

LEGAL SERVICES CORPORATION
BOARD OF DIRECTORS

TELEPHONIC MEETING OF THE
INSTITUTIONAL ADVANCEMENT COMMITTEE

OPEN SESSION

Tuesday, April 23, 2013

4:00 p.m.

Legal Services Corporation
3333 K Street, N.W.
Washington, D.C. 20007

COMMITTEE MEMBERS PRESENT:

John G. Levi, Chairperson
Robert J. Grey Jr.
Herbert S. Garten (Non-Director Member)
Frank B. Strickland (Non-Director Member)

OTHER BOARD MEMBERS PRESENT:

(None.)

STAFF AND PUBLIC PRESENT:

James J. Sandman, President

Rebecca Fertig, Special Assistant to the President

Atitaya Rok, Staff Attorney, Office of Legal Affairs

Jeffrey E. Schanz, Inspector General

Carl Rauscher, Director of Media Relations, Office of
Government Relations and Public Affairs

Wendy Rhein, incoming Chief Development Officer

C O N T E N T S

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CLOSED SESSION

6. Discussion of prospective funders for LSC's development activities and 40th anniversary celebration	Cancelled
7. Discussion of prospective members for an honorary auxiliary group	Cancelled

Motions: 4, 18

1 PROCEEDINGS

2 (4:10 p.m.)

3 CHAIRMAN LEVI: I'd like to call the meeting
4 to order, and get a motion to approve the agenda.

5 MOTION

6 MR. GREY: Move it.

7 CHAIRMAN LEVI: Second?

8 MR. STRICKLAND: Second.

9 CHAIRMAN LEVI: All in favor?

10 (A chorus of ayes.)

11 CHAIRMAN LEVI: Okay. So the second item is a
12 discussion of fundraising objections. Well, the Board
13 ratified these objectives, which I think was a good and
14 important step.15 And now it seems to me that
16 particularly -- and Wendy, I don't want to put this
17 before your arrival, but I feel a sense of urgency in
18 needing to get these funding for the 40th anniversary
19 to start thinking about how we would go about that and
20 what combination of things because if we were to
21 envision a 40th anniversary year that goes April to
22 April, now we're talking eleven months from now.

1 MS. RHEIN: Yes.

2 CHAIRMAN LEVI: So I'm thinking that it's an
3 important opportunity to bring the 134 executive
4 directors, their board chairs, most state bar
5 presidents, IOLTA people, access to justice commission
6 heads, state supreme court chiefs, and what have you
7 down probably to Washington for not just a celebration,
8 but for a serious set of well-out-together,
9 well-conceived meetings.

10 So there's a double track here. But that
11 can't take place without some good planning. Squaring
12 up people's calendars requires planning. But then
13 accommodating and paying for a space -- NLADA does it,
14 I know -- how much we need to raise in order to
15 accomplish that.

16 And then if we were going to have a series of
17 other out-of-Washington events, maybe not as elaborate
18 but nevertheless of significance, because if there's an
19 opportunity to tell our story, and we want to make sure
20 it's -- well, with the number four, that's four bases.

21 I want it to be a grand slam.

22 So if we could think about different models,

1 funding models, whether it's law firms stepping up and
2 taking 50- and 25,000, the way David Stern does it, or
3 do we also want to enmesh some of the other objectives
4 here into it, and so we create even larger buckets
5 because we're hoping to try to have one ask that
6 encompasses all of this?

7 So Wendy, I don't know. It's unfair to put
8 that to you before you even are on the clock. But I'm
9 doing that. But I'm not holding to anything. That's
10 where I think we need to be. And in a few weeks you
11 will be on the clock, and then we really do need to get
12 going. But that's what's in front of us.

13 MS. RHEIN: Right. I think one of the first
14 things that I would like to do, once I actually do
15 start on May 6th, is to be able to start putting
16 together with you all a calendar of both the large
17 events and the small events, and then looking at
18 different funding models, different funding
19 opportunities -- regionally, nationally, the larger
20 corporate sponsorship kinds of things for an event
21 versus small workshops that may have a more nuanced
22 funding base.

