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MARCH 10-12, 2010



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PRESIDENT'S MESSAGE

BY *NANCY L. HOFFMAN*

Welcome to the Legal Marketing Association Metro Philadelphia Chapter's January 2010 newsletter issue.

In 2010, both the domestic and international legal marketing industries are hopeful that we bounce back from what was an unprecedented year. In the metropolitan Philadelphia market, we must keep our sights on the future.

Whether you are a seasoned legal marketer or brand new to the industry, I am optimistic that the field of legal marketing continues to be in its early development. Every year, more and more marketing professionals enter the industry and bring cutting edge ideas and concepts to the forefront providing solutions to problems legal marketers have endured for years. On the other hand, our veterans continue to educate and transition legal marketers using their historical experiences and cultured insight to perfect our craft.

Get ready. This year, [we have an outstanding lineup of educational opportunities](#), we are making significant strides towards reaching our members outside of Center City Philadelphia, we are working with business partners to [expand our community relationships](#), and we will continue to offer our members immeasurable resources unavailable elsewhere.



Get set. Members of the LMA MPC benefit from access to industry-specific intelligence; a local and international job bank; cutting edge surveys, white papers, statistics, and other reports; a web-based resource center which provides tips and actual samples to help you do your job in a more efficient manner; an international listing of other

LMA members; an internet-based list serve that allows you to communicate with other LMA members around the globe; and from [Strategies, the monthly Journal of Legal Marketing](#).

Go! [Your LMA MPC membership](#) is your connection to legal marketing knowledge, resources and networking. [The 2010 Board of the LMA MPC](#) is committed to maintaining a high standard of excellence in serving our members. Now, more than ever, is the time to be an LMA MPC member! [Browse our website](#) to learn more about our educational offerings and other resources.

Should you have any additional comments, please do not hesitate to [contact me directly](#).

All the best,
Nancy L. Hoffman
2010 President, Legal Marketing Association
Metropolitan Philadelphia Chapter





LMA MPC LAUNCHES NEW VENDOR RELATIONS COMMITTEE

Recognizing the value proposition of forming collaborative relationships between in-house legal marketers and our local business partners, the LMA MPC leadership has approved the launch of a new Vendor Relations Committee. 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 grow by helping each other. If you are interested in becoming a member, please contact [Josephine Pope](#), the Committee's Co-Chair.

The Chapter is presently looking for an in-house marketer who is interested in serving with our business partner co-chair to assist in the facilitation of this new initiative. Anyone interested in this position should contact [Nancy Hoffman](#). Thanks for your interest.



WELCOME NEW MEMBERS

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

Marti Candiello, ClientBridge, LLC
Diane Ketler, Connolly Bove Lodge & Hutz LLP
Stacey Kracher, Zarwin Baum DeVito Kaplan
Schaer Toddy P.C.
Dawn Reimschuessel, Bayard, P.A.

MARK YOUR CALENDAR

02/18/2010 - Table 31 Conference Center
10 Tips for Law Firms with Limited Resources/Budgets

03/18/2010 - Table 31 Conference Center
Beyond Branding: Making your Website More Than Just a Brochure

04/15/2010 - Table 31 Conference Center
Leveraging Social Media in PR

Watch your Inbox for more details...

10 WAYS TO MANAGE TOUCH POINTS FOR OPTIMAL SUCCESS (PART 2)

BY SUSAN SALTONSTALL DUNCAN



In part one of this two-part article, we learned how important it is to effectively manage our contacts with clients and other key targets by knowing what our 10 “touch points” with clients are. Below is the second half of the ten points:

1. Be a Good Listener and Problem Solver

Your clients will appreciate it if you reach out to see how the economy is affecting them and what their plans are for the upcoming year. Explore their personal agendas and goals as well as their business concerns. Brainstorm about ways in which you can help them address challenges, solve problems and build successes. Discuss what additional services, resources or introductions you could provide to help them.

