



PSALA BOARD MEETING

Thursday, July 26, 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"> • Updates • Scholarship Requests • CLM Provider • Regionals • PPC (Mentorship, PSALA History and Attending Board Meetings) • Adding Business Partners 	11:45 – 12:05
President Elect	Arun Mistry	<ul style="list-style-type: none"> • Summer Social Updates 	12:05 – 12:15
Business Partners	Michelle Smith	<ul style="list-style-type: none"> • Summer Social (Business Partners attend?) • Education Summit • Location for Business Partner Vendor Forum on November 8th • CLI Recap – Suzanne Tran 	12:15 – 12:25
Membership	Karen Turner	<ul style="list-style-type: none"> • Membership Updates 	12:25 – 12:35
Education	Amy Strok	<ul style="list-style-type: none"> • Upcoming Education Meetups • Committee Strategies • Scholarship Ideas from CLI 	12:35 – 12:45
Board Reports	Members with reports <ul style="list-style-type: none"> • April Campbell 	<ul style="list-style-type: none"> • As necessary • ALA Updates 	12:45 – 1:00

NEXT BOARD MEETING:

Date/Time: Thursday, August 23, 2018
 11:45 am – 1:00 pm
Place: Williams Kastner
Contact: Melissa Schwab
 253-265-3042 or at melissa@aminc.org



Minutes of the
Board of Directors Meeting
 June 28, 2018
 11:45 am – 1:00 pm

Present: Tara Binge Michelle Smith Denny Krantz Veronica Sutton George Thomas Cara Hohenstein Joanne Pegues Christopher George Arun Mistry Larissa Stewart	Phone: Karen Turner Amy Strok Sean Monahan Robin Nussbaum Staff: Melissa Schwab	Absent: Lynda Mathews Lisa Sterritt Patti Pequin Anita Lyter Jennifer Miller Erin Cline April Campbell
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Meeting was called to order at 11:49 a.m.

May board meeting minutes approved.

President report: Tara Binge reported:

- **Inquiries and Updates from last Board Meeting** – Reminder (Erin), emailing Samantha and Melissa all Soundings information. Denny is updating Facebook and adding event updates and pictures. Michelle is working on the Business Partner opportunity guide, remove the advertising. Finalized and approved the budget.
- **PSALA Conference** – February 1st – 2nd at Cedarbrook Lodge. Starting Friday at 12:00 pm and ending Saturday at 12:00 pm. Rooms \$189 per night. Changed speakers, topics will be around HR, finance, facilities and technology. See more value for members. Will offer an early bird registration discount. Currently finalizing cost and details for registration and have a conference meeting next month.
- **Volunteer Opportunity** - Friday, July 20th, contact Jennifer Miller if you are interested.
- **Platinum Business Partner Thank You** – Dinner July 12th at Pink Door.
- **CLI** – Hold another Roundtable this year. Send event through WhatsApp to organize and plan.

President Elect: Arun Mistry reported:

- **Committee:** Wants to have one committee “Events Committee”, instead of 3 separate committees for each event. Michelle Smith, Denny Krantz, Amy Strok, Veronica Sutton, Karen Turner and confirming Jennifer Miller.
- **Summer Social:** Working on a venue, possibly Columbia Tower.
- **LFL Dinner:** At the Arctic Club Seattle, 3 months out and need to decide on theme/topic. Ideas are a breakout session, casino night or a speaker.

Business Partners: Michelle Smith reported on the Exhibit Hall; what worked/what didn't. Received great feedback and it went well. Suggestions were to spread out the Business Partner giveaways. Room was small but that was due to the location change. Change up the way you can win a scholarship. Attend 4 events throughout the year and be eligible. Board is open for discussion and change. Suzanne Tran will attend CLI. She will take on the Business Partner roll next year. Involve Business Partners in Spark, Platinum and Gold only. Would give members the option to sign-up and be with a Business Partner. Another benefit for members and Business Partners.

Membership: Karen Turner reported that membership is certified with ALA. Karen and Denny are working on ideas for a membership drive. Cold calls and pro-rating dues or give away a free membership or if you are a current member and refer a new member, your membership is free, all ideas discussed. Also, allow Business Partners to refer members. ALA pro-rates dues.

Education: Amy Strok discussed scholarship ideas. Amy and Veronica are working on the scholarship piece. June 7th Diversity and Inclusion Breakfast was successful, Ellie was a great speaker. June 19th Applications Roundtable went well. July 17th is next event on the calendar, Moving and Remodeling. Discussion about getting the Business Partners more involved at these events and opening speaking opportunities to them. Would have to make sure they are qualified to speak on the topic. Bad experience with past Business Partners speaking. August 7th will be the CLI Roundtable Discussion. Topic from CLI, come back and speak, report. August 20th is Financial Wellness.

