



METROPOLITAN PHILADELPHIA NEWSLETTER FALL 2010

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PRESIDENT'S MESSAGE

BY *NANCY GIMBOL*

By the time you read this message, November will be upon us which brings with it crisp Fall air, a change in the color of the leaves, weekends entertained by football and the approach of the holiday season. Thanksgiving is one of my favorite holidays because we are encouraged to identify all the things in life that we are thankful for. As I look back over the past eleven months during my role as the President of the LMA MPC, I can't help but to be thankful for so many things.

Selfishly, I am thankful that the Philadelphia region has a local resource for legal marketing professionals. I am thankful that so many law firm leaders understand, appreciate and support this profession and the LMA membership. I am also thankful for our members who make the hard work we provide all year long well worth every effort.

I am incredibly grateful for the tremendous talent that came to Philadelphia, from near and far, to provide educational programming to our Chapter this year. Without the quality of speakers and timely topics, our programs would not be successful. So, for this, I thank our speakers who worked tirelessly to prepare and execute lively discussions which, in the end, help us to be more effective legal marketers.

I am forever indebted to the sponsors who make educational programming happen for our members: LexisNexis, Pomco Graphic Arts, Bush Communications, Legal Internet Solutions



Incorporated (LISI), Bresner Studios, ReachLocal, The Legal Intelligencer, Warkulwiz Design Associates and ContactEase. Our Chapter thanks you for your support and appreciates and better understands the solutions and services that your businesses offer us.

Last but certainly not least, I appreciate my colleagues who have helped me achieve so much this year. Despite any misconceptions, this Chapter does not run itself but is managed by seven honorable and dedicated legal marketing leaders. Jamie Mulholland, Andrea Malone, Ed Lyons, Richard Alonso, Shellee Buchanan, Brenda Thompson and Sil Talarico, I am thankful for your continued dedication to the Chapter and for the friendships that have formed as a result of the time needed to do so.

This is my last newsletter message and I would like to express what a privilege it is to lead the LMA MPC. This year, while you are seated around your Thanksgiving dinner table, I encourage you to take the opportunity to engage your family in identifying one or two things they are thankful for in their own lives. I think you will be pleasantly surprised by their feedback.

Thank you, readers. I am looking forward to seeing you at a future LMA MPC event!

All the best,

[Nancy L. Gimbol](#)

Director of Marketing

Flaster/Greenberg PC

2010 President Legal Marketing Association

Metropolitan Philadelphia Chapter



GET YOUR POWER ON:

5 WAYS TO EFFECTUATE YOUR BUSINESS DEVELOPMENT ADVISOR ROLE

BY: *KIMBERLY ALFORD RICE*

Though we are told the recession is now over, the reality is much different, and its impact will continue to be felt for years to come. In the law firm business development world, the pressure to develop new sources of revenue and strengthen existing relationships has never been greater. As business development strategies outpace marketing tactics in an effort to jumpstart these efforts, in-house legal marketers confront greater demand to steer new client work to firm attorneys. Many embrace the opportunity to collaborate and advise lawyers on how to recognize and pursue additional work, grow a practice area, or launch a new practice.

Below are five ways to boost your role as a business development advisor based on a conversation with two of Duane Morris' business development professionals, Brett Arnold and Rhonda Ulrich.

Become an Expert in Assigned Practice / Industry Areas

One of the most effective ways to deliver value and a high level of service to firm attorneys is to learn as much as possible about the practices and industries you support. Attend practice group meetings to thoroughly understand how your clients (your lawyers) service their clients, the type of matters they handle, the problems they solve, and any differentiating factors that help their clients understand why they are the best choice in a bottomless sea of sameness. Be well read in the appropriate trade publications/blogs, track relevant legislation, and attend key conferences with your partners. Proving your fluency is earned every day. The end goal, of course, is to help your attorneys translate that expertise into meaningful and client-relevant conversations.

