



Capital Ideas

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President's Message

A Season For Change

By Chris Hummel, President, LMA Capital Chapter



We are nearing the end of summer and the busy fall season is just ahead. Planning is already underway for the 2010 program year and soon you will receive ballots to vote for the leadership of the chapter and the international association. Change is happening quickly within LMA.

Nathan Darling, a former president of the Capital Chapter, will be at the top of the ballot as the 2010 LMA international president. Our chapter has a rich history of strong programming and best-practices in association management with an active, engaged legal marketing community. Nathan helped to lay the groundwork for the Capital Chapter during his years on its board of directors, and we will all continue to benefit from Nathan's leadership as the international organization continues to grow.

I hope you have seen the recent news announcing the association's new management model. I think that just as law firms are reevaluating ways to deliver the best in client service, our association is looking for new and better ways to deliver benefits to its members -- and we've already taken huge steps toward that goal.

Many thanks to all of you who responded to the recent Capital Chapter satisfaction survey. The results are being tallied and analyzed, but at first glance I have seen responses that are even more thoughtful and useful than I could have hoped. Thank you for the ideas, the suggestions and the constructive criticisms, we will use this feedback to help guide us as we plan for future programs, communications and other member benefits to continue the chapter's long tradition of excellence and to better serve you, our members.

Chris Hummel

Trend Report

Legal Blogging: How, Why, and What's Next?

By Eric Gruis

Legal blogs are just one of many Web-based business development tools available to – and being increasingly used by – law firms. Already an effective means of mass-marketing valuable, substantive content, law firm blogs are growing in popularity recently as a result of the legal industry's economic downturn. All firms are under increased pressure to contain spending, but for most, maintaining market presence remains critically important. Enter blogs, along with other social media, as a low-cost means of showcasing firm/attorney expertise, reaching the mainstream legal media and potential clients, and building relationships.

[Upcoming LMA Capital Chapter Programs](#)

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For more information about the legal blogging trend, how firms can use it effectively, and where it is headed, I interviewed two leaders in the field of legal blogging, marketing, and social media.



Robert Ambrogi is a Massachusetts lawyer, writer and media consultant. He is author of the book *The Essential Guide to the Best (and Worst) Legal Sites on the Web*. He also writes the blog [Media Law](#), co-writes [Legal Blog Watch](#), and cohosts the legal affairs podcast [Lawyer2Lawyer](#). He was previously Vice President, Editorial Services at Jaffe Associates; Editor-in-Chief, *National Law Journal*; and Editorial Director, Litigation Services Division, and Director, News Service, at American Lawyer Media.



Larry Bodine is a business development consultant who helps law firms large and small generate revenue and get new business by, among other things, using technology to market the firm. He is a former practicing lawyer, was the Director of Communications at Sidley, Austin Brown & Wood for eight years, and has 15 years of experience as a journalist, serving as Editor and Publisher of the *American Bar Association Journal* and other news publications.

1. What are the most essential ingredients to a successful legal blog?

Ambrogi: The elements of success for a legal blog are theme, authority, consistency and voice. By theme, I mean that the blog should have a distinct focus (a topic of law, location, element of practice, target clientele, etc.). By authority, I mean that the blogger should have command of the subject and write posts that reflect that. The best posts are those that combine knowledge and insight, so that the reader will learn something about the topic and also about what the blogger thinks of the topic. By consistency, I mean just that. Daily is good but not essential. A blogger should strive to post a couple times a week at a minimum. Better to write fewer posts of higher quality than to post a steady stream of useless information. By voice, I mean a recognizable style. For many bloggers, this comes with time. Write for a general audience and avoid the kind of stiffness and legalese common in other forms of legal writing.

[A]s with any form of marketing, [blogging] success is measured by the goals one hopes to reach. Traffic, for example, is not a measure of success if it is not coming from the blogger's potential clientele. At its simplest, success in blogging can be measured by the degree to which the blogger is able to achieve greater recognition and greater respect among those who constitute potential clients.