Action Items:

- Passwords – Google Doc – Tara
- Scholarship Email – Veronica & Amy
- LFL Dinner Theme/Topic - Arun

Meeting was adjourned at 12:45 PM

Next Board Meeting: Thursday, July 26, 2018 11:45 am – 1:00 pm

PSALA
Profit & Loss Budget vs. Actual
April through June 2018

	Apr - Jun 18	Budget	\$ Over Budget	% of Budget
Income				
BUSINESS PARTNER ACTIVITIES				
BP Exhibit Hall	4,500.00	3,000.00	1,500.00	150.0%
BP Networking Event	2,260.87	1,500.00	760.87	150.7%
Business Partner Sponsorships	23,200.00	125,000.00	-101,800.00	18.6%
Total BUSINESS PARTNER ACTIVITIES	29,960.87	129,500.00	-99,539.13	23.1%
MEMBERSHIP DUES				
Membership Dues	960.00	21,000.00	-20,040.00	4.6%
NETWORKING EVENTS				
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%
Total NETWORKING EVENTS	0.00	12,500.00	-12,500.00	0.0%
PROGRAMS				
Education Program Registrations	2,500.00	2,500.00	0.00	100.0%
Total PROGRAMS	2,500.00	2,500.00	0.00	100.0%
Total Income	33,420.87	165,500.00	-132,079.13	20.2%
Gross Profit				
Total Gross Profit	33,420.87	165,500.00	-132,079.13	20.2%
Expense				
ADMINISTRATION				
Bank Fees	543.88	3,500.00	-2,956.12	15.5%
Contingency	907.50	2,500.00	-1,592.50	36.3%
Contract Services				
Accounting Fees	0.00	2,300.00	-2,300.00	0.0%
Chapter Manager	12,594.08	50,400.00	-37,805.92	25.0%
Total Contract Services	12,594.08	52,700.00	-40,105.92	23.9%
Directors & Officers Insurance	791.00	1,400.00	-609.00	56.5%
Office Supplies	6.54	600.00	-593.46	1.1%
Postage	21.00	500.00	-479.00	4.2%
Printing and Copying	2,955.89	2,350.00	605.89	125.8%
Promotion/Gifts	450.00	1,000.00	-550.00	45.0%
Taxes & Licenses	1,133.58	4,700.00	-3,566.42	24.1%
Total ADMINISTRATION	19,403.47	69,250.00	-49,846.53	28.0%
BOARD EXPENSE				
Board Retreat	300.00	3,500.00	-3,200.00	8.6%
Meals	328.59	1,500.00	-1,171.41	21.9%
Service Benefits	9,504.30	19,000.00	-9,495.70	50.0%
Total BOARD EXPENSE	10,132.89	24,000.00	-13,867.11	42.2%

PSALA
Profit & Loss Budget vs. Actual
April through June 2018

	Apr - Jun 18	Budget	\$ Over Budget	% of Budget
COMMITTEES				
Business Partner Relations	179.66	1,700.00	-1,520.34	10.6%
Community Service	0.00	1,000.00	-1,000.00	0.0%
Education	3,271.31	500.00	2,771.31	654.3%
Membership	569.20	500.00	69.20	113.8%
Total COMMITTEES	4,020.17	3,700.00	320.17	108.7%
COMMUNICATIONS				
Newsletter	1,175.00	300.00	875.00	391.7%
Telephone, Email Blasts	295.49	1,000.00	-704.51	29.5%
Web Site	953.82	1,200.00	-246.18	79.5%
Total COMMUNICATIONS	2,424.31	2,500.00	-75.69	97.0%
MEMBER PROGRAMS & BENEFITS				
Chapter Meetup	0.00	2,500.00	-2,500.00	0.0%
Chapter Retreat	4,250.00	15,000.00	-10,750.00	28.3%
Educational Programs	4,709.17	15,000.00	-10,290.83	31.4%
Scholarships	2,000.00	18,500.00	-16,500.00	10.8%
Total MEMBER PROGRAMS & BENEFITS	10,959.17	51,000.00	-40,040.83	21.5%
NETWORKING EVENTS COST				
Business Partner Activity Cost	562.20	2,000.00	-1,437.80	28.1%
BP Exhibit Hall	0.00	1,000.00	-1,000.00	0.0%
BP Forum	3,422.19	7,500.00	-4,077.81	45.6%
BP Networking Event				
Total Business Partner Activity Cost	3,984.39	10,500.00	-6,515.61	37.9%
Holiday Social	1,935.55	7,000.00	-5,064.45	27.7%
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%
Total NETWORKING EVENTS COST	5,919.94	52,500.00	-46,580.06	11.3%
Total Expense	52,859.95	202,950.00	-150,090.05	26.0%
Net Income	-19,439.08	-37,450.00	18,010.92	51.9%

Time Sent	Total Sent	Open Rate	Mobile Open Rate	Open Rate	Desktop Open Rate	Total Unique Clicks	Total Unsubscribes
Mon, Jul 16, 2018 11:15 AM	292	23.10%		17.80%	82.20%	2	0
Wed, Jul 11, 2018 7:05 AM	302	32.20%		20.10%	79.90%	8	0
Mon, Jul 2, 2018 9:53 AM	177	36.70%		8.70%	91.30%	11	0
Sat, Jun 23, 2018 1:05 PM	301	30.50%		38.00%	62.00%	1	0
Mon, Jun 18, 2018 11:19 AM	301	38.20%		6.50%	93.50%	39	0
Fri, Jun 15, 2018 9:12 AM	291	26.10%		21.20%	78.80%	10	0
Wed, Jun 13, 2018 9:34 AM	301	23.20%		8.50%	91.50%	10	0
Thu, Jun 7, 2018 10:57 AM	301	27.30%		13.90%	86.10%	12	0
Tue, Jun 5, 2018 1:27 PM	301	23.80%		19.40%	80.60%	3	0
Mon, Jun 4, 2018 10:25 AM	301	23.10%		14.40%	85.60%	8	0