

LMA 2010 Your Honor Winners

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Every year the Legal Marketing Association honors law firms for excellence in marketing. The LMA Your Honor Awards recognize creativity, execution, achievement and overall excellence in legal marketing, business development and communications. As the only awards program of its kind in the legal marketing industry, the LMA Your Honor Awards distinguish law firms, law-related organizations and service providers who set new standards for innovation in finding, developing and retaining profitable business.

The LMA got 250 applications – so many that it took the judges nearly three days reviewing the applications and selecting the winners. The winners were announced during the 2010 Legal Marketing Association Annual Conference in Denver, Colo., March 10–13, 2010.

The first-place winners were:

- Practice Development -- Sutherland Asbill & Brennan: Sutherland Business Development curriculum
- Media Relations: Mayer Brown
- Community Relations: Middleton Reutlinger – kindness public service advertising campaign
- Recruiting: Cadwalader Wickersham & Taft: recruiting microsite
- Chapter of the year (of 18 LMA chapters) - LMA Vancouver: “Changing the Rules”
- Marketing on a Shoestring: (maximum expenditure of \$500) -- Morrison Foerster: Regulatory Innovation Award
- Best in show: (an entry that stood out from the rest, where a law firm took something and did everything they could possibly do to maximize it) -- Event by Fredrickson Bryon: “Lawyers & the Louvre” Campaign
- Advertising (single ad): Bennet Jones – The Pink Ad
- Advertising campaign: McInnes Cooper – signal flag branding campaign.
- Events: Miller & Chevalier – inauguration invitation and website
- Website: Gesmer Updegrave -- www.gesmer.com
- Niche web site: Bingham McCutchen – Bingham Information Gateway
- Online Interactive Marketing Tools: Morris, Manning & Martin – MMM Social Media
- Electronic Media: Pillsbury Winthrop Shaw Pittman for New Faces of Energy: Insights from the Energy Revolution



- Identity: (logo and stationery) Baker & McKenzie with zünpartners – branding a firm for growth
- Firmwide brochure: Bingham McCutchen – inSecurities practice brochure
- Annual report: Blank Rome “A Year Marked by Change”
- Announcements: Bingham McCutchen – Bingham-McKee Nelson Announcement
- Newsletter or Alert: Stikeman Elliott – Registration reform



For more on this topic, call:

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Assisting law firms for 20 years:

- Training lawyers at firm retreats.
- Coaching lawyers to develop their personal marketing plans.
- Developing business development strategies.
- Using technology to market a practice.