



Stacy A. Smith Joins Editorial Committee of Legal Marketing Journal

Carter Conboy's Firm Administrator and Director of Marketing and Client Relations, Stacy A. Smith, has accepted an invitation to join the Editorial Committee of *Strategies, The Journal of Legal Marketing*, the official journal of the Legal Marketing Association.

For more than 25 years, The Legal Marketing Association (LMA) has been the national voice of legal marketing professionals and attorneys looking to develop their marketing practice. The LMA addresses needs of its members by providing continuing education and professional development opportunities, forums for open exchange of ideas and knowledge, establishment of professional ethics and standards of conduct, and education to the legal community about the importance of law firm marketing within the industry. Founded in 1985, the LMA has over 3,000 members in 48 U.S. states, Canada and 15 other countries, and 19 chapters across the United States and Canada.

The LMA, through *Strategies, The Journal of Legal Marketing*, endeavors to publish the highest quality publication in the field of legal marketing. The Editorial Committee assumes the essential role of writing, development, solicitation, screening, and editing the magazine's content. *Strategies* is published bi-monthly and is distributed to all members of the Legal Marketing Association as well as to those in the legal marketing industry. For further information on the LMA and *Strategies*, please visit www.legalmarketing.org.

About Stacy Smith: Smith has been with Carter Conboy since 2003. She is the firm's Administrator and Director of Marketing & Client Relations. She is accountable for the firm's nearly sixty attorneys and employees in three New York locations. She is responsible for the management functions of the firm, including Marketing, Facilities, Human Resources, and Personnel. She is a service-oriented executive who has successfully developed, implemented, and integrated the firm's marketing and client relations systems, programs, and behaviors into Carter Conboy's culture and operations.