

2019 Presidents' Gift

Nomination form for Carly Ruben-Stahr

Nominator:

Nominator Name: Kristina Mack

Nominator Company: Jordan Ramis PC

Nominator Title: Marketing and Business Development Manager

Nominee:

Nominee Name: Carly Ruben-Stahr

Nominee Title: Marketing Coordinator

Nominee Extra-Curricular Activities: I have always been keen on community involvement. In college, I was a math and reading tutor for three years at a local elementary school, spent time doing crafts and playing games at the local retirement community, and advertised and actually participated on bike rides with Trips For Kids. More recently, I organized Jordan Ramis' first Habitat for Humanity Team Builder Day where 10 employees and 10 clients came together for a full day of hands-on construction-related tasks to help remodel a veteran's home. The firm is looking forward to making this an annual project. In addition, I first participated and then lead the firm's annual gift giving program to Clackamas County Foster Kids. The firm receives the gift wishes of 15 to 18 children and each year I make sure every gift is donated or cash is collected so I can purchase gifts. I have also been part of leading Jordan Ramis' annual Food Drive, which happens in the first quarter because food donations are needed not just around the holidays, but at every time of the year. Finally, it was under my planning to make all proceeds of the annual Jordan Ramis Women and Leadership event go to industry-related nonprofits. So far proceeds have been donated to the Oregon Restaurant and Lodging Association's Education Foundation and GirlsBuild.

Extra-Curricular Activities within LMA: The duration of my legal marketing career had a rocky start being in a department that started with five and quickly reduced down to one. Having to single-handedly keep marketing at the firm afloat, finding the time to branch out into LMA seemed impossible. However, with the addition of our marketing and business development manager, I have been able to dive into advancing my career, including attending LMA events, watching webinars, participating in internal committees, and this application to attend the 2019 LMA conference.

Essay:

- What influenced you to join the legal marketing and business development community?

My career at Jordan Ramis PC has been a happy combination of right time, right place, and a lot of hard work. My mother worked as a legal assistant for 25 years and I was a regular visitor/helper at her office when I was growing up, so working at a law firm after I graduated from the University of Oregon was a natural choice. At 14 years old you could find me transcribing, filing, or taking a nap under my mother's desk. I started at Jordan Ramis working as an office services assistant and

covering receptionist with an eye toward moving into a position that would make use of my journalism and public relations skills and training. When the marketing department announced an opening for a marketing assistant, I jumped at the opportunity to interview. After a year and a half in that role, I was promoted to a marketing coordinator position and have had an incredible opportunity to get to know our lawyers, their practices, and the legal industry.

As many might agree, working in the legal marketing world can be stressful. Like my peers, I am frequently required to multitask projects while hitting my deadlines and doing backflips through flaming hoops in order to design a new banner, pull a rabbit out of a hat, or send out a newsletter by the end of the day! Nonetheless, I wouldn't trade this job that keeps me on my toes for anything. I am grateful that I am inspired, influenced, and supported in my efforts by my colleagues in the legal marketing association and my firm.

Though I've not been a member of the LMA for long, I was (and still am) astounded by the comradery and access to professional development that this organization provides to all its members and even to those outside of the organization in the legal community. I had never even thought about joining the LMA until I met a fellow legal marketing coordinator at an AGC event who immediately invited me out to lunch to chat. She brought up the LMA and its incredibly helpful resources and she was not wrong! The LMA events I have gone to have been nothing short of comfortable, fun, educational, inspiring, and supportive. After an LMA event, I always head back to my office with new ideas, new like-minded friends, and a newfound energy about the career pathway I chose.

In addition to the LMA people and resources, I wouldn't be where I am today without the support and confidence of my firm and the people I work with every day. I am lucky to work with lawyers, managers, and colleagues who have each mentored me in their own ways. The lawyers push me to get outside of my comfort zone and work with me on new initiatives and projects. My managers' leadership and guidance is beyond helpful. My direct manager advocates for better resources and opportunities to help build my career. As a matter of fact, without her I probably wouldn't have known about the President's Gift Application and this opportunity for the assistance to attend the 2019 conference! Finally, I am grateful for my colleagues who work with me and support me whether we are gathering gifts for foster kids or planning the holiday party.

- What is your proudest accomplishment to this day?

My proudest professional accomplishment is the establishment of our annual Women and Leadership event at the firm. In 2017, I planned and implemented all phases of the initial event focusing on women and leadership in the hospitality industry. It featured a panel of impressive and inspiring women moderated by an equally impressive and inspiring woman shareholder at the firm. The educational portion of the event was paired with a raffle and great food and drink, including whiskey tastings. All the proceeds from the event were donated to a local industry-related nonprofit. Our first year was a sold-out event and was a big step forward in our firm's diversity and marketing efforts. The 2018 event was bigger and better, featuring prominent women clients in construction (a key industry for our firm). Not only is this a great networking opportunity for women across the industry, but involving our clients in this event makes it even more well-rounded. The reviews have been glowing and we are already looking forward the 2019 event, which will focus on women and leadership in the agriculture industry.