Bodine: Successful bloggers post frequently – once a day if possible. (I typically pre-write several days worth of posts, and time them to appear one day at a time). Successful bloggers are totally focused on their readers' interests – they never stray off-topic and they keep out egocentric posts about being on vacation and what they saw on TV. Their content must be “unmissable” – it must make a difference in their reader's lives. A successful blog always reflects the interests of its constituency.

2. Given the growing number of legal blogs, legal media publications, and legal writers and groups using other social media (LinkedIn, Twitter, etc.), how can a new legal blog stand out? Is finding a new niche critical? Is frequency and quality of posting enough? Will "legal blog overpopulation" drive the species to extinction, obsolescence?

Ambrogi: There is no question but that the more crowded the blogosphere becomes, the more difficult it is for a blog to stand out. The solution is not to throw in the towel, but to work harder at success. Clearly, if a blogger can carve out a unique niche, that provides a significant advantage. But such niches are rare. One way around this is to put a new spin on an existing topic, to find a new way to come at the topic or new ways to enhance the presentation of the topic. But even for mainstream topics already covered by other bloggers, I am a firm believer that newcomers can rise to the top. The formula is simple: Write high-quality, thoughtful posts; post on a consistent basis; and let others know about your blog through other forms of social networking.

We would like to hear from you! If you have an article submission, suggestion, or news that you would like to share, please contact one of the public relations committee members listed below:

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Bodine: Finding a new niche is the smartest thing. There is little danger of blog overpopulation – according to [BlawgSearch](#) there are only 4349 Blawgs (law blogs) in 70 Categories. The number has barely changed in the last year. I think there's always room for a new blog that presents a new viewpoint on an existing topic, or provides information that readers can't get anywhere else.

3. Legal blogging is still seemingly regarded as somewhat of a solo practitioner or small firm activity. Even with large firms rapidly joining the blogosphere, the most profitable firms do not appear to be all that interested in the blogging phenomenon. Are the benefits of blogging more easily reaped by smaller firms and solo practitioners? If (and feel free to debate the "if") blogging is a long-term business development strategy with little ability to measure ROI, are big firms patient enough to stick with it?

Ambrogi: There is a perception that the marketing and hiring dynamics of large firms and their clients differ from those for smaller-sized firms. My belief is that it is not the dynamics that are different so much as it is the scale. My strong belief is that all law firm marketing and all client decision-making can be boiled down to one word – trust. Whether it is the general counsel of a Fortune 100 corporation or a first-time inventor looking for a local patent attorney, the client wants to trust that the lawyer he or she hires is competent and committed. A blog is one of the best ways I know of for a lawyer to demonstrate competence and commitment and thereby build up the trust of potential clients. This is true for any size firm, I believe.

Bodine: I believe that the AmLaw top PPP do not "get" the Web. Many other large law firms have blogs. In April 2004, Chicago lawyer Dennis Crouch started a professional blog called the "[Patently-O](#)" patent law blog. Aimed at an extremely narrow audience of lawyers, this niche destination covered patent cases, claim drafting tips, and book reviews. Fast forward to today: the blog gets 50,000 visits each week. Crouch, a former Of Counsel with McDonnell Boehnen Hulbert & Berghoff – a 55-lawyer IP law firm – has been quoted in *Business Week*, *Forbes*, *Law Bulletin*, *IP Law Bulletin*, and many other publications. The blog has brought in many new business inquiries, including one from a Fortune 100 company, and generated patent prosecution work, domain name dispute litigation, and patent litigation for the firm. The blog is the authority in the field. He is now a law professor at the University of Missouri, but his firm has been smart enough to stay attached to his blog.

4. What trends do you foresee in legal blogging in the next 18-24 months?

Ambrogi: I continue to see regeneration among legal bloggers, with some older or tired blogs shutting down and plenty of new ones coming along to take their place. That will continue for the foreseeable future. At the same time, I suspect there will be a leveling off in the number of blogs as current or potential bloggers instead turn their attentions to other forms of social media. If there is a leveling out, I believe that the blogs that continue to publish will be better than ever. A very clear trend in new blog launches is towards ever greater specialization and ever higher quality.

