



**INDEPENDENCE CHAPTER**  
**Association of Legal Administrators**  
**Educational Event**

**DATE:** Thursday, February 2, 2017  
**LOCATION:** CrossPoint Lobby – Training Center  
 (only 1.5 mi from KOP Mall)  
 550 E. Swedesford Road  
 Wayne, PA 19087  
 Ph: 215-920-1495

**REGISTRATION & BREAKFAST:** 8:00 A.M..  
**PROGRAM:** 8:30 A.M. – 10:00 A.M.  
**COST:** \$25

**Wearing the Marketing Hat While Doing Your Day Job**  
*Program presented by: Elizabeth Mell of Mell Consulting*

This program will focus on what law firm administrators, who wear many hats, can do to help their firm’s marketing efforts. We will discuss how you can support marketing activities with limited resources and what tools you can provide to attorneys. We will also discuss how you can evaluate whether certain marketing and business development activities are worth supporting/funding. (Elizabeth’s bio is attached.)

**CLM<sup>SM</sup> App Credit for Functional Specialists:** 1 hour in the subject area of Legal Industry/ Business Management (LI) towards the additional hours required of some Functional Specialists to fulfill the CLM application.

**CLM<sup>SM</sup> Recertification Credit:** 1 hour in the subject area of Legal Industry/ Business Management (LI)

**Our sponsors for this event are:**



**~GUESTS ARE WELCOME~**

Please RSVP on or before Friday, January 27, 2017 at our website  
[http://www.ala-independence.org/calendar\\_of\\_events.asp](http://www.ala-independence.org/calendar_of_events.asp).  
 If you have questions, please call Diane Burkhardt at 215-977-4079 or Sandy Caiazza at 610-354-8266.

A 48-hour cancellation notice is required, or you will be invoiced for your meal.  
 Checks should be made payable to “ALA-Independence Chapter” and may be presented at the door.

**In support of “green” initiatives, this invitation will not be sent by U.S. mail.**

**Buffet breakfast will be served.**

**CHARITY SUPPORT FOR THIS EVENT**  
**Keystone Opportunity Center**

**Please support the Keystone Opportunity Center by donating:**

Durkees French fried onions, cream of mushroom soup, canned green beans, granola and cereal bars, cleaning products such as: Comet, scrubbies/sponges, liquid cleaners such as Lysol, Mr. Clean, Pine Sol, spray cleaners, disinfecting wipes, dishwashing soap, All laundry soap, paper towels or tissues.



## Elizabeth Mell - Bio



Elizabeth has spent her career in professional services marketing and business development. She launched Mell Consulting as a resource for growing firms. Her role in various business sectors has given her a unique perspective on how legal services are bought, sold and delivered. Elizabeth understands that smaller organizations often have limited means and managing costs has never been a bigger priority.

Before starting her own company, she served as the Chief Marketing and Business Development Officer at Montgomery McCracken. She has held positions at several other law firms, including as Director of Business Development at Fox Rothschild, and as a Marketing Manager at Buchanan Ingersoll & Rooney, Morgan Lewis and DLA Piper. Her career path includes working at DuPont Legal and the Philadelphia Bar Association. Twice in her career, Elizabeth has taken on newly-created roles, introducing and pioneering new programs. Her tenure in the three sectors of business has given me a unique perspective on how professional services are bought, sold and delivered.

She entered Buchanan Ingersoll & Rooney as a Marketing Manager and progressed to Director of Diversity, where she was responsible for developing and launching the firm's diversity program and women's initiative.

Elizabeth spent five years as the Collaboration Manager for DuPont's Network of Primary Law Firms and Service Providers. She was the first person in this position, which was conceived by DuPont's outside counsel. She facilitated collaboration among the 40 firms in the DuPont Legal Model to create opportunities for the firms and service providers to generate new business, as well as referrals between Network members. She began her career in the member services department at the 13,000~member Philadelphia Bar Association for eight years. As the Director of Member Services, Elizabeth oversaw operations for the association's 60 standing committees, seven sections and the Young Lawyers Division. She managed member programs, public service programs, committee leaders and volunteer corps.

On the personal side, the quality of life in her local community is especially important to Elizabeth. She is active in several nonprofit organizations where she has developed personal and professional connections. She currently serves on the board of the National Adoption Center and the Communications Committee for the SeniorLAW Center. Previously, she served on the board of the Foundation for the Advancement of Technology in Education. She also spends time volunteering with Big Brothers Big Sister of Southeastern Pennsylvania. In 2011, she participated in the Leadership Philadelphia Executive Program.