

# Celebrating legal marketing excellence

## Vancouver's inaugural HELM Awards recognize major contributions by individuals and law firms

Vancouver's legal community toasted its leading lights during an inaugural awards luncheon to celebrate excellence in legal marketing.

The HELM Awards recognized strategy, creativity, achievement and overall excellence in legal marketing initiatives undertaken by lawyers and their firms. The event, coordinated by the Legal Marketing Association, took place at the Four Seasons Hotel last month and was sponsored by Gem Communications, LexisNexis Martindale-Hubbell and Business in Vancouver Media Group. The keynote speaker was Alexa Loo, a member of Canada's national alpine snowboard team, a World Cup racer and a 2006 Olympian.

A panel of independent judges reviewed nominations. Five awards were presented:

### Young lawyer

Winner: **Chris Bennett** of **Davis LLP**. Bennett took his love of video gaming, developed a marketing strategy, and pioneered a niche market in his firm through an astute understanding of the industry he was targeting. He under-

stands the role of media to enhance profile and image, and created a draw in this brand new area of law. His initiatives resulted in a significant increase in revenue, the success of his blog [www.VideoGameLawBlog.com](http://www.VideoGameLawBlog.com), the development of a new practice, and becoming a partner at 35.

### Firm/marketer of the year

Winner: **Alexander Holburn Beaudin & Lang LLP**. The award recognized two memorable ad campaigns run simultaneously by the firm.

Its Student Life Campaign was geared towards recruiting the next generation of lawyers, and its Fresh Thinking Campaign emphasized its approach to the business of law in ways that would be meaningful to potential lawyers and staff, and demonstrate share values with key clients. Both campaigns were designed in collaboration with **Skunkworks Creative Group**, a Vancouver advertising and marketing agency.

### Lifetime achievement

Winner: **John W. Elwick**, partner, **Alexander Holburn Beaudin & Lang LLP**. Elwick earned this award in recognition of his

high regard within the legal and business communities. Not only has he been a practising lawyer for 39 years, but he is also respected as a mentor, past managing partner, and international networker. In a city full of accomplished lawyers, Elwick's career and contribution stand out.

### Managing partner

Winner: **William Westeringh** of **Fasken Martineau DuMoulin LLP**. Westeringh was recognized for his focus on profitability, leadership and support of the firm's growth strategy, including the establishment of a think tank to develop action to reinforce the firm's marketing/business portfolio. Notably, he was a driving force behind positioning his firm as official legal counsel to the **Vancouver Canucks & Orca Bay Entertainment**.

### CSR (Corporate Social Responsibility)

Winner: **Farris, Vaughan, Wills & Murphy LLP**. The award recognized the firm's commitment to community service, be it through education, monetary support, or other forms of leader-

ship. Two significant examples of its commitment to CSR are: gifting more than \$1 million towards the UBC Faculty of Law, and more than \$465,000 to the United Way. Its contributions are not limited to dollars alone. The Farris Trial Experience Program conducts pro bono work in the city while lawyers participate in community events. And for nearly 10 years, the firm has given to the Canadian Blood Services blood donors program. ■



**Firm/marketer of the year:** Heather Gray-Grant (right), director of marketing and business development, Alexander Holburn Beaudin & Lang LLP, receives the award on behalf of the firm from Catherine Mitchell, director of marketing, Gem Communications Inc.



**Young lawyer:** Chris Bennett (left) of Davis LLP receives his award from Paul Harris, BIV's editorial director, special products, and editor, Legal Matters



**Managing partner:** William Westeringh of Fasken Martineau DuMoulin LLP (right) receives his award from Charles Casey, Canada account manager, LexisNexis Martindale-Hubbell



**Corporate social responsibility:** Cameron Belsher, partner, Farris, Vaughan, Wills & Murphy LLP, receives the award on behalf of the firm from Laura McBride, senior account director, TBWA\Vancouver and HELM Awards judge



**Lifetime achiever:** John Elwick of Alexander Holburn Beaudin & Lang LLP receives his award from Allison Wolf, founder, Shift Works Strategic Inc. and president, LMA Vancouver



LEGAL MARKETING ASSOCIATION



## The Legal Marketing Association Vancouver Chapter Congratulates the 2007 HELM Awards Recipients (Honouring Excellence in Legal Marketing)

Young Lawyer Award - Chris Bennett, Davis LLP

Firm/Marketer of the Year - Alexander Holburn Beaudin & Lang LLP

Lifetime Achievement Award - John W. Elwick, Partner, Alexander Holburn Beaudin & Lang LLP

Managing Partner Award - William Westeringh, Managing Partner, Fasken Martineau DuMoulin LLP

Corporate Social Responsibility - Farris, Vaughan, Wills & Murphy LLP

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