1 So I think that once I have a better sense of
2 the program areas and we start mapping out a full
3 year's calendar, we can look at individual asks.

4 CHAIRMAN LEVI: Yes. One thing that people,
5 when we adjusted our meetings now, came up to me and
6 said, you know, the issue of conferences in Washington
7 is that spring is very popular; summer, understandably,
8 because it's so unpleasant there, not so popular.

9 But we run into an election year in the fall,
10 and I don't really want us to get enmeshed in that. So
11 some folks thought, well, if you're going to kick it
12 off in April, you ought to kick it off. That should be
13 your big event. But if the timing doesn't work and we
14 need to slide that out, which we could, we could do it
15 in September. But you're in the election season at
16 that point.

17 MS. RHEIN: I think either one would be an
18 option to look at. I wouldn't push it beyond the end
19 of October because then you get into the holiday season
20 and that becomes all the more difficult. April is
21 certainly an option, but it would be a lot to pull
22 together in a year's time.

1 CHAIRMAN LEVI: Okay. That's what I think.

2 MS. RHEIN: Yes.

3 CHAIRMAN LEVI: Go on. Jim?

4 PRESIDENT SANDMAN: Yes.

5 CHAIRMAN LEVI: Someone else had a comment?

6 MS. ROK: Wendy, did you have more to say?

7 MS. RHEIN: No. That was all.

8 MS. ROK: Oh, okay.

9 CHAIRMAN LEVI: Did anybody else in the room
10 or on the phone?

11 MS. ROK: Not in the room.

12 MR. GARTEN: I don't fully understand what the
13 effect the election would have on the choice of dates,
14 John.

15 CHAIRMAN LEVI: It's just that -- and I may be
16 wrong. The election may not -- the question is, will
17 people feel that it's being lost in the election season
18 hyperbole? Will people get wrapped up in that? Will
19 certain folks becomes unavailable?

20 But I don't really -- my own sense, and I put
21 this out there -- this was just people talking to me
22 about it just now when we were in Washington for our

1 board meeting. I had thought that September really was
2 going to be an easier possibility for us, that
3 April -- but how would we open the year? I don't think
4 we want to do it in late October. I think --

5 MR. GARTEN: Well, September is a good time.
6 And we want to give consideration to what's available
7 hotel-wise and meeting space-wise.

8 CHAIRMAN LEVI: Right.

9 MR. GARTEN: There is a relatively new area
10 called National Harbor on the Maryland side of the
11 Potomac that is a very nice place and very well
12 equipped for meetings, with nice hotels and good
13 restaurants. It's like a little town. I don't know
14 whether you've ever been there or not.

15 MR. STRICKLAND: I've been there to a very
16 large meeting. They can host most any size meeting.

17 MR. GARTEN: That's correct. So anyway, it
18 may be difficult to arrange meeting rooms and hotel
19 rooms at what may now be within a year.

20 Wendy, what do you have to say about that?

21 MS. RHEIN: You know, I think that it's
22 certainly possible to do. We would want to look at the

1 sheer quantity of people and the kind of meeting space.

2 National Harbor is beautiful, and they do have a huge
3 variety of both hotel space and meeting space, so that
4 would certainly be an option.

5 In the springtime in D.C., it's usually
6 difficult because of cherry blossoms and hotel rooms.
7 But if you're talking about blocking a large section of
8 one hotel, they're more often accommodating for that
9 than for individual one-off hotel rooms.

10 So I certainly think we could look at both.
11 That's a quick and easy thing to do, to find hotel room
12 availability.

13 CHAIRMAN LEVI: Okay. The other is, the
14 reason that I threw out April -- and I know April's a
15 push -- but I hear it quite frequently that our
16 executive directors and their board chairs have
17 been -- it's been a long time since they were together
18 in a space on behalf of LSC.

19 They may have gone to the NLADA or other
20 larger gatherings. But that core group that is really
21 our programs have not been together in a long time. I
22 don't know when the last time that was. Maybe it was

1 the 30th.

