

Legal Marketing Association
401 N. Michigan Avenue, Suite 2200
Chicago, IL 60611
Phone: (312) 321-6898
Fax: (312) 673-6894



AFFILIATE MEMBERSHIP APPLICATION*

**Currently applies to members of Australasian Professional Services Marketing Association (APSMAs), Professional Services Marketing Group (PSMG) and Society of Competitive Intelligence Professionals.*

Full Name: _____
Title: _____
Firm/Company: _____
Address: _____
City: _____
State/Province: _____
Zip/Postal Code: _____
Country: _____
Phone: _____
Fax: _____
E-mail Address: _____
E-mail Address (personal)*: _____

*Use of this address is exclusively reserved for LMA communications that fail to reach your primary address.

Have you been an LMA member in the past?
Yes _____ No _____
If yes, when? _____

To which affiliated organization are you currently a member? PSMG _____ APSMA _____ SCIP _____

MEMBERSHIP DUES

Membership in LMA is recorded in the name of the individual, not the organization. Membership dues are non-refundable and are due annually on the anniversary date of acceptance.

Please select one from the following. For a full explanation of LMA member types and benefits, visit www.legalmarketing.org.

Affiliate Member:

Affiliate Membership Price: \$125.00

METHOD OF PAYMENT

Payment by Credit Card

Credit Card: ___ Visa ___ MasterCard ___ AMEX
Card #: _____
Exp. Date: _____
Names as it appears on card: _____

Print and fax completed application form with credit card information to:
LMA Headquarters: (312) 673-6894

Payment by Check

Make check payable to "Legal Marketing Association". Print and mail application to:

Legal Marketing Association
Legal Marketing Association
8201 Solutions Center
Chicago IL 60677-8001

Payments of membership dues may be deductible as an ordinary and necessary business expense. Dues are not deductible as a charitable contribution for federal income tax purposes. Consult your tax advisor.

On occasion LMA rents its membership list, including e-mail addresses, to vendors that offer products, services, and seminars that LMA believes would be of interest to members. If you do not wish your name included on these lists, place an "X" here _____.

BIOGRAPHY

Please complete the Membership Profile information below. The information assists LMA in developing new, improved services and direction for innovative programming. In addition, the data is necessary for *Strategies: The Journal of Legal Marketing* to complete an industry audit which boosts advertising revenue and minimizes the need for dues increases.

Indicate highest level of education attained.

<input type="checkbox"/> High school graduate	<input type="checkbox"/> Some college – no degree	<input type="checkbox"/> Associate's degree
<input type="checkbox"/> Bachelor's degree	<input type="checkbox"/> Master's degree	<input type="checkbox"/> MBA
<input type="checkbox"/> Doctorate	<input type="checkbox"/> JD/LLB	<input type="checkbox"/> Other: _____

Which of the following best describes your function? (REQUIRED)

<input type="checkbox"/> Marketing professional in a law firm	<input type="checkbox"/> Professor or other in accredited educational institution
<input type="checkbox"/> Consultant to legal marketing	<input type="checkbox"/> Academic student
<input type="checkbox"/> Provider of goods and services to the legal profession	<input type="checkbox"/> Individual who is interested in legal marketing
<input type="checkbox"/> Consultant to other professional services	<input type="checkbox"/> Member of the media
<input type="checkbox"/> Other: _____	

How many years have you been in your current position? _____

What is your professional experience, in years, for each of the following categories?

1. Law Firm Marketing: _____	2. Other Non-Marketing Experience: _____
3. Professional Service Marketing: _____	4. Other Law Experience: _____
5. Other Industry Marketing: _____	

Other Association Memberships: _____

Are there other LMA members employed by your firm or professional services organization? Yes___ No___ Not sure___

Please only answer the following questions if you are a marketing professional in a law firm.

Does your firm have more than one office or location?	<input type="checkbox"/> Yes <input type="checkbox"/> No
If yes, are you in the principal marketing department for all offices?	<input type="checkbox"/> Yes <input type="checkbox"/> No

Number of Attorneys in Firm (Local): _____	Number of Full Time Marketing Staff (Local): _____
Number of Attorneys in Firm (Global): _____	Number of Full Time Marketing Staff (Global): _____

What best describes your position in your law firm? (REQUIRED)

<input type="checkbox"/> Chief Marketing Officer	<input type="checkbox"/> Assistant	<input type="checkbox"/> Administrator/Officer
<input type="checkbox"/> Coordinator	<input type="checkbox"/> Consultant/Coach	<input type="checkbox"/> Specialist/Analyst
<input type="checkbox"/> Attorney	<input type="checkbox"/> Manager	<input type="checkbox"/> Other: _____
<input type="checkbox"/> Director	<input type="checkbox"/> Representative	

How did you hear about LMA?

