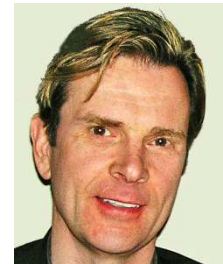


800 Attendees at LMA National Conference

By **Larry Bodine**, a business development advisor with Apollo Business Development. He has helped law firms nationwide attract new clients and generate new business by using strategy, business development training and individual attorney coaching. See www.ApolloBusinessDevelopment.com. He can be reached at 630.942.0977 and Lbodine [at] LawMarketing [dot] com.



I haven't been to an LMA meeting in 5 years, and the 2010 conference in Denver is a very pleasant surprise. Many longtime and senior members of the marketing profession were there. There is great networking – I barely made it 30 feet into the Hyatt Regency lobby when I immediately ran into people I knew.



There are 800 attendees at the LMA conference, according to conference co-chair Despina Kartson. This is up from 530 last year. There are 190 CMOs and Marketing Directors here.

The new conference company is a great improvement. Before the conference I got an email with a bar code in it. I printed it out and scanned it upon registering at the hotel. Instantly my information was prepared for me at a counter 10 feet away. The whole thing took 60 seconds - very innovative.

It appears that a higher-level crowd is at this conference – I see more CMOs and Marketing Directors than in past conferences. One factor is that the full member registration fee is \$1195, and it's \$1645 for non-member – so attending the conference has reached an expense level where attendance is not given out as a perk to marketing assistants, for example. With law firm cuts in budgets, it's become a destination that only the CMO can justify.

The programs have better speakers this year too—more CMOs and marketing directors and fewer consultants at the podium. I want to hear from the in-house marketers, because they're the ones on the firing line. Tomorrow is broken into 4 tracks: business of law, client service, business development, and public relations.

LMA held its first ever pre-conference session for lawyers. About 25 people attended, with the crowd growing to 40 by lunchtime. The best received speakers were Alvidas Jasin (soon to leave Thompson Hine for a job at BTI Consulting), Jim Durham, CMO of McGuireWoods, and Rick Klau of Google.

Coulter, Durham & McMurdo Inducted into LMA Hall of Fame

The LMA has inducted 3 people into its Hall of Fame:

1. **Silvia Coulter** of Hildebrandt Baker Robbins in Boston – she is a former CMO of three AmLaw 100 law firms, founder of LSSO. She has a book coming out this fall: Client Relationship Management for Associates, published by the ABA.
2. **Jim Durham**, Chief Marketing and Business Development Officer of McGuireWoods in Richmond, VA -- he was a former practicing lawyer, worked for Major League Baseball, former marketing director for Mintz Levin and later Ropes & Gray, was a marketing consultant, author of 3 books.
3. **Kevin McMurdo**, CMO at Perkins Coie in Seattle – he was the 7th president of LMA, a non-practicing lawyer and a former marketing consultant.

An LMA committee reviews hall of fame candidates and looks for people who must be a thought leader in advancing the legal profession, must be a mentor and must have served the LMA on the local or national level.

First Place Your Honor Winners

LMA is issuing the Your Honor Awards in small batches over three days. The key award – for business development – will be awarded on March 12, 2010. Here's the initial roster of first place winners:

- 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
- 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 – New face of Energy: Insights from the energy revolution



For more on this topic, call:

Larry Bodine, Esq.

Business Development Advisor

Tel: 630.942.0977

E-mail: Lbodine@LawMarketing.com

Web: <http://www.LarryBodine.com>

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