2 MR. STRICKLAND: I think it was, John.

3 PRESIDENT SANDMAN: I think it was 2008.

4 CHAIRMAN LEVI: You do?

5 PRESIDENT SANDMAN: Yes.

6 CHAIRMAN LEVI: What happened in 2008?

7 PRESIDENT SANDMAN: There was a conference
8 here, not at LSC but at the Marriott across the Key
9 Bridge.

10 CHAIRMAN LEVI: Frank, do you remember that?

11 MR. STRICKLAND: I do remember something at
12 the Marriott at the Key Bridge. But for some reason, I
13 was relating it to the 30th. So I could be mistaken.
14 I'll yield.

15 MR. GARTEN: I think there was a conference
16 for the local people here in Washington that --

17 MR. STRICKLAND: Yes. I believe that's -- we
18 had very close to total attendance by all the EDs.

19 MR. GARTEN: That's correct.

20 MR. SCHANZ: I can clarify that. This is Jeff
21 Schanz. That was my first year here. I was invited
22 only to hear Helaine Barnett speak. I wasn't invited

1 to the entire conference because it was all the EDs.
2 And after the first half hour or first half day, I was
3 excused from the proceedings.

4 But I did hear Helaine speak. It was at the
5 Key Bridge Marriott, right across the river. And I was
6 invited and disinvited at the same time.

7 MR. GARTEN: I don't recall being there as a
8 board member. Frank, do you?

9 MR. STRICKLAND: I don't know whether I stayed
10 for the whole conference. I may have had a short
11 speaking part to welcome them to D.C. or something like
12 that. But to just -- I was excused after that.

13 CHAIRMAN LEVI: I have a different -- I see.
14 Well, I have a different model in mind. Was that in
15 connection with the 35th?

16 MR. STRICKLAND: No.

17 CHAIRMAN LEVI: It just happened?

18 MR. SCHANZ: It was ostensibly training for
19 the EDs.

20 CHAIRMAN LEVI: Oh, okay. Well, so it's been
21 a long time, in any event, and certainly not under
22 Jim's or our leadership, and apparently only half under

1 Jeff's.

2 MR. GARTEN: I think it would have to be
3 either in April or September, and April is the
4 preferred date, obviously.

5 CHAIRMAN LEVI: Not if it's -- only if April
6 can really be good.

7 MR. GARTEN: Oh, absolutely. I agree
8 completely.

9 CHAIRMAN LEVI: Yes. Well, that's --

10 MR. GARTEN: I personally don't see any
11 problem -- it's the anniversary year -- whether it's
12 April or September.

13 CHAIRMAN LEVI: Right. And then the issue
14 of -- and part of this is, do we get firms to kick in
15 25,000 and 10,000 and 5,000, or are we looking -- to
16 support those kinds of events? Or are we also thinking
17 that they might also want to contribute to some of
18 these other buckets?

19 That's where, Wendy, we'll really have to have
20 a serious set of conversations, and about the other
21 prospective funders.

22 MS. RHEIN: Right.

1 CHAIRMAN LEVI: Because if we were going to
2 honor some prospective funders, even, then you might
3 need the time to get them to fund and then be able to
4 honor. And that certainly argues for September, too.

5 MS. RHEIN: Uh-huh. Or if you have other
6 honorees who are not funders but you want to engage
7 their circle, that will take a little bit of time, too.

8 CHAIRMAN LEVI: Right. Exactly.

9 MR. GARTEN: This could also be advertised or
10 told as a kickoff for a campaign.

11 CHAIRMAN LEVI: Yes.

12 MR. GARTEN: Of course, you'd have to be
13 assured that you have some leaders of that campaign,
14 that there are some funds that you've tied down, I
15 think, before you'd --

16 CHAIRMAN LEVI: Yes.

17 MR. GARTEN: And Wendy, you would know more
18 about this than me. But usually, when they have a
19 campaign that I have been involved with --

