



LEGAL MARKETING ASSOCIATION MEMBERSHIP APPLICATION

1. MEMBER INFORMATION

Have you been an LMA member in the past? Yes No

FIRST NAME MIDDLE NAME/INITIAL LAST NAME

NICKNAME/INFORMAL NAME JOB TITLE

FIRM/COMPANY

ADDRESS

CITY STATE/PROVINCE

ZIP/POSTAL CODE COUNTRY

PHONE E-MAIL ADDRESS

FAX E-MAIL ADDRESS (personal)

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 wish to be excluded from these lists, please indicate below.

Exclude my name from all list rentals

2. MEMBER DUES

Individual Membership	\$395
Affiliate Membership*	\$125
Retired Membership**	\$100

If you are a student or a legal marketing profession who has been unemployed for the past six months you could be eligible for discounted membership. See the Student Membership Application and In Transition Member Application for details.

*Applies to members of Australasian Professional Services Marketing Association (APSM), Professional Services Marketing Group (PSMG) and Society of Competitive Intelligence Professionals. Must provide documentation.

**Member no longer actively engaged in the marketing of legal services or the provision of products or services of the legal industry

3. CHAPTER DUES

Please select your nearest chapter.

Bay Area	\$150	Ohio	\$75
Bay Area - Sacramento	\$75	Rocky Mountain	\$50
City Group			
Capital	\$75	Northwest	\$50
Midwest	\$100	Southeastern	\$75
Kentucky	\$50	Southern California	\$75
Los Angeles	\$75	Southwest	\$75
Metro New York	\$110	Toronto	\$100
Metro Philadelphia	\$50	The Virginias	\$75
Minnesota	\$50	Vancouver	\$55
New England	\$75	Member-at-Large	\$0

4. DUES TOTAL

Membership Type _____

Membership Dues \$ _____

Chapter Dues \$ _____

Total Payment Due: \$ _____

*LMA operates on a calendar year, and payment will confirm membership through 12/31/2012.

4. METHOD OF PAYMENT

Payment of membership dues may be deductible as an ordinary business expense. 100% of your dues are deductible for federal income tax purposes as no lobbying expense has been incurred on your behalf. Please consult your tax advisor for specific advice.

Payment by Check

Check enclosed for: \$ _____

*Check must be payable to Legal Marketing Association
8201 Solutions Center, Chicago, IL 60677-8001*

Payment by Credit Card

CHARGE TO: VISA MasterCard AmEx

ACCOUNT NUMBER EXP. DATE

NAMES AS IT APPEARS ON CARD

SIGNATURE

5. 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.

SIGNATURE DATE

RETURN TO: Legal Marketing Association 401 N. Michigan Avenue, Suite 2200, Chicago, IL 60611

Tel: (312) 321-6898; Fax: (312) 673-6894; E-mail: membersupport@legalmarketing.org; Web site: www.legalmarketing.org

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.

- High school graduate
- Bachelor's degree
- Doctorate
- Some college – no degree
- Master's degree
- JD/LLB/LLM
- Associate's degree
- MBA
- Other: _____

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

- Marketing professional in a law firm
- Consultant to legal marketing
- Provider of goods and services to the legal profession
- Consultant to other professional services
- Other: _____
- Professor or other in accredited educational institution
- Academic student
- Individual who is interested in legal marketing
- Member of the media

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 Legal 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? Yes No
- If yes, are you in the principal marketing department for all offices? Yes 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)

- Chief Marketing Officer
- Coordinator
- Attorney
- Director
- Assistant
- Consultant/Coach
- Manager
- Representative
- Administrator/Officer
- Specialist/Analyst
- Other: _____

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: _____

EDUCATION

Which of the following areas would you be interested in learning more about?

<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: _____

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"/> LMA Member | <input type="checkbox"/> Other: _____ |
- LMA Member Name: _____

INTERNATIONAL COMMITTEE PARTICIPATION

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

Legal Marketing Association

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