



Sixth Annual General Counsel Institute™ Managing Through Change: The New Normal

November 4 - 5, 2010 • Westin New York at Times Square



National Association of Women Lawyers®
the voice of women in the law®



THE NATIONAL ASSOCIATION OF WOMEN LAWYERS INVITES YOU TO JOIN US FOR OUR SIXTH ANNUAL GENERAL COUNSEL INSTITUTE, TARGETED TO WOMEN GENERAL COUNSEL AND SENIOR IN-HOUSE COUNSEL WHO WANT TO BUILD TOP-TIER PROFESSIONAL AND MANAGEMENT SKILLS TO IMPROVE THEIR INTERACTION WITH C-SUITE EXECUTIVES AND THE FUNCTIONING OF THEIR LEGAL DEPARTMENTS.

The Institute provides a unique opportunity for women corporate counsel, in a supportive and interactive environment, to learn from leading experts and experienced legal colleagues about the pressure points and measurements of success for general counsel. Plenary and workshop sessions with general counsel of major public corporations and other professionals in a collegial atmosphere foster frank discussions about what it takes to advance in your career, strategic decision-making, and the means to improve skills and knowledge. The Sixth Annual General Counsel Institute promises to be an engaging and innovative program with opportunities to learn and network with other senior legal professionals. Prior participants have come from throughout the U.S., Canada and Europe and included counsel from large Fortune 100 to small private companies.

- Attend plenary sessions with leading general counsel.
- Participate in workshops led by subject matter experts.
- Enjoy opportunities for informal networking throughout both days.
- Meet general counsel and other senior corporate counsel at informal breakfasts and lunches, an evening reception, and an optional dinner.

Who should attend?

Senior corporate counsel of public, private, large and small companies, non-profits, government, and educational institutions. Registration is limited to in-house counsel. Scholarships are available; see “Upcoming Events” at www.nawl.org.

Questions about the program? Contact:

Jonathan Becks, Program Coordinator, NAWL: 312.988.6186, becksj@nawl.org

For information on registration and accommodations:

See page 8.



Program

NOVEMBER 4, 2010

 REGISTRATION & BREAKFAST 7:30-8:30 a.m.

 OPENING PLENARY SESSION 8:45 - 9:30 a.m.

Welcome

Merrie Cavanaugh, Associate General Counsel, AT&T
Carol Robles-Román, Deputy Mayor for Legal Affairs-
 Counsel to the Mayor, Office of the Mayor, New York

Jump Start Your Morning: Leveraging Success

Ann Schofield Baker, Principal, McKool Smith

Before we start contemplating “The New Normal,” let’s reflect on our past successes. What is the personal or professional accomplishment of which you are most proud? What was it about that experience that motivates you? Armed with these insights, and inspired by the stories of others, we will be well prepared to build on our accomplishments. Ann Schofield Baker, a principal in our Premier Sponsor McKool Smith, will lead us in this interactive session and will share some remarkable successes of her own, including leading an all-female trial team to victory in a highly publicized jury trial this year, and winning a dramatic (and traumatic) *pro bono* asylum trial on behalf of a female Somali refugee.

 PLENARY SESSION 9:30-10:30 a.m.

General Counsel Panel: The New Normal

Moderator:

Lisa M. Passante, Corporate Counsel, E. I. du Pont de Nemours and Company

Panelist:

Madeleine Johnson, Vice President & General Counsel, Southwest Airlines Co.

Hilary Krane, Vice President & General Counsel, NIKE, Inc.

Elizabeth Moore, General Counsel, Consolidated Edison, Inc.

Joyce Slocum, Senior Vice President, Legal Affairs & General Counsel, National Public Radio

Our panel of stellar General Counsel will share their insights and learnings on what we all hope is the other side of the worst financial crisis in decades. Representing a wide variety of institutions, we will hear how these stars of the legal world are moving forward and positioning their departments and their clients for success. Pick up tips on how to apply this in your departments.

 BREAK 10:30 - 10:45 a.m.

 WORKSHOPS 10:45 - NOON

Focus on the Fundamentals: Mergers and Acquisitions for the Non-M&A Lawyer

Christine B. LaFollette, Partner, Akin Gump Strauss Hauer & Feld LLP

Perhaps your background is litigation or employment law or IP, but sometimes it seems as though one preferred route to the corner office is making the big deals happen. This workshop will give you some of the tools to understand the language and the process so that you can have a better understanding of the M&A challenges, and the insight to discuss these issues.

