



**PSALA BOARD MEETING**

Thursday, June 28, 2018

11:45 am – 1:00 pm

**Williams Kastner**

601 Union Street, Suite 4100, Conference Room 41C

Outside Call-In Number: (206) 628-2415

The Access Code is: 69859

The system requires that you press the “#” key after entering the Access Code.

*“PSALA – Leading and inspiring innovation in the legal workplace through the pursuit and exchange of professional knowledge.”*

**AGENDA**

Items for Discussion	Board Member	Comments	Timeframe
President Report	Tara Binge	<ul style="list-style-type: none"> <li>• Approve May Meeting Minutes</li> <li>• Inquiries and Updates from last Board Meeting</li> <li>• PSALA Conference</li> <li>• Encourage Volunteer Opportunity – Friday July 20<sup>th</sup></li> <li>• Platinum Business Partner Thank You Dinner</li> <li>• CLI</li> </ul>	11:45 – 12:05
President Elect	Arun Mistry	<ul style="list-style-type: none"> <li>• Summer Social</li> <li>• LFL Dinner</li> </ul>	12:05 – 12:15
Business Partners	Michelle Smith	<ul style="list-style-type: none"> <li>• Recap Exhibit Hall (what worked/what didn't)</li> <li>• CLI</li> </ul>	12:15– 12:25
Membership	Karen Turner	<ul style="list-style-type: none"> <li>• Membership Updates</li> </ul>	12:25– 12:35
Education	Amy Strok	<ul style="list-style-type: none"> <li>• Discuss Scholarship Ideas (Amy Strok and Veronica Sutton)</li> <li>• Review of June Education Meet-Ups</li> <li>• Future Education Meet-Ups</li> </ul>	12:35 – 12:45
Board Reports	Members with reports <ul style="list-style-type: none"> <li>• April Campbell</li> </ul>	<ul style="list-style-type: none"> <li>• As necessary</li> <li>• ALA Updates</li> </ul>	12:45 – 1:00

**NEXT BOARD MEETING:**

**Date/Time:** Thursday, July 26, 2018

11:45 am – 1:00 pm

**Place:** Williams Kastner

**Contact:** Melissa Schwab

253-265-3042 or at [melissa@aminc.org](mailto:melissa@aminc.org)

**PSALA**  
**Profit & Loss Budget vs. Actual**  
April through May 2018

	Apr - May 18	Budget	\$ Over Budget	% of Budget
<b>Income</b>				
<b>BUSINESS PARTNER ACTIVITIES</b>				
BP Exhibit Hall	400.00	3,000.00	-2,600.00	13.33%
BP Networking Event	2,260.87	1,500.00	760.87	150.73%
Business Partner Sponsorships	23,200.00	125,000.00	-101,800.00	18.56%
<b>Total BUSINESS PARTNER ACTIVITIES</b>	<b>25,860.87</b>	<b>129,500.00</b>	<b>-103,639.13</b>	<b>19.97%</b>
Membership Dues	960.00	21,000.00	-20,040.00	4.57%
<b>NETWORKING EVENTS</b>				
Holiday Social	0.00	3,500.00	-3,500.00	0.0%
Law Firm Leader Dinner	0.00	9,000.00	-9,000.00	0.0%
Summer Social	0.00	0.00	0.00	0.0%
<b>Total NETWORKING EVENTS</b>	<b>0.00</b>	<b>12,500.00</b>	<b>-12,500.00</b>	<b>0.0%</b>
<b>PROGRAMS</b>				
Education Program Registrations	200.00	2,500.00	-2,300.00	8.0%
<b>Total PROGRAMS</b>	<b>200.00</b>	<b>2,500.00</b>	<b>-2,300.00</b>	<b>8.0%</b>
<b>Total Income</b>	<b>27,020.87</b>	<b>165,500.00</b>	<b>-138,479.13</b>	<b>16.33%</b>
<b>Gross Profit</b>	<b>27,020.87</b>	<b>165,500.00</b>	<b>-138,479.13</b>	<b>16.33%</b>
<b>Expense</b>				
<b>ADMINISTRATION</b>				
Bank Fees	343.60	3,500.00	-3,156.40	9.82%
Contingency	907.50	2,500.00	-1,592.50	36.3%
<b>Contract Services</b>				
Accounting Fees	0.00	2,300.00	-2,300.00	0.0%
Chapter Manager	8,145.01	50,400.00	-42,254.99	16.16%
<b>Total Contract Services</b>	<b>8,145.01</b>	<b>52,700.00</b>	<b>-44,554.99</b>	<b>15.46%</b>
Directors & Officers Insurance	791.00	1,400.00	-609.00	56.5%
Office Supplies	2.13	600.00	-597.87	0.36%
Postage	7.00	500.00	-493.00	1.4%
Printing and Copying	2,910.52	2,350.00	560.52	123.85%
Promotion/Gifts	450.00	1,000.00	-550.00	45.0%
Taxes & Licenses	1,008.20	4,700.00	-3,691.80	21.45%
<b>Total ADMINISTRATION</b>	<b>14,564.96</b>	<b>69,250.00</b>	<b>-54,685.04</b>	<b>21.03%</b>
<b>BOARD EXPENSE</b>				
Board Retreat	300.00	3,500.00	-3,200.00	8.57%
Meals	328.59	1,500.00	-1,171.41	21.91%
Service Benefits	7,081.30	19,000.00	-11,918.70	37.27%
<b>Total BOARD EXPENSE</b>	<b>7,709.89</b>	<b>24,000.00</b>	<b>-16,290.11</b>	<b>32.13%</b>
<b>COMMITTEES</b>				
Business Partner Relations	179.66	1,700.00	-1,520.34	10.57%
Community Service	0.00	1,000.00	-1,000.00	0.0%
Education	3,139.00	500.00	2,639.00	627.8%
Membership	0.00	500.00	-500.00	0.0%
<b>Total COMMITTEES</b>	<b>3,318.66</b>	<b>3,700.00</b>	<b>-381.34</b>	<b>89.69%</b>
<b>COMMUNICATIONS</b>				

