



NEWS & EVENTS

President's Corner

Greetings! It was great to see so many of my Minnesota colleagues at the LMA Annual Conference in Los Angeles this month. Our international president, Lisa Simon, reported that the LMA continues to grow with more than 3,100 members in 25 countries. There are 17 chapters with multiple City Groups. LMA members may purchase health insurance for themselves, their family or their small business through HealthInsurance.com. In addition to the QuickStart Program (f/k/a Boot Camp), the LMA Education Committee has created a program for senior marketers that will be held June 19-20 in Washington, DC., which is also the location for next year's LMA Annual Conference. The dates are April 1-4, 2009, and I hope that Minnesota can again be well represented! Best wishes for a spring that will hopefully arrive soon.

~ Janet

LMA Member Benefits

The Legal Marketing Association now has a new member benefit in the insurance area.

Click [here](#) to view more information on the insurance plan or to find out more about our member discount program.

Upcoming Chapter Events

April Program

Cross-Selling Programs That Work

Wednesday, April 9

12:00 p.m. - 1:30 p.m.

Gray Plant Mooty

500 IDS Center

80 South 8th Street

Minneapolis, MN 55402

(612) 632-3000

LMA-MN welcomes Wendy Nemitz of Ingenuity Marketing.

Please RSVP by April 7 at 9:00 a.m. by clicking [here](#).

May Program

Marketing ROI

Wednesday, May 14

12:00 p.m. - 1:30 p.m.

Fredrikson & Byron

200 South Sixth Street

Suite 4000

Minneapolis, MN 55402

(612) 492-7000

Please note: LMA-MN now accepts VISA, Master Card and American Express for online payments.

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.

This year's LMA Midwest Regional Conference will focus on leveraging connections, whether it be through your LMA membership, client team and service initiatives, or effective

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Upcoming Affiliate Events

AAM: Association for Accounting Marketing

Tuesday, April 8, 2008

8:30am – 10am

Topic: Search Engine Optimization

Speaker: Marc Ohmann, Digital
Solutions

Location: Minnesota Society of CPAs,
1650 West 82nd Street, Suite 600,
Bloomington, 952.831.2707

Cost & How to Register:

\$40 – payable at the meeting via check
or cash. Note that you are an LMA
member attending at the AAM affiliate

communication with your lawyers and the community.

The LMA Midwest Regional Conference is also "going green" this year. A binder with presentation handouts will not be distributed. All materials, including information on sponsors, will be given to attendees on a flash drive. A composition notebook, which will have the sponsors' logos on the cover, will also be given to attendees.

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

To find out more about speaking opportunities, click [here](#)

For more information on the Midwest Conference, contact the 2008 Co-Chairs:

Liz Lockett
elizabeth.lockett@gpmlaw.com
(612) 632-3010

Liz Kuntz
liz@ingenuitymarketing.com
(651) 690-3358

March Program Recap

Our March luncheon event, held on the 26th featured a panel of local media veterans, and was given to a full house! The purpose of the event was to give hints and tips to legal marketers as we work with members of the media to make our attorneys more successful. Moderator, Paul Maccabee, owner of local PR firm, The Maccabee Group, guided the discussion with many thoughtful questions. Panelists included:

- David Phelps, Star Tribune business section writer
- David Gee, Minnesota Business editor
- Michael Krieger, Minnesota Lawyer special sections editor
- Bryant Switzky, Business Journal writer
- Nicole Garrison, Pioneer Press business section writer
- Mary Connor, Twin Cities Business Monthly special section editor

Setting aside David Phelps' humorous response of, "Call me first," when the panel was asked "What can legal marketers do to make life easier?" the panel shared many good points. First, it is always important to think about the publication and the audience first. Daily and weekly

member rate.
RSVP to Amy Larson by April 1 at
alarson@kdv.com.

**SMPS: Society for Marketing
Professional Services**

Friday, April 4, 2008
11:30am – 1:30pm
Topic: How to Evaluate Your Brand
with Search Engine Marketing
Speaker: Ivy Hastings, Fusionbox
Location: International Market Square,
Studio 185, 275 Market Street,
Minneapolis, MN 55405

Cost & How to Register:
\$35 – payable online prior to the event
Register at
<https://dtcdemos.com/smps/register.aspx>
by March 27. Note that you are an LMA
member attending at the SMPS affiliate
member rate.

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.

**Save the Date: LMA-MN New
Member Luncheon**

July 16, 2008
12:00 p.m. - 1:30 p.m.
Bellanotte
600 Hennepin Avenue South
Minneapolis

By invitation, details to follow.

Special thanks to Thomson for its
continued support:

newspapers have a very different need than monthly
publications. Dailies are focused on news events and
perhaps bigger issues in regards to the larger financial
picture where monthly publications are very focused on
lessons learned and trends that readers want to know.

Interestingly enough, some monthly publications work as
far out as six months when planning the layout, but two
to three months tend to be the norm. If you remember this
when pitching your ideas and keep it central to the
editorial calendar, chances are very good that you can
help to shape the story ideas. The key here is that these
media veterans really do want to hear from us. We help
them look good when we have great story ideas. The key
to sharing those ideas is to pitch a great idea one person
at a time. You can ruin your chances of gaining any
credibility in the PR world if you share an idea with more
than one publication and they all run it. Giving a reporter
or an editor an exclusive will build a great relationship –
and we're all in the business of relationships!

A significant portion of the luncheon discussion centered
around news via an online presence. All panelists
discussed the use of their websites to distribute
information, and said often if a story doesn't make it into
the printed publication it will still be used for online.
Never discount this and keep in mind the smallest of
ideas are sometimes perfect for online.

The online discussion, was naturally good segue to
blogging and all panelists agreed they typically do not
troll blogs for information. Some panelists did share,
however, that they may get ideas of trends in the industry
from blogs, so if we have any good ones to share, they'd
like to know about them.

When asked how to contact these medial panelists, all
agreed that email is best, however there are many
instances when they want to talk directly with you on the
phone to ask questions. The key here is to BE
AVAILABLE! As we all know, time is of the essence in
this world, and like the attorneys we serve, our media
panelists are very time sensitive. The more we can work
in this world, the better our chances of getting the first
call when a story is about to break. Undoubtedly they all



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For questions/comments, contact LMA-MN Communication/Technology Chair, Stacey McGuire, slmcguire@rkmc.com.

agreed that they will keep going back to the source that calls them back immediately with a good quote. So get those attorneys to call!

Last, but not least, our group of panelists addressed the use of PR professionals in interviews. The majority of them prefer to not have a PR person in the interview because they have had instances when this causes an issue. David Gee voiced a different perspective in that PR professionals can offer assistance after the interview with follow-up to certain questions the person interviewed may not have. Bottom line: if a PR professional is involved in the interview, be sure to provide value.

The March event was an informative one and certainly helped to give a variety of perspectives from media sources through the Twin Cities. If you get to know the needs of the publication, know the audience they serve, pitch them timely with interesting information, and provide instant feedback, chances are good you will be in the position to gain some significant media exposure for your firm.

Thank you to our March program sponsor:

MINNESOTA LAWYER