Bodine: Since April 2007 I've had 262,536 visitors to my blog at <http://blog.larrybodine.com>. Just today I had 402 visitors – and I'm writing on a very narrow niche topic (business development for lawyers). Where else would I get this valuable connection with my readers? The same holds true for other lawyer bloggers. As long as there are lawyers and keyboards, and the First Amendment survives, there will be blogs. Big law firm websites have become edifices – beautifully designed and rarely updated and vacant of any human warmth. Blogs are the answer.

Eric Gruis is Manager of Business and Competitive Intelligence for Howrey LLP, and manages the firm's [Global Climate Law Blog](#).

Book Review

It's Never Too Late to Be What You Might Have Been

by BJ Gallagher. Viva Editions, 2009. 206 pp. \$15.95.

Reviewed By Jonathan Groner

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IT'S NEVER TOO LATE
TO BE WHAT YOU
MIGHT HAVE BEEN



BJ GALLAGHER

A challenging moment in time like the one we are now experiencing can cause some people to despair and others to dream. Business writer BJ Gallagher's latest book encourages us to ask the big questions and think the big thoughts: Where are we – in our careers and in our lives in general? Have we left our hopes and aspirations behind, and, if so, what can we do to regain them?

This is not a typically woolly “inspirational” book. Gallagher, a consultant and trainer who is the former manager of development and training at the *Los Angeles Times*, writes with simplicity and humor. She takes her examples from the lives of real, named people -- some in the public eye and some not. She interviewed people in their 30s, 40s, 50s, or older who learned to fly a plane, went back to school, started a new business or found romance late in life.

Adrienne van Dooren, one of Gallagher's subjects, spent more than 20 years in the U.S. Army and then retired and started a new career as an artist, even though she had never painted before. She rose to the top of her field of decorative painting, wrote a book and donated thousands of dollars in profits to charity. “Fear is the biggest block for most people,” she told Gallagher.

Jennie Richards was an advertising copywriter and literature student, but at age 52 she went back to school for the third time, this time to get a doctorate in sustainable enterprise. She told Gallagher: “I didn't want to live with regrets. My subconscious had never let go of the idea of making a difference in the world, so I knew it was right to leave my job.”

It's not necessarily the right thing for each of us to leave our job, and Gallagher doesn't advocate that. She simply tells us that we can still fulfill our dreams and can still grow and change. Sometimes, a period of upheaval is just the right occasion to focus attention on those possibilities.

This book can be read quite easily in one sitting. But don't mistake Gallagher's breezy style for superficiality. I can't say that this book will change your life, but I can say that it will probably get you to think about the directions you'd like to go in.

Incidentally, Gallagher says her title, “It's Never Too Late to Be What You Might Have Been,” is a direct quote from the great 19th-century novelist George Eliot. It's not clear that Eliot ever said that in so many words, but I'll give Gallagher the benefit of the doubt.

Jonathan Groner is an editing and media relations consultant in the D.C. area.

Big Idea

Measuring Event Success Against Quantifiable Goals

By Adam Donovan

Since the day the term “ROI” went from boardroom to office corridor, marketers have been searching for effective ways to measure the success of industry events.

The question that makes most law firm marketers uncomfortable--“So how did that event go?”--is usually answered with some combination of “booth traffic was strong,” “attendance appeared to be up over last year” (not applicable in 2009), “our panel presentation went well,” and “we made a lot of contacts.”



The question doesn't make us uncomfortable because we don't believe in the value of these events, it's that events are notoriously hard to evaluate using a traditional ROI scale. Unfortunately, this often leaves a wishy-washy impression of these big-ticket conferences.

By being clear on what we want to achieve going into the event, we can measure its relative success. This enables us to answer the same question from a position of strength:

- Our goal was to meet with 10 existing clients. We met with 13.
- We set out to qualify three prospects. We qualified two and have follow-up plans in place.
- We did not expect any direct business this soon, but have been told to expect two new matters from Existing Client X.
- We set out to make 100 contacts at our booth. We made 150, all of whom were added to our email distribution lists.
- We invited 500 contacts to our reception, 150 attended.

