YOUR LMA COMMUNITY
MEMBERSHIP BENEFITS
"For over 20 years, LMA has been an excellent resource for my own professional development, for meeting peers, and for identifying fantastic talent in this growing profession. Many of my cherished professional successes link back to my deep ties to LMA."

- Timothy B. Corcoran, Corcoran Consulting Group, LLC
Welcome to LMA!

Welcome to the LMA Midwest Region! We are excited to have you in our community and encourage you to take advantage of educational programming and networking opportunities across the Midwest Region.

Members join LMA with many goals in mind. Above all, the association exists for members who strive to enhance their legal marketing and business development skills. Our goals are to deliver intriguing programs, expand professional networks and provide a supportive community for legal marketers and industry practitioners.

This packet offers an overview of your LMA membership benefits. We also invite you to get the most out of your membership by joining a committee, attending programs and sharing your ideas.

To learn more about local and regional committees and other volunteer roles, contact your Local Steering Committee chair or any of the board members listed on the LMA Midwest Leadership page. And make sure you sign up for the Midwest Region’s social media channels:

- @LMAMidwest
- LMA Midwest Region

The full LMA community is on LinkedIn at https://www.linkedin.com/company/legal-marketing-association/

I’m so glad to have you as part of the LMA community!

John Byrne
President, 2019 Midwest
president@lmamidwest.org
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Why I Love LMA?

“I have been a member of LMA since 2007. As a solo marketer, I have found LMA to be an invaluable resource throughout the years. From the Annual Conference and webinars to SIG discussions and the Strategies magazine, LMA and its members readily produce and share a treasure trove of information to be consumed and utilized to the benefit of myself and my firm.”

– Lori Rickman, Director of Marketing, Baker Sterchi Cowden & Rice, LLC

“For professional development, joining LMA has been a tremendous benefit to my legal marketing career. We’re all in this together and it’s incredibly helpful to have a network of colleagues at other firms to support you along the way.”

– Jason Miller, Director of Marketing & Business Development, Ryan, Swanson & Cleveland, PLLC

“I am a solo marketer in a mid-sized firm and I originally joined LMA to recreate my network of colleagues. I used to be one of 30 members of the BD department and I took for granted the level of collaboration and support we provided each other every day. I choose to stay part of LMA because there is no greater community or resource out there – LMA has some of the best thought leaders in legal marketing sharing their time-tested best practices. I wear many hats in my role and LMA has been an invaluable resource for any question/issue I have.”

– Jennifer Yi, Marketing Specialist, Ogden Murphy Wallace

“Having access to a community like LMA has been a tremendous resource. I always come away from programs having learned something new.”

– Carlene Richardson, Business Development Manager, Stoel Rives LLP
# Member Benefits

## New to Legal Marketing
- LMA QuickStart®, our exclusive online educational program that teaches the 10 core competencies of legal marketing and business development
- Access to templates and reports to use on the job
- Networking opportunities to grow your career
- Mentoring, training and leadership opportunities
- Shared Interest Groups for small firm marketers, public relations, technology and more

## An Experienced Professional
- Advanced education and thought leadership opportunities
- Access to proprietary research studies
- Mentoring, training and leadership opportunities
- CMO/Senior Marketing Shared Interest Group
- A comprehensive resource describing the domains of expertise and competencies required for legal marketing and business development professionals

## A Consultant or Service Provider
- Participating in LMA programming side-by-side with in-house marketers
- Access to education that helps you better understand trending issues
- Sponsorship opportunities to gain additional exposure for your brand

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## Conferences

Enjoy discounts on national events, including up to $500 in savings on LMA’s annual conference alone.

- **Annual Conference.** Along with more than 1,500 industry professionals, immerse yourself in a variety of educational sessions that cover the latest issues and challenges affecting legal marketing and business development professionals.
- **P3 – The Practice Innovation Conference.** The P3 Conference focuses on the business aspects of developing a successful law practice, including the disciplines of project management, pricing and process improvement.
- **Legal Marketing Technology Conferences.** The Legal Marketing Technology Conference, hosted in San Francisco, are the largest conferences dedicated to technologies that law firm professionals use to identify, attract and support clients.
Webinars and E-Learning

Learn at your convenience – no out of office time or direct costs incurred. Our webinars provide real-time access to industry experts on today’s hottest topics and are provided to our members complimentary.

