



Best In Class Vendors Serving the Mass Torts Legal Community



June 2021, President's Message

Date: June 8, 2021
To: All MTVA Members
From: Randy Nordstrom, President, MTVA

Good Morning:

We have had an exciting past few months and the MTVA has been very active promoting our brand and our members at the first two major in person trial lawyer events of 2021.

- We were in full force at the **Trial Lawyers Summit in Miami in May**.
 - We hosted an MTVA networking cocktail reception that was very well attended.
 - We had an exhibit booth that promoted every member company, received great traffic, and we were very pleased with the interest we experienced from the attendees.
 - I also had the opportunity to say a few words on behalf of the MTVA at the awards luncheon.
 - We sponsored an MTVA Lounge space for this event and will be making improvements to this concept for future events.
 - This event was very well attended, and we were professionally and proudly represented.
- We were well represented at the **Lanier Trial Academy 5.0 in Houston ...June 2 – 4**.
 - We had an exhibit booth that promoted every member company, received great traffic, and we were very pleased with the interest we experienced from the attendees.
 - This was a huge event with over 850 attorneys present and we were very pleased with the responses and the feedback we received promoting the ideals and standards of the MTVA.

- Our **Advisory Working Committee (AWC)** continues to meet and discuss the challenges and opportunities we face. We are also pleased that many of our ideas and efforts are now in place, and we have new initiatives we are exploring:



- The Gold Audit Membership Process is now in full swing and fully functional. This has been a work in progress for over a year. You can review the process on our website, and I am pleased to report 3 member companies are in the process of pursuing Gold Audit Membership.



- Our MTVA Spotlight continues to reach over 10,000 attorneys monthly with relevant, helpful information and articles that promote our members and the organization.
 - If you are interested in submitting timely, factual, relevant content to the MTVA Spotlight please contact Trevor Goins. All material submitted is subject to approval by the MTVA Review Committee.



- Our NTL / MTVA Webinar effort is being reinvented and progress continues.
 - Our first series will be focused on
 - REAL VOLUME: Can you Handle 100 New Signed Cases a Week?
 - REAL BRANDING: Can a PI Lawyer be Famous and Respected?
 - REAL SPENDING: Do you have \$ but want more cases?
 - We are defining dates, sponsorship options, and format options all for the purpose of optimizing attendance and providing relevant, helpful advice.
- The AWC has been discussing Lead Generation companies and how the MTVA may be able to help define “Best Practices” in this field. Further work must be done, and a committee may be formed to continue this initiative.

- Our **membership** currently stands at 41 companies, and we have 3 applicant companies pending as well as 5 prospect companies that have expressed interest.

In summary, I am very pleased that we have a lively, proactive organization promoting our ideal of “Best In Class” vendors in real and tangible ways. I continue to receive positive feedback

from many of the attorneys I work with. They notice and appreciate what we are doing. I welcome all feedback and look forward to continued growth and success.

Sincerely,

A handwritten signature in black ink, appearing to read 'Randy Nordstrom', with a long horizontal flourish extending to the right.

Randy Nordstrom, President, MTVA