The numbers are hypothetical, but the point remains the same. If we actually quantify what we want to gain from attending an event, we have a much greater chance of achieving these goals, and a way to measure and report them..

My approach at Fish & Richardson was to create a standardized process for pre-event planning, and post-event follow-up. The process starts with a pre-event e-mail to each attorney, requesting that he or she:

- Provide a brief plan of objectives for the meeting (e.g. networking on the exhibition floor, meeting current clients);
- Provide a list of existing clients and prospects to meet (if not a list, at least a number);
- Outline what he or she must achieve in order to consider the event a success (e.g. bring in one new matter, meet with the in-house counsel of company Y); and
- Choose a time two to three days after the event to debrief and discuss the success of the event.

During the post-event debrief meeting, I use each attorney's completed e-mail as a discussion guide, and as a tool for measuring their actions at the event against their individual goals. I then tally the results to gain an overall picture of each event's value, easily digested by anyone who asks, "So how did that event go?"

The resulting data points have allowed me to analyze the relative success of each event and therefore prioritize budget dollars; report to my managers within the marketing department, and principals within my practice group more accurately and effectively; and identify coaching points for individual attorneys based on their ability to set and match their individual goals.

Adam Donovan is the marketing manager of Fish & Richardson's patent practice, and is based in Washington, D.C.



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Green Space

An Audit to Turn You Green

By Jean Brinker



Going green is a red hot issue for all types of businesses, including law firms. Although firms may want to decrease their carbon footprint, perceived impediments such as high costs and hard-to-come-by management approval can be roadblocks to implementing change.

Transforming your business to is a challenge, but not an impossible one. An initial step a firm can take to make the process less daunting is to have an outside consultant conduct a "green audit" on its office(s) and operations. A green audit is not only inexpensive, but it provides solid data and recommendations that will likely nudge a firm's management team to begin greening the office.

A growing number of eco-consultants specialize in green audits. In 2008, Sterne, Kessler, Goldstein & Fox hired eco-consultant A Green Footprint LLC to conduct an audit for its Washington, D.C. office. The audit -- which cost \$500 and took one day to complete -- examined various firm operations including waste reduction and recycling, energy and water efficiency, toxic and hazardous substances, and the life-cycle of products used in the office.

With this information in hand, the consultant developed a report that identified what SKGF was doing well and areas in which it could improve. The consultant also created a list of recommended high-impact action items to improve the office's sustainability, including minimizing employees' commutes and partnering with clients and peers on green projects.

As a marketer within the firm, you can play an important role by working with a consultant to gather information, forming a "green team" of representatives from key departments in your office, coordinating recommended improvements, and communicating your green practices both internally and externally.

Marketers know that many clients, prospects and recruits now consider green practices and initiatives in choosing their service providers and future employers. Savvy firms should evaluate and improve their green practices, and a green audit can lay the foundation for making change happen.

Useful Resources for Greening Your Office

<http://www.abanet.org/envirom/climatechallenge/home.shtml>

<http://www.epa.gov/epahome/workplac.htm>

<http://www.thegreenoffice.com/>

Jean Brinker is a marketing coordinator at Van Ness Feldman, P.C. and a member of the Chapter's Green Team.

Feature

Understanding Business Managers

By Elaine Noble

In recent years, an increasing number of law firms have started to hire business managers. Functioning as full-time, in-house business consultants for practice groups and attorneys in the firm, they continually provide strategic direction and marketing focus. Their roles vary depending on the size of the firm and its structure, but all business managers have a common goal: to help their firm or practice area run efficiently as a business unit.

What do they do?

The business manager function differs from business development as it "expands into practice management, including the financial health of the group, strategic planning, budgeting, workload assignments, and associate development -- like a chief operating officer for a business unit," explained Sheri Palomaki, a business manager at Sutherland Asbill & Brennan LLP

Jim Foley, business manager for the litigation group at Hunton & Williams LLP said he is also brought into rate negotiations with clients. "I recently visited two clients with the key client partners. The clients had a great working relationship with the attorney, but we needed to have sensitive rate negotiations. My participation helped by taking the financial focus off the partner. I get three to four calls a day to work on rates and alternative fee arrangements." That volume is much greater than the firm's other two business managers, Mary Connolly or Julie Nanavati, but Jim was the firm's controller for 10 years and has a CPA/MBA.

