



METROPOLITAN PHILADELPHIA NEWSLETTER

MAY 2010

IN
THIS
ISSUE:



LMA NATIONAL CONFERENCE:
THE LEARNING CONTINUES



PRESIDENT'S MESSAGE

NANCY GIMBOL



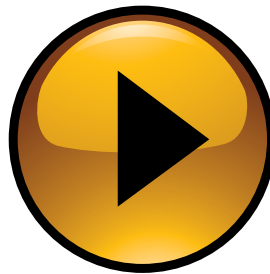
[WELCOME NEW MEMBERS](#)

[MARK YOUR CALENDAR](#)

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[CHAPTER WEBSITE](#)



LMA NATIONAL CONFERENCE:
OPENING VIDEO LINK



LMA NATIONAL CONFERENCE: RE-CAP

*BRENDA THOMPSON, MARON MARVEL
BRADLEY & ANDERSON*



MEMBER SPOTLIGHT

HEIDI WHITE
FOX ROTHSCHILD CMO

KIMBERLY ALFORD RICE



DESIGN BY: WARKULWIZ DESIGN ASSOCIATES

PRESIDENT'S MESSAGE

BY *NANCY GIMBOL*

The snow has finally melted and as May brings more moderate temperatures, many of us are eagerly awaiting the many rituals that come with the Summer season. In this newsletter, I want to focus on some of the brighter opportunities and offerings that the Legal Marketing Association Metropolitan Philadelphia Chapter has to offer its members and what we are doing on a local level to assist our membership and focus on the year ahead.

LMA is offering an "In-Transition" membership to current members at their renewal time who are currently unemployed and seeking new positions. This benefit is not applicable to new members but you can learn more about the specifics by [clicking here](#).

Earlier this year, the LMA MPC launched a Business Partner Committee which is responsible for serving the needs and interests of our members who are not in-house legal marketers. 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. If you are interested in joining this committee, please contact [Josephine Pope](#) or [Susan Schwedock](#).



Over the past fifteen months, our chapter has become fiscally responsible for expenditures as well as monthly collections. In the March issue of Strategies, the Journal of Legal Marketing, our chapter was featured for our fiscal responsibility. [Click here to read that article](#).

The many dedicated volunteers in our chapter work tirelessly in their free time to bring numerous educational programs and networking opportunities to our members. The LMA MPC is continuously seeking individuals who are interested in volunteering on all of our committees within chapter leadership. If you think you might be interested in volunteering and serving with our chapter's leadership, [please contact Andrea Malone](#), our Chapter's President-Elect, directly.

Finally, I would like to express what an honor and privilege it is to lead the Metropolitan Philadelphia Chapter this year. As my predecessors did before me, [I welcome you to contact me](#) with any questions, concerns, or suggestions you may have regarding our chapter.

All the best,

Nancy Gimbol
Director of Marketing at Flaster Greenberg and the
2010 LMA MPC President.

