



## April 2024 Member Meeting Minutes

**Tuesday, April 16**  
**12:00pm to 1:30pm**  
**Troutman Pepper**

- Meeting was called to order by Christy Purgason, President ALA in conjunction with Stephanie Simpson, Chair of LMA at 12:00pm.
- Introduce and Thank Business Partners by Christy Purgason:
  - Jen Lamb – Mode5
  - Sarah Prokopchak – Mid-Atlantic Recruiting
  - Cathy Miles – Cobb Technologies
- Opening remarks – Stephanie Simpson, LMA
- ALA Member Guests:
  - Makay Carlino – guest of Jenna Day
  - Stephanie Sarver – guest of Christina Bloom
  - Director of Operations – guest of Ellen Purcell

### Announcements

- April 26 – Tech4Troops Community Service Project with Hardywood visit following afterwards
- May 2 - Gold & Silver BP Social at Stumpy's
- May 16 – ADA Considerations – part of the DEI Initiative

### Meeting/Speaker Introduction

## Member Meeting- From Concept to Launch: Crafting a Client-Centric Website

Join the Richmond Chapter as Legal Marketing Association (LMA) as we host a for an insightful panel discussion where industry experts will share their knowledge and experiences in developing and launching client-centric websites. Our panel will delve into the nuances of creating and renovating law firm websites – including key project management elements and pitfalls to avoid – that not only attract potential clients but also provide valuable information to current contacts.

**Moderator:** Rebecca Hnatowski, Edwards Advisory, LLC

**Panelist:** Kristen Chatterton, Director of Marketing & Business Development, Woods Rogers Vandeventer Black, PLC  
Robyn Addis, Chief Marketing & Business Development Officer/COO, Legal Internet Solutions, LLC

**Meeting Attendance:**

|                             |           |
|-----------------------------|-----------|
| Total No. Members Attending | 17        |
| Total No. Guests w/Member   | 3         |
| Total No. Guests w/BP       |           |
| Other Guests – Panel        |           |
| Speaker(s): (Member)        |           |
| Business Partners           | 9         |
| <b>TOTAL in Attendance</b>  | <b>29</b> |

- Total Member Registrations: 23
- Total Member Guests Registered: 4
- Total BPs Registered: 11
- Total Registrations for meeting: 38
- Meeting attendance for LMA members not recorded.

Meeting was adjourned at 1:30pm.

Respectfully Submitted,  
Danielle Dann  
Secretary, RALA