palmetto Tree for the Chapter’s pins. Shawn will circulate a redesign.

IX. Chapter Business

A. SCALA has 3 new members in Columbia.

B. Jane Todd will review the red-lined By-laws. Changes should be presented to the membership for a vote.

C. Nancy Probst is planning to take the CLM exam.

D. Discussion included a Chapter points review.

The meeting adjourned at 4:25 p.m. to a social time at The Summit Club, compliments of Ken Childs, Esq., Childs & Halligan P.A.