



Kelley Kronenberg Wins Two International Awards for Legal Marketing

FORT LAUDERDALE, Fla. – Kelley Kronenberg, a diverse, full service business law firm, was the recipient of two *Your Honor Awards* at the 2016 Legal Marketing Association (LMA) Annual Conference in Austin, Texas on April 13, 2016. The South Florida-based law firm received first place in the *Community Relations* category and honorable mention in the *Identity* category. This is the firm's second consecutive win in both categories, and marks the third year in a row the firm has been honored by LMA with a total of 7 awards. The firm won first place at the LMASE Regional Conference in the *Practice Development*, *Identity* and *Community Relations* categories in 2015, and first place in the *Practice Development* and *Website Rebrand* categories in 2014.

The LMA *Your Honor Awards* program recognizes excellence in legal marketing by promoting projects and programs that provide innovation and return on marketing dollar investment. The LMA has 19 chapters and 26 city groups across the U.S. and Canada, and more than 4,000 members from 48 states and 23 countries.

"We are once again honored to have our work recognized by the Legal Marketing Association, the preeminent authority on all aspects of legal marketing," said [Thomas Choberka](#), Chief Marketing and Business Development Officer for Kelley Kronenberg. "Law firm marketing is constantly evolving. We are proud of the fact that Kelley Kronenberg is acknowledged as an innovator in the industry. We truly enjoy collaborating with the firm's leaders and attorneys to find new ways to leverage existing relationships with the firm's clients, communities and each other."

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. The challenges facing a triathlete are much like challenges of executive leadership.

"The formation of TriSharks aligns with the firm's strategic marketing initiative to capitalize on the deep business resources of triathlete executives and business owners, while benefiting the community," 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.

Identity

Kelley Kronenberg also received honorable mention for its welcome video. The firm is particularly proud of this project and has planned a series of similar videos over the coming years.

"Our welcome video is designed to continue to drive our 'Firm Built on Relationships' culture," said Choberka. "In order to complement the firm's recent external re-brand and continue to drive the cultural shift taking place internally, our team created a video that communicates the firm's values to new hires and existing employees. The video showcases the firm's people, and ultimately answers, "What makes Kelley Kronenberg different?"

As the only specialized international awards program in the legal marketing industry, the *Your Honor Awards* recognize creativity, execution, achievement and overall excellence in legal marketing, business development and communications.

This year's LMA's Annual Conference boasted attendance of more than 1,300 legal marketing professionals. The LMA *Your Honor Awards* recognizes the industry's best in 16 categories including advertising, practice development, identity and media relations.

"We thank the LMA for these recognitions, as well as all of our firm members and our firm leadership for their continued support and assistance in helping make these efforts a huge success," said Choberka.