

LEGAL SERVICES CORPORATION
BOARD OF DIRECTORS

TELEPHONIC MEETING OF THE
INSTITUTIONAL ADVANCEMENT COMMITTEE

OPEN SESSION

Tuesday, August 6, 2013

4:04 p.m.

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

COMMITTEE MEMBERS PRESENT:

John G. Levi, Chairperson
Charles N.W. Keckler
Father Pius Pietrzyk, O.P.
Herbert S. Garten (Non-Director Member)
Thomas Smegal (Non-Director Member)
Frank B. Strickland (Non-Director Member)

OTHER BOARD MEMBERS PRESENT:

Julie A. Reiskin

STAFF AND PUBLIC PRESENT IN THE CORPORATION'S OFFICES:

James J. Sandman, President

Wendy Rhein, Chief Development Officer

Rebecca Fertig, Special Assistant to the President

Ronald S. Flagg, Vice President for Legal Affairs,
General Counsel, and Corporate Secretary

Atitaya Rok, Staff Attorney, Office of Legal Affairs

Jeffrey E. Schanz, Inspector General

David R. Yoder, Executive Director, Legal Aid of
East Tennessee

Terry Brooks, American Bar Association Standing
Committee on Legal Aid and Indigent Defendants
(SCLAID)

Jim Pearson

C O N T E N T S

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CLOSED

8. Approval of minutes of the Committee's
closed session meeting of June 27, 2013
9. Discussion of prospective members for an
LSC 40th anniversary honorary committee
10. Consider and act on adjournment of meeting

Motions: Pages 4, 5

1 P R O C E E D I N G S

2 (4:04 p.m.)

3 CHAIRMAN LEVI: First of all, Julie, thank you
4 for a wonderful meeting in Denver.5 MS. REISKIN: You're very welcome. It was
6 wonderful to have you all here.7 CHAIRMAN LEVI: I'm going to quote from your
8 U.S. Attorney in my talk to the ABA. So I thought he
9 was terrific.

10 MS. REISKIN: Great.

11 CHAIRMAN LEVI: Anyway, we'll open the meeting
12 here and call the Institutional Advancement Committee
13 meeting to order.

14 Can I have a motion to approve the agenda?

15 M O T I O N

16 FATHER PIUS: So moved.

17 CHAIRMAN LEVI: Second?

18 MR. GARTEN: Second.

19 CHAIRMAN LEVI: All in favor?

20 (A chorus of ayes.)

21 CHAIRMAN LEVI: And then the minutes for June
22 27. Can I have a motion for that, to approve?

1 M O T I O N

2 FATHER PIUS: Move to approve both -- or, no,
3 the one.

4 CHAIRMAN LEVI: Second?

5 MR. KECKLER: Second.

6 CHAIRMAN LEVI: All in favor?

7 (A chorus of ayes.)

8 CHAIRMAN LEVI: We've sent out a packet, and I
9 thought that people might take a look at these proposed
10 sponsorship levels, and we can get reaction and
11 discussion for a few minutes about it.

12 Wendy, if you want to talk about quiet phases
13 for a minute and how this would go about, how we would
14 go about this as an initial attempt, that would be
15 helpful.

16 MS. RHEIN: Sure. So we're thinking about the
17 year taking place with a formal launch in April of
18 2014, which means for about four to six months before
19 that we'll be in what's called a quiet phase, looking
20 to gather a couple of significant gifts from
21 individuals and foundations and firms, so that we've
22 laid the groundwork for gifts throughout the course of

1 the year.

2 So the quiet phase we are actively soliciting
3 is only quiet to the public, but we will be actively
4 working on soliciting larger donations during that
5 time.

6 So as John mentioned, we have a sponsorship
7 level suggestion for you to consider. These are things
8 that would -- benefits would be available throughout
9 the whole course of the benefit year, the 40th
10 anniversary year. And at the back, you'll notice that
11 there are several different options for the names for
12 these sponsorship levels, and I would welcome your
13 feedback on those as well.

