

**SCALA BOARD RETREAT
MINUTES
October 7, 2010
Nelson, Mullins, Riley, & Scarborough
Santee Room
1320 Main Street, Columbia, SC**

Attendees: Clara Godshall, President-Elect; Larry Mack, Brenda Stewart, and Rhonda Amick, Directors-at-Large; Teresa Powers, Programs; Clark Reifsnider, Bar Relations; Shawn Payment, Website and Newsletter Editor; Carol Cummings, Vendor Fair and Business Partner Relations

The meeting was called to order at 11:30 a.m.

I. Planned Programs/Events/Meetings 2010-2011

- A. Region 2 Conference, October 22-23, 2010, Eden Rock Hotel, Miami Beach, Florida**
 - 1. SCALA's representatives: Clara Godshall, President-Elect; and four Scholarship Winners (\$1300 per scholarship), Valorie Songer, Leah Funderburk, Teresa Powers, and Rhonda Amick**

- B. Law Firm Management General Practice, Generational Inclusion, November 10, 2010, South Carolina Bar Conference Center, 1501 Park Street,**
 - 1. Co-sponsoring with the South Carolina Bar CLE Division and the South Carolina Women Lawyers Association (SCWLA)**
 - 2. Speaker, Jane Pigott**
 - 3. Schedule: Registration, 11:30 a.m.; Lunch, noon; Program, 1:00 p.m. - 3:00 p.m.**

- C. ALA Awards Program Deadline, January 20, 2011**
 - 1. Competition Submissions**
 - a. Achievements in Diversity**
 - i. Law Firm Management General Practice, Generational Inclusion, Jane Pigott, speaker**
 - b. Visibility**
 - i. Bar Relations: Award from Bar will recognize all SCALA activities**
 - ii. Community Challenge Weekend (CCW): Teaming with Vendor Appreciation**
 - 2. 2010 Presidents' Award of Excellence – Deadline: January 20, 2011**
 - a. Additional identified categories (See Attachment)**
 - i. Effective Chapter Management**
 - F. Send email to members and post to website**
 - G. Put in Newsletter, find out who participated**
 - ii. Communications**
 - E. Send email out with Anti-Trust Guidelines**
 - F. Charts are displayed at every chapter meeting**
 - iii. Professional Development**

- A. Yes (Teresa Powers)
 - B. Conference in Review topics covered each area (Teresa to tally)
 - C. Yes
 - E. ?
 - iv. **Recruitment and Retention**
 - A. Yes
 - B. Yes -- Julie Tuzzolino
 - D. Have to go by records ALA has (Jane)
 - v. **Business Partner Relations**
 - A. Yes
 - B. Yes
 - E. Yes
 - vi. **Miscellaneous Chapter Activities**
 - C. November program
 - D. Bruce Beatty – Lifetime member
 - F. Bridge the Gap, videos, online training, Brenda Stewart
- D. South Carolina Bar Convention Law Firm Management Seminar, January 22, 2010, Hilton Head Marriott Resort**
1. Time: 8:30 a.m.-11:45 a.m.
 2. Speaker: Cynthia Calvert Thomas
 3. Sponsored by SCALA, South Carolina Women Lawyers Association, and the South Carolina Bar
 4. SCALA co-sponsors: Square Boxx (formerly Acumen) and F3 Concepts at \$1500 each
 5. There should be a Board dinner on Friday evening. Jane Todd is planning to go. Clark Reifsnider will suggest some key representatives.
- E. February 2011 Meeting**
1. Date: February 15, 2011
 2. Topic suggestions: Motivational speaker; Marketing; Social Networking, Ethics: Dos and Don'ts for Lawyers; HR. Discussion included offering CLE credits.
 3. Speaker suggestions: someone from Region 2 Conference, Barbara Seymour from the State Court (Brenda Stewart)
 4. Election of Officers
 5. Draw for ALA Annual Meeting (Orlando) Scholarships (before the March Early Bird deadline)
- F. April 2011 Meeting**
1. Date: April 19, 2011
 2. Topic: IT: Technology's Greatest Hits (See Attachment)
 3. Installation of Officers
- G. ALA Annual Conference**
1. May 22-25, 2011, Orlando World Center Marriott, Orlando, FL

**H. 2. President's registration and expenses covered by SCALA
June 2011 Meeting**

- 1. Date: June 21, 2011**
- 2. Topic: Conference in Review**
- 3. Draw for two Region 2 Scholarships**

Scholarship winners should be reminded that, as winners, they will be encouraged to sign up as session managers at conferences and that speaking at the June meeting is a condition of the scholarship.