2. Manage Expectations with New Clients

In addition to thanking new clients for the opportunity to work with them, you want to make sure that you share and clearly discuss mutual timelines, cost estimates, billing processes and project management and cost management procedures. Ascertain how and how often clients want to be communicated with about ongoing matters and strategies. Then check in regularly to see how the engagement is going from the management perspective (versus the legal perspective).

3. Conduct Satisfaction Surveys

Have a formal meeting with each client on an annual basis to run through a series of questions about how you and the firm are performing in these crucial areas: quality, responsiveness, timeliness, value, creativity and cost-effectiveness. Encourage a stronger partnership by seeking ways to improve services in collaboration with the client. At the close of each matter, ask clients to complete an end-of-the-

matter survey, or alternatively, make a phone call to them to debrief. During every call with a client, ask if there are any issues or concerns relating to your work—and listen carefully and openly to what the client has to say.

4. Show Your Gratitude

Remember to thank clients for being your clients. Tell them how much you appreciate their business and like working with them. In addition to an annual holiday card and a birthday card, send a handwritten note any time a client refers someone to you. You might also consider sending clients a small gift at the end of the year (again, with a personal note) or perhaps making a donation to the client’s favorite charity. Also, whenever you can, don’t forget to refer others you know to the client, either as new customers or as potential resources of value to the client.

5. Spend a Little Time Every Day

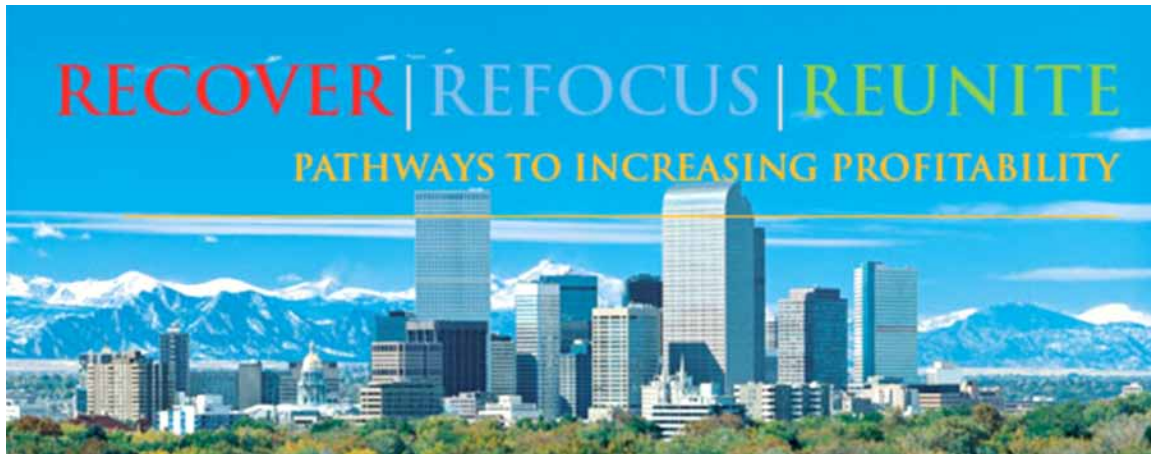
Most clients still tend to hire and retain lawyers whom they know, like and trust. But maintaining these relationships takes effort. If you fall out of sight, you are quickly off their radar screens. You need to dedicate at least two to three hours a week connecting and reconnecting with clients and other important contacts by phone and in person—don’t forget that face time is still the most effective way to keep a relationship going. Now is the time to be certain that you aren’t taking clients for granted and you’re doing all in your power to increase the frequency and effectiveness of every touch point you have.

Susan Saltonstall Duncan (sduncan@rainmakingoasis.com) is President of RainMaking Oasis, Inc., a marketing and management firm that provides planning, consulting and training tools to lawyers and law firms.

This article previously appeared in the American Bar Association’s Law Practice Magazine.