This emphasis on financial solutions is significant for clients, noted Linda Novosel, Director of Strategic Business Operations at Crowell & Moring. "Clients are looking for something other than the traditional law firm billing model, and alternative fee arrangements are a fantastic way to align the law firm's interests with the clients' goals," she said. "Business managers play an important role in the process to help find the right alternative fee arrangements that meet the clients' needs for budget control and quality assurance."

Making it work in the firm

Linda started at her firm three years ago as a business manager for the antitrust practice group. She now oversees and coordinates the efforts of 13 business managers, some of whom were promoted from within the firm. "We have meetings weekly to discuss best practices and current activities," she said. "Monthly, we have a business development roundtable with members of the marketing department to share intelligence and promote cross-selling."

According to Sheri Palomaki at Sutherland, “having the business managers embedded in the practice groups is a key part of their ability to be effective.” Linda Novosel of Crowell & Moring added that “being seen as professional peers is important to their credibility and the willingness of attorneys to trust them as a resource.”

Typically, the marketing department is a separate entity that coordinates its efforts with the practice groups through a business manager. In some cases where there is a business manager for each practice, there is a separate business development manager for the practice who coordinates with marketing.

“We look at the money spent on marketing to see if the budget is being spent in the right place,” Mary Connolly at Hunton & Williams explained. “The partners in our groups come to us every day with ideas or requests, using us as a conduit to marketing.”

What does it take to become one?

Most business managers at the firms referenced in this article have an MBA and 10-15 years of experience. They understand financial analysis and reporting, budgeting, resource management (human resources in particular), business development and strategic planning.

According to Julie Nanavati at Hunton & Williams, “in addition to having a strong financial background or education, a business manager needs to be able to manage and take over projects. Taking the lead on firm projects is a good way to prepare for being a business manager. It helps if you can take a broader view and are willing to step outside your comfort zone”.

Many business development managers and marketing professionals have become business managers, but the job is much broader in scope. If you’re interested in becoming a business manager, you’ll want to think about getting that MBA.



From left to right: The Hunton & Williams team: Mary Connolly, Jim Foley, Julie Nanavati; Sheri Palomaki of Sutherland Asbill & Brennan LLP

Elaine Noble is principal of Noble Pursuits, a graphic design and branding firm in Alexandria, Va.

Editor’s note: The LMA Capital Chapter’s September program will focus on the rise of business managers at law firms.

Strategy! Developing & Delivering Growth Strategies that Work

By Johanna Kasper

On June 17, 2009, the LMA Capital Chapter presented a program featuring concurrent roundtable discussions led by members of the Chapter’s Law Firm Leaders group. The program, “*Strategy! Developing & Delivering Growth Strategies that Work,*” explored what steps marketers should take to build and maintain their credibility as strategic thinkers in their firms. The unique roundtable format provided experienced law firm marketers with the opportunity to present some of their best practices, while allowing for a great amount of

interaction and discussion among table participants.

At each table, a junior marketer was asked to take notes. Before the end of the program, he or she presented the table's main discussion points and takeaways to the rest of the room.

Many discussion points focused on marketing in a down economy. One table stressed a return to "the basics" of law firm marketing, with a particular emphasis on face time with attorneys and improving one's practice group and client industry knowledge. Another table offered a useful method for retrieving practice group information: approach mid-level associates for explanations of cases or matter descriptions, as they can explain them in simpler terms and typically have more free time than do the partners. Another table suggested that if budgets are tight, marketers should review the firm's old processes to see what can be improved or streamlined.

"Thought leadership" was a popular buzzword and recurring theme in the discussions, and many noted the importance of promoting the firm's knowledge of its clients' business and industry environment. Some practical ways to accomplish this are to strategically pursue speaking opportunities for the attorneys, have them regularly quoted by the media as experts in their field, and publish white papers on relevant trends and legislation.