Focus on the Fundamentals: Basics of Class Actions

Moderator:

Hilarie Bass, Global Operating Shareholder, Greenberg Traurig

Greenberg Traurig Panelists:

Lori G. Cohen, Shareholder (Atlanta)

Mary-Olga Lovett, Co-Managing Shareholder (Houston)

Pamela Overton, Shareholder (Phoenix)

There have been many changes in the rules governing class action litigation over the past decade. If you are not a litigator, or if you are a litigator and desire a refresher on the basics, please join this workshop. We will review what it means when your company is named as a defendant in a class action, explore the class certification process, and discuss effective strategies for resolution.

Hot Topics in Executive Compensation

Katie A. Gummer, Partner, McCarter & English

Susan O'Donnell, Managing Director, Pearl Meyer & Partners

Few issues have engendered as much public scrutiny as the compensation of the highest paid executives. Now more than ever an in-house legal staff needs to understand this evolving area and the case law and regulations that are developing around it. Learn strategies and practical tips that will enable you to help your organization meet its regulatory requirements and avoid costly litigation.

 BREAK NOON - 12:30 p.m.



LUNCH 12:30 - 2:00 p.m.



Keynote Speaker
Leslie Turner, General Counsel
Coca-Cola North America

BREAK 2:00 - 2:15 p.m.

WORKSHOPS 2:15 - 3:30 p.m.

Focus on the Fundamentals: Intellectual Property Basics: Common Law Surprises and Statutory Standards

Ranjana Kadle, Ph.D, Partner, Hodgson Russ LLP
Jodyann Galvin, Partner, Hodgson Russ LLP
Lorrie Turner, General Counsel, New Era Cap Co., Inc

This topic is back by popular demand! There are few things more important to many businesses than protecting intellectual property. If you are a transactional lawyer or a generalist--or just interested in learning more about this critical topic--join this workshop to learn how to avoid costly mistakes.

4 The Intersection of Social Networking and Litigation

Cheryl L. Haas-Goldstein, Partner, Sutherland Asbill & Brennan LLP
Allegra J. Lawrence Hardy, Partner, Sutherland Asbill & Brennan LLP
Sheila M. Murphy, Associate General Counsel, MetLife Inc.

Your company's employees are using social networks, but do you know what they are saying and how the things they say can impact your company? Employees might intentionally, or even inadvertently, share sensitive information about their employers and clients, including trade secrets and insider information. Revealing trade secrets could cause a company to lose legal protection of its secrets, and employees who share insider or other confidential information could land their company in hot water with regulators. Additionally, companies may be held accountable by regulatory agencies, such as FINRA, for monitoring and retaining information shared by employees. This panel will examine common scenarios faced by companies and will discuss best practices, policies and procedures to reduce the threat of employees exposing information online.

The Changing SEC Regulatory Environment: Taking a Closer Look

Katherine Addleman, Partner, Haynes and Boone LLP

This workshop is a must if you are in the financial sector, work for a public company, or are just interested in learning more about this topic that is so often a sound bite in the news. Find out what has changed at the SEC in light of the financial crisis and regulatory reform and learn strategies for keeping your company and your clients in compliance with this dynamic area of law.

BREAK 3:30 - 3:45 p.m.

PLENARY SESSION 3:45 - 5:00 p.m.

Engaging Men in Gender Initiatives: What Change Agents Need to Know & Stacking the Deck for Success

Moderator: Brande Stellings, Vice President, Advisory Services, Professional Services Practice, Catalyst
Panelists: William A. Vainisi, Vice President, Deputy General Counsel, Allstate Insurance Company
Michael E. Nannes, Chairman, Dickstein Shapiro LLP
Wendy C. Schmidt, Principal, Deloitte Financial Advisory Services
Vikki Pryor, CEO, American Red Cross, Greater New York

Men have a critical role to play in diversity and inclusion efforts, especially initiatives to eliminate gender bias. In its ground breaking study, Catalyst has examined the cultural forces that can undermine organizational efforts to fully engage men as champions of gender initiatives, and factors that can heighten or dampen men's interest in acquiring skills to become effective change agents for gender equality at work. Don't miss what promises to be a lively discussion that will no doubt carry through into the evening events!