20 CHAIRMAN LEVI: Get half the money in.

21 MR. GARTEN: -- we've tied down substantial
22 funds.

1 CHAIRMAN LEVI: Right.

2 MS. RHEIN: Yes. Ideally, you'd have 50
3 percent of it committed.

4 MR. GARTEN: Right.

5 MR. STRICKLAND: That's right.

6 CHAIRMAN LEVI: Well, I want to have a brief
7 conversation, then. That's sort of the numbered item
8 2.

9 and so we don't run over here, on the
10 fundraising policies, we certainly at the board meeting
11 had a lot of discussion about those, and what we're
12 going to have to do on gift acceptance, and our
13 statements as it regards to anonymity.

14 I do not know whether there are any
15 fundraising policies currently in place. There is a
16 gift acceptance policy, I think. But I would ask,
17 Wendy, if you could take a look at that stuff, too.
18 You'll probably have to advise us. And maybe this is
19 an OLA issue as well.

20 But clearly, we're going to need to have some
21 articulated, understandable policies that the folks
22 that are doing fundraising understand before they go

1 out and ask for the money and embarrass themselves.

2 MS. RHEIN: Sure. I can look at that.

3 PRESIDENT SANDMAN: This is Jim. We also have
4 to make sure we're in compliance with state
5 solicitation rules and are taking steps to follow up on
6 that.

7 CHAIRMAN LEVI: Right. And that we register
8 where we need to.

9 MS. RHEIN: Is LSC registered in any states at
10 this point for solicitation, Jim?

11 CHAIRMAN LEVI: I think it is.

12 PRESIDENT SANDMAN: Only in D.C.

13 MS. RHEIN: Oh, okay.

14 CHAIRMAN LEVI: Well, we'd better get Illinois
15 registered quick.

16 (Laughter.)

17 CHAIRMAN LEVI: How long does that
18 registration process take?

19 MS. RHEIN: It's very long --

20 PRESIDENT SANDMAN: It shouldn't take long.

21 MS. RHEIN: It depends on the state and their
22 own processing, but not long.

1 PRESIDENT SANDMAN: There is a central service
2 you can use to file multiple applications at the same
3 time, and that's what we plan to do.

4 CHAIRMAN LEVI: Okay. Any other discussion on
5 fundraising policies?

6 (No response.)

7 CHAIRMAN LEVI: Public comment?

8 (No response.)

9 CHAIRMAN LEVI: Other business?

10 (No response.)

11 CHAIRMAN LEVI: I have a question for you. Do
12 we want to have a closed session today, or do we feel
13 we should wait till Wendy is only, really, to have
14 another closed session here as it relates to this?

15 MR. GARTEN: I think it would be better to
16 wait.

17 CHAIRMAN LEVI: That's sort of my sense. What
18 do you think, Robert or Frank?

19 MR. STRICKLAND: I tend to agree with that.

20 CHAIRMAN LEVI: Jim, do you feel like we need
21 to have a closed session today?

22 PRESIDENT SANDMAN: I don't. I don't know

1 that we have much additional to discuss beyond what
2 we've taken up in the prior meetings.

3 CHAIRMAN LEVI: Yes. Unless you had any news
4 of any kind based on any discussions with any
5 individual donor or what have you. I have nothing to
6 report.

7 PRESIDENT SANDMAN: I don't, either.

8 CHAIRMAN LEVI: Okay. So then what about just
9 a motion to adjourn, and we don't have the closed
10 session?

11 MR. GARTEN: I move we adjourn.

12 CHAIRMAN LEVI: Atitaya, are we allowed to do
13 that?

14 MS. ROK: Yes.

15 CHAIRMAN LEVI: Then I'll entertain a motion
16 to adjourn.

17 M O T I O N

18 MR. GARTEN: I so move.

19 MR. STRICKLAND: Second.

20 CHAIRMAN LEVI: All in favor?

21 (A chorus of ayes.)

22 CHAIRMAN LEVI: Thank you all.

1 (Whereupon, at 4:28 p.m., the Open Session of
2 the Committee was adjourned.)

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