



# Fifth Annual General Counsel Institute®

*To increase the effectiveness of senior corporate counsel at the highest levels*

November 5-6, 2009 • 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 Fifth 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 Fifth 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.

- Hear a keynote address by noted political strategist, author, and professor Donna Brazile, recently included in O Magazine's "First-Ever Power List."
- 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, nonprofits, government, and educational institutions. Registration is limited to in-house counsel. Scholarships are available; see "Upcoming Events" at [www.nawl.org](http://www.nawl.org).

**Questions about the program? Contact:**

Annette Knitter, Assistant Executive Director, NAWL: 312.988.6186, [knittera@nawl.org](mailto:knittera@nawl.org)

**For information on registration and accommodations:**

See page 7.



## Program

# November 5, 2009

**REGISTRATION & BREAKFAST 7:15-8:00 am**

**OPENING PLENARY SESSION 8:00-9:00 am**

### Welcome

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

### Continuing the NAWL Tradition— Making a Difference for Women Lawyers

**Sonya Andreassen, CPA**, Director, Forensic Services,  
PricewaterhouseCoopers

At the opening of the Fifth Annual NAWL GCI, this interactive session will build on some core NAWL values: creating a stronger, broader, deeper professional network with your peers and a supported forum for learning from and contributing to the success of others. Practical solutions and approaches for addressing some of the current challenges faced by in-house counsel will be presented and developed through hands-on table exchanges and group dialogue, including how in-house counsel can tackle sustainable cost reduction.

**PLENARY SESSION 9:00-10:30 am**

### General Counsel Panel: How I Survived the Past Year and What I Learned that Will Change My (and My Legal Department's) Future

#### Moderator:

**Marsha L. Anastasia**, Vice President, Deputy General Counsel,  
Pitney Bowes

#### Panelists:

**Marc Gary**, Executive Vice President and General Counsel  
Corporate Secretary, Fidelity Investments

**Sally B. Narey**, Senior Vice President and General  
Counsel, Fireman's Fund Insurance Company

**Kim K. W. Rucker**, Senior Vice President and  
General Counsel, Avon Products, Inc.

**Robin Smith**, General Counsel and Secretary,  
LEGO Systems, Inc.

None of us has escaped the effects of the economic crisis. But if out of adversity comes strength, what have we learned that will make us stronger in the future? Hear from our stellar general counsel panel about the strategies they have employed to survive and even thrive in the past year, and how this experience will change how they lead their departments in the future.

**BREAK 10:30-10:45 am**

**WORKSHOPS 10:45 am-Noon**

### Social Networking at Work: The Good, the Bad, and Keeping It from Getting Ugly

**Gayla C. Crain**, Spencer Crain Cabbage Healy & McNamara pllc  
**John S. Lipsey**, Vice President, Corporate Counsel  
Services, Martindale-Hubbell Connected

**Sally Mewies**, Wragge & Co., LLP  
**Kirsten Whitfield**, Wragge & Co., LLP

Our expert panel will share best practices for creating a corporate policy on the use of social networking at work. They will also explore potential employment law issues relating to the use of social networking by employees in the United States, as well as privacy and marketing laws to be navigated when using personal information on social networking sites for marketing and other business purposes in Europe. Finally, our panel will discuss ways in which professionals are successfully using social networking sites and best practices to constructively connect to other professionals.

### Focus on the Fundamentals: Antitrust for the Non-Antitrust Lawyer

**Saralisa C. Brau**, Deputy Assistant Director,  
Health Care Division, Federal Trade  
Commission Bureau of Competition

**Christine White**, Crowell & Moring

Antitrust compliance is a critical issue for every company. If you have made your reputation as a brilliant labor lawyer or products liability lawyer, but haven't really thought much about the Sherman Act or the Clayton Act since your law school exam days, or if you just would like a comprehensive overview of current issues, then this session will be invaluable for you.

### Dealing with Customer or Supplier Insolvency

**Nancy A. Mitchell**, Greenberg Traurig, LLP

Your customers or your suppliers are threatening bankruptcy. Learn what your rights and responsibilities are in each situation, how to respond to the threat of insolvency by critical vendors or customers, and how to maximize the results for your company.



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**LUNCH** **Noon-1:45 pm**

**Keynote Address**

**Sara E. Moss**, Executive Vice President and General Counsel,  
The Estee Lauder Companies, Incorporated

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**BREAK** **1:45-2:00 pm**

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**WORKSHOPS** **2:00-3:15 pm**

**Focus on the Fundamentals:  
Intellectual Property for the Non-IP Lawyer**

**Wendy E. Miller**, Cooper & Dunham LLP  
**Tonia A. Sayour**, Cooper & Dunham LLP

Your company's most valuable assets may be its intangible ones—its patents, trade secrets, trademarks, and copyrights. As a non-IP lawyer, what are the hot button issues? How can you spot them? Most importantly, how can you as a transactional lawyer, litigator, or other non-IP lawyer not drop the ball and make a costly, maybe irrevocable mistake? This workshop will give you some of the fundamentals to make sure this doesn't happen.

