



# YOUR INVITATION TO JOIN LMA

Learn about the benefits of LMA membership...  
find out **"WHY LMA?"**

# JOIN THE LMA COMMUNITY

**T**he legal marketing community is a thriving group of professionals that encourage an open exchange of ideas and knowledge. As members of the LMA community, legal marketing and business development professionals build contacts and establish friendships that extend far beyond the boundaries of the profession itself. LMA sets the foundation and provides outlets where ideas are shared, new topics are explored and the toughest issues facing legal marketers are addressed. Regardless of experience or job title, members are always willing to share knowledge for the common purpose of advancing the legal marketing profession.

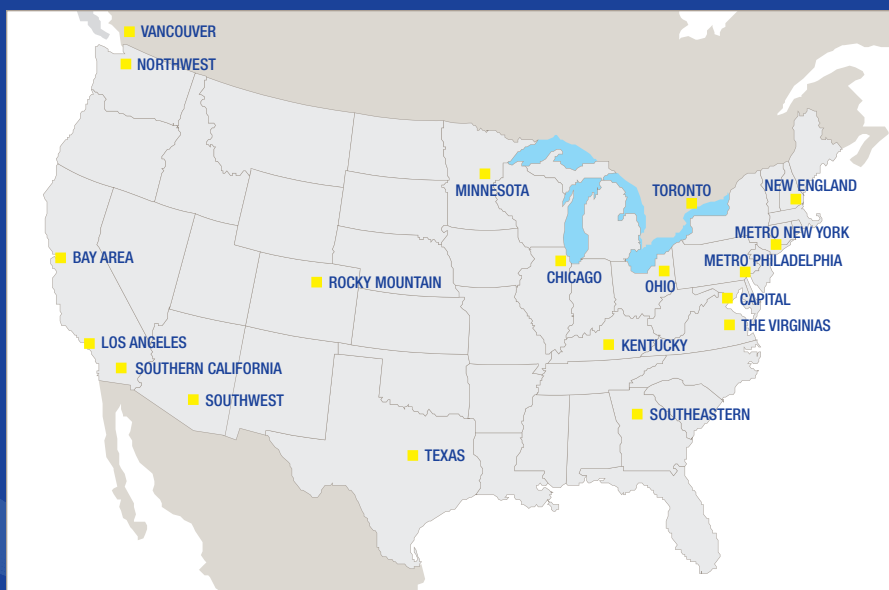
# 93

## PERCENT

OF THE AMLAW 200 LAW FIRMS  
EMPLOY AN LMA MEMBER

## LMA Chapters — Local Connections

From coast-to-coast, LMA's 19 chapters and 28 city groups are the ideal way to connect at a local level. As a member of LMA, you are also a part of the legal marketing community in your region.



*“The greatest value that I’ve received from LMA is the educational aspect and the ability to network with my peers to gain feedback, ideas and solutions to problems that I might not be able to get from other people in my firm.”*

**Jeannette Riendeau**  
Director of Marketing and  
Client Relations  
Wiggin & Nourie PA

# MEMBER BENEFITS



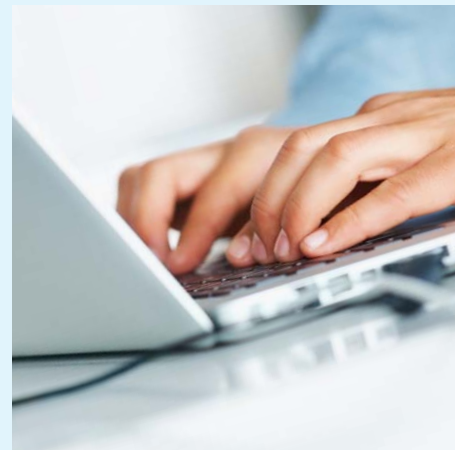
## Valuable Tools for Professional Development

- *Strategies* — *The Journal of Legal Marketing* — Complimentary subscription to the premier legal marketing publication, filled with information and insight to help further your professional development.
- Volunteer leadership opportunities
- Peer Recognition — Hall of Fame, Rising Star, Outstanding Chapter and Your Honor Awards
- Shared Interest Groups — International groups of professionals sharing common interests, goals and experiences
- Service Provider Directory



## Members-Only Savings and Discounts

- Annual Conference
- Chapter and regional events
- Quick Start entry-level educational programming
- eLearning Classrooms
- Webinars and webinar replays
- Conference session replays



## Online Resources

- LMA Connect — An email discussion forum representing the collective experience and wisdom of more than 3,000 LMA members. Share ideas, explore new topics and tackle the toughest issues you face.
- Job Bank
- Member Directory
- Resource Center — Access thought-leadership, trends, research, articles and best practices in this password-protected area of the LMA website.