**PSALA**  
**Profit & Loss Budget vs. Actual**  
April through May 2018

	<b>Apr - May 18</b>	<b>Budget</b>	<b>\$ Over Budget</b>	<b>% of Budget</b>
Newsletter	781.25	300.00	481.25	260.42%
Telephone, Email Blasts	149.87	1,000.00	-850.13	14.99%
Web Site	953.82	1,200.00	-246.18	79.49%
<b>Total COMMUNICATIONS</b>	<b>1,884.94</b>	<b>2,500.00</b>	<b>-615.06</b>	<b>75.4%</b>
<b>MEMBER PROGRAMS &amp; BENEFITS</b>				
Chapter Meetup	0.00	2,500.00	-2,500.00	0.0%
Chapter Retreat	4,250.00	15,000.00	-10,750.00	28.33%
Educational Programs	209.00	15,000.00	-14,791.00	1.39%
Scholarships	2,000.00	18,500.00	-16,500.00	10.81%
<b>Total MEMBER PROGRAMS &amp; BENEFITS</b>	<b>6,459.00</b>	<b>51,000.00</b>	<b>-44,541.00</b>	<b>12.67%</b>
<b>NETWORKING EVENTS COST</b>				
<b>Business Partner Activity Cost</b>				
BP Exhibit Hall	0.00	2,000.00	-2,000.00	0.0%
BP Forum	0.00	1,000.00	-1,000.00	0.0%
BP Networking Event	3,422.19	7,500.00	-4,077.81	45.63%
<b>Total Business Partner Activity Cost</b>	<b>3,422.19</b>	<b>10,500.00</b>	<b>-7,077.81</b>	<b>32.59%</b>
Holiday Social	1,935.55	7,000.00	-5,064.45	27.65%
Law Firm Leader Dinner cost	0.00	30,000.00	-30,000.00	0.0%
Summer Social cost	0.00	5,000.00	-5,000.00	0.0%
<b>Total NETWORKING EVENTS COST</b>	<b>5,357.74</b>	<b>52,500.00</b>	<b>-47,142.26</b>	<b>10.21%</b>
<b>Total Expense</b>	<b>39,295.19</b>	<b>202,950.00</b>	<b>-163,654.81</b>	<b>19.36%</b>
<b>Net Income</b>	<b>-12,274.32</b>	<b>-37,450.00</b>	<b>25,175.68</b>	<b>32.78%</b>

9:05 AM  
06/06/18  
Cash Basis

**PSALA**  
**Balance Sheet**  
As of May 31, 2018

	<u>May 31, 18</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
Pacific Continental Bank	358,325.37
<b>Total Checking/Savings</b>	<u>358,325.37</u>
<b>Accounts Receivable</b>	
Accounts Receivable	-4,200.00
<b>Total Accounts Receivable</b>	<u>-4,200.00</u>
<b>Total Current Assets</b>	<u>354,125.37</u>
<b>TOTAL ASSETS</b>	<u><u>354,125.37</u></u>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Equity</b>	
Opening Balance Equity	56,041.98
Retained Earnings	214,894.89
Unrestricted Net Assets	95,462.82
Net Income	-12,274.32
<b>Total Equity</b>	<u>354,125.37</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><u>354,125.37</u></u>



Minutes of the  
**Board of Directors Meeting**  
 May 24, 2018  
 11:45 am – 1:00 pm

<b>Present:</b> Tara Binge Michelle Smith Denny Krantz Amy Hals Sean Monahan Veronica Sutton George Thomas Cara Hohenstein Robin Nussbaum Joanne Pegues	<b>Phone:</b> Karen Turner April Campbell Larissa Stewart          <b>Staff:</b> Melissa Schwab Carissa Linnane (AMI)	<b>Absent:</b> Lynda Mathews Lisa Sterritt Patti Pequin Anita Lyter Jennifer Miller Arun Mistry Erin Cline Christopher George
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**Meeting was called to order at 11:50 a.m.**

April board meeting minutes approved.

