



NEWS & EVENTS

22nd Annual LMA Conference

The LMA National Conference registration is open! Click [here](#) to register.

The Minnesota Chapter will be working at the LMA exhibit booth at the National Conference on Wednesday, March 12 from 5:30-6:30 p.m. Stop by the booth to connect with other Minnesota members attending the conference.

Welcome To Our New Members

- Sara Ramos, Fish & Richardson P.C.
 - James Rolshouse, James Rolshouse & Associates
-

LMA-MN Season Passes Still Available!

The 2008 LMA-MN Season Pass is still available to chapter members at a discounted price of \$140, a savings of \$20 on the chapter's remaining eight regular monthly programs. Avoid check requests, submitting receipts or paying extra for late registration—the Season Pass is your hassle-free way to enjoy the great professional development programming being offered this year! **Registration deadline extended to Monday, March 10, 2008.**

Click [here](#) to sign up.

Attention Season Pass Holders:

Upcoming Chapter Events

March Program

A Discussion with Members of the Local Media

Wednesday, March 26

12:00 PM - 1:30 PM

Robins, Kaplan, Miller & Ciresi

2800 LaSalle Plaza

800 LaSalle Avenue

Minneapolis, MN 55402

LMA-MN welcomes a panel of top, local business journalists to talk about how they cover the legal industry. What do they want to know about our industry and our firms? What's new in their world? Why didn't your last pitch warrant a response? Don't miss this opportunity to enhance your knowledge of our local media.

Please RSVP by March 24 at 9:00 a.m. by clicking [here](#).

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

2008 LMA-MN Sponsorship Opportunities

Please join us to showcase your products and services throughout the year and at our 2008 Minnesota Legal Marketing Association Conference. Many of our past sponsors have requested that we bundle our sponsorship opportunities to allow them a chance to network and engage their clients and prospects throughout the course of the year.

Click [here](#) for more information or to view the sponsorship application & contract.

For information on available sponsorships, contact Janet Nelson at janetn@bassford.com or 612.376.1656.

February Program Recap

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.

2008 LMA-MN Board of Directors

- President: Janet Nelson, Bassford Remele, P.A.
janetn@bassford.com
 - President Elect: Elizabeth Lockett, Gray Plant Mooty
elizabeth.lockett@gpmlaw.com
 - Secretary: Lisa Bloomer, Dorsey & Whitney LLP
bloomer.lisa@dorsey.com
 - Treasurer: Angela Alwin, Gray Plant Mooty
angela.alwin@gpmlaw.com
 - Programming: Tracy Dann, Patterson, Thuente, Skaar & Christensen
dann@ptslaw.com
 - Member at Large: Liz Kuntz, Ingenuity Marketing Group LLC
liz@ingenuitymarketing.com
 - Member at Large: Stacey McGuire, Robins, Kaplan, Miller & Ciresi L.L.P.
slmcguire@rkmc.com
 - Immediate Past President: Kelly Klopotek, Dorsey & Whitney LLP
klopotek.kelly@dorsey.com
-
-

Upcoming Affiliate Events

AAM: Association for Accounting Marketing

Tuesday, March 11, 2008
8:30am – 10am

Our first educational program of the year was held on Wednesday, February 13 and featured seasoned legal marketers Nat Slavin and Laura Meherg from the Wicker Park Group. Slavin and Meherg shared eye-opening stories of their own experiences with client interviews, as well as their perspectives on the “Who, What, When, Where, Why and How” of client feedback initiatives.

Who should be doing client feedback interviews? Any firm that cares about keeping and growing clients, according to Slavin and Meherg. However, they stressed that firms shouldn't ask unless they are willing to ACT.

What is the ultimate goal of client interviews? To find out what the client wants and then deliver it in an extraordinary way.

When? Client interviews should be done on a consistent basis, but firms should keep their goals realistic and realize that the process is time-consuming. Some cues that the time is right for a heart-to-heart with a specific client: You notice an increase or decrease in the amount of work you are receiving, there is an organizational change in the company, you are forming a new client team or you start to hear rumors that your client is shopping around.

Where? Meherg and Slavin prefer face-to-face interviews at the client's place of business above all other options. Teleconferences are acceptable, but will not yield the same level of candor from the client.

Why start a client feedback initiative at your firm? Because asking and then acting can help you prevent potential erosion or loss of work, identify opportunities for growth, better understand their business, increase client loyalty, and measure performance, as well as turn clients into advocates.

How do you get buy-in on a client feedback initiative at your firm? Meherg and Slavin suggest starting with a well-prepared plan that covers timelines, staffing, budget and expected outcomes. They also recommend piloting

Topic: Landing the Big Fish
Speaker: Gale Crosley, Crosley + Company
Location: Minnesota Society of CPAs
1650 West 82nd Street, Suite 600
Bloomington
952.831.2707

Cost & How to Register:
\$20 – payable at the meeting via check or cash.
RSVP to Amy Larson by March 3 at alarson@kdv.com.

SMPS: Society for Marketing Professional Services

Friday, March 14, 2008
11:30am – 1:30pm
Topic: Getting Everyone On Board with Marketing
Speaker: TBD
Location: International Market Square, Studio 185, 275 Market Street, Minneapolis, MN 55405

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

LMA-MN Newsletter, February 2008
For questions/comments, contact LMA-MN Communication/Technology Chair, Stacey McGuire, slmcguire@rkmc.com.

the program to get a feel for how to staff the initiative and whether or not an outside consultant is needed.

The Wicker Park Group duo also shared some memorable quotes from the hundreds of interviews they have conducted with in-house counsel over the years. Some of those quotes are in their presentation, posted [here](#).

Thank you to Thomson for its continued support:



Don't Forget About the New Registration Policy:

In an effort to ensure that LMA-MN is able to provide program attendees with an adequate number of meals and comfortable seating arrangements, we ask that all guests register online by 9:00 a.m. on the Monday prior to the monthly luncheon program.

Effective January 1, 2008:

| | |
|--------------------------------|------|
| Member/affiliate standard rate | \$20 |
| Member/affiliate walk-in rate | \$30 |
| Non-member standard rate | \$40 |
| Non-member walk-in rate | \$50 |

Walk-In Policy:

Standard meeting registration will close at 9:00 a.m. on the Monday before our monthly meeting. You may continue to register online after that time, but you will be assessed a “walk-in” fee of \$10 in addition to your usual member, non-member or affiliate registration. Please also be aware that walk-in guests may not receive a pre-printed nametag.

We recommend that guests save time and money by registering online (which offers a pay-at-the-door option, if you prefer not to use a credit card, and does not carry a walk-in fee, as long as you register *before* 9:00 a.m. on the Monday before the meeting).

Canceling Registration:

Should you need to cancel your registration prior to the event, please notify LMA-MN Treasurer Angela Alwin by email at angela.alwin@gpmlaw.com. If your written cancellation is received *before* 9 a.m. on the Monday before the meeting, you will receive a full refund.

Payment Methods:

Online Payment: Online registration is available to all members, non-members, and affiliate members, and it offers the convenience of registering in advance of the meeting and avoiding a walk-in fee. Two payment options are available—payment by credit card (MasterCard, Visa and American Express accepted) and "pay-at-the-door."

Pay-at-the-door: Attendees are welcome to pay at the door on the day of the event but, to avoid the \$10 walk-in fee, LMA-MN strongly encourages advance online registration, selecting the "pay-at-the-door" option. Registrants who elect to pay at the door, may pay with cash or check only.