

MARKETING ON THE MOVE

Vol. 1, No. 2

July, 2003

In an effort to more effectively communicate our various initiatives with the firm, we have developed this internal newsletter designed to function as an informational vehicle, and awareness tool, for our department. Here's a sampling of some recent department initiatives:

Practice Group Marketing

Proposals, seminars, direct mail programs, capabilities, newsletters and media/article placements have been a few of the high areas of concentration for the practice areas throughout the first half of this year.

- Jim Dorsey achieved successful results with a tax mailing to 2,800 commercial property owners. He received thirty responses, resulting in his filing petitions for \$56.6 million for sixteen new clients (seven were from firm attorney referrals).
- A new marketing capabilities brochure was developed for the Education Law practice group.



- June 24 – the firm hosted a night of food and fun for the whole family with a St. Paul Saints baseball game and barbecue.



- July 31 – the Employment Law group will present “Violence From Within: Addressing Workplace Violence Issues and Concerns” featuring TJ Conley and Ellen Sampson.
- Several practice areas are planning seminars this fall, including: Securities and Mergers & Acquisitions, Private and Family Business, and Employment.

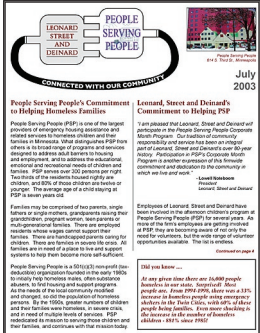
Firm Advertising / Public Relations

- Firm ads continue to be seen in high-visibility publications like *City Business*, MNI Executive (*Newsweek*, *Forbes*, *Fortune*, *Time*, *Money*), *MN Real Estate Journal*, *Law & Politics*, *Skyway Arts* (Programs for the Guthrie, MN Orchestra, St. Paul Chamber Orchestra, Children's Theater, MN Opera, Ordway, TPT), and *Upsize Minnesota*.
- Attorneys, too, have been visible in area publications ... most recent being Dan Palmquist (*Upsize Minnesota*, KCCO Radio), Emmerson Ward (*MN Real Estate Journal*), Angela Bohmann (*Employee Benefits Planner*), Ivy Bernhardson (*Star Tribune*).

Communications / Marketing Materials

With changes in technology and the wider availability and lower cost of high quality printing we are using more color printing every day. We now periodically use an off-site vendor employing high-end color copying that gives us offset quality printing. We are also working on improving our in-house printing capabilities. Soon we hope to greatly increase our quality and flexibility, while lowering cost and turnaround time.

- A new format has been instituted for our practice group *UPDATE* newsletters, where the print version is designed to be a companion piece, and to compliment, the electronic version. Construction Law and Litigation is the most recent practice group to add an electronic version.
- 2002 Pro Bono Annual Report and *PSP/L,S&D “Connecting with the Community”* newsletter published.
- Conceal and Carry ALERT sent both electronically and in print.
- Mid-year New Attorney Brochure/Directory published.
- IP/IT practice area is currently updating their Copyright, Trademark, Trade Secrets and Patent Guides, and will be packaging them as a CD.

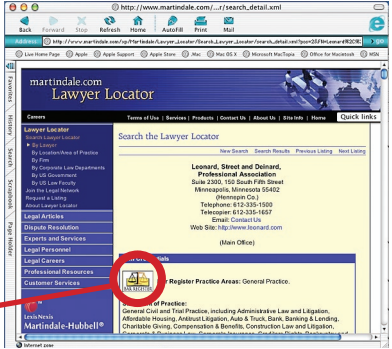


Database

- The (large) database post-conversion scrubbing effort is progressing well.
- A new database list was created for the upcoming Employment Seminars. Invitations for the first seminar in the series were mailed the early part of July. Also created were new contact lists for the new shareholders' announcement mailings.
- Newsletter mailings - should any attorneys prefer to personally mail to clients and contacts, we provide the labels and materials.

Martindale-Hubbell

- We received a certificate recognizing Leonard, Street and Deinard's inclusion in the 87th edition of the Bar Register of Preeminent Lawyers. Bar Register status provides increased visibility on the Internet. Our listing on martindale.com includes a 'Bar Register' icon which indicates that Leonard, Street and Deinard is one of the most highly regarded practices in America.



Martindale-Hubbell Bios

We will extend the deadline for updating attorney bios for the Martindale-Hubbell directory to July 30. We've received a terrific response so far, but several attorney bios remain untouched. The process is simple and takes just minutes. Even if an attorney does not foresee making any changes to their bio, we would still like them to take a moment to review the information and approve their bio so that we know they have seen it and signed off on the information. Please contact Matt Krantz Fugate (1708) or Bev Jensen (7002) with questions.

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Prepare, prepare, prepare

Today's buyers have no tolerance for people who waste their time. To succeed, salespeople need to prepare more than ever before. Key preparation points:

- Research the prospect's business, including its customers,
- Determine the next logical step prior to a meeting, and
- Write down your top 10 questions before the meeting.

- The Training Desk (Summer, 2003)

The marketing group wishes to welcome **Jill Weber** as the firm's new **Director of Marketing and Business Development**.

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AND
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COMMON SENSE®

Jill Weber x1508 Director of Marketing & Business Development	Chris Zuege Marketing Administrator (Temporary) x7091	Matt Krantz Fugate Marketing Coordinator (Part-time) x1708
Bev Jensen x7002 Database Knowledge-based Marketing Specialist	Jeffrey Paul x7203 Communications & Publications Manager	Deb Cochran x1519 Practice Development, Advertising & PR Manager
Aaron Van Dyke x7190 Graphic Designer (Part-time)	Victoria Jensen x7074 Events/Marketing Coordinator	

- General Support/Database Asst.
- Direct Mail Administration
- Resource Center
- Business Cards

- Database Editing
- Marketing Materials Inventory
- Martindale-Hubbell
- Directories

- Database Management
- List Maintenance
- Martindale-Hubbell
- Address Changes

- Communications Materials
- Writing/Editing
- Newsletters
- Web site/Multimedia

- Dept./Practice Group Mgt.
- Mktg. Materials/Capabilities
- Advertising/PR
- Proposals

- Design
- Layout
- Printing Coordination
- Bio Cards

- XCEL Center Suite
- Client/Prospect Firm Events
- Attorney Bio Cards/Photos
- Capabilities Brochures