



SANTA CLARA COUNTY LEGAL PROFESSIONALS ASSOCIATION

A Member of Legal Secretaries, Incorporated ("LSI®")

P.O. Box 90627
San Jose, CA 95109-3627
Organized 1940
www.sccolpa.org

Executive Board 2010-2011

President:	Rod Cardinale, Jr.	Treasurer:	Courtenay Craig
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VP, Programs/Education:	Lesa Medley	Corresponding Secretary:	Fabiola Ramirez
Recording Secretary:	Maria Patterson	Parliamentarian:	Chavez

June 17, 2010

SCCoLPA Members
Via Email

Re: Letter from the President

Dear: SCCoLPA Members,

I hope this finds you all happy and healthy. The board has planned to have several fundraisers/events this fiscal year. I shared those ideas with the members at our last meeting and will discuss in the letter. The 2010-2011 budget was presented at the June Meeting .After much discussion, the budget was approved. I encourage all of you to look at the budget on the website. I also discussed the board's aggressive marketing and membership goals for this year.

The budget requires us to raise \$4,500 for Ways and Means. In order to be able to operate, we have to put in the work to have successful fundraisers. You all should have received the email and flyer for our first fundraising event. We'll be attending the July 26th "Legal Disorder Night" at A T & T Park in San Francisco. We have already sold about 15 tickets. I ask you all to help us sell tickets. The Association gets a \$7 profit from each ticket we sell. Invite your co-workers, friends, and family. There have been a good number of you that have suggested we take the train to the game. There will be more information on this to come. In August we would like to have a garage sale. We would ask all members to donate anything they or their family or friends don't have a use for anymore to the garage sale. We also plan to advertise on Craigslist and in the Penny Saver asking for donations. Other associations have had garage sales. They reported \$1,900-\$3,000 profit in one day. The exact date and location are TBD. Any suggestions from you all are always appreciated. Our biggest fundraiser/event will be our 70th birthday party. We're hoping for Saturday, September 11 to be the date for this event. Rose Petelle is the Birthday Party Committee Chairman. Maria Patterson, Andrea Ramos-Alioto, Daisy Guevara, and Irma McKay have all volunteered to help. Anybody that likes to help plan parties please contact Rose. Her email is on the website

under Committee Chairman. The plan is to have the "Birthday Party" at a local hotel, with dinner, dancing and a silent auction. We plan to invite all the associations from around the state. This should be a huge fundraiser for us. Most importantly I think it will be a great time. We have a couple other events in the works for the beginning of next year. More information will come on those events. The Association lost money last year. Without participation from the members with the fundraisers we have planned for this year, the Association will lose money again.

I would love to have a 50% increase in members this year. The exact amount of renewed members should be available by this time next month. We have approximately 50 returning members. That would mean we need 25 new members. We initiated 6 new members at our May meeting. This month we have 2 new members that have said they sent in their dues and application. That is 8 new members already.

How are we going to achieve this membership goal? We're working on advertising on Craigslist, local newspapers, and sending a letter and rack cards to as many of the law firms in Santa Clara County that we can. We have already started a Facebook Fan page. We have 39 fans to date. I encourage all you Facebookers to join our fan page. The best way for us to market our Association is word of mouth. I encourage all of you to invite all your co-workers and friends you know in the legal community to come attend a meeting. You are the best form of marketing that we have. Please help us to make this Association the biggest and strongest Association in the state.

Finally, in my May Letter I asked you all to take the time and complete the questionnaire that was on the website. Unfortunately, I did not receive many completed questionnaires. I was a little disappointed that few had anything to say about our Association. The questionnaire is still on the website, attached to my May Letter. Please take a couple minutes and share your thoughts with us. The Association lost \$8k last year. Without participation from the members with the fundraisers we have planned for this year, the Association will lose money again. I hope to see more of you at our July meeting.

Sincerely,

A handwritten signature in black ink, appearing to read "Rod Cochran". The signature is fluid and cursive, with a large initial "R" and "C".