2010 LEGAL MARKETING ASSOCIATION ANNUAL CONFERENCE, MARCH 10-12



LETTER FROM 2010 CONFERENCE CO-CHAIRS

To Our Fellow Legal Marketers:

As of this week, there are more than 600 attendees confirmed for the 2010 LMA Annual Conference taking place this coming March in Denver! Several of the optional workshops are already at 70% capacity, and the hotel room block is rapidly filling up.

This has been the fastest booking annual conference in LMA history.

With all this great participation, and a schedule of programming second to none, we're confident that attending the 2010 Annual Conference will be **the single most important professional development activity you undertake this year**. It's where our industry leaders meet. Register now to secure your place and experience:

- A three-day educational program comprehensively designed to provide practical, cost-effective and measurable marketing and business development strategies.

- Multiple opportunities to network with the experts and leaders of our industry, and to reunite with old friends and new.
- An exhibit hall that showcases the leading industry service providers, and the technologies, services and products they offer.
- All that Denver and the Rocky Mountains have to offer. From microbreweries, independent boutiques, galleries, and restaurants, to first class skiing locations.

If you've not already made your plans to attend - don't delay and [register online today](#) or call 1-877-562-7172.

P.S. Don't forget the Welcome Reception - Wednesday, March 10 from 5:30-7:00 p.m. Taking place in the exhibit hall, this reception officially kick starts the 2010 LMA Annual Conference.

We look forward to hearing from you and seeing you in March. Stay tuned for further updates!

INTRODUCING 2010 LMA MPC PRESIDENT NANCY HOFFMAN

BY *KIMBERLY ALFORD RICE*



As the LMA MPC Chapter continues to grow and becomes an integral part of every law marketer's resources, we welcome our new President, Nancy Hoffman of Hangley Aronchick Segal & Pudlin. We thought our readers would enjoy getting to know Nancy more and learn about her plans as Chapter President:

What brought you to law marketing?

Part luck and part strategic planning. Prior to my legal marketing career, I worked in higher education where I concurrently earned my MBA. Upon completion of the degree, I began to seek out a more demanding career outside of the education sector. An alum of the University where I worked, who was also an HR Director inside a law firm, approached me about working with her firm as their first legal marketer. At that time, I was actually considering law school and figured this move would be the perfect opportunity to experience the best of both worlds.

Describe a marketing project you are particularly proud of.

I'm most proud of my work with the Philadelphia Bar Foundation, a local organization that is dedicated to promoting access to justice for all people in the community, particularly those struggling with poverty, abuse and discrimination. As a member of their Marketing Committee, I assist with providing the Foundation with legal marketing expertise that they do not otherwise have on their staff. My work with the Bar Foundation is fulfilling and rewarding because the Committee is genuinely appreciative of the time and effort expended. To me, it is important to give back to the communities in which we live and work in order to help those who need the skill sets that we possess.

What are some of your hopes this year as LMA MPC President?

This year, I plan to focus on educational opportunities, geographical expansion, developing relationships with our business partners in the community, and uniquely identifying the value of an LMA membership to our non-members.

From where you sit, what do you see as the greatest challenge for law marketing?

I think one of the greatest challenges for the legal profession is the various ethical rules encountered by law firms and attorneys. Each state recognizes different rules which are specific to that geographic location. This proves to be an obstacle to all marketing activities and whether or not one recognizes that ahead of time is often the critical component. It would be helpful if the ABA approved a set of standards/guidelines/best practices which could be adopted by each state, nationwide. One would have thought these rules would have been changed with the introduction of the Internet, which provides access across all states and nations. I'm not certain about the future of these rules but it would be wise to invest in a more universal policy.

Where would you like to go but have not yet been and why?

I've dreamt of traveling to Greece to enjoy the beaches. I am not a huge fan of the local foods or language but the views are spectacular. The Spanish language has always intrigued me; my Spanish speaking skills are above average, so a trip to Spain (Ole!) would also be fantastic. Given the nature of our positions, it would be incredibly satisfying to have one week on any beach with sand and sun, where bare feet are required and Blackberries are prohibited.