As the authority for legal marketing, LMA represents the universal voice of the profession. At its core, LMA provides a forum for those working in marketing, business development, communications and client service in the legal industry to share and exchange ideas.

# PROFESSIONAL DEVELOPMENT

## Opportunities for Learning, Opportunities for Growth

LMA is the leading provider and trusted source for learning and education across the profession. Offering both strategic and project-based educational programs, LMA delivers year-round learning opportunities that members can tailor according to experience, practice setting and competency. Not simply an avenue for training, educational programming — accessible online and at in-person chapter events and the LMA Annual Conference — is a valuable professional development tool. At the local and International levels, LMA has something for everyone.



One of the principal goals of LMA is to provide vital and timely information and education on a wide variety of issues so members can grow professionally as well as personally.



“  
Through my membership in LMA, I have access to resources like QuickStart and other virtual programs that assist me in managing and developing members of our team.  
”

**Megan M. McKeon**  
Senior Marketing Manager,  
Katten Muchin Rosenman LLP

# BUILD AND FOSTER RELATIONSHIPS

LMA is an international organization connecting those in the legal marketplace for the exchange of collective intelligence, ideas and successes in marketing and business development. Virtual and in-person networking opportunities are available year-round for members to ask questions, share best practices and receive guidance. From annual meetings to Shared Interest Groups to social media and LMA Connect, LMA members continuously form and strengthen relationships with like-minded colleagues.

## Authoritative Voice of the Profession

When you become an LMA member, you support an organization where the pursuit of excellence and progress is unwavering. A trusted partner and resource for the entire legal marketing and business development community, LMA also builds strong collaborations with fellow organizations in the legal marketplace including:

- American Association of Law Libraries
- American Bar Association
- Asia-Pacific Professional Services Marketing Association
- Association of Legal Administrators
- International Legal Technology Association
- Legal Marketing Italia
- Legal Sales and Service Organization
- Professional Management Network
- Professional Services Marketing Group
- Society for Marketing Professional Services
- Strategic and Competitive Intelligence Professionals



The Legal Marketing Association was founded more than 25 years ago to serve the needs and maintain the professional standards of the men and women involved in marketing, business development, client service and communications within the legal profession. LMA brings together professionals at all levels: CMOs to entry-level specialists — and everyone in between — from firms of all sizes, consultants and vendors, lawyers, professional services marketers, service providers and marketing students.

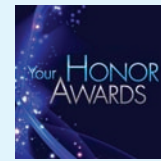
LMA offers a series of legal marketing awards that celebrate and honor excellence in the industry. With awards for all levels of achievement, LMA is proud to acknowledge greatness in our community.

## Hall of Fame



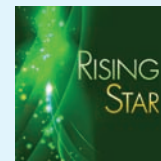
Hall of Fame inductees have achieved the highest levels of experience and leadership. These seasoned marketers have positively influenced the field of legal marketing and the LMA community by mentoring, educating and supporting others.

## Your Honor Awards



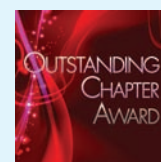
The LMA Your Honor Awards is a distinction presented to truly outstanding products, services and initiatives created each year throughout the legal marketing industry.

## Rising Star



This award is presented to a professional younger than 35 or new to the field who demonstrates keen insight and the distinct potential for helping to mold the future of the profession.

## Outstanding Chapter Award



Through the Outstanding Chapter Award, LMA celebrates leadership and dedication to engaging members, mentoring growth and advancing the profession.

LEGALMARKETINGASSOCIATION



THE AUTHORITY FOR LEGAL MARKETING

**Legal Marketing Association**

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“LMA has helped me build a personal and professional networking group that I use a lot in my life and in my job — and it has helped me tremendously in my career.”

**Kim Weaver**

Director of Marketing and Business Development  
Miller & Martin PLLC

# AN INVITATION TO JOIN LMA

Take a step toward empowerment as a legal marketing professional and join LMA today. It is more important than ever to be part of our unified community, where we work together to make our vision for the future of our profession a reality. Visit [www.legalmarketing.org](http://www.legalmarketing.org) to join today.