**Hot Topics in Corporate Governance**

**Sharon R. Flanagan**, Sidley Austin LLP  
**Susan L. Blount**, Senior Vice President and General  
Counsel, Prudential Financial, Inc.

If you are on your way to the C-suite of a public company, or already there, corporate governance will no doubt be one of the primary issues you must face. Our speakers will address some of the current hot button topics, including executive compensation (say-on-pay, disclosure and consequences of excessive risk taking) as well as the latest on shareholder proxy access—two issues which are high on the SEC's agenda. In addition, our speakers will address the dramatic rise in shareholder activism and concrete steps that companies can take now to be prepared.

**Recent Supreme Court Decisions  
Impacting Corporate Liability**

**Sharon L. Caffrey**, Duane Morris LLP  
**Dana B. Klinges**, Duane Morris LLP

Your clients expect you to be the expert on the highest court in the land, so here is your opportunity to focus on newsworthy developments from a business perspective. Learn about the most important cases that have been decided over the past year, how they may impact your company, and what you can expect during the current term.

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**BREAK** **3:15-3:45 pm**

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**PLENARY SESSION** **3:45-5:00 pm**

**Working Effectively Across Generational Diversity**

**Arin N. Reeves, J.D., Ph.D.**, Founder, The Athens Group

Traditionalists, Baby Boomers, Gen X'ers, Gen Y'ers, Millennials... every generation has preconceived notions about the others, but we're all in the workplace together. Shatter the stereotypes, learn strategies to make the most of the talent in your department and appreciate what each generation can learn from the others in this fascinating presentation.

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**COCKTAILS AND NETWORKING RECEPTION**

**5:00-6:30 pm**

**OPTIONAL DINNER**  
**7:00 pm • \$65** (pre-paid)  
**Dervish, 146 West 47th Street**  
Space is limited. No registration the day of  
and no refunds after October 20, 2009.

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**November 6, 2009**

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**BREAKFAST** **7:30-8:30 am**

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**PLENARY SESSION** **8:30-10:00 am**

**Unwritten Rules: What You Don't Know  
Could Hurt Your Career** ©2008, Catalyst

**Moderator:**

**Brande Stellings, J.D.**, Senior Director, Advisory Services, Catalyst

**Panelists:**

**Irene Chang Britt**, President-North America  
Foodservice, Campbell Soup Company

**Charisse R. Lillie**, Vice President of Community  
Investment and Executive Vice President of the  
Comcast Foundation, Comcast Corporation

**Louise M. Parent**, Executive Vice President and General  
Counsel, American Express Company



Catalyst describes this recent groundbreaking study as follows: "Advancing in today's business world is often as much about learning and playing by the rules as it is about talent and results. Some rules are explicitly stated in organizational handbooks, performance review procedures, or by senior leadership. But other rules are left implicit—unwritten—for employees to decipher on their own. Those who do not have the tools to access this maze of 'unwritten rules' and the important knowledge these rules provide remain left out, no matter how competent they are." Learn from our panel how they learned to play by the "unwritten rules"—and win.

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**BREAK** **10:00-10:30 am**

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**WORKSHOPS** **10:30-11:45 am**

**Focus on the Fundamentals: Labor and Employment Law for the Non-Labor and Employment Lawyer**

- Frances M. Green, Epstein, Becker & Green, P.C.
- Lynn Shapiro Snyder, Epstein, Becker & Green, P.C.
- Amy J. Traub, Epstein, Becker & Green, P.C.

Your first day as general counsel... the first issue that crosses your desk involves a potential strike, or major discrimination case, and you've never done a day of employment or labor law in your life. This timely session will give you a basic overview of the topics you need to be familiar with to make the right decisions to when facing the rapidly changing world of employment and labor law.

**Women Doing Business Overseas**

**Moderator:**

Heidi Levine, DLA Piper US LLP

**Panelists:**

- Judith N. Batty, Senior Director, Federal Relations, Exxon Mobil Corporation
- Sharie A. Brown, DLA Piper US LLP
- Marianne Maher, Chief Counsel, Wyeth Nutritionals and Assistant General Counsel, Wyeth
- Claudia Salomon, DLA Piper US LLP
- Saria Tseng, Vice President and General Counsel, Monolithic Power Systems

Economic crisis notwithstanding, the global economy is here to stay. Many, if not most, of our clients purchase, sell, or otherwise transact business on a global basis. As women we face particularly challenging circumstances in many cultures where women do not traditionally participate in business. Hear from our global panel how to navigate unfamiliar waters in a way that will permit you to respect local cultures yet effectively represent your company and yourself.

