

## ***Originate!* Newsletter Names Rainmakers of the Year**

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This month *Originate!* Newsletter shares with you what the best business getters in the profession are doing, along with their advice on what you can do to advance your career by making rain – getting new business and serving your clients in valued ways.

To honor their achievement, *Originate!* is opening up all the articles free to the public, including Best Practice tips from our regular contributors. We've published over 200 articles to date (see our [Archives](#)), but these case stories are among the most important for the examples they provide. The previous year's winners are profiled in our [September 2008](#) Issue at

<http://www.pbdi.org/Originate>.

The Rainmaker of the Year Awards are a joint effort by *Originate!*, the premier online newsletter dedicated to helping attorneys build their personal practices, and Legal Sales and Services Organization (LSSO), the only organization exclusively focused on sales, service and quality issues in law firms and legal departments. In selecting among competing entries, we aim to show you the strongest models of effective business development and marketing we can find. Also, we hope to recognize and celebrate those lawyers who've put extraordinary thought, initiative and effort into their business building programs.

Here are the winners of the **2009 Rainmaker of the Year Awards**:

- Woman Lawyer: **Mary Ann Dunham, Buchanan Ingersoll & Rooney PC**
- Small Firm Lawyer: **Christopher Marston, Exemplar**
- Associate: **Elizabeth L. Gunn, Durette Bradshaw PLC**



Mary Ann Dunham

The other two winners, in the categories "Partner - Transactions" and "Partner - Litigator" will be profiled in the April Issue.

Our award winners cover a spectrum of experience and years in the law, and each has found a path to successful business development that fits them and their personalities. They've also focused on very different markets for their services, from M&A and

corporate transactions to the middle market to individuals and companies in trouble. But they share many convictions as well:

- A fundamental commitment to the **highest quality of service** for their clients. For our award winners that means going beyond the basics to transform the service itself or the delivery in order to maximize the value they give to their clients. It seems to work, since they report extraordinary levels of referrals from existing clients.
- **A belief in basic principles and techniques in marketing.** Their innovations come not from some hot new idea or insight on marketing itself, but applying the tried and true in creative, thoughtful – and most importantly strenuous, even relentless ways – to the markets they aimed for. One of them, Christopher Marston, has drawn the implications of marketing even to transform the type and delivery of the services to fit his mid-market clients precisely. But the other rainmakers demonstrate that they understand they must deliver and deliver well to the specific needs of their client base.
- **Leadership and Team work.** Whether it's building an effective team for their services, or improving their firm by gathering disparate practitioners into working groups, or forming alliances inside and outside the firm – these winners know they can't go it alone. They lead, not just do. They make others better and, consequently, they thrive.



Christopher Marston

As you read their stories, you'll likely find those commonalities and differences that appeal to you in the conduct of your practice building. Take what you can use, but don't just think about it. Do what all of our winners have done...commit to the hard work to make it happen.



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