14 CHAIRMAN LEVI: This is an open session.

15 MS. RHEIN: Yes.

16 CHAIRMAN LEVI: I want people to be very, very
17 careful about discussing this in any context that
18 involves any particular donor or group or foundation.

19 MR. GARTEN: Wendy, Herb here. I have a
20 question.

21 MS. RHEIN: Yes, Herb?

22 MR. GARTEN: In your 400,000 to 999 category,

1 "Name on permanent plaque in LSC building" -- from my
2 perusal of this, why did you pick that level and only
3 provide for it in that level?

4 MS. RHEIN: Honestly, I was looking for
5 something that was a way of commemorating the names
6 without having it be a naming opportunity. So we would
7 commemorate the names of high-level donors but
8 without --

9 CHAIRMAN LEVI: Well, he's suggesting that it
10 maybe should go down to the 100 level or something.
11 That's he said.

12 MR. GARTEN: Yes.

13 MS. RHEIN: That certainly is an option.

14 MR. GARTEN: Yes. I don't understand why you
15 just put it at this level.

16 CHAIRMAN LEVI: Right. Good. I think your
17 question --

18 MS. RHEIN: We can certainly do that.

19 CHAIRMAN LEVI: Rather than asking it as a
20 question, why not make it as a comment, which is you
21 believe that the naming on a plaque ought to be
22 available to other rungs of giving at lower levels.

1 MR. GARTEN: Agreed. Thank you.

2 CHAIRMAN LEVI: Yes.

3 MS. REISKIN: When was this sent out? I don't
4 know what document you're talking about.

5 MR. GARTEN: The sponsorship document.

6 MS. REISKIN: It was what?

7 MR. GARTEN: It's a three-page 40th
8 anniversary celebration sponsorship levels.

9 FATHER PIUS: It was sent on Monday at 1:30.

10 MS. REISKIN: On Monday? Okay.

11 MR. STRICKLAND: It was sent by Becky Fertig.

12 CHAIRMAN LEVI: You got it.

13 FATHER PIUS: It was sent by Atitaya.

14 CHAIRMAN LEVI: So sent by email Monday.

15 FATHER PIUS: It was sent by Atitaya on
16 Monday.

17 MS. REISKIN: Okay. I will look for it.

18 Thanks.

19 CHAIRMAN LEVI: Other reactions? Are we too
20 low? Too high? Are we crazy? It seems to me that
21 we'll have to test the waters. This is the quiet
22 phase, and these could have to be adjusted if we don't

1 get takers at the upper levels. But we're going to
2 try. And my sense is if we don't have them and don't
3 treat them as special and exist, we won't have as much
4 traction in terms of the ability to get it.

5 MS. RHEIN: And we are offering the option of
6 multi-year pledges for the higher levels as well.

7 CHAIRMAN LEVI: Yes. The anniversary is
8 actually in three tax years, the way we're doing it.

9 MR. GARTEN: What did you have in mind -- Herb
10 again -- "Appropriate naming opportunity"?

11 MS. RHEIN: It could be naming a fellowship.
12 Depending on the size of the gift, it could be naming a
13 fund. It could be naming -- I mean, we have a
14 conference room, our training conference room here in
15 the building, that doesn't have a name.

16 So there are different options like that. And
17 that'll be a discussion with the potential donor as
18 well about what they felt tied to, what they felt
19 strongly about.

20 MR. GARTEN: It could be a program that the
21 individual would sponsor. That would --

22 MS. RHEIN: Yes. Exactly.

1 MR. GARTEN: That has the greatest possibility
2 of meaning something to a prospective donor.

3 MS. RHEIN: Yes. I agree.

4 CHAIRMAN LEVI: Any other comments on this?

5 (No response.)