I. August 2011 Vendor Fair and Educational Session

- 1. August 17, 2011/August 18, 2011 (backup)**
- 2. Location: Columbia Convention Center (vendors like the current location and Chapter finances are in good shape)**
- 3. 50 Vendors - maximum number that the space can accommodate**
- 4. Suggestions for Speakers and Topics for Educational Session: Rita Alli, ALA President – ask her to “find” a topic; Employment; Economy Update; a Congressman; a Motivational Speaker: Mike Veek from the Charleston River Dogs (Shawn Payment can contact); Lawyer Novelist: Greg Iles; Ray Tanner, Carolina Baseball Coach (Teresa Powers knows); topic should cross the border between Administrators and Vendors**

J. SCALA Board Retreat

- 1. Date: Friday, 9/23 suggested**
- 2. Location: Parker Poe, Columbia office or Rhonda Amick's house**

K. Business Partner Appreciation Event

- 1. Date: October 2011**
- 2. Location: TBD**

Suggestions included invitations to others from each of our offices and to prospective new members who could join ALA. More detailed decisions will be discussed after the current event is evaluated.

Lunch - 12:40 p.m.

During lunch Board members wrote thank-you notes to the vendors attending the Business Partner Appreciation Event later in the evening.

II. Chapter Finances

A. Business Partner Program

- 1. One Platinum Business Partner next year – amount doesn't change. Platinum Partner will receive up-front placement at the Vendor Fair, will be offered more “face time”; will have a 15 minute slot to present on the topic of their choice at SCALA's Conference in Review**

meeting, will be invited to lunch and meet with the Board at the Retreat, and be given a full page ad on SCALA's website.

2. Naming rights for scholarships are to be eliminated
3. Carol Cummings will send out sponsorship letters November 1, 2010.

B. Chapter Budget (See Attachment)

1. Beginning in January 2011, registration fees for everyone will be \$25.00. The Board suggested that a message be sent from Jane Todd to members to help them understand that this fee reduction is a result of the successful Business Partner Program.
2. Four \$500 donations will be sent to major food banks in our state (Greenville/ Spartanburg, Charleston, and Columbia) and to FALA in honor of our Vendors as part of Community Challenge Weekend (See Attachment)
3. The Board agreed to increase the number of awarded scholarships to both Regional and National Conferences; scholarship amounts to remain the same. The Board will evaluate the numbers as they come up. Treasurer should be consulted to make certain monies are good.

III. Website

Anticipated costs for next year are \$1000 and should be included in next year's budget as an expense. Shawn Payment will work with the vendor regarding sponsorship level and maintenance costs.

IV. Membership

- A. Discussion included having the President go to areas such as Charleston and Greenville to connect with ALA members in each area and to encourage new members.
- B. Discussion included continuing area socials.

V. Chapter Leadership

A. Potential Officers for 2011

1. Discussion included involving Angie Black, a new member who has expressed desire to become actively involved. Other names suggested were Leah Funderburk, Kyle Carlson, Teresa Brookshire, Russell Altman, Teresa Powers (President-Elect), Nancy Probst. Heather Niemi has expressed desire to continue on the Board.
2. Mentoring of positions is encouraged.

B. Committee Leaders

1. Bar Relations – Clark Reifsnider/Brenda Stewart
2. Business Partner Program and Vendor Fair – Carol Cummings (Heather Niemi understudy)
3. Programs – Teresa Powers will mentor and may be able to help for another year if her status changes

4. **Membership – President-Elect**
5. **Newsletter and Website – Shawn Payment (has asked for an understudy)**

VI. Other

- A. **2011 meetings will be held on the third Tuesday of the month with lunch**
- B. **Tax returns in April**
- C. **Professional Legal Management Week – October 3-7, 2011**
- D. **Community Challenge Weekend – October 7-9, 2011**
- E. **Review of the program for the Business Partner Appreciation dinner cruise, tonight, October 7, 2010**

The meeting adjourned at 3:10 p.m.