



Kelley Kronenberg Wins Three First-Place Awards for Legal Marketing

The Legal Marketing Association's Southeastern Chapter (LMASE) has recognized Kelley Kronenberg with three *Your Honor Awards*. The South Florida-based law firm received first place in the categories of *Practice Development*, *Identity* and *Community Relations*. This is the firm's second consecutive win in the *Practice Development* category; last year, Kelley Kronenberg won two LMASE awards for its overall business development program and its new, rebranded website. The LMASE is one of the largest chapters in the international Legal Marketing Association (LMA) organization, with more than 400 members throughout nine states. "Our team is honored to have our work recognized by the Legal Marketing Association Southeastern Chapter" said [Thomas Choberka](#), Chief Marketing and Business Development Officer for Kelley Kronenberg. "These awards reflect Kelley Kronenberg's commitment to leading the way with innovation, growth and community service."

Practice Development

Kelley Kronenberg received first place for its targeted *practice development and associate development programs*. Last year, the firm launched a comprehensive full-scale business development program. This year, as part of the larger program, the firm focused on assisting associates with training that recognizes their unique abilities, as well as identifying firm practice areas that need revitalization. Through this initiative, members of the marketing team provide coaching sessions for the associates to provide structure and focus. With the insights from these meetings and months of research, the team also identified practice areas it wants to develop, diversify and expand. "The time we spend with these associates helps us to learn their strengths, career desires and abilities," said Choberka. Since beginning the associate development training program, the department and targeted practice areas have obtained many new clients and record growth. "It is exciting to watch associates grow to their full potential," said Choberka. "Since beginning our concentrated practice and associate development program, we learned that building up an associate's business development skills will effectively improve the firm's bottom line. We plan to continue this program and our coaching sessions to ensure our attorneys are consistently reaching their goals."

Community Relations

In the *Community Relations* category, Kelley Kronenberg received first place for creating TriSharks, a 501(c)3 non-profit organization. Philanthropy has always been a priority for the firm and this new program helps support local athletes while developing business relationships. Over the last decade, the sport of triathlon has seen explosive growth, with triathlons becoming the executive's sport of choice. "Strategically, we knew we wanted to capitalize on the sport's growth. We sought to develop business relationships with the executives and business owners who embody the average triathlete, and continue to commit to civic and charitable efforts as good corporate citizens," said [Heath Eskalyo](#), Kelley Kronenberg principal partner and CFO. Eskalyo is also head of firm philanthropic efforts and has competed in Sprint, Olympic, 70.3 and Ironman distances. "Together with the firm's Marketing Department, we decided that creating a charitable organization for triathletes was the next logical step in using the sport to develop business for the firm and make positive changes in the community."

Identity

The firm also received first place for its welcome video. After completing an extensive rebranding initiative last year, the Marketing Department decided to internally brand the firm to new hires and existing employees. "Our welcome video is designed to continue to drive our 'Firm Built on Relationships' culture," said Choberka. "When discussing the new brand for the firm we focused on what we believe to be our greatest asset; our people. Through this project, we set out to create a video that showcased who we are as a firm, what we believe, and ultimately answer, 'What makes Kelley Kronenberg different?'" The welcome video will be the first in a series of videos the law firm has planned over the coming years. The *Your Honor Awards* were presented at the LMASE 2015 regional conference in Atlanta on September 17, 2015. The awards showcase the leading designs and creative strategies from firms throughout the Southeast, playing a key role as an inspiration for law firm marketing materials.



Events

The firm also received first place for "Cyber Security & Data Privacy: The Dangers Facing You and Your Business," a seminar offering solutions to these complex issues facing companies in a streamlined format. The central theme of the submission focused on the firm's desire to gather C-level Executives and key decision makers together for a stimulating and streamlined discussion on cybersecurity, risk, and solutions to data breach problems. The goals were to display the firm's legal expertise in the growing field, cement its status as an industry leader, and use the seminar as a springboard for business development.