



NEWS & EVENTS

President's Corner

Greetings! I'd like to take this opportunity to thank everyone for your kind words during my transition as president of the Minnesota Chapter. Kelly Klopotek did an outstanding job leading our organization in 2007 and I want to personally thank her for her guidance and support. The Minnesota Chapter is now 90 members strong! The board will continue to explore ways to provide value to our current members and seek opportunities to continue to increase membership.

Even though it is only January, there is already a lot happening. Our committees are in full swing planning events that will enhance your LMA experience. The wine tasting social at Mission was a great success and a summer social at Let's Cook is being planned. The programming committee has comprised a schedule that will provide many opportunities for education and networking. A passport of savings is available so you can purchase your year-long programming at one time. Cvent is up and running and you are now able to pay on-line via credit

Upcoming Chapter Events

February Program

Establishing a Client Feedback Program that Delivers Quantifiable Value

Wednesday, February 13

12:00 PM - 1:30 PM

Robins, Kaplan, Miller & Ciresi

2800 LaSalle Plaza

800 LaSalle Avenue

Minneapolis, MN 55402

Join us as we explore this topic further with former LMA International president and co-founder of Wicker Park Group, Nat Slavin and his business partner Laura Meherg. This interactive program will provide some practical tips for starting an effective client feedback program in your firm.

Please RSVP by February 11 at 9:00 a.m. by clicking [here](#).

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.

It's No Secret...Attendance at LMA-MN Meetings Is On The

card. The sponsorship package has been updated and the conference committee is already planning an action packed day for October 30.

I am excited to have the opportunity to work with a fantastic board and will do my best at serving your needs. Please contact me if you have any questions. Here's to a great 2008!

Janet

Welcome To Our New Members

- Linda Hardin Diebes - Arthur, Chapman, Kettering, Smetak & Pikala, P.A.
 - Maggi McDermott - Minnesota Lawyer
 - Gretchen Milbrath - Merchant & Gould, P.C.
 - Greta Pagel - Parsinen Kaplan Rosberg & Gotlieb P.A.
 - Mary Kay Ziniewicz - Parsinen Kaplan Rosberg & Gotlieb P.A.
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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,

Rise!

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 and Visa 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.

Winter Social Recap

Patterson, Thuente, Skaar & Christensen
dann@ptsllaw.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

The Minnesota Chapter of the Legal Marketing Association held its annual winter social on January 16th at Mission American Kitchen in downtown Minneapolis. Our thanks go out to everyone who attended - it's always wonderful to visit with colleagues (welcome back Pat Rosen!) and see a few fresh faces (including *Minnesota Lawyer's* new publisher, Steve Jahn). We also appreciate Bill Coy, *Mpls.St.Paul* magazine's wine columnist and proprietor of VintageU, who joined us in hosting an informative and entertaining tasting of Italian wines. Mark your calendars for LMA-MN's summer social on August 13, 2008 at Let's Cook.

Thank you to our January social sponsor:



[LMA-MN Season Passes Now Available!](#)

The 2008 LMA-MN Season Pass is now being offered to chapter members at a **discounted price of \$140**, a savings of \$40 on the chapter's nine 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!

Click [here](#) to sign up.

[22nd Annual LMA Conference](#)

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

[Upcoming Affiliate Events](#)

AAM: Association for Accounting Marketing

Tuesday, February 12, 2008

8:30am – 10am

Topic: Electronic Marketing

Speaker: Michelle Golden, President, Golden Marketing, Inc.

[Member Article](#)

The Answer is in the Question*

A New Year's Resolution for the Resolution Impaired

By Joan Autrey

I gave up New Year's resolutions a long time ago, mostly because they engender more guilt than results. It's no fun to look at a long list of things I should be doing – especially when I know I probably won't do them. It's too much useless pressure in an already pressure-filled world. But I definitely need work, so I simplified the resolution idea by picking out one or two main themes for the year – something I can easily remember and work on. For those of us who are easily distracted by shiny objects, this was a breakthrough.

One year my theme was *patience*. You know that one: the ability to endure waiting, delay, or provocation without becoming annoyed or upset; to persevere calmly when faced with difficulties. Well, that was especially difficult for me and it actually took several years, which – you guessed it – made me more impatient than ever. Over time, however, I made small improvements and I can honestly say I am more patient now than I was before.

When it comes to law firm marketing resolutions for 2008, where to start? What could possibly need improving? (Yes, that's rhetorical.) Is there something that would apply to law firm marketers and lawyers alike?

I've been wracking my brain and I think I've finally hit on it. If we all focus on this for the whole year, every aspect of our lives will be better, more fun and more interesting. Give up? Ta da, here goes:

1. **Listen well.**
2. **Ask good questions.**

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 Liz Kuntz by February 2 at
liz@ingenuitymarketing.com or
651.690.3358

**SMPS: Society for Marketing
Professional Services**

Friday, February 1, 2008

11:30am – 1:30pm

Topic: Workplace Strategy: The Key to
Flexibility

Speaker: Tish Kruse, Vice President,
Jones Lang LaSalle

Location: International Market Square,
Studio 185, 275 Market Street,
Minneapolis, MN 55405

Cost & How to Register:

\$35 – payable online prior to the event.
Visit [here](#) to register. Note that you are
an LMA member attending at the SMPS
affiliate member rate.

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

Sound too simple, too basic? Make no mistake, active listening is hard work. And if you incorporate what you hear into the questions you ask, it can be all-consuming – like patting your head and rubbing your stomach at the same time. It takes concentration and focus, but in this case, the rewards are huge. When someone really listens, asks questions and takes a genuine interest in what we're saying, we feel heard. I don't know about you, but when I feel heard, I feel valued.

*"A good listener is not only popular everywhere,
but after a while he gets to know something."*

Wilson Mizner

A Case in Point

A client of mine was going to visit a prospective client. These are the main suggestions I offered:

1. Do your homework and learn as much as you can beforehand.
2. Make a list of the questions to ask that will help you fully understand the people and their situation.
3. Review the article on listening (ok, I wrote it for *MN Lawyer*. It's at JoanAutrey.com).
4. Don't impress them with what you know. Impress them with what you know to ask.

Here's what happened:

Click [here](#) to view the rest of the article on the LMA-MN web site.