Shared Interest Groups (SIGs)

SIGs are communities of LMA members that convene, both virtually and in-person, around a common interest to network, learn and share best practices.
Publications

- **Strategies — The Journal of Legal Marketing.** An exclusive member benefit, this bimonthly publication is the key information channel for thought-leading marketers who are on a path to revolutionize the legal industry.
- **LMA Weekly.** This weekly e-newsletter shares international and regional LMA news and events.

Body of Knowledge (BoK)

Available through the members-only portion of LMA’s website, the BoK is a foundational resource for professional development that defines the core skills necessary for legal marketers to be successful at every level.

This resource can help legal marketers hone their skills, assist legal marketing managers to develop themselves and their teams, provide a universal benchmark against which legal marketers can be assessed and help LMA develop and deliver the right educational programming for marketers of all levels.
LMA Podcast

The LMA Podcast focuses on hot topics in legal marketing and business development, member education and the business of law, with episodes published every three to four weeks. All podcast episodes are shared on the *Strategies+* blog and are available on both SoundCloud and iTunes.

LMA Library

Access to content, including whitepapers, articles and industry research important for understanding and advancing the legal marketing and business development profession.

Learning Store

Take advantage of discounts on educational offerings offered through the Learning Store.
Member Directory

Search for and connect with legal marketing and business development peers via the members-only portion of LMA’s website.

LMA Connect

Tap into the collective experience and wisdom of more than 4,000 LMA members via the members-only portion of LMA’s website.

Volunteer Leadership Opportunities

Hone your leadership skills by becoming a board or committee member. LMA members constantly say, “The more you put in to LMA, the more you get out.”

Topical Discussions

LMA Connect Topical Discussions. Topics include: Business Development, Business of Law,

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LMA Midwest Region Overview

The Midwest Region – which includes Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, and Wisconsin - is governed by the Midwest Regional Board and includes the local groups listed below. Local Steering Committees manage the local groups.

- Chicago
- Indianapolis
- Kansas City
- Michigan
- Minnesota
- Ohio
- St. Louis

We are proud to offer members access to education, professional development and networking opportunities throughout the region.
LMA Midwest Region

Conferences
Attend the LMA Midwest Region’s marquee conference.

Legal Marketing Tech Midwest Conference
The Legal Marketing Technology Conferences are the largest conferences dedicated to technologies that law firm professionals use to identify, attract and support clients. They provide the premier forum to learn from and network with thought leaders and colleagues. Learn More.

Access prior years of session recordings using the left-side navigation on the Midwest Region microsite.

Events
Attend our educational programs and social events throughout the region, which offer an opportunity to learn about issues impacting the industry and connect with peers.

LMA E-Newsletter
A quarterly e-newsletter that provides region-specific information, including announcements about programming, job opportunities, and member spotlights.

Webinars
Access upcoming webinars featuring programming throughout the LMA Midwest Region.

News and Articles
Stay up to date on regional news and recent articles.

Regional Awards
Midwest Region Your Honor Awards
In 2018, the Midwest Region kicked off its region-wide awards program, which recognizes excellence in legal marketing.
LMA Midwest Local Groups

Programming

- **Regularly Scheduled Programming** – Local Steering Committees throughout the Midwest Region plan monthly or quarterly programming for their respective local members. A current listing of all Midwest Region events is on the Events section of the LMA Midwest Region microsite.

Regional Roundtables

- **CMO/Directors** – Our CMO/Directors Roundtable is designed for and facilitated by Chief Marketing Officers and directors of marketing, business development and related areas.

- **Solo Marketers** – Our Solo Marketers Roundtable is open to all of those operating as the sole marketing/business development professional at area law firms and designed to facilitate discussion about the unique issues affecting these positions.

