

Blaney McMurtry Winner at LMA Toronto Awards Gala

Date: March 05, 2014



Blaney McMurtry was the winner in the Practice Development category at the Legal Marketing Association (Toronto Chapter) Annual [Your Honour Awards](#) Gala, held on February 26th. The *Your Honour Awards* were established by the LMA to recognize “outstanding achievements of our legal marketing community.”

Blaneys submitted for consideration its business development training initiative, which utilized the online, interactive Practice Boomers program, combining weekly video tutorials, recorded interviews with rainmakers, accountability metrics, actionable business development plans, and a series of group coaching sessions.

Accepting the Award were David Ackert, founder and President of Practice Boomers, and Pat Barton, the firm’s Marketing Manager.