Be Proactive in Support Opportunities with Consultative Approach

As you immerse yourself in practice-specific industry news and legislation, initiate ongoing dialogues with assigned group leaders about industry trends and noteworthy matters. Actively listen to your lawyers'



Rhonda Ulrich



Brett Arnold

perceived business development opportunities and potential marketing threats. This exchange will spur ideas on how to leverage industry trends and strategies to establish industry leadership. To affirm and strengthen client relationships, celebrate successes and debrief your lawyers when strategic marketing initiatives have been accomplished. Endeavor to involve firm leadership to similarly acknowledge these successes and send a clear message about strategies and tactics that are deemed desirable at your firm. Develop a "lessons learned" report for future reference and incorporate the "latest/greatest" ideas into new business development opportunities.

Communicate Well and Often

To facilitate a collaborative partnership, develop a communication plan for each assigned practice group to further strategic marketing goals. Communicate frequently with them and maximize all interactions to stay abreast of your clients' entire landscape of matters and noteworthy developments. Use whatever tools your lawyers prefer – phone, email, video, in-person, whatever helps you make that connection. Schedule regular status meetings and conduct informal client surveys to gauge satisfaction and areas for improvement. Then, resolve any problems uncovered.

Conduct Regular Training and Coaching Sessions

Sales training and one-on-one coaching sessions are effective ways to introduce, educate and affirm the nuances and intricacies of creating sustainable business relationships. Duane Morris also operates a formal university-style associate business development training program which has been integrated into the firm's associate professional development programming. The point is to help the attorney use their limited time in the most effective way.

Leverage All Available Marketing Resources

To deliver your clients an optimal business development team experience, all discipline professionals (communications, events, public relations, research, etc.) need to be kept in the loop as new strategic marketing efforts are undertaken.



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CONT'D : GET YOUR POWER ON

BY: *KIMBERLY ALFORD RICE*

According to Brett, "We have well-established protocols that integrate all impacted marketing/BD functions into new initiatives as early as possible. Our front-line Marketing and Business Development Managers serve as project managers, with the corresponding onus to involve appropriate resources based on their knowledge of the initiative, practice, involved attorneys, etc. In a nutshell, where projects require multiple firm resources, team leads are advised by the MBD Manager, project leads are assigned, and off we go. Whatever the situation, there is the important responsibility to communicate across the department regarding key initiatives and those projects that will "touch" practices and client constituencies outside of the one or two groups leading the charge. Again, the MBD Manager is in the ideal position to facilitate this cross-pollination."

Challenging as it is to serve in a front-line advisory role for multiple practice lines, business development professionals can enjoy leading the way in new business efforts and playing an integral part in their clients' and, by extension, their firm's overall success. And that is no small reward.

Kimberly Alford Rice is Principal of KLA Marketing Associates (www.klamarketing.net), a business development advisory firm focusing on legal services. As a veteran legal 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.

THE ABC'S OF DATA INTELLIGENCE: WHAT YOU NEED TO KNOW

BY *SUE HANDMAN*

As a busy business development professional helping to expand your firm's client base, you need to know as much as possible about current, past and prospective clients. There are so many databases and systems at your disposal – but where to start? This article will attempt to shed some light on the various data sources and intelligence tools available. Over the next few issues, we will examine some of the key tools used in firms today to help you more fully understand how to leverage them to gain a competitive edge.

Alphabet Soup

Do you need to research a client – present or past? Perhaps a prospect? What resources are currently available on your desktop or through the firm's research and library services? Below are some of the acronyms you may encounter:

- KM – Knowledge Management
- DMS – Document Management System
- BI – Business Intelligence
- CRM – Client Relationship Management
- Financials – Billing, financial profiles
- ERM – Email traffic monitoring – or – Enterprise Relationship Management
- SharePoint – a platform to integrate data

It's important to understand that these resources have data – not information. Information occurs when data is meaningful to your need. It is important to keep sight of the concept that data is information "out of context." For instance, you may know that John Smith is a contact (CRM) and his company is ABC. ABC's financials may show that they are paying invoices within 90 days and are not in arrears. This information is good – but does not tell the full story – that ABC's business with the firm is decreasing by 25% per year and that John Smith is no longer the key contact.



