



facilitating change in the legal profession

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PROGRAM AGENDA

PARTNERING 2000: PROFITING FROM CLIENT COLLABORATION

Tysons Corner Marriott, Vienna, Virginia
June 15-16, 2000

SESSION 1

Conference Introduction

- Watershed changes in the legal profession
- Defining the terms: partnering, convergence, strategic alliances
- Origins and other applications (other than the legal industry)
- Conference goals

Peter C. Jenkins
President
LawPartnering, Inc.
Prescott, AZ

Strategic Partnering and Convergence: Key Concepts

- The benefits of partnering / advantages to the corporate client
- Dispelling common myths about convergence and partnering
- Characteristics of ideal partnering arrangements
- It's all about personal relationships, trust and focused efforts
- An honest look at partnering, including its limitations

Thomas F. O'Neil, III
Chief Legal Counsel
MCI WorldCom, Inc.
Washington, DC

John C. Wyman
Partner
Murtha, Cullina, Roche, Carens & DeGiacomo
Boston, Massachusetts

SESSION 2

Case Study: The DuPont Model - Seven Years And Counting

Julie Mazza
Corporate Counsel
DuPont Legal
Wilmington, Delaware

SESSION 3

How Companies Develop Short Lists And Select Legal Network Partners

- Size doesn't always matter
- It's not what you think you are worth that counts
- Is your firm ready to partner?
- Criteria for selecting legal network partners

Thomas S. Brooks
AT&T Law & Government Affairs,
Vice President - Administration & Operations
AT&T
Basking Ridge, New Jersey

Daniel F. Hopp
Senior Vice President Corporate Affairs and General Counsel
Whirlpool Corporation
Benton Harbor, Michigan

SESSION 4 (not available)

Keynote Address: "Partnering: Preeminent Business Strategy For The 21st Century"

[at the request of the keynote speaker, the speaker's name and conference materials have been withheld from this publication]

SESSION 5

Case Study: The Heller Financial Story – Small And Large Law Firm Partners In An International Network

Jane DiRenzo Pigott
Partner
Winston & Strawn
Chicago, Illinois

SESSION 6

Re-engineering Legal Work Processes To Compete More Effectively

- Reassessing inside and outside relationships
- Principles that promote continuous improvement
- Work process analysis / streamlining procedures
- Winning through collaboration

Robert H. Peahl
Vice President
Risk Enterprise Management Limited
New York, New York

Forrest Morgan
Partner
McGuire Woods, LLP
Richmond, Virginia

Jeffrey D. Paquin
National Practice Leader, Legal Management Services
Ernst & Young LLP
Atlanta, Georgia

SESSION 7

Partnering with Other Service/Litigation Support Providers

- The benefits of unbundling
- Centralizing the retention of key service providers—the value proposition
- Examples of successful key service provider relationships
- Transforming the litigation function from expense management to profit improvement

James J. Seifert
VP, General Counsel and Corporate Secretary
Tennant Co.
Minneapolis, Minnesota

James Seidl
President
Legal Research Center
Minneapolis, Minnesota

Gregory J. Mazares
President – Legal Group
Spherion Corporation
Los Angeles, California

SESSION 8

Ethical Considerations

- Conflicts of interest
- Issues relating to attorney-client privilege

Thomas E. Spahn
Partner
McGuire Woods, LLP
Richmond, Virginia

SESSION 9

Cost Reduction Initiatives and Efficiency Programs

- Fee arrangements that promote partnering objectives
- Rewards and dangers of one-price billing
- Keys to billing efficiency
- Budgeting for legal services / inside and outside counsel costs
- Structuring alternative fee arrangements

Caroline J. A. Swift
Vice President and Deputy General Counsel
Fannie Mae Corporation
Washington, DC

Howard J. Castleman
Partner
Roche, Carens & DeGiacomo PC
Boston, Massachusetts

Philip R. Sellinger
Head of the Litigation Department
Sills Cummis Radin Tischman Epstein & Gross, PC
Newark, New Jersey

SESSION 10

Case Study: Motorola, Inc. – Foundations in Strategic Partnering / Lessons Learned

Richard H. Weise
Formerly, Executive Vice President, General Counsel & Secretary
Motorola, Inc.
Partner - Steptoe & Johnson LLP
Phoenix, Arizona

SESSION 11

Technology as a Tool to Implement Law Firm/Client Partnering

- How technology has actually been used to facilitate partnering relationships
- Keys to implementing technology systems in your network
- Emerging technologies that can lead to significant cost savings

David Steensgard
Technology Research Manager
West Online, Technology Development Group
West Group
Eagan, Minnesota

George R. Fulton
Vice President and General Manager of Imaging Services
Merrill Corporation
St. Paul, Minnesota

David Baker
Chairman
Baker Robbins & Company
Chicago, Illinois

Don C. Fuchs
Assistant General Counsel
Niku Corporation
Tualatin, Oregon

SESSION 12

Keynote Address: “Partnering & Convergence: Where are we going from here?”

Robert L. Haig
Partner
Kelley Drye & Warren LLP
New York, NY

SESSION 13

Case Study: United Parcel Service - Big Company, Small Law Department

Bryan Brum
Attorney
United Parcel Service
Atlanta, GA

SESSION 14

Finding and Developing Partnering Opportunities/ How to Get Started

- Preparing to partner / practice what you want
- Building internal consensus
- Getting on RFP short lists
- How to evaluate partnering opportunities
- Keys to winning beauty contests
- Proposing partnering arrangements to your existing clients

Peter C. Jenkins
Director of Training and Special Projects
Jaffe Associates, Inc.
Washington, DC

Jane DiRenzo Pigott
Partner
Winston & Strawn
Chicago, Illinois

John C. Wyman
Partner
Murtha, Cullina, Roche, Carens & DeGiacomo
Boston, Massachusetts

James Seidl
President
Legal Research Center
Minneapolis, Minnesota

SESSION 15

Summation and Adjournment

- Bringing it all together
- Conference handbook and audio sessions
- Partnering and convergence resources

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