



In This Issue

[Important Info about Membership Renewal](#)

[People on the Move](#)

[President's Message](#)

[Call for Speakers](#)

[Giving Back: LMA Scholarship](#)

[Member Spotlight](#)

[Committee Spotlight](#)

[LMA International Committees](#)

Programs & Events

Corporate Counsel Panel

Thurs March 29, 2012
12:00 - 2:00 PM

Shop Talk

April 2012
5:00 - 6:30 PM
Members Only Event

LMA Conference Debrief

Thurs April 19, 2012
8:00 - 9:00 AM
Members Only Event

Core Skills Bootcamp

1/2 Day workshop
May 2012

President's Message

Having just chaired my last Board meeting, it's fitting that I now write my final President's message for our quarterly newsletter. I would be remiss if I didn't start by thanking my 2011 Board members: Brenda Plowman, Past President; Diane Chung, Treasurer; Gwen Pengelly, Secretary; Kathy Hogarth, Sponsorship; Robert Gilfoyle, Programming; Katie Stowe, Programming; Jill Peters, Technology; Catherine Tsang, Communications; Angela Bolzonello, Membership; and special thanks to Sarah Kuchka who has filled in for Angela and Membership. I would also like to thank our Committee members whose dedication and hard work has been greatly appreciated.

When I look back on 2011, I see a good year with lots of activity. We had fun along the way and we made progress in many areas as we worked hard to become the resource for legal marketing information in Vancouver. The year's highlights included:

- We added 11 new members.
- We delivered one or two programming events every month (except over the summer).
- Our LinkedIn Group grew to 86 members.
- We launched a Twitter Account - @LMAVancouver.
- We introduced "Moving Up" - an initiative designed to assist the legal careers of our members and those considering a career in legal marketing.
- Our mentoring program continued and we added new participants.
- Our quarterly newsletter went into its second year of publication.
- We conducted a survey to listen to what our members wanted.
- LMA International simplified its membership dues, moved to a calendar year dues structure, and now offers a group rate for firms with multiple members.
- We hosted "Canadians Night" at the Annual Conference.
- We continued to donate to the BCIT School of Business Scholarships & Awards Ceremony.
- We partnered with the BCLMA on a marketing event and in 2012 we plan to collaborate more frequently.
- We continued to foster excellent relationships with our great sponsors.
- We maintained an excellent financial position.

I would like to say farewell to Gwen Pengelly who steps down from the Board at the end of the year. Gwen has served as Secretary, a vital role, for the past two years. She has been reliable, insightful, and trustworthy. A highlight would have to be Gwen's leadership in the 2010 HELM Awards - our best Awards event to date. She leaves the LMA a better place than when she arrived. We'll miss you but know we'll see you around, Gwen.



Join our LinkedIn Group

Current Discussion:

Article - Google Plus: It's Early but Interesting.

- Colin Cameron

Don't Forget to Renew Your Membership!

A reminder to all members that LMA is moving to a calendar year renewal system. That means all memberships need to be renewed at the end of 2011.

LMA is now also offering group membership rates. Assign an administrator for multiple renewals at [this link](#).

For more information on LMA membership rates and the renewal process, please visit the [LMA International website](#).

People on the Move

Katie Stowe is the new Director of Client Services and Business Development at FMC Law.

Julia Green joins Fasken Martineau as Marketing Assistant.

Rebecca Cheung, previously with Singleton Urquhart LLP, joined Sierra Wirelss.

Did you know?

South Granville has some great last minute holicay gift ideas. Check them out [here!](#)

Looking at next year, I am delighted to now pass the torch to our new President for 2012. Drum roll please...Diane Chung, whose day job is Director, Marketing and Business Development at Davis LLP. As I said at the Winter Social, Diane brings smarts and straight talk to the role and I am delighted that she takes the gavel hereon in.

Happy Holidays, Everyone! I wish you all a great holiday break and I look forward to seeing you all in 2012. Here's cheers to a great chapter!

Blair Lill
President, LMA Vancouver
blill@fasken.com
(604) 631 4752

CALL FOR SPEAKERS!

Do you regularly present on marketing strategies and developments in the industry? Do you follow the latest marketing trends in professional services marketing and want to share your expertise? LMA Vancouver is looking for speakers for its Core Skills Bootcamp which will be held May 2012. If you have expertise in any of the areas listed below or have a hot new topic you wish to present, let us know!

Topics:

- Business Planning
- Digital Marketing
- Business Intelligence
- Law Firm Economics & Profitability
- Influencing Skills

Contact:

Robert Gilfoyle, Co-chair, Programming Committee
robert_gilfoyle@telus.net

** The timing of each session is to be determined however, all speakers will be expected to be present for the full duration of the program (7:30 AM - 12:00 PM)*

Giving Back: LMA Scholarship

Blair Lill presents Richard Bergen a \$1,000 LMA Scholarship Award in the category of Marketing Management and Communications at BCIT.

