

GLSA Board of Directors

October 6-7, 2016

Albuquerque, New Mexico

MINUTES

In attendance were Charles Johnson, Aastha Madaan, Alyssa Ehrlich, Eileen Sullivan, Jean Clauson, Nicolle Schippers, Steve Monks, Rick DeMichele, Keri Coleman Norris, Mary Juetten, Steve Williams, Matt Hahne, John Wachsmann and Steve Ginsberg was on the phone. Bonnie Moses attended Excused absences: Brian Caron, Larry Stahl and Amy Durshal.

President Keri Coleman Norris called the meeting to order at 8:35 AM.

The minutes from the May meeting were moved, seconded, and approved as submitted.

Ms. Norris noted that her goal is to have action items before the end of the meeting.

Old Business:

Meeting dates for the board are typically October, January, and the conference in May. The meeting in January will be in Durham, North Carolina. The board has focused on places where board members live, so the Board can get involved with the local bar and the community. Steve Monks and Ms. Norris will talk about contacts, invitations and events in North Carolina.

In May, the Board will meet in Scottsdale, Arizona as part of the Joint Spring Meeting with GPSolo.

Send meeting ideas to Tori, think about ABA partners for Fall 2017

GPSolo Relationship-natural fit, will continue to foster relationship. GPSolo is meeting in Charleston, fall of 2018 with YLD. May 2019 GPSolo will be with Litigation in New York—we should look to do something else. Litigation will be doing all the CLE and the hotel is \$330/night ++.

President's Report—

The highly anticipated final report from the Commission on the Future of Legal Services had no surprises. It was the result of lots of hard work. Recommendations about legal portal, GLSA will want to look out for this, they are investigating what companies and law firms are already doing. Should look at regulatory changes. Legal plans were mentioned. Innovation Center is an opportunity for GLSA and the Standing Committee.

Chad Burton is on the Innovation Center board and has been in conversations with Nicolle Schippers. He is also with the ABA Law Practice Division's Futures Committee and has recommended doing some joint projects. John Wachsmann noted that as a provider attorney, he frequently has questions about how to use technology, it's a challenge to try it without going to the expense of buying the product. Do we want a table at Tech Show? March 15. Staff will research the cost.

ALM Legal Tech in NY ? Does the board want to look into getting a table or attending?

The Innovation Center anticipates having two different Fellowships, the board will think about how to assist. Matt, Nicolle, Mary & Keri will discuss inviting Innovation Center committee members to Scottsdale.

Ms. Norris reported on the Legal Checkups-Enterprise Fund program on Legal Checkups-She noted that it is just getting started, she will report back on the progress of the task force.

Additional discussion focused on the continuing partnership with GPSolo. Suggestions included having a tri-fold with all the member companies listed to show what panels they could participate with. The board also discussed offering a money back guarantee if they don't get a client.

Fall meeting is how to manage a law firm. Might be better to speak and then direct people to the booth.

Webinars-no report

Steve Ginsberg presented the Financials. He noted that GLSA finished in the black for 2015-2016. The increase was primarily due to more sponsorship money and more dues. Steve reminded the board that with respect to the **Balance sheet, the board needs to make a motion to lower the amount of the reserves.**

The Budget as proposed was moved seconded and approved.

The board reviewed the program for the 2017 Joint Spring Meeting in Scottsdale.

Wednesday night-several board members expressed concern about attendance. The events in Key West were poorly attended and from a sponsor's standpoint, were not worth the investment. The board commented that attendees aren't going to get there in time, better to do something social. Steve Williams and Rick DeMichele indicated that GP attendees won't be there.

Avvo & LegalZoom are interested in sponsoring the author event, but they want to sponsor an event that brings in lots of people. The reality is that Wednesday is too early.

1. BOARD MEETING IS A MEETING NOT A HAPPY HOUR
2. Substantive events only in day, purely social in the evenings
3. Golf getting sponsorships-someone has to do the work – Matt Hahne will help
4. Steve Fairley – marketing,
5. No access to justice programs—need to add access to justice programs
6. Make Access to Justice the Theme of the Conference and feature it more prominently on the website

Nicolle Schippers reported on the Futures Committee – she noted that the ABA Commission on the Future of Legal Services report was included in the materials. She noted that she had spoken with Chad Burton in the Law Practice Management Division regarding working together on a project.

Aastha Madaan and Nicolle Schippers will put together a program proposal for the ABA's Equal Justice Conference.

Nicolle Schippers gave the report from the Standards Committee and indicated that the committee is working on drafting the report.

Keri Norris gave the Sponsorship Committee report, the committee needs additional help from the board and committee members. She also indicated that Len has some ideas for additional sponsorships associated with the golf tournament in Scottsdale.

Keri reminded board members to commit to write one blog post and to get one sponsor.

The board discussed the ABA Young Lawyers Division, Alyssa is chair of Young Lawyers Committee of GPSolo. She is working on a program proposal with Jean at YL meeting May 4, 2017. She suggested that GLSA have a table at YLD Spring Meeting. She recommended that GLSA give free or reduced membership to aging up members of YLD. [GLSA charges YLD members \$60, a 40% discount off Professional Membership.]

The board discussed creating content, webinars, putting articles in TYL (the magazine for YLD), GPSolo Magazine, the e-Report, Law Practice Magazine. The group noted that GLSA can repurpose content for many different publications.

