

**2021/2022
BOARD OF DIRECTORS**

PRESIDENT
Robert McLaughlin
Burnet, Duckworth &
Palmer LLP
403.260.0389

PRESIDENT-ELECT
(Memberships)
Michelle Zizek
Parlee McLaws LLP
403.294.7067

VP SPONSORSHIPS
Susan Taylor-Heward
Blake, Cassels &
Graydon LLP
403.663.2861

VP PROGRAMS
AnneMarie Wensrich, RCIC
Field Law LLP
403.260.8521

VP EDUCATION
Rada Baljak
Dentons Canada LLP
403.268.6816

VP COMMUNICATIONS
Rene Brenkman
Borden Ladner Gervais LLP
403.232.9469

TREASURER
Vikram Adhikari
Osler, Hoskin & Harcourt LLP
403.592.7118

SECRETARY
Cheryl Morgan
Vogel LLP
403.692.5216

PAST PRESIDENT
Andrea Boyle
Stikeman Elliott LLP
403.508.9265

CALA 2021/22 Strategic Planning Session Minutes

Friday, June 11, 2021
Glenmore Inn
8:30 a.m. – 4:30 p.m.

In attendance: Robert McLaughlin
Andrea Boyle
Michelle Zizek
Susan Taylor-Heward
AnneMarie Wensrich
Rada Baljak
Rene Brenkman
Vikram Adhikari
Cheryl Morgan

Robert called the meeting to order at 8:30 a.m. with introductions and welcome to new board members, AnneMarie Wensrich (VP Programs) and Cheryl Morgan (Secretary).

Minutes from CALA AGM – April 13, 2021

Michelle: Motion to approve minutes
Rada: Seconded All yes

Website Photos

New Board Members can make an appointment at Mathieson and Hewitt for photos to be used on the CALA website. They can also use these photos for their personal use (i.e. LinkedIn) should they choose. New Board members can also use their own professional photos.

ACTION ITEM: Forward photos to Rene to update website

Signing Authority

RBC forms circulated for signatures

ACTION ITEM: Cheryl to return signed forms to RBC



Operations Manual

Andrea has done an extensive update to the Operations Manual. All board members are encouraged to review the Operations Manual paying attention to their particular roles.

Chapter Leadership Institute

We are unable to attend CLI this year due to COVID-19, and there is no virtual option. There may be resources on the ALA website for new members and attendees of CLI in 2019 (Louisville, Kentucky) are encouraged to review some of the recorded sessions as a refresher of content.

ALA has a few recorded resources pertaining to Board operations as well as specific Board roles.

ACTION ITEM: Rob to forward a list of recorded resources from the ALA Chapter area of their website for viewing.

Strategic Plan

The Strategic Plan has not been updated since 2017. Spent time reviewing and updating.

- Mission – okay as is
- Vision – no mention of ‘legal’ or ‘legal management’. Update to:

Calgary Association of Legal Administrators exists to elevate the knowledge within the legal management industry, while supporting all stakeholders to achieve their goals.

- Core Values – update to:

Value: Tangible knowledge, tools and results

Networking: We are stronger together and want to keep building relationships

Development: For our members, and for the organization

Integrity:

Transparency: All for everyone

- SWOT ANALYSIS

Strengths – What do we do well?

Networking and events

Weaknesses – What can we improve on?

Opportunities

Recruit/Engage more business partners
 Better promotion of existing business partners
 Increase social media presence
 Follow up on retirements and other CALA departures and their replacements
 Better promotion of membership benefits

Threats

Retirements
 Economy
 Business partners/Sponsorships

- Goals

Diversity & Inclusion

Retain and increase membership by 10%

Subsections

- Monitor and establish
- Surveys
- Subsection packages
- Add Marketing subsection – perhaps an alliance with LMA

Support existing business partners and promo new business partners

- Increase by 25%
- Connect with business partners and outline benefits
- Reconnect with former business partners
- Actively monitor and communicate

Increase engagement and participation with ALA

- Utilize resources
- Quarterly updated

ACTION ITEMS: Rob to ask HR Subsection for a new leader

Rob to ask Terri if she sees any issues with adding the Marketing Subsection

Rob to compile discussion into a draft version of the Strategic Planning documents for the Board's review

ALA Chapter Requirements

We would like to obtain the Presidents Award of Excellence for the 2021/2022 Chapter Year. Updated checklist of the Presidents Award of Excellent is due in February 2022. Rob has a spread of items that the Chapter should be completing, and he will keep a running tally of completed and in process tasks to update the Board on a quarterly basis.

Each year the Chapter must submit a compliance form to advise ALA that the Chapter is following the Chapter Performance Objectives.

ACTION ITEMS: Rob to document completed and in-progress tasks on the checklist to communicate the status to the Board for submittal to ALA by February 2022.

Rob to review the Chapter Performance Objectives and send completed form back to ALA.

Business Partner Engagement

Sponsorships currently comprise 23 business partners. Due to COVID-19 some Business Partners have had reduce marketing budgets and have not renewed. Discussion ensued on the need for CALA to re-engage these Business Partners, locate new sponsors, and ensure that existing Partners are receiving the benefits of their sponsorship.

Any suggestions for potential new business partners can be provided to Sue.

We will consider sending out a survey to business partners to determine their level of engagement and how the Chapter can better support their sponsorship objectives. Jennifer Carter-Squire regularly communicated with the Business Partners. Sue has already reached out and communicated with sponsors but will likely reconnect in February prior to sponsorship renewals.

Golf Tournament

Rob has contacted Kevin Larsen to determine if he can and would like to proceed with a Golf Tournament in September. The Golf Tournament is a highlight event of the Chapter Year. Kevin has indicated that there are a couple of possible dates in September (9th or 16th) to host the event.

Andrea: Motion to proceed with golf tournament in September
Sue: Seconded All yes

ACTION ITEM: Rob to let Kevin know to go ahead with planning and report results back to the Board.

Salary Survey

Salary survey will be going out June 11th, 2021. Payments for the surveys have already been received and deposited into CALA's bank accounts.

ACTION ITEM: Ask salary survey committee if they want to continue with the same timeline going forward.

Diversity & Inclusion

Rada reported on committee progress:

- There has been 3 meetings to date; Committee members are very engaged
- Currently working towards adding content to CALA website
- Survey to be sent out to CALA members
- Continuing to gather information including the type of information to include on CALA's website (D&I webpage)
- Speakers for consideration
- Possible events, including an information session
- Rada provided the mission statement of the Committee (see attached)

Budget

Board spent time reviewing the budget for 2021/22. See proposed budget attached.

Upcoming Calendar of Events

Dates and locations established for 2021/22 board meetings.

Tentative dates set for educational events, pending availability of speakers.

Tentative dates set for social events.

2022 AGM to be held at Murrietta's.

ACTION ITEM: Calendar of Events to be drafted and reviewed by the Board for distribution to CALA Members and Business Partners.

Meeting adjourned: 4:15 p.m.