COCKTAIL PARTY 5:00 - 6:30 p.m.

OPTIONAL DINNER
7:00 p.m.
Dervish • 146 West 47th Street
\$65 (pre-paid) • Space is limited • No registration the day of and no refunds after October 20, 2010.



NOVEMBER 5, 2010

BREAKFAST 7:30 - 8:30 a.m.

PLENARY SESSION 8:30 - 10:00 a.m.

The Corporate Athlete

Chris Jordan, Vice President of Facilitator Training,
Human Performance Institute

The world is facing a human energy crisis. Crushing workloads, a 24/7 economy, and ever-increasing expectations require that leaders skillfully access high energy levels whenever and wherever the work experience demands it. To meet the increasing demands, many individuals sacrifice their health, family, and personal happiness. The most critical resource we have as human beings is our energy, and most of us fail to manage it effectively. Effectively managing energy requires training like an elite athlete – a Corporate Athlete®. Chris Jordan of The Human Performance Institute will start the morning with an engaging session based on HPI's thirty years of research and work with elite performers in the high stress arenas of business, sport and medicine, and provide you an overview of the tools necessary to be fully engaged with the people and things that matter most in life.

BREAK 10:00 - 10:15 a.m.

WORKSHOPS 10:30 - NOON

Health System Reform: Critical Next Steps For Your Employer

Susan M. Nash, Partner, McDermott Will & Emery
Amy M. Gordon, Partner, McDermott Will & Emery

We heard so much about the federal health care reform bill in the early part of the year, but much of it was conflicting and confusing. Now that several months have past and at least some dust has settled, our panel will share the highlights of the new law and explain what it means for employers of all sizes.

Answering the Call: Understanding the Duties, Risks, and Rewards of Corporate Governance

Moderator:

Lynn Shapiro Snyder, Senior Member, Epstein Becker Green

Panelists:

Eleanor R. Whitley, Director, Women Business Leaders of
the U.S. Health Care Industry Foundation

Susan Schiffer Stautberg, President, PartnerCom

With the percentage of women on Fortune 500 boards stagnant at best, it has never been more important to consider whether serving on a board of directors is one of your career aspirations. Legal experience can be a valuable asset in the boardroom - organizations have never been under as much scrutiny as they are today - and board experience can be a valuable addition to your legal career. What are the duties, the risks, and the rewards of board service? What due diligence is required before joining any board -- for-profit, non-profit or advisory? The panel will provide attendees with tips for networking with the goal of a board seat, help determining which type of board seat fits best with your experiences, and actionable steps for getting started. The session will offer the chance to participate in an interactive conversation on these questions and others regarding board service. We encourage you to bring a copy of your biographical statement or resume to this session along with plenty of questions!

The Power of the Brand: Crossing the Divide Between Marketing and Legal

Jennifer C. Wolfe, Founder and Managing Attorney,
Wolfe, LPA

Barbara Kolsun, Executive Vice President, General Counsel,
Stuart Weitzman Holdings, LLC

Sara Blotner, Assistant General Counsel, Citigroup Inc.

Jennifer Scully, Senior Attorney, Trademark & Copyrights
Group, Microsoft Corporation

How do some companies build a multi-million to billion dollar brand? They design strong intellectual property strategy into their innovation and branding processes through the power of collaboration and interdisciplinary teams. Whether your company is maintaining a brand that has endured for many years, or creating a new brand that will capture the attention of the world, learn how a "rewired" branding process can provide key competitive advantages. This all-star IP panel will discuss licensing, distribution, counterfeiting, IP valuation, global protection in tough economic times and more. You won't want to miss this dynamic discussion.



BREAK NOON - 12:30 p.m.

LUNCH 12:30 - 2:00 p.m.



Keynote Speaker

Dee Dee Myers

Former White House Press Secretary, Political Analyst and Commentator, Contributing Editor for *Vanity Fair* and Author of *Why Women Should Rule the World*, Ms. Myers will reflect on her own path-breaking career experiences, and survey the issues facing women in Washington, as well as all leadership roles.

CLOSING REMARKS 2:00 - 2:15 p.m.

DESSERT AND CHAMPAGNE NETWORKING
RECEPTION

2:15-3:15 p.m.

Before you depart, please join us to unwind, debrief your favorite sessions and connect with new (and old) contacts and friends.