6 CHAIRMAN LEVI: Okay. Do we want to go on to
7 the calendar, Wendy?

8 MS. RHEIN: Were there any comments on the
9 categories of names? Is it matter and --

10 CHAIRMAN LEVI: The kinds of --

11 MS. RHEIN: Potential names for the levels?

12 CHAIRMAN LEVI: Yes. Did you see that on the
13 back page, folks, the last two pages, as to
14 whether -- I don't know whether anybody has any
15 favorites.

16 MS. REISKIN: I like the legal stuff, like
17 Supreme, Federal -- I mean, that's because it's a legal
18 thing. But that's just me. Or the first list that
19 starts with Defender.

20 CHAIRMAN LEVI: I think we could take pieces
21 from -- I think we have to be careful on the one that
22 starts with Supreme. I would change Trial to District

1 or something. But then you've got Justice at five, and
2 I don't know about that because everybody wants to be
3 Justice.

4 MR. GARTEN: I think your comment about mixing
5 them up has merit.

6 CHAIRMAN LEVI: There's some good things on
7 each one. I don't know that we have to -- we might
8 take the -- for example, what do people think on the
9 first ten? Which are their favorites? That kind of
10 thing.

11 MR. GARTEN: Well, at the bottom level, the
12 Benefactor is something that may be a worthwhile
13 designation.

14 CHAIRMAN LEVI: Certainly.

15 MS. RHEIN: Okay.

16 MS. REISKIN: I just had one question about
17 the individual tickets. For anyone who's a client,
18 that is like half of our monthly income. That's pretty
19 expensive. I mean, if that's how it needs to be,
20 that's fine. But that's going to cut out an entire
21 class of people.

22 CHAIRMAN LEVI: No, I don't think so, because

1 we'll have some -- there are two issues on that, Julie,
2 the way, first of all -- of course, we don't know how
3 big an event this is going to be. But if it's a really
4 big event, we could have -- we will have donated seats.

5 MS. REISKIN: Right.

6 CHAIRMAN LEVI: People will donate. If we
7 create a price at this level -- below this level in
8 terms -- this is, after all, a campaign right now to
9 raise money to pay for the thing.

10 MS. REISKIN: Right.

11 CHAIRMAN LEVI: A lower ticket price isn't
12 going to allow us to pay for much of anything, and then
13 we won't have anything.

14 MS. REISKIN: Okay.

15 CHAIRMAN LEVI: So we can deal with that. We
16 can deal with that as we get closer to and understand
17 how we should be putting aside some tickets at a lower
18 price for client participants. But your point's well
19 taken.

20 But for this document right now, for the quiet
21 phase of the campaign, I don't even know that we need
22 to put the ticket price on here right now. I

1 wouldn't --

2 MS. RHEIN: No. I did that in the context of
3 budgeting.

4 CHAIRMAN LEVI: I wouldn't put the ticket
5 price onto this thing. But that you can do -- that's
6 really not part of this document, I guess.

7 MS. RHEIN: John, I did that in the context of
8 budgeting, when I was looking at how much could be
9 raised.

10 CHAIRMAN LEVI: I see. But I still think that
11 Julie's got a point, and that the --

12 MS. RHEIN: Absolutely.

13 CHAIRMAN LEVI: -- that this document
14 really -- it mixes apples and oranges when we start
15 talking about a ticket price for a particular event.

16 MS. RHEIN: Okay.

17 CHAIRMAN LEVI: Yes.

18 MS. RHEIN: So are there other specific words
19 that ring true for anyone? Anybody want to add to this
20 list of a melded list?

21 MS. REISKIN: Is there a different with the
22 Society? Is that like for like a company versus the

1 others will be for like an individual? Or is that just
2 a different word you're using?

