



For more information, contact:
Abbey Smith
Public Relations Manager
Phone: (615) 296-1078
E-mail: abbey@cjadvertising.com

FOR IMMEDIATE RELEASE

100 Lawyers Spend the Day with Local Advertising Agency

Law firms nationwide converge in Music City

NASHVILLE, Sept. 22, 2008—cj Advertising, the largest full-service advertising agency in the United States that exclusively serves injury attorneys, is holding its eighth annual client conference Sept. 25 through 27 at the Hilton Nashville. This year's conference—which will focus on topics designed to help cj's clients better manage the business of their businesses—plays host to 32 law firms from across the nation.

The conference presentations and discussions will focus on maintaining the consistency of a brand and the culture of a law firm. Additionally, this year's keynote speaker, Ron Huntington, president of Gazelles International, will speak on Friday afternoon. Mr. Huntington will discuss the importance of, and the science behind, the one-page strategic plan as described in Verne Harnish's book, *Mastering the Rockefeller Habits*. The one-page strategic plan is an important tool for successfully maintaining the culture, energy, and momentum of any business.

"A conference that helps our clients grow is a conference that helps our agency grow. For seven years, this conference has done just that."

Arnie S. Malham
cj President

A Look Back

When the cj conference began seven years ago, it was more of a roundtable than a conference. cj's clients gathered to share their marketing successes, and the event proved beneficial for the lawyers to discover elements implemented by others that might prove positive for their own markets. With each year, the conference grew in size and scope, providing a time for cj's clients to share their marketing successes for the year in an open, honest atmosphere.

Last year's conference focused on how to provide outstanding service to clients, which included an appearance from subject expert John DiJulius. His keynote address focused on making clients feel valued and appreciated by providing excellent service and adding personal touches—such as keeping track of clients' birthdays, anniversaries, and other personal notes.

This year's cj Conference promises to send attendees away with increased levels of awareness about their businesses and with thoughts, ideas, and decisions in active motion as they leave Nashville and return to leading their firms into the future.

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About cj Advertising

Established in 1994, cj Advertising is a leader in the creation, promotion, and distribution of direct response advertising for injury lawyers. The Nashville, Tennessee-based agency currently produces advertising campaigns for 36 law firms in 60-plus markets nationwide. All cj Advertising clients are market exclusive. The independently owned agency focuses on consulting, media placement, custom commercials, progressive Web sites, print ads, and public relations. Visit www.cjadvertising.com for more information.

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