

Hammerstrom Named 2011 President of the Legal Marketing Association

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Jeanne Hammerstrom, Chief Marketing Officer for Benesch, Friedlander, Coplan & Aronoff LLP, ascended to the office of president of the Legal Marketing Association effective Jan. 1. During her one-year term, Hammerstrom will serve as head of the international nonprofit association's 13-member Board of Directors.

"I'm looking forward to serving this very prestigious professional organization," Hammerstrom says, "and am excited to advance the efforts of the 2010 LMA Board of Directors as, together, we work to bring even greater value to LMA's members." Areas of focus in 2011 include projects to support ongoing growth in:

- Advocacy and leadership - Through membership diversity, research and resources, LMA is a respected thought-leader and authoritative voice within the legal marketing community.
- Education and professional development - Expanded mentoring and educational opportunities, including a new online curriculum tool, underscores the association's commitment to helping members' achieve their personal enrichment aspirations.
- Community development - Driven by collaboration and interactive experiences, LMA continuously explores innovative ways to encourage information-sharing, and open exchange of ideas and knowledge.

"Jeanne's tenure and service to LMA is unparalleled. She was a founding member of our Pittsburgh chapter, a chapter president and a co-chair of our 2009 Annual Conference. Her devotion to the industry, leadership and enthusiasm will serve her well as we continue to expand the benefits to LMA members and customers," says LMA Executive Directory Betsi Roach. "Jeanne's ability to work strategically with seasoned professionals and her support for those new in the industry only enhance and strengthen our community. I look forward to working with her in 2011 as we continue to build on the excellent work of past LMA leaders."

Hammerstrom has 22 years of experience in the legal marketing industry. Before joining Benesch, she was a legal marketing leader in the Pittsburgh law firm industry, and has instituted several business development and client service programs at these firms. She succeeds Nathan Darling, Director of Client Development & Marketing for Van Ness Feldman, who served as LMA's 2010 president and continues on the Board as Immediate Past President.

About Benesch

With offices in Cleveland, Columbus, Indianapolis, Philadelphia, Shanghai, White Plains and Wilmington, Benesch's practice and industry groups include Business Reorganization, the China

Group, Compensation & Benefits, Construction, Commercial Finance & Banking, Corporate & Securities, Litigation, Energy, Health Care, Intellectual Property, Labor & Employment, Polymer Industry, Private Equity, Public Finance, Public Law, Real Estate & Environmental, Tax, Transportation & Logistics, and Estate Planning & Probate. For more information, visit www.beneschlaw.com.

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About the Legal Marketing Association

Founded in 1985, LMA is the universal voice of the legal marketing profession, a forum that brings together CMOs and entry-level specialists from firms of all sizes, consultants and vendors, lawyers, marketers from other professions and marketing students to share their collective knowledge. LMA's nearly 2500 members hail from 48 US states and 20 countries. More than 90 percent of the largest 200 US law firms employ an LMA member. Members at every stage in their career development benefit from LMA participation because the association's broad array of programs and services can be tailored to their specific needs.