3 MS. RHEIN: It's just a different word. It's
4 thinking of it as a circle.

5 MS. REISKIN: Okay. I get it, like the giving
6 circle stuff.

7 MS. RHEIN: Right.

8 CHAIRMAN LEVI: Now, I'm --

9 MR. GARTEN: I think the use of Sponsor and
10 Society after the initial word has some meaning. These
11 words by themselves may not mean as much, at least in
12 the way I'm looking at it, and I like the word Founding
13 Sponsor and I like the word Founder Society, the 1974
14 Society. But that's one person's opinion.

15 CHAIRMAN LEVI: I like those, too. I don't
16 like -- I think Legacy Society is more -- in the
17 funding world that I know, more likely to be associated
18 with a testamentary gift type thing.

19 MR. GARTEN: I would view it the same way.

20 CHAIRMAN LEVI: And we should have that,
21 incidentally. That's another -- but we could create it
22 as a different piece.

1 MS. RHEIN: Right.

2 MS. REISKIN: Yes. I would keep that as a
3 separate type.

4 CHAIRMAN LEVI: I like the -- I think the
5 Society group, you've got a lot of good --

6 MS. REISKIN: Yes.

7 CHAIRMAN LEVI: But I think you might want to
8 mix a few of the names in from the other places to
9 replace a couple of the others. I'm worried that the
10 Justice Society and the Equal Access Society are too
11 close to our overall mission that people will wonder,
12 well, why are that 4 and 5? I want to be an equal
13 access guy when I'm number 1. Do you see what I'm
14 saying?

15 MS. RHEIN: Okay.

16 CHAIRMAN LEVI: So I might fill in there
17 with -- and I'm not sure about Empowerment, either.
18 But I think --

19 MS. REISKIN: Is it possible to do a tiny
20 focus group of potential donors to ask what's
21 attractive to them? Or is that what some of you guys
22 are?

1 CHAIRMAN LEVI: Well, no. We could, but I
2 think we have to be mindful of our time clock. I'm not
3 sure --

4 MS. RHEIN: I think this group can serve as
5 that as well, if you think of yourselves as funders.

6 So I'm looking at new names for the Justice
7 and Equal Access and Empowerment. Right? And I can
8 find other options for that and give them to you again.

9 But you like the Society?

10 CHAIRMAN LEVI: Well, or Sponsor. And maybe
11 we prefer Sponsor only because -- well, does Society
12 sound too highfalutin' to people?

13 MS. REISKIN: I like Society. I think it says
14 that you're joining in a group, which is what we're
15 asking. You're part of something.

16 CHAIRMAN LEVI: Okay. That's good.

17 Did somebody join or get off?

18 MR. SMEGAL: Yes. Tom Smegal joined, John.

19 CHAIRMAN LEVI: I like the idea of -- if
20 people don't find it to be -- the Founders Society, the
21 1974 Society, don't find those to be elitist in sound,
22 I'm used to those categories in other organizations

1 that are not-for-profits. But I just want to make sure
2 that we are sensitive here.

3 And Julie, you think that people wouldn't find
4 that offensive?

5 MS. REISKIN: I don't think so at all, no. I
6 think everything that I've read about this kind of
7 stuff is that people are yearning to join something and
8 be part of something. And I don't know, Wendy, if
9 that's your sense also, but that's --

10 MS. RHEIN: Yes. That tends to be the purpose
11 of having giving circles --

12 MS. REISKIN: Right.

13 MS. RHEIN: -- or even create sponsorship
14 levels of any kind, where you are separating out gifts
15 in a certain way because you want people to feel part
16 of a certain number or certain collective.

17 MS. REISKIN: Right. So I like it. I really
18 like it. I like the idea of changing a couple of these
19 names.

20 MS. RHEIN: Sure.

21 MS. REISKIN: But I like the idea of being
22 part of a Society. Again, I don't know the kind of

1 people that could give this kind of money. It's
2 certainly not my world. But I don't find it elitist
3 from a client perspective at all.

