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## NEWS & EVENTS

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### 2008 LMA-MN Board of Directors

- **President:** Janet Nelson,  
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[janetn@bassford.com](mailto:janetn@bassford.com)
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Gray Plant Mooty  
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Ingenuity Marketing Group  
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- **Member at Large:**  
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Robins, Kaplan, Miller &  
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[slmcguire@rkmc.com](mailto:slmcguire@rkmc.com)
- **Immediate Past President:**  
Kelly Klopotek,  
Dorsey & Whitney LLP  
[klopotek.kelly@dorsey.com](mailto:klopotek.kelly@dorsey.com)

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### Welcome To Our New Members

- Shawn Stavseth, Thomson Reuters
- Erica Rokus, Lorman Education Services

### Upcoming Chapter Events

#### **August Summer Social**

##### Let's Cook

**Wednesday, August 13**  
**4:30 p.m. - 7:30 p.m.**  
**330 E. Hennepin Avenue**  
**Minneapolis, MN**

Join your friends and colleagues for an afternoon of culinary adventures at *Let's Cook*.

Under the guidance and instruction of *Let's Cook's* talented and entertaining chef/instructors, we'll create and enjoy a delicious spread of savory appetizers, perfectly paired with refreshing summer beverages.

#### **This event is free for members!!**

*Let's Cook* requires that we limit registration to 60 people, so please observe the following dates:

July 16: Registration opens for members only  
*Early registration is limited to guarantee a spot for members.*

July 22: Registration opens for non-members  
*Suggested donation: \$20. Members no longer guaranteed a spot.*

July 29: Registration closed

Please [RSVP](#) by July 29 at 9:00 a.m.

#### **September Program**

**The Secrets of Successful Client Teams - A Panel Discussion**  
**Dorsey & Whitney**  
**Suite 1500**  
**50 South Sixth Street**  
**Minneapolis, MN 55402**

Please note: LMA-MN now accepts VISA, Master Card and

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American Express for online payments.

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### Attention Season Pass Holders:

Please remember to register for each monthly event. This ensures that we have an accurate count for our programs and that a name tag is generated for you. Simply click 'Yes' at the bottom of the e-mail invitation. You will be taken through the same registration pages, but will not be charged a fee.

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### 2008 LMA-MN Bylaws

The 2008 LMA-MN Bylaws have been approved. Click [here](#) to view them on the LMA-MN web site.

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**Special thanks to Thomson for its continued support:**



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### Member Spotlight - Pat Rosen



Pat Rosen has been involved in marketing and business development for more than 20 years. She began her business career as a Sales Executive for United Airlines selling their Apollo computer reservations system to large corporations. She quickly became the top salesperson in the Mid-Atlantic region. Pat transferred these business development skills to American City Business Journals, the largest chain of business newspapers in the nation,

### 2008 Midwest Regional Annual Conference

#### Connecting the Dots: Discovering the Big Picture

**Thursday, October 30, 2008**

**Windows on Minnesota**

**IDS Center, Minneapolis**

**9:45 a.m. - 6:00 p.m.**

Whether you are trying to bolster your own career and network, or ensure the success of your firm, relationships and capitalizing upon your resources are crucial. This year's LMA Midwest Regional Conference focuses on leveraging connections, whether through your LMA membership, client team and service initiatives, or effective communication with your lawyers and the community. The day will include:

- A creative keynote by Bob Uppgren on "Building Stronger Networks: Developing Enriching Relationships"
- An informative general counsel panel
- Provocative breakout sessions on professional development, how the internet has changed public relations, and social networking
- A speed networking session
- The Fourth Annual Your Honor Awards and social

You will also be able to visit with the following vendors:

- Thomson - Gold sponsor
- Tara Thorenson Design - Silver sponsor
- Minnesota Lawyer - Silver sponsor
- Goes Incentives - Silver sponsor
- vCall - Silver sponsor

To learn about more sponsorship opportunities, click [here](#).

Registration for the conference will be open in late July. For additional information on the Midwest Conference, contact the 2008 Co-Chairs:

Liz Lockett  
[elizabeth.lockett@gpmlaw.com](mailto:elizabeth.lockett@gpmlaw.com)  
(612) 632-3010

Liz Kuntz  
[liz@ingenuitymarketing.com](mailto:liz@ingenuitymarketing.com)  
(651) 690-3358

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where she became Director of Marketing and part of a team that launched the Business Journal in Central North Carolina.