The 2017 event's success was particularly meaningful because as a one-person marketing team at the time, I personally handled the vast majority of the planning, from visualizing the layout to actual

implementation and follow up. The event is held in November, so naturally I was also juggling every legal marketers favorite campaign -- firm holiday cards and gifts as well as any other day-to-day projects. I very much enjoy being a part of a firm that supports initiatives that I feel passionate about such as women and leadership, diversity, and community involvement.

My proudest personal accomplishment is graduating from college while working 30 hours per week. Balancing school, work, and the financial burden was no easy task but graduating and using my degree was well worth the struggle. It has enabled me to find a meaningful job and because of that I have managed to live out one of my life-long dreams to travel Spain. I am a diligent, committed employee but am eager to take on adventure when I get the chance.

- What do you hope to take away from 2018 LMA Annual Conference?

I would be honored to have the opportunity to attend the LMA Annual Conference for the first time. My experience in legal marketing totals three and a half years, during which I have been fortunate to work for an entrepreneurial and collegial firm. But since I have spent nearly half of those three and a half years creating and implementing our marketing programs on my own, I am deeply interested in learning as much as I can about what other firms are doing in every aspect of the industry. There are countless ways I can help improve our department by implementing what I will take away from this conference. Specifically, I am interested in the areas of branding and rebranding, technology, firm and individual business development, tracking ROI, follow up, and event management. If I can bring back and implement a new event follow up strategy from one LMA luncheon, I can only imagine the skills and experience I can bring back to my firm from an entire conference. I'm also interested in networking and building relationships with my fellow professionals as well as seeking out opportunities where I can participate in LMA leadership. My participation thus far in LMA has provided me with so many valuable resources and relationships and I envision the conference as an opportunity to learn how I can give back to the LMA.

Not only will this conference provide me with countless tools to use in my everyday work life, but I am also looking forward to learning how I can contribute. Whether that is learning how to participate in LMA leadership, finding committees to join, contributing my thoughts in breakout sessions, or all of the above. I have no doubt that one of the reasons this organization is so successful is because of its members putting in their time and effort to build a truly meaningful and useful place for legal marketers across the nation to collaborate and grow. By attending the conference I want to start my LMA journey by tossing myself into the ring and be a part of expanding the resources available to those who are trying to grow their careers just like I am. Exactly like the woman I met at the AGC event who introduced me to the idea of exploring what the LMA has to offer, I will do the same for novice legal marketers searching how to advance in their careers.

In addition to my position as marketing coordinator at Jordan Ramis, I am part of three internal committees, all of which will benefit from what I can bring back from the conference.

- 1) **The Diversity Committee.** This newly-formed committee has met several times over the last few months and just recently launched a "Diversity Week" that was full of information and activities incorporating diversity, equity, and inclusion, and why it is important to keep diversity top of mind in the workplace. I would be thrilled to bring back new ideas and strategies on how to educate and engage our firm in creative and informational initiatives. "Diversity From the Client Perspective: Smart Strategies to Winning Business" sounds like a great discussion that I want to be a part of. Our committee is looking for ways to dive into diversity and inclusion programs inside and outside of our

firm, but first, we have to be able to evaluate where we are now and where we want to be in the eyes of our clients.

2) **The IT Team.** This also newly-formed committee helps identify problems, test new programs and updates, identify what we need as employees to work more efficiently, and more. Having up-to-date, fast, secure technology is key in a law firm and legal marketers like myself need to utilize that technology. I want to learn what software, tools, programs, hardware, and IT training my fellow marketers are using so our firm can function more efficiently when planning events, tracking ROI, communicating with our clients, or building contact lists. I frequently ask myself, "What programs work for other marketing departments when communicating with clients or their own firm members? How are they utilizing social media? What software works best for them when they are managing their projects? Is it Post-it Notes or is it a program I've never heard of?" Even just scanning the 2019 conference agenda there are several technology-related sessions that I am interested in such as "Building Your Proposal Technology Blueprint" and "CRM Therapy."

3) **The Entertainment Team.** Yes, it is fun to be part of a team that plans the socials and the parties, but even the holiday parties, food drives, and thirsty Thursdays have an internal marketing component. I want to learn what other firms are doing to keep their internal culture alive and well. I will look for ways we can better collaborate as a team, build our professional relationships with each other, and in turn be able to function as a whole to bring the right clients in the door and give them the best possible outcome for their legal needs.

Attending the 2019 LMA Conference will be a huge step for my career and for the Jordan Ramis marketing department. I've heard nothing but positive and inspiring reviews about the conference and would be thrilled to have the chance to attend, learn new skills, meet other professionals, and gain experience.