



# METROPOLITAN PHILADELPHIA NEWSLETTER SUMMER 2010

## IN THIS ISSUE:



### BUSINESS PARTNER COMMITTEE UPDATE

*JOSEPHINE POPE*



### WELCOME NEW MEMBERS

### MARK YOUR CALENDAR

### WE'RE LISTENING

### MEMBERSHIP REMINDER

### CHAPTER WEBSITE



### PRESIDENT'S MESSAGE

*NANCY GIMBOL*



### LMA LAUNCHES LINKEDIN GROUP

*RICHARD ALONSO*



### MEMBER SPOTLIGHT

*CHERYL DISCH, DUANE MORRIS*

*KIMBERLY ALFORD RICE*

### THE BOOK CORNER

*ED LYONS*



### DEMYSTIFYING SOCIAL MEDIA: TWO SIMPLE POINTS

*GREG SUTPHIN*



# PRESIDENT'S MESSAGE

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BY *NANCY GIMBOL*

By the time you read this, our calendars will be turned to August. After the July fireworks are extinguished, I am looking back over the course of the past eight months. We, as a Chapter, have accomplished a great deal. As we come out from behind closed doors with optimism, caused by a better economy, I see law firms opening their wallets and investing their marketing resources in client relations and marketing, using new media outlets.

[Our July educational program](#) featured Laura Meherg, a Partner at the [Wicker Park Group](#), who spoke about what our clients want us to do right now before the end of the year. Now, more than yesterday, law firms must realize the very importance of investing additional resources in current clients in order to keep them in 2011.

The LMA MPC recently announced that we have formed a [Group](#) on LinkedIn. As a result of growing new media outlets, the Business Partner Committee suggested that the Chapter obtain a LinkedIn presence. The leadership of the LMA MPC agreed and opened this group in June. LMA members are still able to utilize [LMA Connect](#) locally to speak to fellow members.



By now, the Chapter has distributed a call for participation in the leadership of the LMA MPC. Our future will depend heavily on the contributions of our local members. Whether you are a seasoned legal marketer or new to the industry, the LMA MPC is looking for eager individuals who are willing to dedicate their time to serve our Chapter. If you are interested in submitting your credentials for a leadership position, [please fill out the online application](#). The deadline for applications is July 30, 2010.

In my role as President of the LMA MPC, I have made it a priority to cultivate a stronger relationship between our [in house legal marketers and our local business partners](#), to continue to maintain [fiscal responsibility](#) with our local budgets, to increase our Chapter's visibility within the [local legal community](#) and to provide our members with some of the [best educational programs available](#). I think you will agree.

In the mean time, if you have any ideas about how we can continue to meet our members' needs, please feel free to reach me directly. I look forward to hearing from you.

All the best,

[Nancy L. Gimbol](#)  
Director of Marketing  
Flaster/Greenberg PC  
2010 President Legal Marketing Association  
Metropolitan Philadelphia Chapter





## LMA MPC BUSINESS PARTNER COMMITTEE UPDATE

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BY JOSEPHINE POPE

[The Business Partner Committee](#) is off and running to service the needs and interests of our members; both in-house legal marketers and outside vendors and consultants.

The objective of the committee is to bring together the deep resources and industry knowledge of our vendor members to in-house marketers who often need certain services but are unaware from whom to purchase.

We look forward to scheduling a “social” meeting later this summer so you will want to ensure you are on the Business Partner email list to receive our periodic updates and meeting notices. If you are not already on this mailing list, please [email](#) me.

To learn more about becoming involved, check out the [“Local Resources”](#) section of the LMA MPC website and request your company affiliation be added. To be featured on our Chapter’s website, Business Partners must be members of the LMA MPC. The Business Partner Application form to submit for inclusion is available by emailing [me](#).

We think you’ll agree that supporting our Business Partners is a win-win for all. Thanks in advance for your interest.

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As Pomco Graphic’s Vice President of Business Development ([www.pomco.com](http://www.pomco.com)), Josephine leverages her expertise in design and corporate branding to help law firms and corporate clients with their design and printing needs. She serves as Co-Chair of LMA MPC’s Business Partner Committee.



## WELCOME NEW MEMBERS

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The LMA MPC welcomes some of its newest members. We hope to see and meet you at upcoming Chapter events.