Social/Networking Events

- **Summer Social** (July/August) and **Winter Social** (December/January)
- Regular hosted or brown bag luncheons discussing various topics

Blog

- Read the Minnesota Local Group’s blog.
LMA Midwest Local Groups (continued)

Leadership Opportunities

Hone your leadership skills by becoming a local committee leader or member. LMA depends on your boot-on-the-ground presence and engagement with local members and prospects. Whether you want to learn new skills or leverage your skillset, we have a role for you. If you are interested in becoming more involved, email us! Step up and help shape the future of our region.

Volunteer Opportunities

Meet new people without the commitment of leadership. Expand your network by volunteering for an event or assisting with a small project. Many hands make light work, and an hour or two of your time can make a big impact.

The Midwest Regional Board and the Local Steering Committees are always looking for members to help serve our legal marketing community. Whether you want to learn new skills or utilize your skillset, we have a role for you. If you're interested about becoming more involved with your LMA region, email us or reach out to a leader from your nearest Local Group. Join us and help shape the future of our region.

Scholarship Opportunities

Each year, our region offers two scholarships to the LMA annual conference to one member and one volunteer. The winners receive a free conference registration, lodging for two nights, and transportation/coach class airfare to the conference. One scholarship is open to all legal professionals in our region and the second scholarship is open to Local Group volunteers. The nomination process occurs each year in December, and individuals can self-nominate or be nominated by a colleague, manager or industry peer.

In addition to the scholarships awarded to the LMA annual conference, the Midwest Region awards two scholarships to attend the LMA Technology Conference Midwest. The winners receive free conference registration, hotel accommodations, and transportation/coach class airfare. The nomination process occurs each August, and members can self-nominate or be nominated by a colleague, manager or industry peer.
LMA Midwest Region Leadership

Our Regional Board is here to serve you. If you have questions or are interested in joining a committee in volunteering in a different capacity, contact any of us.

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LMA Local Groups

Each region is made up of LMA local groups. A local steering committee helps to guide each LMA local group. We are here to serve you.

Should you have any questions, or are interested in participating or joining a committee, please reach out to any of us.

LMA Chicago Local Group

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Membership FAQs

Who should I contact if I have questions about my membership?

Questions about membership should be directed to LMA headquarters (+1.312.321.6898 or memberssupport@legalmarketing.org) or your LMA Local Steering Committee Membership Chair.

How can I pay my membership dues?

1. Visit www.legalmarketing.org and log on to the website using your online username and password.
2. Click "Renew Now" under the top-navigation "My LMA" tab.
3. Update your personal profile and then click "Save Information." Please make sure to review and update your information in each of the tabs. Once you are finished updating your profile click "Continue."
4. To settle your account, click "Pay Invoice" at the bottom of the invoice. Confirm total, enter appropriate credit card information and click "check out."

How long does it typically take to process my membership dues payment?

Online payments are processed immediately. Renewals sent to LMA headquarters with either a check/credit card must be processed manually and may take 7-10 business days.

Is there a grace period for my membership?

Yes, there is a 30-day grace period for all members. If you do not renew membership within that time, you will lose all membership rights and access to the members-only portions of the LMA website.

How can I take advantage of the “In-Transition” membership category?

The "In-Transition" membership category applies only to current members who are unemployed and seeking new positions. The "In-Transition" membership category is priced at $100 for six months, with the possibility of extending to a total of 12 months at no additional charge. It is only applicable for current members at renewal time, not new members, and local dues will still apply.
Membership FAQs (continued)

Does LMA offer discounts for firms/companies with multiple members?

Yes. Discounts vary by group size. Contact LMA at membersupport@legalmarketing.org for more information.

Is my membership transferable?

An individual membership may be transferred to another person if requested by the current member via a Membership Transfer Form. The current/departing member is permitted to continue his/her membership for the remainder of the calendar year. A $75 transfer fee applies.

For additional answers, visit the FAQs page on LMA.org.