Mary Juetten gave the Marketing/Content Committee report. She noted that GLSA needs a Visibility messaging piece.

Mary also discussed the issue of having a blog on the website. She challenged each board member to come up with a topic and write a blog post:

Rick, getting new clients through association with GLSA and Universal App

Nicolle-futures, access to justice

Jean-networking

Steve M-divorce coach

Eileen-bar participation

Alyssa-transitioning from yld

Aastha-greenin g practice, living trust, cultural competency

Charles-teachers, unions,

John-group legal impact on small law firm practice, tech interview

Matt-success stories, customer service

Steve G-canadian snowbirds need lawyers in US

Steve W –relationships

Mary-lawfirm as a business

Keri-legal check up

Tori-turning volunteer work into paying work

Tom 2 per month, Seth Bloom will do some

Matt and Mary will discuss timing of articles and placement.

Matt Hahne reported that the Newsletter is doing well, there are lots of ideas in the pipeline. He suggested a monthly podcast, monthly president's podcast (30 min. or shorter). Matt suggested that he and Ramon are exploring bigger topics/longer articles and looking at revenue building from newsletter.

Keri reminded the board that they need to get the committees involved. The board can't do everything.

The meeting was suspended at 4:00 pm.

The meeting was called to order at 8:35 am. on Friday morning.

Tori Wible led a discussion of winding down the foundation. If the foundation is wound down, the funds should be put toward access to justice programming.

The meeting of the American Prepaid Legal Services Institute, doing business as the Group Legal Services Association adjourned motion, second, passed.

The meeting of the American Prepaid Legal Services Foundation was called to order at 8:45 am on Friday, October 7, 2016.

In attendance were: Charles Johnson, Aastha Madaan, Alyssa Ehrlich, Eileen Sullivan, Jean Clauson, Nicolle Schippers, Steve Monks, Rick DeMichele, Keri Coleman Norris, Mary Juetten, Steve Williams, Matt Hahne, John Wachsmann

Following discussion on the issue, Steve Williams moved to dissolve the foundation.

Alyssa Ehrlich Seconded the motion. Motion passed unanimously.

Steve Williams move to take under advisement the issue of how to distribute funds.

Nicolle Schippers Seconded the motion. Motion passed unanimously.

Move to adjourn the meeting of the American Prepaid Legal Services Foundation. Made and Seconded.

The Meeting of the American Prepaid Legal Services Institute doing business as the Group Legal Services Association was called to order at 9:00 am.

The board discussed raising visibility of GLSA by having its members nominated for awards. The group discussed Awards within our association and the difficulty of finding nominees. The consensus was that GLSA needs an awards committee. Alyssa will focus on nominating our members for other ABA awards.

There was some discussion that the GPSolo awards are too lofty and meant for lawyers who have been practicing for a long time. E.g., difference makers which are awarded in the fall and in the Spring are lifetime achievement, trainer honoree and other kinds of things. Keri will work with EC to look at nominating for awards.

Additional discussion focused on looking for an access to justice award to nominate GLSA Members for.—Aastha and Alyssa will write criteria.

Jean Clauson presented the Membership Committee Report. She noted that the committee has 34 members, 12 of whom are active. The first meeting was brainstorming where they put together list of initiatives. Created working groups that work offline and then report back to the monthly call.

Send out emails to all committee members asking for participation.

Jean noted that what worked for the Membership Committee was to ask the volunteers what they wanted to do, give them the task and let them run with it. Other committee chairs noted that monthly calls are not working.

Discussion focused on creating various touchpoints for new members; identify what's important to new members, for example, virtual lunches.

Create materials to give the committee members so they have the background/base.

1. Testimonials from practicing attorneys
2. Guarantee, \$60 if you don't get that back in x months, get your \$60 back
3. Glitches in Universal App

Staff will work with Mike Willee on various issues with the website, including fixing the application button and the join button.

Another suggestion was asking the plans to send emails to lawyers when a plan gets a new plan client in their area.

The group discussed various ways to reach out including buying mailing lists; personal phone calls by board members to their personal networks to go to conference; phone calls to past members, automated phone call system to remind that membership is expiring; union members call unions to encourage renewal and conference attendance; plan attorneys make calls to other attorneys. However, the group agreed that personal phone calls were time consuming and they weren't sure of the efficacy.

Additional suggestions included: follow all state bars; Create hashtag for conference; hire an intern/fellowship for social media; create a strategy for social media—call to action; create a website-

call to action; Create GLSA app, get membership app; Revamp webpage-new sliders; Get profiled on GPSolo website; Infographic-website with call to action.

Matt Hahne volunteered to do a testimonial as video on website.

Materials—do ads in ABA publications – staff will research costs.

Media Kit – create brochure, talking points, Fivr or TaskRabbit –Mary Juetten will lead. All materials must communicate to every platform. Have a way to click a button to get rid of mailed materials. How are we getting the kit out? The group understands that it needs a social media strategic plan, where to go, how we're getting it out.

Money-back guarantee for new GLSA member from GPSolo of their \$60 membership fee if they don't make back their \$60 membership fee. Motion-Williams, second Schippers. Staff will work with ABA General Counsel to draft language.

Steve M, Keri will work on inviting local attorneys, access to justice folks and bar leaders to our meeting in Durham.

Motion to adjourn, second, approved.