

# SCHMIDT MARKETING

## SALLY J. SCHMIDT

### Education

M.B.A., Marketing, University of Minnesota (1983), Beta Gamma Sigma  
Honorary Society.  
B.S., French (with Honors), University of Minnesota (1977).

### Law Firm Experience

Marketing and Client Relations Consultant to approximately 400 law firms  
in the U.S., Canada, Mexico, Europe, Australia and New Zealand (1987 to  
present).  
Director of Client Relations and Marketing, O'Connor & Hannan, Minneapolis,  
Minnesota (1984-1987).

### Teaching

"Principles of Marketing," University of Minnesota, Minneapolis.  
"Law Office Marketing and Long-Range Planning," Inver Hills Community College, St. Paul.

### Professional Activities

Member, Legal Marketing Association (formerly known as National Law Firm Marketing Association)  
(1986 to present):

- ◆ Co-Chair, Annual Conference Committee (1996-1997).
- ◆ Chair, Exhibitor Advisory Committee (1992-1994).
- ◆ Founder and First President (1986-1987).

Member, American Bar Association (1986 to present):

- ◆ Chair, Large Law Firm and Small Law Firm Marketing Interest Groups, Law Practice  
Management Section (1990-1994).
- ◆ Chair, Marketing Administrators Committee, Economics of Law Practice Section (1987-  
1989).

Member, Editorial Board, Marketing the Law Firm (1998 to present).  
Member, Advisory Board, Legal Assistant Management Association (1989-1995).  
Member, American Marketing Association (1984-1995).  
Member, Editorial Board, Attorney's Marketing Report (1986-1988).

### Honors

Inductee, Legal Marketing Association Hall of Fame and Recipient of Lifetime Achievement Award  
(2007).  
Winner, 2006 Edge Award for the Best Column in the Law Practice magazine.  
Trustee, College of Law Practice Management (Inducted May 1994).  
Judge, American Bar Association's First Annual Award for Dignity in Advertising (1992).

### Books

*Business Development for Lawyers: Strategies for Getting and Keeping Clients*, ALM Publishing (2006).  
*Marketing the Law Firm: Business Development Techniques*, Law Journal Seminars-Press (updated semi-  
annually).

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## Booklets and Chapters

*Client Relations: It's Everyone's Business*, Sally Schmidt Consulting, Inc., 1993.

"Marketing a Specialty Practice or Practice Area," *The Lawyer's Handbook*, Third Edition, The American Bar Association and the Institute of Continuing Legal Education, 1992.

*Thirty Strategies for Keeping Clients (Happy)*, Sally Schmidt Consulting, Inc., 1990.

*What Clients Say: A Lawyer's Guide To Better Client Relations*, Sally Schmidt Consulting, Inc., 1989.

## Column

"Marketing," Law Practice, American Bar Association (1997 to present).

"Marketing," Lexpert. The Business Magazine for Lawyers, Thomson Canada (2006-2007).

## Published Research

"2005 Roles and Compensation Survey," Legal Marketing Association, 2006.

"2004 Roles and Compensation Survey," Legal Marketing Association, 2005.

"Perceptions of Partnership: The Allure & Accessibility of the Brass Ring," National Association for Law Placement (NALP) Foundation, 1999.

"Keeping the Keepers: Strategies for Associate Retention in Times of Attrition," National Association for Law Placement (NALP) Foundation, 1998.

"The Law Firm Marketing Position: What's Important to Marketing Professionals and Their Supervisors," National Law Firm Marketing Association, 1993 (with Fran Senner-Hurley).

## Presentations

Has made more than 200 presentations at state, regional, national and international conferences of:

- ◆ American Academy of Matrimonial Lawyers
- ◆ American Association of Law Libraries (AALL)
- ◆ American Bar Association (ABA)
- ◆ *American Lawyer*
- ◆ American Marketing Association (AMA)
- ◆ Association of Legal Administrators (ALA)
- ◆ Canadian Bar Association
- ◆ College of Law Practice Management
- ◆ Institute of Law Firm Management (ILFM)
- ◆ *Law Firm Profit Report*
- ◆ Legal Assistant Management Association (LAMA)
- ◆ Legal Marketing Association (LMA)
- ◆ *National Law Journal*
- ◆ New Zealand Law Society
- ◆ Practising Law Institute (PLI)

## Articles

Has written more than 200 articles appearing in publications such as:

- ◆ *American Lawyer*
- ◆ *Law Office Management & Administration Report*
- ◆ *Law Practice*
- ◆ *Lexpert*
- ◆ *Leadership & Management Directions*
- ◆ *Marketing for Lawyers*
- ◆ *Marketing News*
- ◆ *National Law Journal*
- ◆ *Strategies (LMA)*