4 CHAIRMAN LEVI: Well, I think the Legacy,
5 Justice, and Empowerment, and to some extent
6 Leadership --

7 MS. REISKIN: Right.

8 CHAIRMAN LEVI: -- those are kinds of ones
9 that maybe, for a variety of reasons, we shouldn't use.
10 But we probably could find others that work there.

11 MS. RHEIN: I'll do that. I'll work on that
12 and send out a new list to everyone.

13 CHAIRMAN LEVI: Yes. Of course, you could
14 have the bottom one be the Associates, and then people
15 won't want to be that. I'm just joking. That's not
16 funny.

17 But I don't know. The Appellate -- you can
18 have an Appellate Society, certainly.

19 MS. RHEIN: That's a good one.

20 CHAIRMAN LEVI: The problem with the Federal
21 Society is you've got the Federalists and you've got
22 the -- well, you could certainly -- well, you could

1 have a Federal and you could have a Constitution.

2 MR. STRICKLAND: That would give it balance,
3 John.

4 CHAIRMAN LEVI: Yes. Federal and
5 Constitutional. How about that?

6 MS. RHEIN: I will add those.

7 CHAIRMAN LEVI: Okay. Anything on the
8 calendar that you want to point out?

9 MS. RHEIN: We'll keep revisiting this, but
10 just a couple of quick things we've added to the
11 calendar. We're thinking of having the Board meeting
12 in January of 2015 in Miami, and in July of 2015, which
13 would be the wrap-up for this campaign, doing something
14 in the Bay Area.

15 CHAIRMAN LEVI: And the wrap-up of
16 the -- because it would be the end of the anniversary
17 year.

18 MS. RHEIN: Yes.

19 CHAIRMAN LEVI: But it's been a long time
20 since we've been to the Bay Area, apparently. Based on
21 the map, I guess Tom Smegal took them to Monterrey.

22 MR. SMEGAL: No. I think I took them to San

1 Francisco, John. We actually went to a Giants game
2 back in the good ol' days, when we still had a friend
3 that owned them.

4 CHAIRMAN LEVI: I see. Well, that was in
5 2000, so you guys are due.

6 MR. SMEGAL: Sounds that way.

7 CHAIRMAN LEVI: Yes. So this would --

8 MS. REISKIN: They have a really cool combined
9 intake program there.

10 CHAIRMAN LEVI: Huh?

11 MS. REISKIN: They have a really cool combined
12 intake program there that you can actually watch.

13 CHAIRMAN LEVI: Right.

14 MR. STRICKLAND: John, this is Frank. Were
15 you talking about a Board visit to Monterrey?

16 CHAIRMAN LEVI: Yes. But, well, the Board
17 visit would be -- our Board visits in the -- well, the
18 way I'm seeing it in the 40th year, each of the Board
19 visits will be a special event of some kind in that
20 region for the 40th, too. So it'll be enhanced. Now,
21 you may think --

22 MR. SMEGAL: John, you reminded me there was

1 one in the Salinas -- I was no longer in charge of
2 those meetings. I was there, now that I recall it.
3 But the last meeting I had when I was on the Board was
4 in San Francisco. There was a Salinas meeting
5 thereafter.

6 MR. STRICKLAND: Yes. This is Frank.

7 MR. SMEGAL: Maybe Frank's term. I think it
8 was during Frank's term.

9 MR. STRICKLAND: That's correct. It was. And
10 we wanted to visit California Rural Legal Assistance,
11 so we went right in the heart of the salad bowl of the
12 country.

13 MR. SMEGAL: There you go.

14 CHAIRMAN LEVI: Okay. I would expect we would
15 get really good salad.

16 (Laughter.)

17 MR. STRICKLAND: You're right.

18 MR. KECKLER: Wendy, this is Charles --

19 CHAIRMAN LEVI: I could see this evolving into
20 a special closing event, with another dinner of some
21 kind and major speakers. And you could have a bunch of
22 things. It would be in conjunction with the Board

1 thing, but also we're talking July 2015. That is the
2 end of -- we're July to July, or August to August, so
3 that would be it.