**Do More with Less and Improve Your Value to the Company: An Interactive Best Practices Workshop in Strategic Contract Management**

Jennifer C. Wolfe, The Wolfe Practice LPA

Your budget has been slashed. Colleagues depart the company and are not replaced. Often viewed as a cost center, the legal department must do more than ever before with fewer resources. And, as other departments question why it takes legal so long to review and negotiate contracts, the need to demonstrate value to the company becomes paramount. As the work day melds into work evenings and weekends become consumed with just trying to catch up, are there solutions that can help you break free from this endless cycle? This interactive workshop will guide you through simple processes and free resources that can save you valuable time and increase your productivity in the contracting process.

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**LUNCH** **11:45 am-1:30 pm**



**Keynote Address**

Donna Brazile

Noted political strategist, professor, and author

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**PLENARY** **1:30-2:45 pm**

**Crisis Communication**

Marsha Redmon, Esq., President, M Group Communications Training LLC

Every company will face a crisis at some point: a strike, an environmental incident, a product recall... the list of possibilities is unfortunately long. As general counsel, you need to assist your company in developing a communication plan to keep all the stakeholders informed, including employees, shareholders, customers, and the media. And, by the way, do you know the basic rules for communicating effectively with the media? Speaker Marsha Redmon will give you the tools you need. She is a lawyer and former television journalist who has been teaching lawyers to communicate effectively with the media, clients, and each other for the last ten years.

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**WRAP-UP AND CONCLUSION** **2:45-3:00 pm**



## 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;
- Networking and leadership opportunities for women lawyers at all levels;
- Liaison to other professional organizations; and
- 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](http://www.nawl.org).

### Fifth Annual General Counsel Institute Planning Committee

*Chair:*

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

*Vice-Chair:*

**Marnita Robertson**, UPS

*Immediate Past Chair:*

**Marsha L. Anastasia**, Pitney Bowes,  
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**Lorraine S. Koc**, Deb Shops, Inc.

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and Co-operation in Europe (OSCE)

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**Elizabeth Levy**, Siemens Medical  
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Company of New York, Inc.

**Heidi S. Osborn**, Unum

**Karen Roberts**, Wal-Mart

**Ellen J. Samuels**, NCR Corporation

**Martha Verscaj**, AXA-Equitable

**Shawn R. White**, Prudential Financial, Inc.



## Registration Form

### Dates

November 5-6, 2009  
The Institute runs from 8:00 am, November 5 through 3:00 pm, November 6.

### 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, 2009, 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/womenlawyers>  
or call 888.625.5144 or 212.201.2700  
Room rate: \$369 plus applicable taxes

Offer ends: **October 14, 2009**

Speaker attendance is not guaranteed and is subject to change without notice.

**Register Early and SAVE!**

## Registration Limited to In-House Counsel

Registration fee includes the program, meals (breakfasts, lunches, and evening reception) and conference materials. Men and women are welcome to attend NAWL programming. **Register online at [www.nawl.org](http://www.nawl.org)** or mail the completed registration form with payment to NAWL.

Fee	Super Early Bird (before Sept. 25)	Early Bird (Sept. 26-Oct. 20)	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		
Optional Dinner	\$65	\$65	\$65

Dervish, 146 West 47th Street. Space is limited. No registration the day of and no refunds after October 20, 2009.

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

### Scholarships

Scholarships for the General Counsel Institute are available. Please call Annette Knitter at 312.988.6729 for more information.

### CLE Credit

Application for accreditation of this program in New York is currently pending.

**PLEASE PRINT CLEARLY**

Name (as it should appear on your badge)

Title

Professional Affiliation

Mailing Address

City

State

Zip Code

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

Mail your completed registration form, along with your payment, to: **NAWL, American Bar Center, MS 15.2, 321 North Clark Street, Chicago, IL 60654, register online at [www.nawl.org](http://www.nawl.org)**, or fax your completed form with credit card information to **312.988.5491**. Questions? Please call **312.988.6186**.

### Cancellation Policy

Please e-mail ([nawl@nawl.org](mailto:nawl@nawl.org)) or fax (312.988.5491) cancellation requests to NAWL by October 20, 2009. Refunds will reflect a \$100 processing fee.



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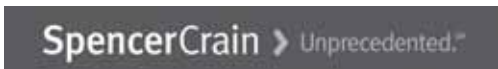
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