**Kelly Breslin**, Dechert  
**Robin Nolan**, Weber Gallagher Simpson  
Stapleton Fires & Newby  
**Ginny Payne**, Barley Snyder  
**Amy Shapiro**, American Law Institute-American  
Bar Association  
**Greg Sutphin**, GetLegal



# THE BOOK CORNER

INNOVATE LIKE EDISON – A FIVE-STEP SYSTEM FOR BREAKTHROUGH BUSINESS SUCCESS BY MICHAEL J. GELB AND SARA MILLER CALDICOTT



REVIEWED BY *ED LYONS*

For a fun Summer read, I selected “Innovate Like Edison – A Five-Step System for Breakthrough Business Success” by Michael J. Gelb and Sara Miller Caldicott. Caldicott (MBA holder and great-grandniece of Thomas Edison) and Gelb examined the life, achievements and practices of Edison to create the five steps every organization should take to enhance their success.

Before we review the 5 Steps, Edison, the man warrants a brief review. Thomas Edison grew up in a world with lighting limited to torches and gas lamps. Running water, Coca-Cola, automobiles, movies and telephones were still years off – and believed to be the stuff of fantasy by most.

Edison didn't fit in well at school and launched himself at an early age into the high-tech field of the day – telegraphy. He quickly grew skilled at the practice and in his down time he devoured books on every subject – finance, politics, technology and biographies. Had Edison been born 100 years later, he would've been known as a stereotypical workaholic.

The first competency Gelb and Caldicott identify is a ‘Solution-Centered Mindset’. To Edison, no problem was insurmountable and success was inevitable. He understood and practiced the power of positive thinking long before it became a best-selling book. With this in mind, five elements define the solution-centered mindset:

- Align Your Goals with Your Passions
- Cultivate Charismatic Optimism
- Seek Knowledge Relentlessly
- Experiment Persistently
- Pursue Rigorous Objectivity.

While Edison excelled in the world of chemistry, electricity and mechanics, I think all of us could apply these elements to our professional lives.

The second competency noted is ‘Kaleidoscopic Thinking’. Edison constantly generated new ideas or thought of common concepts in new ways.

Five elements round out Kaleidoscopic Thinking:

- Maintain a notebook (Edison and his staff filled more than 2,500 – most of which were used to obtain the over 1,000 patents earned by Edison).
- Practice ‘Ideaphoria’ – the 19th century version of ‘brainstorming’.
- Discern patterns – Edison believed that the world existed in mathematical terms. He studied all his experiments – pulled apart the components – to study why they succeeded or failed.
- Express ideas visually – there is great power in illustrating new ideas or items. Edison was not an artist by any means, but his voluminous drawings enabled collaboration – and formed the basis of his many patent applications.
- Explore the road not taken – again, another late 20th century idea Edison used in the 19th century. The 18th century power providers – whale oil, gas and grease producers ridiculed Edison and his ideas about generating light with electricity. Rather than abide by the status quo, he forged on in uncharted territory.

‘Full Spectrum Engagement’ is competency number three. Even though he was a workaholic, Edison was moved effortlessly from work to play and back. While at work, he was completely consumed. While at play, his laboratory work was completely gone from his thoughts. Part of this competency is sharing – and protecting. He loved to share his ideas and work but had to balance that with protecting his ideas as well. While he used the services of noted patent attorney Lemuel Serrel, he believed that continued innovation was his best route.

The fourth component is ‘Master-Mind Collaboration’. Edison recruited folks to work for him who were solution-centered, optimistic and hard working. Key was finding people with passion – not just sparkling resumes.

[story continued on next page](#)



## CONT'D : THE BOOK CORNER



REVIEWED BY [ED LYONS](#)

Also essential to collaboration – proper rewards. Edison shared several of his patents and offered stock in his firm to new employees. Lastly, Edison was a pioneer in networking – he networked with businessmen and other inventors. He also believed in trade shows – his first major event was right here in Philadelphia at the Centennial Exhibition in May 1876.

‘Super Value Creation’ is the final competency described by the authors. Edison’s thought on value was, “bringing out the secrets of nature and applying them for the happiness of man”. While primarily known as an inventor and scientist, he was skilled at observing markets and trends. As such, Edison always looked for ways for his laboratories to apply their capabilities to take advantage of such trends. Edison focused on his target audience, anticipated

moving from lab to real world applications and created a strong, unforgettable brand.

‘Innovate Like Edison’ proves to be a very useful and interesting read. For those who enjoy studying influential, engaging historical figures, this book offers numerous snapshots into Edison’s early life, business endeavors and practices. For the legal marketer, Mr. Edison’s work offers an array of ideas and suggestions that can help you achieve your goals!

Happy reading!

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[Ed Lyons](#) is the Field Representative for All-State Legal in the Philadelphia area. In this capacity, Ed manages law firm clients, their stationery, marketing collateral and legal filing products.

## LMA MPC LAUNCHES LINKEDIN GROUP

REVIEWED BY [RICHARD ALONSO](#)

With the launching of the new LMA MPC LinkedIn Group, Richard Alonso, the Group’s Administrator, shared his social media thoughts.