MEMBER SPOTLIGHT

MARK P. MESSING, CHIEF MARKETING OFFICER, DUANE MORRIS

BY *KIMBERLY ALFORD RICE*

In The Legal Intelligencer article (9/21/09) announcing your arrival as Duane Morris' new Chief Marketing Officer, you stated that you want to "add some octane" to Duane Morris' marketing program. In your opinion, what should law firms be most attentive to in their marketing/business development programs given this incredibly uncertain time?

There's no longer a rising tide lifting all boats, so every aspect of the business is under the microscope, and in many instances decisions are being made in a reactive mode rather than from strategic intent. In that regard, staying on strategy is particularly important right now because economic and organizational stress can obfuscate good long-term business judgment. We can't reinvent overnight to meet radically different market conditions, so firms that have a solid sense of their clients' needs, and their own capabilities and strengths -- and how to market to those strengths -- will optimize their chances of pulling through in the best overall condition. Of course, there's pain and, of course, there's dislocation -- everyone feels it, but "marketing" is not a panacea. We need to help management see what's happening and design our programs around the emerging conditions. The "octane" refers to a broad spectrum of activities we are developing to drive business development capability and overall competitive advantage at the firm, practice and individual attorney levels. I'm happy to add that Duane Morris is well-positioned not only to weather the down cycle, but to emerge in stronger competitive position as a result of our decisions.

In light of the legal profession's shifting business model, how do you envision firm management will ultimately respond to meet the new challenges?

It will vary by firm. This is a precedent-driven industry, but those who take this period as an opportunity to evaluate and adopt market-focused positioning and process -- particularly related to client feedback and client service -- and have the flexibility and discipline to drive non-productive costs out of the system, will be best positioned to emerge with superior competitive strengths.



*Mark P. Messing, CMO
Duane Morris*

In a general sense, how do you hope to bring "new trial methods for business development and client services" to Duane Morris?

By "trial" I don't mean "litigation" but "trying" -- meaning strategically-driven innovation, evaluation and adoption of best practices, particularly in the linked areas of business development and client service training. As a second major thrust, since law firms have not done a great job in differentiating themselves for the marketplace, nor in communicating that differentiation, either internally and externally, we are looking at new techniques that will drive our effectiveness in these arenas as well.

What elements of your numerous advertising agency positions do you find to be most helpful in your law firm role?

There are a couple of enduring lessons and skill sets I derive from those experiences. First, in my client service role, I was responsible for major global client relationships, so I've had a lot of first-hand, personal experience in situations which are highly analogous to those faced by our attorneys in managing clients. Another by-product of that experience is exposure to a very broad swath of industries, so I'm pretty comfortable discussing many different types of businesses. In my general management and business development roles, I faced most of the same situations that are currently impacting the law firm business -- it just happened to advertising agencies earlier in the cycle. Working in-house as head of marketing for a Fortune 120 company also provided in-depth exposure to corporate financial and systems disciplines.

What is one thing most people don't know about you?

I used to fly my own airplane, until it crashed in the ocean. I wasn't in it, but someone else was, an extremely experienced pilot. I gave up flying after that, but I now believe strongly in prudent risk management.

Kimberly Alford Rice is Principal of KLA Marketing Associates (www.klamarketing.net), 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.





Kimberly Alford Rice, KLA Marketing Associates

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

As the LMA MPC newsletter chair, we want to address the topics in which you are most interested. Please email me (kimberly@klamarketing.net) 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.



MEMBERSHIP REMINDER

Be sure to remember to update your profile in the LMA International database (www.legalmarketing.org) when any of your contact information changes. Since LMA membership travels with the individual, maintaining an accurate database is key for the LMA-MPC leaders to maintain communication with you. Thanks in advance.

CHAPTER WEBSITE



Learn more about the LMA MPC Chapter and stay abreast of the latest legal marketing news and events by visiting us on the web at www.legalmarketing.org/metrophilly.