**President report:** Tara Binge reported:

- **Inquiries & Updates:** Revisit action items from April. Soundings, Erin is sending all to AMI weekly. AMI has not received anything yet. Melissa will reach out to Erin. SmugMug password. Google DOC created, sent to 10, those who agreed to assist with membership drive. Agreed on the process and ways to mark individuals that have been contacted. Tara shared some concerns from members regarding security and password protection with the new website. Tara explained website monitoring is in place to ensure the safety of member information. PSALA is becoming an educational provider with SHRM. Benefit for PSALA members.
- **ALA Awards:** Awards available through ALA.
  - **President’s award of excellence:** PSALA needs to do this every year, a must. Currently working on this and on track.
  - **Elevate:** Discussed Sean’s Submission. What our chapter is doing to elevate and promote ALA. Generally, 3 chapters eligible to win. Tara will focus on the Elevate award this year. Focus of categories are accessibility, business partners, community outreach, giving back, putting on robust and diverse events, networking, and educational opportunities. Ideas discussed were, speed dating with business partners or dial a date. Michelle to provide list of business partners to Larissa. Melissa emailed list to Larissa. Per Sean, potentially an event we can monetize. Larissa’s concern is members may not appreciate being sold to. Decide to present this opportunity to members as a resource for information, relationship building verses sales focused.
  - **Ideas Award:** Sean suggested partnership with an organization or charity and offer services, HR for example. Assist non-profits in optimizing their programs. Matchmaking application creation, to match skillsets to needs. Pending volunteers to take the lead on this program currently.

**Treasurer:** Cara Hohenstein:

- **2018-2019 Budget:** Finalized the budget, sent to all. Addressed a surplus of cash and must watch this as a non-profit. Focus resources on strengthening the organization. Added a chapter retreat in February Chapter

management fee increase but savings with the website and newsletter decrease and having AMI do all. Additional amounts budgeted for Community Service. Suggestion made to increase the scholarship to \$25,000, approved. Approved final budget with changes. Chapter retreat in February 1<sup>st</sup>- 2<sup>nd</sup> 2019. Add value to members using our financial position. Theme will be "Change Management". Adding SHRM and NITA. Tara to reach out to SHRM contact. Suggestion to open registration to the Portland Chapter.

- **Scholarship:** Increase to \$25,000 in efforts to ensure the money is used to take advantages of PSALA and ALA opportunities. Have a backup 2<sup>nd</sup>, 3<sup>rd</sup> in the event the 1<sup>st</sup> choice cannot make participate. BOD agreed to 1-year term for scholarship eligibility. Award to include cost of attendance, flight and hotel for \$2000.00. Brainstormed ways to help our members attend conferences and the scholarship application process. A suggestion was to request a 200-word essay why they want the scholarship. Melissa suggested we nominate each other based on certain criteria. Veronica and Amy agreed to look and see how they can enhance this program. "Robinson Memorial Scholarship", a finance pre-workshop. Potential link to membership as suggested by Karen which would help advertise.

**Business Partners:** Michelle Smith proposed eliminating business partner buddies, approved. Expo registration going well. Current President to build and preserve Platinum Business Partner relationships. Always be looking for new, potential business partners. Michelle and Tara to take the lead and follow up with potential business partners. Konica paid, Alliant did not. Really work on our relationships with our Business Partners and their relationships with our members. Exhibit hall Dos and Don'ts, Michelle to send link to all and business partners.

**Membership:** Karen Turner reported we now have a clear idea of WA ALA Members and will ask if they would like to join PSALA. Melissa and Karen are working on the roster which will require approval by Tara for compliance with ALA certification by July 2018. Brief discussion regarding past due member balances. Ideas: Sponsor someone's membership. Tara asked Karen to put together a plan/list regarding eligibility. Potential incentive: offer paid dues to ALA or PSALA for people. Melissa suggested we implement a potential Student campaign (price model) like ALA.

**Education:** Amy Hals reported on recent presentation and discussed member feedback discussed. Focus on utilizing business partners to meet educational needs. Suggestion to generate a speaker questionnaire or application to ensure successful presentations and programs. Reviewed policy regarding a speaker's ability to promote their business at our events. Reminder given for upcoming events. Next is Ricoh on the 30<sup>th</sup>. Last roundtable went well. Diversity and Inclusion event on June 7<sup>th</sup>, Applications Roundtable on June 19<sup>th</sup>.

#### **Board Reports:**

- ✓ **April Campbell:** ALA Updates – CLI registration is open. Working on the final agenda and education. Fall conference registration is also open. Many events happening, register.
- ✓ **Reminder:** June 19<sup>th</sup> Applications Roundtable at Hillis Clark Martin & Peterson. Will send logistics to /Melissa next week.

#### **Action Items:**

- **Board (All):** Divide and conquer potential new member contact list
- **Michelle:** Share Business Partner list with Larissa to enhance program match up (Melissa emailed)
- **Michelle:** Exhibit Hall Dos and Don'ts
- **Tara:** Reach out to SHRM contact regarding PSALA Conference
- **Melissa and Karen:** Finalize membership roster for approval (ALA)
- **Amy and Veronica:** Strategize on how we can enhance our scholarship program

**Meeting was adjourned at 12:58 PM**

**Next Board Meeting: Thursday, June 28, 2018 11:45 am – 1:00 pm**