About NAWL

The National Association of Women Lawyers (NAWL) is a national voluntary legal professional organization devoted to the interests of women lawyers and women’s rights.

Founded in 1899, long before most local and national bar associations admitted women, the Association has historically served as an educational forum and an active voice for the concerns of women in the legal profession.

NAWL continues to support and advance the interests of women in and under the law and the social, political and professional empowerment of women. Today, members of the Association represent all areas of legal expertise; public and private sectors; for-profit and not-for-profit; and large and small organizations.

Through its programs and network, NAWL provides the tools for women in the profession to advance, prosper and enrich the profession. These include:

- The annual General Counsel Institute, dedicated to helping senior in-house counsel excel at the highest level
- Amicus support in the United States Supreme Court and other courts on issues of particular interest to women
- Liaison to other professional organizations
- Networking and leadership opportunities for women lawyers at all levels
- Annual publication of the National Directory of Women-Owned Law Firms and Women Lawyers®, designed to assist in-house counsel with locating women lawyers and referring legal work

Perhaps most important, NAWL, through its members and committees, functions as the Voice of Women in the Law™. We provide a collective voice in the bar, courts, Congress, and workplace to make women’s concerns heard.

By becoming a member of NAWL, you unite with and support women throughout the United States to advocate for women in the legal profession. We invite you to join others like you, who are proud to be engaged in the practice of law and wish to work together for the continued progress of women in the law. As a member, you will benefit from NAWL’s programs and publications, as well as from its networking and leadership opportunities. Please take a moment to join the National Association of Women Lawyers. NAWL welcomes men and women lawyers as members, as well as law firm, corporate law department, and law school members.

Join online at www.nawl.org.

Sixth Annual General Counsel Institute Planning Committee

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	Kathleen (Katie) K. Hoffman Allstate Insurance Company		



National Association of Women Lawyers®

Dates

November 4–5, 2010

Starts 8:00 am, November 4 and ends 3:15 pm, November 5.

Location

Westin New York at Times Square,
270 West 43rd Street, New York City

Accommodations

Special overnight room rates are available for Institute registrants for the nights of November 4 and 5, 2010, at the Westin New York at Times Square. Please note that the reservations at these rates will be given on a first-come, first-served basis, and the hotel will not hold rooms after the date specified. When making your reservation, please be sure to mention that you are with the National Association of Women Lawyers or NAWL to obtain the discounted rate. **Cancellations must be received 48 hours prior to arrival.**

Westin New York at Times Square

Reservations: <http://www.starwoodmeeting.com/book/natassociationofwomenlawyers> or call 888.625.5144 or 212.201.2700

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My check, made payable to the National Association of Women Lawyers, is enclosed.

Mail, Fax, or Email your completed registration form, to: NAWL, American Bar Center, MS 15.2, 321 North Clark Street, Chicago, IL 60654, Fax:312.988.5491 Email: becksj@nawl.org Questions? Please call 312.988.6186.

Cancellation Policy

Please e-mail johnsong@nawl.org or fax (312.988.5491) cancellation requests to NAWL by October 20, 2010. Refunds will reflect a \$100 processing fee.

Registration Limited to In-House Counsel

Registration fee includes the program, meals (breakfasts, lunches, and evening reception) and conference materials. NAWL includes men and women among its members and program participants. Register online at www.nawl.org or mail the completed registration form with payment to NAWL.

FEE*	Super Early Bird till Sept. 25	Early Bird till Oct.20	Regular After Oct. 20
NAWL Member	\$545	\$595	\$695
Non-NAWL Member	\$600	\$650	\$750
Government, Non-Profit and Education	\$445	\$495	\$595
One-Day Registration	\$375	\$375	\$375
Optional Dinner	\$65	\$65	\$65

Dervish, 146 West 47th Street. Space is limited. No registration the day of and no refunds after October 20.

* NAWL supporter groups may apply 10% off of the conference pricing; excludes optional dinner.

SPECIAL: Join NAWL and receive a combo rate.
Call 312.988.6729 for more information!

Scholarships

Scholarships for the General Counsel Institute are available from NAWL. Please Contact Jonathan Becks, becksj@nawl.org for additional information.

CLE Credit

Application for accreditation of this program in New York is currently pending. Speaker attendance is not guaranteed and is subject to change without notice.



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