Yet another popular topic was advice on how to get management "buy-in." One table recommended selling ideas and solutions to the true leaders of the firm, as these leaders can help build consensus when the nominal leaders cannot do so. The table added that it is especially important to understand the internal politics of your own firm.

As at last year's Law Firm Leaders-led event, all participants walked away with excellent takeaways from some of the Legal Marketing Associations most respected senior members, and enjoyed some lively and highly engaging conversations. The key points from each discussion table were later compiled into a single document; a PDF of the document can be found on the Chapter website ([please click here](#)).

Johanna Kasper is a marketing and business development coordinator at Bingham McCutchen LLP.

You Can't Live with Them, You Can't Live Without Them: Legal News Blogs and How They're Changing Legal News Coverage

By Kristin McCants

The rules have changed when it comes to legal news coverage, and members of the Capital Chapter got an insider's take on this shift at last month's luncheon program.

The July 21 session, held at the Grand Hyatt in Washington, D.C., featured a lively moderator-led discussion with three representatives of the newest trend in journalism: the news blog. Featured panelists were: Elizabeth Engdahl, deputy editor for *Legal Times* and *The National Law Journal* as well as oversight editor for the BLT (the *Blog of Legal Times*); Mark Bisnow, a former Latham & Watkins attorney who founded and distributes the *Bisnow on Business* electronic newsletters; and Elie Mystal, editor of the blog *Above the Law*.

The session involved questions about changes in law firms and the media; where the panelists find their sources; the guiding principles of blogging (and if it upholds similar ethics and standards of traditional journalism); as well as what is really off-limits when it comes to breaking a new story.

While responses varied, there was relative consistency among the three panelists on certain points.

All three agreed that "change" is a constant and is highly visible in each of their organizations. Bisnow noted that his staff and the reach of his email service is growing, but not as fast as it had before the recession. His group is fairing better than many during these troubling economic times due lower costs associated with an entirely electronic distribution structure. Mystal added that *Above the Law* has seen a surge in readership, resulting in an increased

responsibility to be fair-minded and balanced. Engdahl said that her organization faces merging traditional journalism with the new. Retaining accuracy while bringing in a new generation of reporters for whom blogging is an essential part of their work is a constant challenge. Also, the recent merge of *The Legal Times* and *The National Law Journal* prompted an assessment of how to pull content together in various formats – daily and weekly print and electronic content.

Each news outlet finds sources differently, yet all with the intent of being ingrained in the community they serve.

Bisnow commented that traditional journalism stood apart from the news, serving only as a third-party report of what happened. This tended to result in much of the news being reported in a negative light. Having reporters be as much a part of the legal community as the attorneys is now key to reporting what would most interest the community. Bisnow and Engdahl stated that they want to provide the most accurate and relevant information to their readers, while embracing long-standing journalistic ethics and standards. They do not necessarily have to be the first to report information, and will use single sources if credibility is obvious. Both Bisnow and Engdahl are extremely conscious of publishing sensitive information that may possibly cause personal harm to those featured.

Mystal said that *Above the Law* also strives for accuracy, gleaming its sources from whomever within the firm they feel can provide the most truthful information, even when the truth may possibly be unappealing to a firm.

“Bloggers aren’t terrorists,” quipped Mystal, “We [contributors to *Above the Law*] are aware of the concepts of journalistic ethics and try to follow them...but we’re a blog.”

And being part of the “blogger club” entitles bloggers to state personal opinions as they wish, providing a line of distinction between them and more traditional news sources. To that effect, nothing is off-limits when it comes to reporting. Even if a blogger believes that something may be embarrassing or run the risk of getting someone fired, his job is to be the very first to break a story, controversy or not. Of course, the biting, comical and controversial stories are what draw readers (and potential sources) daily. Even other journalists follow blogs as a new generation of readers is beginning to lean heavily on them for information.

Kristin McCants is Director of Marketing and Business Development at Watt, Tieder, Hoffar & Fitzgerald, L.L.P.

