

Expanding Our Reach

by Raquel Holder

The Southwest Chapter joined the LMA network in 2002 and includes Arizona, New Mexico, Nevada and Utah. We are nearly 60 members strong and growing. Our primary goal for 2008 has been to broaden our reach and expand our membership to include legal marketers and those who serve the industry in all four states. Because of the geographical reach of our chapter, this has been quite a challenge.

City Groups Although the Southwest Chapter includes New Mexico, Nevada and Utah, no “official” city groups exist there as yet. Our members in these states have the option to join our monthly meetings via teleconference, but don’t formally meet as a group. We are in the early stages of a recruitment process to boost membership in Albuquerque, Las Vegas and Salt Lake City, so they may qualify for city group status. How are we doing that? It was a strategic process our board started earlier this year.

Member Survey Our first step to achieving our goal was to find out what our current members wanted, what their needs were and to solicit ideas from the existing membership. In January, we distributed a comprehensive, but user-friendly, survey to our membership, asking for feedback on a variety of topics including best times for meetings, type of meetings, topics, speakers and suggestions. Through these efforts, we learned that relevant educational programming, networking, professional development and an up-to-date Web site are of high importance to our members.

Updated Web Site Also in early 2008, we finally transitioned our Web site to the same platform used by LMA International. This gave us greater exposure to the non-LMA community by linking our chapter Web site to the international site. It also allowed us to bring our site up-to-date, post current news, job opportunities, chapter board contact information and committee involvement, as well as upcoming programs and events.

Updated Chapter Brochure By the time this article goes to print, we will have our first updated chapter brochure since 2004. It contains information on our

chapter, membership opportunities, activities, how to become involved and LMA International in general.

Recruitment Events These new brochures will be mailed to non-LMA member firms in the Phoenix area with a cover letter inviting them to a social, which we hold each year as part of our ongoing membership drive. Members are encouraged to “bring a friend” to expose to the organization. At these events, we provide potential member targets with an introduction to LMA, its board and members.

As a kick-off to our city group membership drive, we will distribute the same brochure and invitation letter in October to non-LMA member firms in Las Vegas for our first social in that market. We enlisted some support in Las Vegas in the persons of Jennifer Nash of Ballard Spahr Andrews and Ingersoll, LLP and Bob Yamami of All State Legal to help construct the mailing list, outreach efforts and event coordination. The same type of outreach will be conducted in 2009 for our other cities for which our chapter is responsible, Salt Lake City and Albuquerque.

Follow-Up Following the recruitment events in each city, board members and other members of our chapter will reach out to the attendees of our events to provide additional information on the chapter, its committees and events, answer questions and encourage participation.

This is an exciting time for our chapter and we hope these efforts will expand our reach and our membership so others in and serving the legal community will learn of the benefits of the Legal Marketing Association and take advantage of all we have to offer.

Our goal is to make our chapter and LMA the main resource for law firm marketing in the Southwest. By expanding our base, we can only become more robust through the fresh ideas that new perspectives can bring to the table. ■

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