

FOR IMMEDIATE RELEASE

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CONTACT: Gail Lamarche, Director of Marketing  
PHONE: 239.344.1186**LAMARCHE TO SPEAK BEFORE NATIONAL AUDIENCE AT  
LEGAL MARKETING ANNUAL CONFERENCE IN ATLANTA**

Fort Myers, Florida —Henderson, Franklin, Starnes & Holt, P.A. is pleased to announce that **Gail Lamarche**, Director of Marketing and Business Development, will speak at the 2019 Legal Marketing Association (LMA) Annual Conference on April 8 in Atlanta, Georgia. She will co-present with Nancy Myrland, President of Myrland Marketing & Social Media, on the topic, “Think Like a Marketer, Act Like An Owner.” This will be the third time Lamarche has presented at LMA’s national conference. The session will focus on personal branding, communication, and skills critical for success for legal marketers.

With over 20 years of experience in law firms, Lamarche is responsible for all of Henderson Franklin’s marketing efforts, including advertising, branding, budgeting, business and client development, digital marketing events, public relations, seminars, social media, sponsorships and website. She also blogs and speaks on the use of social media to various industry and professional groups.

As a New England native, Lamarche blends her love of baseball and community and serves on the Boston Red Sox Celebrity Golf Classic Tournament Committee benefitting the Golisano Children’s Hospital of Southwest Florida. She is also a member of the Southwest Florida Seminole Club Board of Directors and is co-chair of its annual fishing tournament. Lamarche previously served on the Communications Task Force for the Horizon Council of Lee County, was an inaugural member of LMA’s Social Media Shared Interest Group Leadership Committee, and was a co-founder and past president of the Social Media Club of Southwest Florida.

Henderson Franklin is celebrating 95<sup>th</sup> anniversary of serving the legal needs and communities of Southwest Florida. The firm is the largest, locally-based law firm between Tampa and Miami with 55 attorneys dedicated to providing a wide range of legal services in the areas of business and tax planning, estate planning, family law, business and civil litigation, eminent domain, intellectual property, workers’ compensation, employment law, real estate, and land use and environmental law. Henderson Franklin operates offices in Fort Myers, Bonita Springs, and Naples. For more information on Lamarche or Henderson Franklin, please visit [www.henlaw.com](http://www.henlaw.com).