Letters From Baltimore

By Jonathan Groner

The nation’s economic problems continue to be on everyone’s mind. On July 14, about 25 members of our Baltimore City Group heard a presentation by law firm consultants Mary K Young and Keri Cupples on “Business Development in an Economic Downturn: Ten Priorities.”

Young and Cupples gave 10 business development priorities for a challenging economic climate: focus on client needs, strengthen relationships, convey urgency and empathy, be savvy about fees, tell clients about your innovations, be a friend in need, stay on top of the marketplace, create business development plans, court the team, and expand cross-selling efforts.

“Tight budgets provide law firms with the opportunity to focus their resources,” Young pointed out. “Since business development plans are tools to allocate scarce resources, they are needed now more than ever. This need can help increase the role and the visibility of the firm’s business development staff.”

A good business plan, Cupples noted, is one that identifies business objectives and key target markets and also includes action steps, the resources needed, and the primary milestones and benchmarks to be met.

In addition, Young said, in an environment in which some practice groups thrive while others suffer, cross-selling becomes even more important than usual. Lawyers need to court their own

partners more than ever, and business development professionals can help them identify the best targets.

The program was the third of four that are being presented this year in downtown Baltimore by our newly formed City Group.

Jonathan Groner is an editing and media relations consultant in the D.C. area.

LMA Capital Chapter Celebrates Summer

By Raychiel Webb

LMA Capital Chapter members will find an oasis from the hot and sultry Washington summer at Rosa Mexicano, site of the chapter's Summer Social on Thursday, August 20. For the last couple of years the chapter celebrated at the historic Stephen Decatur House, so a change of venue will be fun for members at this annual event.

Our sponsors, the Association of Corporate Counsel and Lansdowne Resort, will provide hors d'oeuvres and cocktails in a festive atmosphere. The event will run from 6 p.m. until 8 p.m.

Rosa Mexicano is located in the historic Penn Quarter at 575 7th Street at F Street, NW, Washington, D.C. 20004. For more information about the restaurant visit: <http://www.rosamexicano.com>.



The Summer Social is complimentary for members who register before August 14 and \$50 for non-members and late registrants.

Raychiel Webb is a Marketing Manager in Bryan Cave's Washington, D.C. office.

September Program Looks at the Role of Practice Business Managers

More and more law firms have been hiring practice management professionals to help attorneys run their practice groups. What are practice management professionals, and how can marketers work with them effectively to help their firms succeed?

The Capital Chapter will hear answers to those and related questions at a luncheon meeting on Tuesday, September 15, at the Grand Hyatt in Washington D.C.

The panel discussion will be moderated by chapter member Neil Rosenbaum of Arnold & Porter. Panelists will include chapter member Mary Connolly of Hunton & Williams LLP as well as an attorney who co-manages a practice group at Crowell & Moring LLP, an intellectual property department operating officer from Foley & Lardner LLP, and a law firm consultant from Hildebrandt.

Among the topics the panel will discuss are the role of practice management personnel, their responsibilities and possible overlap with law firm marketers, practice management as a career path, and effective ways for marketers and practice managers to work together.

This is another instance in which the chapter is providing programs that deal with the newest issues in legal marketing affecting our members' professional lives.

A Network of Volunteers - LMA Capital Chapter Serves the Community

Please join the LMA Capital Chapter as we invite our members and friends to serve our community on Saturday, October 3 from 9:00 am - 12:00 pm at the Capital Area Food Bank in Washington, D.C. Participants will help sort and package bins and boxes of food. We encourage participation from friends and family; however, volunteers must be 12 years of age or older and we ask that you notify the coordinator, Abigail Bradfield, of all expected participants.



The Capital Area Food Bank, <http://www.capitalareafoodbank.org/>, is the largest, public nonprofit hunger and nutrition education resource in the Washington, D.C. Metropolitan Area. Each year the CAFB distributes 20 million pounds of food. For more information or to indicate your interest in participation, please contact Abigail Bradfield at abradfield@kelleydrye.com or call (202) 342-8426.