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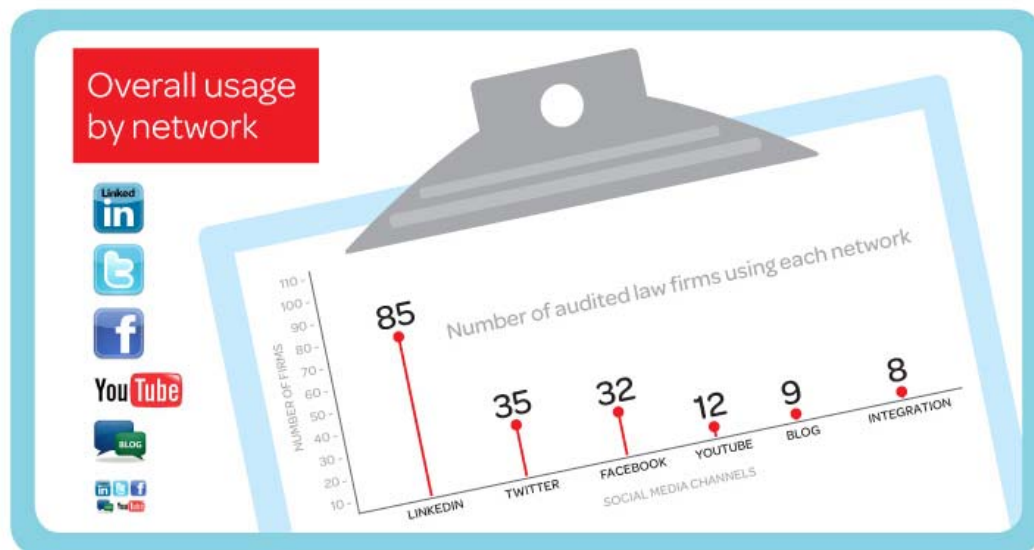
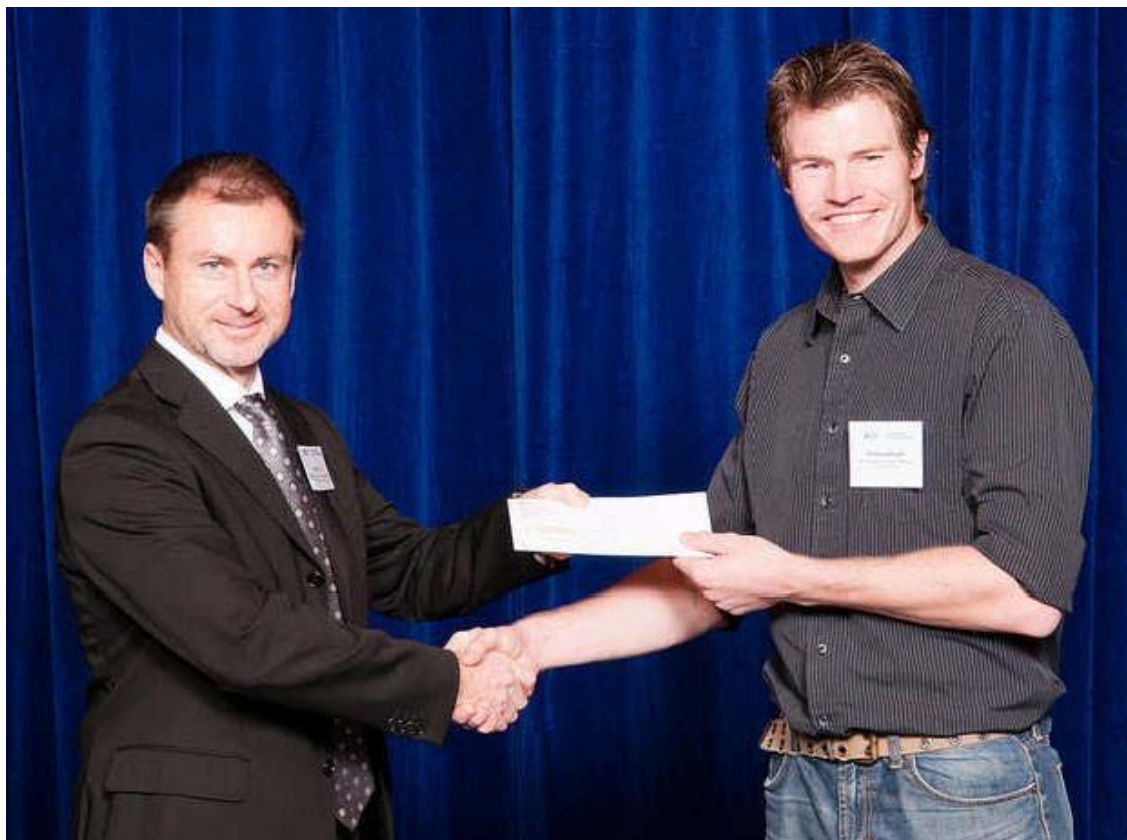
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A recent research study commissioned by LexisNexis® Martindale-Hubbell® audits law firm engagement in social media methods and finds that B2B Canadian Law firms are leading the way on social media. The report, "Global Social Media Check-up: A global audit of law firm engagement in social media methods", conducted by Burson-Marsteller, audited 110 international B2B law firms operating in 22 cities worldwide during April and mid-May 2011.

