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## NEWS & EVENTS

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### 2008 Minnesota Chapter Bylaws

Please take a minute to review the 2008 LMA-MN Bylaws. **50% of our members are required to vote.** You can view the Bylaws ballot on the LMA-MN web site by clicking [here](#).

Ballots must be returned by June 14, 2008. (Fax, e-mail or regular post)

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### 2008 LMA-MN Board of Directors

- President: Janet Nelson, Bassford Remele, P.A. [janetn@bassford.com](mailto:janetn@bassford.com)
- President Elect: Elizabeth Lockett, Gray Plant Mooty [elizabeth.lockett@gpmlaw.com](mailto:elizabeth.lockett@gpmlaw.com)
- Secretary: Lisa Bloomer, Dorsey & Whitney LLP [bloomer.lisa@dorsey.com](mailto:bloomer.lisa@dorsey.com)
- Treasurer: Angela Alwin, Gray Plant Mooty [angela.alwin@gpmlaw.com](mailto:angela.alwin@gpmlaw.com)
- Programming: Tracy Dann, Patterson, Thunte, Skaar & Christensen [dann@ptslaw.com](mailto:dann@ptslaw.com)
- Member at Large: Liz Kuntz, Ingenuity Marketing Group LLC [liz@ingenuitymarketing.com](mailto:liz@ingenuitymarketing.com)

### Upcoming Chapter Events

#### **June Program**

#### **What Keeps Managing Partners Awake at Night and What Marketers Can Do to Help Them Get Some Sleep**

**Wednesday, June 11, 2008**  
**12:00 p.m. - 1:30 p.m.**  
**Leonard Street & Deindard**  
**150 South Fifth Street**  
**Suite 2300**  
**Minneapolis, MN 55402**  
**(612) 335-1500**

Please [RSVP](#) by Monday, June 9 at 9:00 a.m.

#### **July Program**

#### **Business Development**

**Wednesday, July 9, 2008**  
**12:00 - 1:30 p.m.**  
**Dorsey & Whitney**  
**Suite 1500**  
**50 South Sixth Street**  
**Minneapolis, MN 55402**

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

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### 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.

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### 2008 Midwest Regional Annual Conference

**Connecting the Dots: Discovering the Big Picture**  
**Thursday, October 30, 2008**

- Member at Large:  
Stacey McGuire,  
Robins, Kaplan, Miller &  
Ciresi L.L.P.  
[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

- Sheryl Mumm-Touailat,  
Schechter Dokken Kanter
- Tammy Offerman, Schwebel,  
Goetz & Sieben
- Nina Platt, Nina Platt  
Consulting Inc.
- Carolyn Tuttle, J.D., Findlaw, a  
Thomson Reuters business

### 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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### 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.

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### **Windows on Minnesota IDS Center, Minneapolis 9:45 a.m. - 6:00 p.m.**

We all know relationships are one of the keys to success. Whether you are trying to bolster your own career or network, or ensure the success of your firm, capitalizing on your connections is crucial.

Plan to join us for the 2008 LMA Midwest Regional Conference, where we'll focus on leveraging your connections, whether it be through your LMA membership, client team and service initiatives, or effective communications with your lawyers and the community.

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

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

Liz Lockett  
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Liz Kuntz  
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### May Program Recap

Through his dry humor, Joseph Calve, CMO with Proskauer Rose, enlightened us on the topic of marketing ROI.

How do you define ROI in your firm? Many have their own ideas, however at Proskauer Rose, Joe leads a team of people with the following definition in mind.

#### **R=Return**

This return does not necessarily have to be revenue. He prefers to think in terms of profitability.

#### **O= On**

This is the obvious one.

#### **I= Investment**

Investment simply means your slice of the pie. Make sure everyone in your firm is clear on the definition. Some think of investment as the marketing department's salary. Some think of it as the actual outlay of cash. Some think of it as billable vs. nonbillable time. Once you are clear on the definition, the tracking becomes easier.

## Special thanks to Thomson for its continued support.

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### Member Spotlight - Deb Cochran

Deb Cochran joined Winthrop and Weinstine, P.A., in 2005 with more than 25 years of marketing experience and a thorough understanding of integrated marketing communications. Deb's hands-on experience, along with her strategic direction of successful marketing, advertising, public relations and business development campaigns, particularly within professional services, has resulted in several awards, including Minnesota LMA, ADDY, NY One Show, PRSA, Marketer of the Year, CLIO, LCA Best of Show, MN Ad Federation, and ITT Best Ideas. Deb was president of the Minnesota Legal Marketing Association in 2005 and currently serves on the conference committee.

Deb directs the marketing department at Winthrop & Weinstine and is responsible for firm and attorney marketing and business development strategy and tactics. Deb is a frequent presenter and is the author of several articles on topics of interest to businesses. She has a BA in Journalism from the University of North Dakota, and has completed several classes toward her MBA at the University of St. Thomas.

She and her husband, John, have three children and live in Champlin, MN.

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He also added an additional I—one for Interpretation. He states this is the real way marketers can provide value to their firms from the information we track.

Rather than throw up our arms in frustration and say, “Why bother?” with this ROI stuff, Joe gives two very good reasons to measure:

- 1) Our law firms are a business—not just a profession. If only for resource allocation, we must measure.
- 2) Business development departments can help their firms be a player in the marketplace and positive ROI establishes why you can have a seat at the table.

Joe recommends that business development departments should start easy when it comes to the actual measurement. Start with tactical items that are very easy to measure such as PR placements in media. Once you have a measurement system in place, you can move to more strategic items such as measuring your pipeline of prospects. He also recommends marketing and business development departments work closely with IT and finance. IT can make us look marvelous with fancy systems that track everything. Finance can help firms track profitability at a client and practice group level.

Joe also shared valuable and specific ways to track your firm's ROI:

- 1) Build a foundation: Get support from the top before your efforts begin
- 2) Know the firm's business plan: A firm needs to know where they are going in order to know if they have arrived. If your firm does not have a business plan, you can help lobby to get one going.
- 3) Create and Use systems to help you: If your firm has a CRM, make sure you track your information through the system. If your firm does not have a CRM, don't let that derail your efforts. Create your own system to help track valuable information such as referral sources and industry information.
- 4) Use only the meaningful financial information in your tracking.
- 5) Make sure your firm has a compensation system that works to support ROI.

Ultimately when you are measuring the ROI at your firm you want to measure profitability at the client level, the practice group level and the firm level. Make sure you think of all three of these areas when setting up your tracking systems.

In the end, ROI is all about us. We can show real value to our attorneys and the trust they have placed in the marketing department when we give them concrete information and statistics that we get when we track ROI—their inner-analysts love that!

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LMA-MN Newsletter, May 2008  
For questions/comments, contact LMA-MN  
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[slmcguire@rkmc.com](mailto:slmcguire@rkmc.com).