While in this position, Pat worked very closely with a number of professional service firms and was recruited by the law firm, Kilpatrick Stockton, a 500 attorney firm in the southeast. She became the first marketing manager in their North Carolina office and began her career as a business development coach. Her next assignment was at a 130-year-old firm in Omaha, Nebraska, moving there after her husband had been recruited by Union Pacific. While there she led the team through a successful branding initiative. She helped them shorten their name, adopt a new look, logo and tagline and re-launch their Web-site. Pat then made the move to the St. Paul/Minnesota area where she is currently the Director of Marketing and Business Development for the Maslon Law Firm.

She holds a Bachelor of Arts Degree in English from Monmouth University, West Long Branch, New Jersey.

Patricia C. Rosen (Pat)  
Director of Marketing and Business Development  
Maslon Edelman Borman & Brand, LLP  
3300 Wells Fargo Center  
90 South Seventh Street  
Minneapolis, MN 55402  
(612) 672-8356

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### Members on the Move

- **Tracy M. Domish has joined the office of Larkin Hoffman Daly & Lindgren Ltd. as Marketing Director.**

### Book Review

Have you recently read a book that might interest other LMA-MN members? Share it with us!

Please send to Stacey McGuire at [slmcguire@rkmc.com](mailto:slmcguire@rkmc.com).

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### July Program Recap

#### ***Business Development: Networking That Actually Works***

Sometimes the most effective tactics in marketing and business development are simple, common sense really. So why are they such a struggle? Networking, for many people, is one such tactic. We know how to do it (hence the wave of head nodding as our July speaker, Peter Darling, laid out his how-to tips and theories on the subject) and we know it's important, yet we avoid it because our perception is that it's difficult and time-consuming.

In his presentation, Darling outlined some key things to remember when embarking on a mission to be a better networker. But first, he set out to debunk a common perception of networking—that it is superficial, manipulative and self-serving and that someone who is purposefully networking is the equivalent of a used salesman. Darling disagrees and says the “Big Secret” to networking is that it is about giving, without expectation of any benefit. It is about reaching out to people and helping them, and if you can build a network and help those in it from time to time, the favor will likely come back to you.

Darling also the following concepts:

**Make it a habit.** Commit to one simple step toward developing your network (calling one person a day, for example) and then stick to it until it becomes automatic. Then, track your performance.

**Make it meaningful.** Darling stressed the need to plan before you pick up the phone. Did you see a new article about the person's company or industry? Are you looking to set up lunch? Are you interested in attending an event that you think he/she would be interested in as well? Do you need the person's advice or want to refer potential business?

**Listen.** How many times did you hear that from your 1<sup>st</sup> grade teacher? Well, it's true for adults as well. Darling suggests making an effort to talk only 20% of the time when you are conversing with a new connection. People appreciate those who listen and if you listen, you may pick up nuggets of information that reveal new business opportunities.

**Wait for it.** Building relationships take time, so marketers need to help attorneys with setting expectations. It could take months, but more likely years, before those nurtured relationships begin to pay



Have you recently made a move or received a promotion? Let us know!

Please send the information to Stacey McGuire at [slmcguire@rkmc.com](mailto:slmcguire@rkmc.com).

off.

**Online social networking doesn't have to be time-consuming.**

Adding LinkedIn, Plaxo or Twitter to your repertoire may seem daunting, but it could be that you are over-thinking the purpose of these tools. Darling suggests spending some time once a week, adding to your connections and reaching out to people. It's also a great place to do research on a potential client. Overall, it's important to remember that online social networking is just one of many tools to use for connecting with people and building relationships.

For more material on topics like working the room, developing your "elevator pitch," and breaking the ice, read [Networking That Actually Works](#), by Peter Darling.

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LMA-MN Newsletter, July 2008

For questions/comments, contact LMA-MN Communication/Technology Chair, Stacey McGuire, [slmcguire@rkmc.com](mailto:slmcguire@rkmc.com).