



The College of Law Practice Management

# Announcing the Fourth Annual **InnovAction** Awards

Recognizing Innovation in Action in Law Practices Around the World

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The InnovAction Awards are part of a worldwide search for law firms, lawyers, and other deliverers of legal services engaged in extraordinary innovative efforts. Our is to create new precedents for the legal profession – to show just what can be created when passionate professionals, with big ideas and strong convictions, are determined to make a difference. Each year we present the coveted InnovAction Awards to those unsung heroes and rising stars from among our profession who dare to think differently and succeed by doing so.

**ENTRY DEADLINE: June 2, 2008**  
*EARLY BIRD ENTRY DEADLINE: May 1, 2008*

**Nominee:**

FIRM NAME: \_\_\_\_\_

INITIATIVE: \_\_\_\_\_

TIME FRAME: \_\_\_\_\_

**Step 1 Tell us the story.**

Executive Summary\*. Tell us what was done. This is where you grab our attention. (100-200 words only.)

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**Describe the specific challenge that was faced. What problem did this initiative solve?**

Here's where you give us some key background information. Give us the quick facts about the situation so we can understand the context of the success. Then, once you've set the scene, tell us about the hard part. What obstacles were faced? Tell us why the stakes were high. (100-200 words only.)

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**Tell us exactly what this innovative initiative was.**

Tell us about the innovation, idea, program, or initiative that was launched. (100- 200 words only.)

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**What were the results?**

So what happened? What were the specific, measurable -- and we hope, inspiring -- results? Provide us with the actual data. (100-200 words only.)

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**Step 2 Provide any supportive documentation**

All information submitted on an entry form must be original to the entrants and contain truthful and accurate information. We reserve the right to verify the entry documentation. Any entry that fails to meet these criteria will be disqualified.

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**Step 3 Fill in the contact information**

Let us know how to get in touch with the person who completed this form.

NAME \_\_\_\_\_  
 TITLE \_\_\_\_\_  
 FIRM NAME \_\_\_\_\_  
 ADDRESS \_\_\_\_\_  
 CITY \_\_\_\_\_  
 DIRECT TELEPHONE \_\_\_\_\_  
 E-MAIL \_\_\_\_\_

If you are entering someone other than your own firm -- *good for you!* Complete the information below for the person inside that firm with whom we should communicate regarding this entry.

NAME \_\_\_\_\_  
 TITLE \_\_\_\_\_  
 FIRM NAME \_\_\_\_\_  
 ADDRESS \_\_\_\_\_  
 CITY \_\_\_\_\_  
 DIRECT TELEPHONE \_\_\_\_\_  
 E-MAIL \_\_\_\_\_

**Step 4 Send it all to us**

Mail or E-mail your entry directly to [colpm@comcast.net](mailto:colpm@comcast.net) and mail a check for your entry fee (\$325 U.S. per entry) made payable to The College of Law Practice Management to:

**Karen Rosen Administrator**  
 College of Law Practice Management  
 10371 Severance Dr.  
 Parker, CO 80134

phone: 720.271.7015  
 fax: 303.805.4358

[colpm@comcast.net](mailto:colpm@comcast.net)

All entries must be received by June 2, 2008. For Early Bird entries received by May 1, 2008, the entry fee is reduced to \$250 U.S. Please contact us if you would like to use a credit card to pay your entry fee. We use PayPal to process our credit card transactions. If you prefer to mail a check, it MUST be postmarked by May 1 for the Early Bird entry or by June 2 for all other entries.

Unless you are submitting electronically, please submit six copies of your entry. Submissions can be made by hard copy, video, CD or on a thumb drive. You may also e-mail your entry in a PDF format to [colpm@comcast.net](mailto:colpm@comcast.net).

Once your entry is received, you will get an email confirming that we have it. If you don't get that e-mail. . . we didn't receive it!

**JUDGING**

Entries will be reviewed and selections made by the **Award Selection Committee**. The InnovAction Award entries will be judged based on the following criteria:

- Absence of precedent (never been done, or done quite this way before)

- Evidence of action (the innovation idea was transformed into action and not merely reflective of best intentions)
- Effectiveness of innovation (there is some measurable outcome that indicates that the innovation is accomplishing what it was intended to do).
- Action must have taken place within no more than three years prior to this entry.

Winners will be notified on or about July 15, 2008 – and the winners' names will also be posted on the [www.innovactionaward.com](http://www.innovactionaward.com) web site.

## **HALL OF FAME**

All InnovAction Award winners will be prominently featured in InnovAction Hall of Fame as part of [www.innovactionaward.com](http://www.innovactionaward.com), a celebration of the innovative accomplishments of lawyers and law firms around the world.

## **AWARD PRESENTATIONS**

InnovAction Award winners will be encouraged to receive their InnovAction Awards in person at the College's Annual Meeting in Chicago, Illinois, on September 13, 2008, and will be invited to make a brief presentation concerning their innovations as part of the Annual Meeting program that day.

## **ELIGIBILITY**

Any individual lawyer, law firm, or entity providing legal services to clients anywhere in the world is eligible. More than one entry may be submitted for a single firm or practice so long as they are not duplicative.

**Eligibility Period:** The program or initiative must have been executed either in part or full between January 1, 2005, and December 31, 2007. The initiative can still be ongoing after your entry has been submitted.

Only entries submitted in accordance with these instructions will be considered. We reserve the right to disqualify, at any time, any and all entries that do not comply with these instructions. All entries and supportive documents are subject to verification. Once submitted, entries become the property of the College and will not be returned.

All entrants must be willing to be the subject of articles published in legal and business media, to be available for interviews, and to provide requested information in connection with verification of entries to the College of Law Practice Management. Any entrant who fails to comply with the foregoing will be disqualified.

\*All entrants acknowledge that the executive summary portion of the application may be compiled and posted on the InnovAction website prior to the judging and awarding of the InnovAction Awards. Trustees of the College of Law Practice Management and their represented firms are not eligible for the awards. Past InnovAction Award sponsors will not be eligible to submit applications for two years after being a sponsor.

## **QUESTIONS?**

If you have any questions about the InnovAction Awards, please contact one of the following:

**Karen Rose**  
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College of Law Practice  
Management  
720.271.7015  
[colpm@comcast.net](mailto:colpm@comcast.net)

**Chuck Coulter**  
InnovAction Co-chair  
Stanley, Lande & Hunter  
319.248.9000  
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**Merrilyn Astin Tarlton**  
InnovAction Co-chair  
Astin Tarlton  
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## **AWARD SPONSORS & PARTNERS**

### **PLATINUM SPONSORS:**

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### **GOLD SPONSORS:**

American Bar Association – Law Practice Management Section  
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### **SILVER SPONSORS:**

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Association of Legal Administrators  
Project Leadership Associates

## **MEDIA CONTACTS**

Larry Smith and Richard Levick  
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[www.levick.com](http://www.levick.com)