



**CHAPTER MEETING MINUTES**  
**September 23, 2010**  
**Headliners Club 11:45 am – 1:00 pm**

**PRESIDENT REPORT – James Cornell**

James announced Matt Elkjer with IKON as the sponsor for the luncheon and thanked him and his organization for their support to the Austin Chapter and ALA.

James thanked everyone for attending the Summer Seminar and Legal Expo in August. The new venue at the Hilton Austin proved to be a nice change and the table top presentation at the Legal Expo was a great success.

James announced the Region 4 Conference will be held in Dallas at the Four Seasons Resort in Las Colinas next week September 30 - October 2nd. It's not too late to register and the chapter will pay up to \$300 for your registration. A Chapter Charter bus has been arranged. The bus will leave Centennial Towers at 9:30 am on September 30th and will depart the Four Seasons at 2:30 pm on October 2nd to return to Austin. The TX/OU game will be played on the radio on the way home.

Carol Arnold, who won the 2 nights stay at the Four Seasons during the Region 4 Conference in July at the Mentor Happy Hour will not be attending so James held another drawing at the meeting. Andrew Malnou won.

James welcomed back returning member and past President of the Austin Chapter, Angie Vega!

James introduced special guest Larry Smith, Executive Director of the Association of Legal Administrators. Larry has been with ALA for 9 months and shared his experience with the organization. He announced a few items that mean more benefits to ALA Members:

1) ALA launched a new website this summer adding features such as the online membership directory, ALA Encyclopedia, user friendly format.



- 2) Strategic Plan updated each year as the legal environment changes. You can go online and see what the Strategic Plan highlights for the year are.
- 3) New feature: Retreat Planning Plus - resource to customize and plan your firm retreats
- 4) CLM Certification Program - ALA is looking at updating the material. Record numbers sitting for the exam this Fall.
- 5) ALA Code of Conduct Change to ALA Code of Professional Responsibility will be published this fall. It was changed to provide a better guidance and expectation of professionalism within ALA and in the Legal Field.
- 6) Upcoming Events: Region Conferences and a new conference that will be held in Chicago called US Firms Doing Business in China. Look out for more information on that.

## **OTHER ANNOUNCEMENTS/GUESTS**

The following guests were welcomed: Jan Smith, Librarian with Graves Dougherty Hearon and Moody LLP.

There were no other announcements.

## **LUNCHEON SPONSOR**

IKON was the meeting sponsor this month.

## **SPEAKER**

Matt Elkjer with IKON introduced our speaker, Sherry B. Scott, Ph.D. Dr. Scott is currently the Human Resources Manager for the U.S. and Europe for Silicon Laboratories Inc. which is headquartered in Austin, Texas. Her areas of responsibility include Employee Relations, Learning and Development, Immigration, and maintaining company policies. Dr. Scott has been in HR and Learning and Development for more than 20 years. Her background in communication training has helped her work with international and multi-generational employees. She served as the AHRMA Membership Chair for two years and is currently a member of the Workforce Readiness Committee and Chair of the Strategic/Curriculum Development sub-committee. She is also a member of SHRM and ASTD.



Dr. Scott gave a presentation on improving your speaking skills: "Presenting for Results."

Handout attached.

## Make a Presentation Plan

A Presentation Plan serves as an outline for your remarks. The basic plan contains three parts:

### 1. Opening

1. Captures audience **attention**.
2. Gives an **overview** of the whole presentation.
3. Establishes your **credibility**.
4. **Motivates** the audience to listen. (Tell audience if action is expected.)

#### Techniques

<b>Direct</b>	Directly state the topic and its importance to the audience; connect the statement to your topic.
<b>Indirect</b>	Start with a statement of interest to the audience; then connect that statement to your topic.
<b>Example</b>	Give an example or illustration which leads to your subject.
<b>Quotation</b>	Quote a credible source and relate the remark to your subject.
<b>Statistics</b>	State key figures or amounts related to your subject.
<b>Story</b>	Tell about an incident or anecdote which illustrates and relates to your topic (may be humorous).

#### Questions

<b>At any time</b>	Allows for fast clarification; ensures you do not go off track.
<b>At end only</b>	Answer might be included in message; easier to monitor time; confusion or misunderstanding not clarified when appropriate.
<b>Anticipate</b>	Prepare answers for all possible questions; intentionally “set-up” questions; plant questions with audience if necessary.

### 2. Main Message

<b>Time</b>	Naturally follows chronological order.
<b>Topic</b>	Categorizes information by topic; follows a logical sequence.
<b>Space</b>	Involves physical descriptions such as geography, measurement or location.
<b>Comparison</b>	Compares and contrasts two or more ideas, details or situations
<b>Problem Solving</b>	Describes the problem and recommends your solution which includes all options you considered.

### 3. Closing

<b>Review</b>	Repeats most important or significant points.
<b>Summary</b>	Briefly restates main message.
<b>Action Call</b>	Specifies action and timeframe.

### 10 Ways to Avoid Stage Fright

- |                                      |                           |
|--------------------------------------|---------------------------|
| 1. Know your material.               | 6. Stay cool.             |
| 2. Grab their attention.             | 7. Do relaxing exercises. |
| 3. Don't apologize.                  | 8. Add humor.             |
| 4. Practice Q & A.                   | 9. Remain flexible.       |
| 5. Perfect your opening and closing. | 10. Enjoy yourself!       |

## Presenting For Results

### My Purpose

<input type="checkbox"/> Why am I making this presentation?
<input type="checkbox"/> What is my purpose?
<input type="checkbox"/> How will I gain from this presentation?
<input type="checkbox"/> What risks am I taking?

### My Goals

<input type="checkbox"/> What are my goals for this presentation?
<input type="checkbox"/> How do I expect my audience to respond?
<input type="checkbox"/> How will I know if I reach my goals?
<input type="checkbox"/> What will happen if I don't reach my goals?

### My Audience

<input type="checkbox"/> Who will be watching and listening?
<input type="checkbox"/> Why are they my audience?
<input type="checkbox"/> How much do they know about my topic?
<input type="checkbox"/> What is their attitude toward my topic?
<input type="checkbox"/> How will they benefit from this?
<input type="checkbox"/> What risks am I asking them to take?
<input type="checkbox"/> What (if any) action do I want from them?

### Logistics

<input type="checkbox"/> When and where will I present?
<input type="checkbox"/> What equipment will I need?
<input type="checkbox"/> Who will prepare the materials/handouts?
<input type="checkbox"/> What room set-up do I need?
<input type="checkbox"/> Who is responsible for the room set-up?
<input type="checkbox"/> Who will invite the audience?
<input type="checkbox"/> What special arrangements are needed?

### Visual Support

Type	My Use	Type	My Use
PowerPoint		Computer-generated	
Flip Chart		Handouts	
Table Chart		Samples	
VHS/DVD		YOU	

### Guidelines for Using Visual Aids

Do	Don't
Use one idea per visual.	Put too many types in one session.
Keep images simple.	Put all your information on visuals.
Remove image when finished.	Stand between the image and the audience.
Make image large enough for all to see.	Use a visual without connection to the topic.
Use fresh marker pens.	Write vertically on flip charts.
Use at least two colors.	Turn your back to audience and speak to the visual.
Reveal information as needed.	Substitute visuals for content.