The report reveals that whilst social media has changed the way that millions of people communicate in their personal lives, the legal profession overall has a reticent approach to social media engagement. Canadian firms however are bucking this trend; all of the Canadian firms audited are using LinkedIn and higher proportions are using Twitter and Facebook than other regions surveyed. However firms remain in their early stages of social media use and have yet to integrate these newer channels with their website and other online tools.

Derek Benton, director of international operations at Martindale-Hubbell commented: "Moving from registration to broadcast and on to conversation are the steps of social media

engagement and law, just like any other sector can, and I believe, will engage for the benefit of business development. The most-evolved social media strategy is one that provides an open line of communication between parties, but that unfortunately that is a long way off for the majority of law firms today."

To download the full report for free and find out how your firm compares visit www.martindale-hubbell.co.uk/socialmedia.

Member Spotlight



Sarah Kuchka
Manager, Marketing & Business Development
Gowling Lafleur Henderson LLP

1. How long have you been in legal marketing?

3.5 years

2. How many people are in your marketing team?

Locally there are 2 of us but we have 1 national resource in the Vancouver office as well.

3. What do you like most about legal marketing?

The variety of the work. Anyone who has done this work knows that while the job can be challenging when you have to juggle so many things at once, the rewards are high as well. Also, the community among legal marketing professionals is so collaborative and open. I think it's pretty rare to find professionals in other fields, (especially

those in direct competition with one another), be so open about best practices.

4. What do you enjoy most about your role at your firm?

The interaction I have with everyone at every level of the firm. I think when you're marketing in legal you're marketing the whole firm, and a firm would be nothing without its people. There are a lot of really fantastic ones here, so we're pretty lucky. Also, the ability to influence change and be creative. I am easily bored but I am never, ever, bored in this role.

5. What has been a highlight in your career?

Planning and executing my first international business development trip. It was such a great trip and it was a tonne of work but the end result was well worth it.

6. One of your goals for 2012?

To find a little more balance between work and life...this is year one of the ongoing plan!

7. What are you currently reading?

I'm not! I'm so busy I haven't read anything lately but I love, love, love my Kindle and have read about 15 books or so this year. Two of my favourites were "Cutting for Stone" by Abraham Verghese and "The Book of Negroes" by Lawrence Hill.

8. What do you like most about Vancouver?

The proximity to the ocean and the mountains. I love being outside with my family and grew up on the water. I couldn't imagine living anywhere where I couldn't see the water at least once a day ~ it wouldn't feel like home.

9. What is your favourite lunch spot?

Steve Nash lunchtime spin class! I don't get there enough but when I get there I feel so revitalized. If that doesn't happen then pretty much anywhere I can get some good sushi is a hit with me.

10. One piece of advice for fellow legal marketers.

They say patience is a virtue and I certainly think this is true in legal marketing. I have seen so much change in less than four years in the field and internally within our firm, but it hasn't come quickly. I have learned that affecting that change means striking a balance between pushing just enough and pushing too hard. There's a fine line somewhere in between that successful legal marketers are very good at walking.

Committee Spotlight - Sponsorship

Chair

Kathy Hogarth, Marketing Manager, Lawson Lundell LLP



khogarth@lawsonlundell.com

Committee Members

*Elyse Bouchard, Lawson Lundell LLP
Jill Peters, Richards Buell Sutton LLP
Chris Sharples, Pottinger Gaherty*

The Sponsorship Committee is responsible for sourcing sponsors for LMA events and ensuring that sponsors receive value for their commitment. Through the valuable support of our sponsors, LMA is able to provide its members increased opportunities for superior professional development and to elevate the professional standards of those involved in legal marketing. It also provides the sponsorship committee and LMA members an opportunity to build relationships with the numerous vendors, suppliers and partners to the legal industry. Ideal for members who want exposure in sponsorship and advertising, as well as client relationship building.

LMA International Volunteers Needed

LMA International is seeking members for their 2012 international committees. This is a great way to get involved at the international level, to increase your network to colleagues in other chapters and to work with some amazing people. Details can be found on the [LMA International website](#). Please note that when you click that link, if you are not already logged into LMA's site, you will first be asked to log in and then you will be taken to the page where you can complete information on your committee preference.

Committees

- Education & Professional Development
- Governance
- Membership
- *Strategies* Journal Editorial Board
- Technology

Have suggestions for our newsletter? We'd like to hear from you! Contact our Communications Chair at catherine.tsang@gowlings.com

Sincerely,

LMA Vancouver

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