



ORANGE COUNTY BAR ASSOCIATION

Mommy Esq. Committee January 2023 Meeting

Marketing Strategies That Work

What type of business development and marketing is best for you? Join the Mommy Esq. January discussion to find out! Montage Legal Group Founders and Owners Laurie Rowen and Erin Giglia will discuss the lessons they've learned from 14 years of trying every type of business development and marketing strategy. Discover specific tricks that make business developing and marketing successful, and learn why some time consuming marketing strategies are bound to fail. Start 2023 with a revamped business development plan to help your firm succeed in the new year!



Laurie Rowen



Speakers: Laurie Rowen and Erin Giglia both graduated from USD Law, and met at Snell & Wilmer, LLP, where they worked together as associates in the Orange County office. After their children were born two weeks apart,



Erin Giglia

the two litigators decided to go out on their own as freelance/contract attorneys. After recognizing a gap in the marketplace between freelancers and law firms, Laurie and Erin added other freelance lawyers to their group in 2009, forming one of the first freelance attorney platforms – Montage Legal Group. Montage is entering its 14th year as nationwide network with over 400 freelance lawyers, and has been recognized by Forbes.com, ABA Journal, The Huffington Post, Above the Law, and The Atlantic among other publications.



Moderator: Dana M. Heyde is a Partner at Cottle Keen Lopiccolo & Heyde, LLP, and focuses on estate planning and trust litigation. She is the Immediate Past President of the Orange County Women Lawyers Association and the Co-Chair for Mommy Esq.

January 31, 2023 12:30pm-1:30pm

IN-PERSON & VIA ZOOM

4101 Westerly Place, Newport Beach, CA 92660 (Free Parking)

Registrants will be able to select whether attending in-person or virtually.

Hosted lunch for those attending in person.

Zoom only participants will receive the link day before meeting.

Advanced registration is required by January 24

For assistance, please register at OCBAR.ORG or email events@ocbar.org