4 MR. KECKLER: Wendy or John, have you given
5 more thought about the Nixon Library in Orange County?

6 CHAIRMAN LEVI: Well, we certainly are in
7 touch with the Nixon -- I think we're trying to be,
8 aren't we, Wendy?

9 MS. RHEIN: Yes. I still would like to see
10 what we can do about doing some kind of an exhibit or
11 retrospective with them and planning and event there.
12 It would be probably specifically a donor event.

13 MR. KECKLER: Okay. Because those are a
14 couple Board meeting possibilities. I know that we
15 were in San Diego not that long ago, but still, I think
16 it would be interesting to people.

17 MS. RHEIN: I agree.

18 CHAIRMAN LEVI: You know, we could do two
19 California events at that point. We're doing two New
20 York, Albany and New York City. So I don't -- we
21 should talk about that and see what we can line up
22 here. I have more to say in the closed session.

1 MR. KECKLER: Okay.

2 PRESIDENT SANDMAN: This is Jim. The Legal
3 Aid Society of Orange County is celebrating their 40th
4 anniversary this year, and is planning on having an
5 event at the Nixon Library.

6 CHAIRMAN LEVI: Well, that's good. And are
7 you going?

8 PRESIDENT SANDMAN: Yes.

9 CHAIRMAN LEVI: Well, save your remarks for
10 another couple years. Just hold them in suspense.
11 Tell them you're not finishing, that you'll have to
12 come back.

13 PRESIDENT SANDMAN: Oh, boy, that'll do it.

14 (Laughter.)

15 MS. RHEIN: Those are the only issues on the
16 calendar to bring to people's attention.

17 CHAIRMAN LEVI: Well, we're still looking at
18 those September days. Please keep those in your
19 sights.

20 So now discussion of fundraising initiatives.

21 MS. RHEIN: I'm working with members of the
22 staff to look at specific projects that they wish to

1 have funded under the 40th anniversary banner based on
2 the issues that we've all talked about, the buckets we
3 have talked about, so technology, pro bono innovation,
4 fellowship, special events, and research.

5 So we've got a couple of TIG options that
6 coming, technology options that will range between
7 about \$250,000 and maybe \$2 million; potential funding
8 for fellowship options; and then I'm putting together
9 some budgets around 40th events.

10 So we'll be able to very soon -- I hope in the
11 next month or so -- be able to put some dollar figures
12 to these different projects to consider as we're making
13 requests for funds.

14 CHAIRMAN LEVI: Well, I would like to discuss
15 sizing the campaign, and I'd like to do that in a
16 closed session. And I certainly believe that to be
17 appropriate for closed session discussion.

18 MS. RHEIN: Well, we can do that for another
19 agenda.

20 CHAIRMAN LEVI: Yes. And I think we need some
21 advice, too, on that.

22 MS. RHEIN: Yes.

1 CHAIRMAN LEVI: Like a pyramid, even. So
2 that's the kind of thing that we might want to -- now,
3 with the names of folks that have been approved by the
4 Board as possible donors that we could actually take a
5 look at them, try to see where we think they might
6 land, and then you have an idea of what your pyramid
7 looks like.

8 MS. RHEIN: Right.

9 CHAIRMAN LEVI: It's a chicken and egg thing.
10 We also have to start to ask and see where people do
11 begin.

12 Okay. Any further discussion of fundraising
13 initiatives before we get to public comment?

14 (No response.)

15 CHAIRMAN LEVI: Public comment?

16 (No response.)

17 CHAIRMAN LEVI: Other business?

18 (No response.)

19 CHAIRMAN LEVI: Do we have to dial into a new
20 number?

21 MS. ROK: Yes. Hang up and then use the
22 dial-in number I emailed to you yesterday.

1 (Whereupon, at 4:29 p.m., the open session
2 meeting was adjourned.)

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