<input type="checkbox"/> Local Chapter	<input type="checkbox"/> Promotional Mailing
<input type="checkbox"/> A Peer Within My Firm	<input type="checkbox"/> A Peer From Another Firm
<input type="checkbox"/> LMA Web Site	<input type="checkbox"/> LMA Leader
<input type="checkbox"/> Vendor/Consultant: Vendor/Consultant Name: _____	<input type="checkbox"/> Other: _____

ADDITIONAL MEMBERSHIP INFORMATION

AREAS OF EXPERTISE

Which of the following areas do you feel recognizes your area(s) of expertise? In an effort to bring value to the membership, we would like to share your knowledge with other LMA members.

<input type="checkbox"/> Advertising Campaign	<input type="checkbox"/> Extranet	<input type="checkbox"/> Sales Techniques
<input type="checkbox"/> Attorney Coaching/Training	<input type="checkbox"/> Intranet	<input type="checkbox"/> Seminars
<input type="checkbox"/> Audio & Visual Presentations	<input type="checkbox"/> Multi-Office Marketing	<input type="checkbox"/> Small Firm Marketing
<input type="checkbox"/> Audits	<input type="checkbox"/> Newsletter	<input type="checkbox"/> Speaker Bureaus
<input type="checkbox"/> Branding/Logo Design	<input type="checkbox"/> PowerPoint Presentations	<input type="checkbox"/> Strategic Planning
<input type="checkbox"/> Brochures	<input type="checkbox"/> Public Relations/Media Relations	<input type="checkbox"/> Surveys
<input type="checkbox"/> Budgeting	<input type="checkbox"/> Public Speaking, Special Events	<input type="checkbox"/> Technology
<input type="checkbox"/> Business Plans	<input type="checkbox"/> Practice Group Issues	<input type="checkbox"/> Webinars
<input type="checkbox"/> Charitable Contributions Plans	<input type="checkbox"/> Practice Group Training	<input type="checkbox"/> Website Design
<input type="checkbox"/> Client Development	<input type="checkbox"/> Retreats	<input type="checkbox"/> White Paper
<input type="checkbox"/> Databases	<input type="checkbox"/> RFP's	<input type="checkbox"/> Other: _____

INTERNATIONAL COMMITTEE PARTICIPATION

You have the opportunity to shape the future of legal marketing through your involvement as an LMA International committee member.

Review brief descriptions of current committees and task forces online - <http://www.legalmarketing.org/about-lma/committees>.

CODE OF ETHICS

As a member of the Legal Marketing Association, I recognize the significance of my professional conduct and the responsibilities I have to my profession, its members, and to society. I pledge to:

1. Use the highest professional standards in my work and in competitive activity.
2. Strive to assure that all presentations of services, goods, and concepts be made accurately, clearly, and honestly.
3. Work toward expanding and improving marketing knowledge and practice in order to better serve the public interest.
4. Support free consumer choice in circumstances that are legal and ethical and are consistent with generally accepted community standards.
5. Protect confidential information of my firm and its clients, and not use confidential information gained as a result of professional activities for personal benefit.
6. Refrain from activities, which would create a professional conflict of interest, unless express consent is given after full disclosure of facts.
7. Acknowledge the right of the Legal Marketing Association, through established procedure to withdraw my membership if I am found to be in violation of ethical standards of professional conduct.

AGREEMENT:

By submitting this form and in consideration of LMA accepting my application, I agree that: All information provided in this application is complete and correct to the best of my knowledge and belief and if additional information is needed, I will supply it. I shall conduct my activities in accordance with the Bylaws, Policies and Procedures, and Code of Ethics of LMA as they are now or as they may be amended in the future. I waive and release all claims, demands and actions that I now or may in the future have against LMA, its officers, directors, members, agents, employees, and chapters for any act or omission in granting or denying membership in LMA or in censoring, suspending, expelling or terminating my membership in LMA.

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