LMA Capital Chapter Lowers Programming Prices for 2009

The LMA Capital Chapter is acutely aware of the financial stress many of our members and member firms are under. It is in difficult economic times such as these that our members need LMA's educational, networking and leadership development resources the most. In order to make these benefits an affordable option, we have decided to reduce rates for programming through the end of 2009.

Starting with the July program, we reduced luncheon programming rates to \$25 for members and \$60 for non-members. Walk-in rates are now \$60 for members and \$90 for non-members.

We hope you will take advantage of these special, limited-time prices to maximize your LMA membership through the end of the year.

		Follow the LMA Capital Chapter on Facebook! The Capital Chapter now has a Facebook group for members to network and stay informed about chapter programming and other benefits. To become a fan, CLICK HERE .
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Comings and Goings

Please send brief announcements of any job changes, promotions, or lateral moves to Cynthia Di Pasquale, dipasqualec@howrey.com.

Previously Assistant Director for Business Development and Competitive Intelligence at Crowell & Moring LLP in Washington, D.C., **Christopher Batio** has joined Pierce Atwood LLP, Portland, Maine, as Director of Marketing and Business Development.

Abigail Bradfield became Practice Development Manager at Kelley Drye & Warren LLP. She was previously Practice Development Coordinator at White & Case LLP.

John Ford recently joined Hellerman Baretz Communications as Senior Account Supervisor. He was previously Managing Editor of the Washington, D.C. e-newsletter, Legal Bisnow.

Rene Gatling joined Howrey LLP as Director of Regional Client Services – US. She was previously Director of Marketing, Securities and Investor Fraud at Cohen Milstein Summers & Toll.

Eric Gruis was promoted to Manager, Business and Competitive Intelligence at Howrey LLP.

Kathryn Holmes Johnson, formerly Senior Regional Marketing Manager at Nixon Peabody

LLP, has become Director of Communications at Akin, Gump, Strauss, Hauer & Feld LLP.

Claire Koltko joined Howrey LLP as Coordinator/Writer, Firmwide Initiatives. She was previously Associate Editor, Copy at Hanley Wood.

Elizabeth Lockett just moved to the D.C. area to become Senior Business Development Manager at Alston & Bird LLP. She was previously Director of Business Development & Marketing at Gray Plant Mooty.

Kristin Mazovec became Chief Marketing Officer at Novak Druce & Quigg LLP. She was previously Director of the Intellectual Property Practice at Howrey LLP.

Sara Miller was promoted to Business Development Specialist at Arnold & Porter LLP.

Mary Carter Smith recently joined Gilbert Oshinsky LLP as a Legal/Marketing Assistant. Previously she was an Executive Legal Assistant at McLeod, Watkinson & Miller.

Elizabeth Gooch and **Johanna Kasper** have joined Bingham McCutchen as a result of the firm's combination with McKee Nelson. Elizabeth is a Senior Manager of Marketing and Business Development and Johanna is a Marketing and Business Development Coordinator.

Upcoming LMA Capital Chapter Programs

August

Summer Social

August 20, 2009

6:00 PM - 8:00 PM

Rosa Mexicano

575 7th Street NW (at F Street)

Washington, DC

Closest Metro: Gallery Place/Chinatown

September

Firms Take on Practice Management

Professionals: Who are these People and How Can Marketing Personnel Best Work with Them?

September 15, 2009

12:00 PM - 12:30 PM Registration

12:30 PM - 2:00 PM Program

Grand Hyatt Washington

1000 H Street NW

Washington, DC

Closest Metro: Metro Center

Baltimore City Group Programs

Celebrate the City Group's First Year!

September 22, 2009

4:30 PM Roundtable program

5:00 PM Networking reception

Tydings & Rosenberg LLP

100 East Pratt Street, 26th Floor

Baltimore, MD

To register, please email

kernest@tydingslaw.com

CRM: Why bother? And how much bother is it, exactly?

November 10, 2009

12:00 PM - 2:00 PM

Miles & Stockbridge P.C.

10 Light Street

Baltimore, MD

To register, please email

kernest@tydingslaw.com