*Have multiple LMA members at your firm? Contact membership services at LMA headquarters to learn how you can take advantage of discounted group rates for the whole legal marketing team.*

# LMA's NEW, SIMPLER MEMBERSHIP STRUCTURE

LMA members said they wanted a more flexible, scalable and streamlined membership structure — and now they have it. A few highlights of the LMA membership structure:

- **Calendar-year renewals**, so everyone from your office renews at the same time
- **Simplified membership structure**; no more limited and international categories
- With a **lower individual membership rate, discounted group rates** and **no more fees for new members or member transfers**, LMA is providing new ways for members from organizations of all sizes to maximize their professional development budgets

Consider the membership types below and choose the best option for you and your organization.



## Group Rates

**\$305–\$395 per person**

Dues vary depending on the number of people in your group. Read details on the other side of this page.

## Individual Member

**\$395**

## Affiliate Member

**\$125**

Applies to members of Australasian Professional Services Marketing Association, Professional Services Marketing Group and Society of Competitive Intelligence Professionals. Individuals applying in this membership category must provide documentation of membership in an LMA affiliate organization.

## Retired Member

**\$100**

This category is for individuals who have held long-term membership in LMA but are no longer actively engaged in the marketing of legal services or the provision of products or services of the legal industry.

## Member in Transition

**\$100**

This membership category allows LMA members who are unemployed to receive full membership benefits during their job search. This membership category is effective for six months, with the possibility of extending to a total of 12 months at no additional charge.

## Student Member

**\$35**

Students must include a copy of their current curriculum schedules with this membership application.

## Chapter Dues

Depending on your location, you also can participate in one of LMA's 19 chapters or 28 city groups. Read more about chapters and city groups at [www.legalmarketing.org](http://www.legalmarketing.org) > **Chapters**. Chapter dues:

Bay Area .....	<b>\$150</b>
Bay Area/Sacramento City Group....	<b>\$75</b>
Capital .....	<b>\$75</b>
Kentucky .....	<b>\$50</b>
Los Angeles.....	<b>\$100</b>
Metro New York .....	<b>\$110</b>
Metro Philadelphia .....	<b>\$50</b>
Midwest .....	<b>\$100</b>
Minnesota .....	<b>\$50</b>
New England .....	<b>\$75</b>
Ohio.....	<b>\$75</b>
Rocky Mountain.....	<b>\$50</b>
Northwest .....	<b>\$50</b>
Southeastern .....	<b>\$75</b>
Southern California .....	<b>\$75</b>
Southwest .....	<b>\$75</b>
Texas .....	<b>\$75</b>
Toronto.....	<b>\$100</b>
The Virginias.....	<b>\$75</b>
Vancouver .....	<b>\$55</b>

# DISCOUNTED GROUP RATES FOR ANNUAL MEMBERSHIP



Group rates for membership are designed to provide economies of scale, reduce fees for multiple individual memberships and, most importantly, allow you to reallocate memberships if individuals leave the firm or company.

A single designated administrator for all offices of a firm or company will determine whether the organization takes advantage of the group rate for membership and, if so, will be the point of contact for LMA headquarters as well as LMA members within the firm or company. The designated administrator can:

- Finalize the organization's annual membership roster
- Receive a single invoice for all membership renewals at the organization
- Substitute an employee in the membership roster if someone leaves your organization
- Add new members to your organization's group throughout the year

## Group Rate Discount Tiers

CATEGORY	LEVEL	PRICE (plus chapter dues, if applicable*)
Group	2 – 5 members	<b>\$395 per member</b>
	6 – 10 members	<b>\$380 per member</b>
	11 – 15 members	<b>\$365 per member</b>
	16 – 20 members	<b>\$350 per member</b>
	21 – 25 members	<b>\$335 per member</b>
	26 – 30 members	<b>\$320 per member</b>
	31+ members	<b>\$305 per member</b>

*\*Only LMA international membership dues, not chapter dues, are discounted as part of the group rate program.*

## Adding New Members to Your Group

Organizations that take advantage of discounted group rates for membership can add new LMA members during the year at the discounted group member rate applicable for their firms/companies.

- If an organization adds new member(s) before July 1, they can join at the firm's/company's discounted group rate.
- If the new member(s) puts the firm/company into the next discount bracket, the new member(s) would pay the membership rate with the higher discount.
- If an organization adds new members after July 1, they can join at the mid-year rate of \$197.50, but no additional discount would apply.

## Take Advantage of Group Rates

To renew your organization's members at the discounted group rate — or add new members at the discounted group rate — ask your group administrator to contact LMA headquarters at **(312) 321-6898** or **membersupport@legalmarketing.org**. An LMA staff member will work with your group administrator to finalize and issue your invoice.