

NEWS RELEASE

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July 10 – Parker, Colorado – Four law firms, one a global player making its submission from Washington, D.C., regional firms from Denver, Colorado, and Sydney, Australia, and a Los Angeles firm have been selected by the College of Law Practice Management for the 2007 InnovAction Awards for excellence and innovation in the management and delivery of legal services.

For the third year, the College has solicited entries from law firms and other deliverers of legal services throughout the world for the coveted InnovAction Awards. The goal of the awards is to demonstrate to the legal community what can be created when passionate professionals, with big ideas and strong convictions, are determined to make a difference.

“The five InnovAction judges were greatly impressed by the innovative ideas demonstrated in the submissions from law firms in three countries,” said Chuck Coulter, an attorney with Stanley, Lande & Hunter, past President of the College, and chair of the 2007 awards program.

In Washington, D.C., the global firm *DLA Piper US* was selected for its New Perimeter project initiative. This initiative expands what it means for lawyers to commit to pro bono service. New Perimeter’s mission is to bring their legal expertise to bear strategically on some of the world’s most pressing problems – creating, providing legal support for, and completing major projects that address such issues as health care, hunger, corruption, environmental sustainability, economic development, law reform and human rights. Their volunteer attorneys work on initiatives in underdeveloped or developing countries, where they assist in building institutions that will endure and open the way for stronger societies and better lives.

The Denver, Colorado, regional firm of *Holland & Hart LLP* was selected for the community service projects and efforts of its Holland & Hart Foundation. Holland & Hart formed the Foundation not only with the goal of giving back to the community but also building relationships between attorneys and staff and among offices and practices within the firm. It acts as the “heart” of Holland & Hart by creating opportunities for firm members to work side-by-side in their communities. As a unique model, the Foundation enables and empowers Holland &

Hart volunteers to make worthwhile contributions to the many communities that sustain them and to get to know each other in the process.

Mallesons Stephen Jaques of Sydney, Australia, created its innovative TalentNet initiative as their answer to the highly competitive labor market in Australia. TalentNet is a web-based solution for recruitment management. It manages all internal and external processes in the recruitment lifecycle, from the requisition through to the final appointment. TalentNet provides the candidate with an engaging experience while addressing the desire of today's recruits for "self service" solutions and "personal" touch points. TalentNet has vastly improved the firm's recruitment outcome while reducing the administrative overhead in the process.

Formation of the Association of Media & Entertainment Counsel (AMEC) by *Raskin Peter Rubin & Simon, LLP*, qualified the Los Angeles, California, firm for a 2007 InnovAction Award. Established in 2004, AMEC addresses the lack of support in the career development of in-house counsel in the entertainment industry and the lack of recognition for corporate counsel who directly contribute to the success of a television program or motion picture. AMEC organizes and sponsors programs designed to equip in-house counsel with the skills necessary to excel. The Media and Entertainment Counsel Awards were inaugurated in 2005 to recognize those members who have achieved the highest levels of success in their areas of expertise.

"The judges' first and primary criterion was whether the submission had ever been done or done this way before," Coulter stated. "For those that met that criterion, the judges then examined the evidence of how the innovative idea was transformed into action and determined the potential effectiveness of the initiative. Many of this year's submissions demonstrated excellence in delivering on a concept and idea that had already been done but that was not particularly unique."

The College of Law Practice Management was formed in 1994 to honor and recognize distinguished law practice management professionals. To date, 200 practitioners from ten different countries have been inducted as Fellows of the College. The InnovAction Awards were initiated in 2004 and position the College itself as a profession innovator. The accompanying fact sheet includes additional information on the College; its web site is www.colpm.org.

"We know a great deal of innovative thinking is at work around the world to solve the business challenges faced by law firms in today's competitive market. We want to focus the attention of the legal profession on these extraordinary achievements," said College President Marilyn Astin Tarlton, who served as one of the judges and is the principal of Astin Tarlton.

Other judges were Maggie Callicrate, partner with Kerma Partners and Secretary of the College; Thomas S. Clay, consultant with Altman Weil, Inc.; Jordan Furlong, editor, Canadian Bar Association's *National* magazine and the College's *InnovAction* e-zine; and Greg Siskind, founding partner of Siskind Susser Bland.

The awards will be presented on Saturday, September 8, at a special session to be held during the Annual Meeting of the College of Law Practice Management in Philadelphia, Pennsylvania.

The 2007 **InnovAction** Awards are proudly sponsored by the following organizations which have a passion for innovation. **Platinum Sponsors:** Australian Lawyers Weekly; Greenfield/Belser Ltd.; Inside Counsel Magazine; Law.com, and LexisNexis. **Gold Sponsors:** American Bar Association Law Practice Management Section; Canadian Bar Association; International Legal Technology Association; and Office Tiger, an R. R. Donnelley company. **Silver Sponsors:** Altman Weil; Compuware; Interwoven, Inc.; Kraft & Kennedy, Inc.; Project Leadership Associates; and Redwood Analytics.

Levick Strategic Communications has provided media relations assistance. In addition, 2007 **Friends of InnovAction** include: Association of Corporate Counsel; Arnie Herz of Legal Sanity; Prism Legal Consulting, Inc.; LawBiz by Ed Poll; Sheppard Mullin Richter Hampton, LLP; Slaw: a cooperative weblog; Adam Smith, Esq.; and Williams Lea, Corporate Information Solutions.

Contact information for the winners is listed below:

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The College of Law Practice Management and our Fellows inspire excellence and innovation in law practice management by:

- Honoring extraordinary achievement
- Developing, exchanging and disseminating knowledge
- Stimulating innovation in the delivery of legal services

To date, over 200 practitioners from ten different countries have been inducted as Fellows of the College. The Fellows include lawyers, administrators, professors, consultants, marketing directors, and others who have made significant contributions to the profession. They are active in or retired from a wide range of professional organizations -- the International Bar Association, the Association of Legal Administrators, the Legal Marketing Association, the Association of Corporate Counsel, the American Bar Association Section of Law Practice Management, and others.

In addition to honoring and recognizing those who have contributed to the profession, the College presents Annual Meeting programs that focus on current issues facing the legal profession and look to the future of the profession. The College also administers the InnovAction Awards Program which is a worldwide search for lawyers, law firms, law departments, and other providers of legal services who are currently engaged in some extraordinary innovative efforts.

A Board of 15 Trustees governs the College and directs its activities. The College is a Michigan nonprofit corporation that is recognized as a 501(c)(3) tax-exempt organization.