### How do you think having an LMA MPC LinkedIn Group will help the Chapter?

The purpose of the new [LMA-MPC LinkedIn group](#) is to foster community and discussions among all legal marketers in the Mid-Atlantic region, whether they are members of the Legal Marketing Association or whether they are not but attend our programs or read our newsletters and web resources. [The LinkedIn group](#), by not being restricted to official LMA members, can help the Chapter grow by introducing marketers to the Chapter’s events and resources.

### How do you hope to promote the Group to grow Chapter membership?

This newsletter is the first vehicle to promote it! Previously, the Chapter has attracted its members only from those who found it on their own in LinkedIn. We may announce it at LMA events or perhaps eventually as part of an email blast to the Chapter’s contact list. LinkedIn group members are also welcome to use the “Forward this group” option to let friends and colleagues learn about a group they may wish to join.

### Why should legal marketing professionals join the LMA MPC Group?

Well, the truth of the matter is that for official LMA members, the [LMA Connect](#) groups have more participation in discussions especially when members wish to keep discussions less public. The value of the LMA MPC LinkedIn group is its potential for greater circles of contacts and influence than a forum that is restricted to official LMA members. There are so many legal marketers—the majority, unquestionably—who are not official members of the LMA MPC. This LinkedIn group is a place to potentially connect with many more in the profession.

[story continued on next page](#)





## CONT'D : LMA MPC LAUNCHES LINKEDIN GROUP

BY *RICHARD ALONSO*

### What do you want visitors/members to know about LMA MPC that they may not know?

The wonderful thing about legal marketers is their cooperation and collegiality. There are no trade secrets in this business—everything is in the execution. And your fellow LMA MPC marketers will help you. The Metro Philly chapter is especially and particularly full of generous and brilliant legal

marketers. This real and living Metro Philly spirit might be traced to the heritage and genius of this place, where the ideals started by William Penn over 300 years ago of equality, community, peacemaking, simplicity, and diversity became the ideals of the American nation and inspired the world.

[Richard](#) is the communication specialist at Duane Morris and Secretary of the LMA MPC Chapter.

## DEMYSTIFYING SOCIAL MEDIA: TWO SIMPLE POINTS

BY *GREG SUTPHIN*



*Setting aside the debates and various perceived inhibitors on all aspects of law firms using social media for a moment,*

- **The results are in....it works!**
- **Making “connections” with people in online “communities” matters in any marketing strategy.**

Using social media to cultivate professional relationships WORKS in generating new business! Based on a study conducted recently by HubSpot, business-to-consumer users generated two times more leads than non-Twitter users. Twitter’s positive correlation to leads was statistically confirmed for B2C companies. For B2B companies, however, the results are less reliable. In addition, “35% of adult Internet users have a profile on an online social network site.” – Forrester

### Social Media for Search Engines

Search engines (SEs) place huge emphasis on content because their single most important objective is to find the most relevant, up-to-date information for any given searched term typed into their search box. The more you Tweet, blog, and Facebook, for example, the more search engines will “like you” due to the content. It is actually the blogging that can disseminate all of this content optimally to the search engines.

Matthew Harrod, who practices with Wood, Atter, & Wolf ([www.woodatter.com](http://www.woodatter.com) and [www.estateplanningandtaxlawyer.com](http://www.estateplanningandtaxlawyer.com)), is a great example of a lawyer who embraces social media effectively. However,

does his social media involvement generate new clients? Matthew says, “As far as Facebook goes, it in and of itself does not necessarily bring in clients. It is a vehicle to disseminate the education/news that I post on my estate planning blog. The main tool we use is the blog, followed by Facebook, Twitter and LinkedIn to get the message out. These tools are critical in broadening the reach of our message which does support the website ...” In fact, lawyers with blogs generate 67% more leads when compared to those who do not have a blog (HubSpot, 2010).

### Social Media Helps Attorneys Connect

Since there are more than **70 million registered LinkedIn users, spanning more than 200 countries and territories worldwide and millions more** “connecting” in online communities, why would attorneys *not* want to be where their potential clients are? As social media trainer Gina Rubel explains, “people do business with people they know, like and trust. As a result, when people you know personally (alumni, friends, family, etc.) know that you’re a lawyer, they are more likely to remember you when they have a need. I also find that people like to know that you’re a real person. The fact that you may have children, you may participate in community programs, you have interests other than work, etc., can instigate conversations which ultimately may lead to business.”

In these challenging economic times, the “giving to get” philosophy may not bode well with attorneys who struggle to maintain their practices. Social media is pro bono work and a practice development investment. There is a huge misconception among lawyers that participating in online social networks by giving freely of useful information does not guarantee that business comes back to you. The facts are clear. The results are in. Social media works as part of an overall marketing strategy. It helps build your personal “brand” and creates better results with client development.