CONT'D : THE ABC'S OF DATA INTELLIGENCE: WHAT YOU NEED TO KNOW

BY *SUE HANDMAN*

You may need to know the firm's top clients by practice group. That data should be available in your firm's accounting systems. OK – but what you really need to know is who at the client company is making the “buy” decisions. Look to the firm's CRM to search the contact database by client company and listing of the client contacts by their job titles. Perhaps you are looking for relationships between your firm and the client – use ERM to discover who emails whom – and receives responses.

Suites of tools

There are packaged toolsets that can find relevant data for you and return it in report format. If your firm has one, then your job is much easier.

You may need to describe:

- specific information requested
- about whom
- over what time period
- relating to what type of law (practice)

Running in Circles

To learn more about the array of data intelligence available and how they can make your job easier, watch for upcoming articles to help you understand the research possibilities.

Sue Handman is President of Client Relationship Services. She has extensive experience in CRM, surveys, and project management in law firms.

LMA MPC LINKEDIN GROUP GROWS

The new LMA MPC LinkedIn Group continues to grow and is a productive way to stay connected with other legal marketing professionals in the Mid-Atlantic region. The Group is designed to foster community and discussions among all legal marketers whether or not they are LMA members. 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. If you have not yet joined, we encourage you to do so by clicking [here](#).



WELCOME NEW MEMBERS

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

Elizabeth Huffman, Dechert
Erica Koran, Richards, Layton & Finger
Daphne Perry, Sterns & Weinroth
Amy Shepherd, Dechert



MEMBER SPOTLIGHT

JOSEPHINE POPE

BY *KIMBERLY ALFORD RICE*

What distinguishes POMCO Graphics from its competitors?

We have always been and continue to be a shop that offers personalized, experienced hands-on customer service. One of the attributes I am most proud of is that since we are not a large company, customers will not become just a number. Our dedicated team is committed to giving the necessary attention to detail and it is very important to us.

In light of technological advancements in the printing industry, how has POMCO Graphics responded to continue to satisfy its customers' needs?

We have state-of-the-art digital equipment which allows our firm customers to produce smaller quantities without sacrificing quality. In addition, we provide other processes such as engraving, letterpress, embossing, traditional offset, and online ordering which allows us to be flexible to meet the changing needs of law firms today. 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.

What do you do specifically to bring value to your customers?

I commit myself to meet with marketing directors and other key legal professionals regularly to help them evaluate ways to save money, reinforce branding, and offer suggestions for "greening" their firms' marketing collateral and stationery. My past experience as a designer and a marketing director give me a unique understanding of issues that are important to maintain a brand while considering a budget. At POMCO, we strive to incorporate environmentally-friendly practices into our everyday operations and are certified by the Forest Stewardship Council.



*Josephine Pope,
Vice President of Business
Development, POMCO
Graphics*

As Co-Chair of LMA MPC's Business Partner Committee, what is your vision for growing this contingent of the membership?

My vision for the Business Partner Committee is to bring together both business partners and legal marketers to share experiences and knowledge. Business service providers can learn a great deal about the challenges that legal marketers face by attending the LMA MPC events. Understanding the needs of our clients is the first step to becoming a great service provider. In-house marketers have a great resource in the LMA MPC member service providers. Many of them have been in-house marketers and bring a wealth of experience to assist in solving the many needs of legal marketers today. My goal is to encourage all LMA MPC members to access these deep resources while furthering our goal of education and support of each other.

What is a "fun fact" that most folks don't know about you?

I love reality shows! I know, I know...they are not reality. I am always amused at what people will do even when they know there is a camera on them and the whole world is watching. Truth is stranger than fiction!!



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.





MARK YOUR CALENDARS

December 2 - noon, Table31, Philadelphia, PA

[Crisis Communications Under Pressure: An Interactive Crisis](#)

Location: Table 31 Conference Center

November 18 - noon, Flaster/Greenberg PC, Cherry Hill NJ

[South Jersey Brown Bag Legal Marketers' Open Forum](#)

December 8 - 5:30 p.m., Del Frisco's Double Eagle Steakhouse, Philadelphia, PA

[End of Year Social](#)

Check your inbox for upcoming details.



*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](#) 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



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

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.