[Greg Sutphin](#) is a veteran legal marketer and partner with GetLegal.com, a legal information and Internet client development company which specializes in website design, content development and search engine marketing.



# MEMBER SPOTLIGHT

CHERYL DISCH, PROPOSAL CONTENT & RESEARCH MANAGER, DUANE MORRIS

BY *KIMBERLY ALFORD RICE*

## What brought you to the legal marketing arena?

Ten years ago, I was looking for a new challenge and the legal industry was one of the few remaining where marketing and business development had not yet been carved in stone. It was exciting to me at the time to bring my experience from “outside” the legal sector and apply it in fresh and different ways.

## How do you see technology impacting the business development/marketing function in law firms?

In addition to giving us faster access to data and research, technology has presented opportunities to provide better customer service to Duane Morris attorneys. Subscription databases are more robust, tools for data analytics are more prevalent, not to mention all the acronym tools – CRM, ERM, KM, DMS, BI/CI. By combining these tools in strategic ways, we can deliver better information faster to our clients (the attorneys) to help them develop their clients.

There are creative web-based tools like video and social media that we can embrace to deliver content in new and different ways to all of our audiences. The formation of a Marketing Technology Peer Group in ILTA (International Legal Technology Association) a couple of years ago shows that firms are paying closer attention to the “marriage” of these two areas.

## How does Duane Morris leverage technological tools to build new client relationships and strengthen existing ones?

With tools such as InterAction and ContactNet, it is easier than ever before to see exactly who you know and how strong your relationships are. When you combine those results with other tools – we developed our own experience database and have access to market and business intelligence and industry resources – the data can show you where the opportunities lie. More generally, electronic alerts enable us to get topical news and analysis in the hands of our clients and prospects quickly.



*Cheryl Disch,  
Duane Morris*

## How do you see the present economic climate impacting the RFP process?

We've seen our proposal volume increase significantly, that's for sure – but I would like to think that has as much to do with attorneys recognizing opportunities and looping the Marketing Department in as it does with the economic climate. That said, as the pencils get sharpened, in-house counsel are under pressure to trim their budgets, so law firms in turn are under pressure as well – not necessarily to trim budgets, but to prove their value proposition. There is still law firm consolidation happening at companies, so there is still competition (and emphasis on rates). There are clearly more opportunities to leverage existing relationships and pitch our services to clients outside the competitive bidding process.

## What technology would you like to see lawyers embrace more than they currently do?

We would always love to see greater use of CRM/ERM tools. They are so much more than an electronic rolodex and I am learning new ways to use them every day. We are also in the process of upgrading our experience database and building in more user-friendly features to increase its usage outside the Marketing & Business Development Department because of its utility in cross-selling. That said, our challenge is not so much to educate the lawyers to embrace a certain technology as it is to find ways to deliver valuable information that they come to rely upon and WANT to use.

## Choice of a second career

In my imaginary other life, I would love a job related to pet adoption and animal rescue. All of my dogs came from rescue groups so any kind of work in that area would be rewarding.



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*Kimberly Alford Rice is Principal of [KLA Marketing Associates](#), a business development advisory firm focusing on legal services.*

*As a veteran law marketer of twenty years, Kimberly has helped numerous law firms and hundreds of lawyers develop critical business development and marketing strategies which lead to new clients and increased revenues.*



METROPOLITAN  
PHILADELPHIA  
NEWSLETTER  
SUMMER 2010



[BACK TO TOP](#)



## MARK YOUR CALENDARS

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**September 16 - 12:00 p.m.**

Getting Real Value from your Social Media Plans  
Location: Table 31 Conference Center

**October 21 – 8:00 a.m.**

Says Who? The Art & Science of Changing Minds  
Location: Table 31 Conference Center

Check your inbox for upcoming details.



*Kimberly Alford Rice, KLA  
Marketing Associates*

## WE'RE LISTENING... LET US HEAR FROM YOU

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As the LMA MPC newsletter chair, we want to address the topics in which you are most interested. [Please email me](#) with any topic ideas and we'll try to cover them in a future issue.



The LMA MPC leadership is dedicated to bringing increasing value to its membership. You can help us help you by communicating with our Chapter leadership on future programming topics and speakers, general chapter feedback, etc. Thanks for your participation.

## CHAPTER WEBSITE

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Learn more about the LMA MPC Chapter and stay abreast of the latest legal marketing news and events by [visiting us on the web](#).



## MEMBERSHIP REMINDER

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Please remember to update your profile in the [LMA International database](#) when any of your contact information changes. Since the LMA membership travels with an individual, maintaining an accurate database is key for the LMA MPC leaders to maintain communication with you. Thanks in advance.