

American Conference Institute's 7th Annual Forum on

CONTROLLING LITIGATION COSTS

GET MORE VALUE FROM LAW FIRMS | KEEP EXISTING CORPORATE CLIENTS
Through Proven Methods of Fostering Legal Department-Outside Counsel Relationships

Hear novel case studies from:

John F. Mellen
Ford Motor Company

Douglas A. Pearson
Bayer Corporation

Jill A. Centella
J.P. Morgan Chase

Tiffany Brunson
FedEx Office and
Print Services

Michael V. Ward
ACCO Brands Corporation

Luke Paglia
American Eagle Outfitters

Karl H. Buch
Pfizer

Stephanie Arkin
UBS AG

Donald P. Bunnin
Allergan

Heather Gately
Ryder System, Inc

Our unparalleled faculty of corporate and outside counsel will provide you with expert advice and key insights for:

- Specific innovative litigation cost reduction initiatives: case studies from those who have led the way
- Value based fee structures and alternative fee arrangements as litigation cost control initiatives: implementing proven alternatives to the billable hour and how these alternatives can be used to reduce spend and improve quality in a class of cases despite skepticism about their workability
- Controlling litigation costs through creative early resolution strategies: the best (and worst case) resolution strategies, and how to make early case assessments and cost-effectively manage cases
- Undertaking an extensive RFP process to enhance the quality and minimize litigation expenses: the details, the technology, what works and doesn't work, and what to tweak along the way
- Use of proper staffing: the secret sauce in optimizing staffing to deliver litigation cost savings
- Legal process outsourcing: obtaining professional and cost-effective services while maintaining quality and confidentiality
- Budgets: best practices for establishing accurate and realistic litigation budgets
- Law firm relationships: selection, communication & collaboration
- Not having to reinvent the wheel: utilizing technology, streamlining processes, and leveraging past work product to drive efficiency, monitor costs and increase savings
- Arbitration: when, why, and how it can lower litigation costs

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....as well as from:

José Pienknagura
The Hunt Corporation

Richard P. Konrath
CNH Global N.V.

Lauren M. Rowinski
MedStar Health
Legal Department

Miles R. Afsharnik
Wells Fargo Insurance Services
USA

Lee Routledge
SCOR Re

Renee Jackson
The Dolan Company

Russ Dempsey, JD, LL.M.
United Retirement Plan
Consultants

Paul M. Strohfus
WR Berkley,
Regional Companies

R. Eric Powers, III
Crawford & Company

John D. Onnembo, Jr.
JDO



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In response to dramatic structural changes to the legal profession, ACI's renowned forum on CONTROLLING LITIGATION COSTS returns, this time at the gateway to the famed Magnificent Mile in Chicago, on April 30-May 1, with a brand new faculty and novel case studies and strategies designed to help you:

- 1 Get more value from the firms you use in litigation matters; OR
- 2 Keep existing corporate clients and ensure you are at the top of the “go to” list when matters arise.

If you are an in-house counsel or legal sourcing manager, here are the top reasons to attend:

- Get more value from the law firms you utilize in litigation matters
- Fully understand how billing rates apply to particular litigation matters, and incorporate the latest on *innovative fee arrangements* into your strategy
- Gain qualitative approaches to *selecting, hiring, deploying, retaining and managing outside counsel* during litigation
- Learn how to minimize in-house legal department costs and financial risk without compromising on work product or quality of service
- Learn how particular litigation matters are *staffed*, and keep a close watch on the resulting expenses through *electronic billing*
- *Do more with less*, bring more work in-house while also trimming legal staff
- Increasing in-house *capabilities, productivity and profitability*, and streamline your internal operations
- Use *technology* to see what the firms you are using are doing at every stage of litigation

If you are a private practice litigation attorney or law firm marketing/business development specialist, here are the top reasons to attend:

- *Keep existing clients* by recognizing the constant pressure in-house counsel are under to reduce litigation costs
- Assist and *guard your current relationships* with your clients and do everything possible to hold on to them
- Learn how to provide more value, and truly *become ingrained in your client's business*
- *Work closely with your clients globally to ensure service deliverables* in a way that is most appropriate and makes sense for them
- Position your firm to be at the *top of the “go to” list*, especially in the age of “convergence”
- Provide *flexibility in fee structures* while remaining true to your business model
- Respond to *pricing pressure from clients* and evolving staff models in the way litigation firms deliver services
- Network with *dozens of in-house counsel from a wide range of companies and industries*

Register now by calling 1-888-224-2480 or by faxing your registration form to 1-877-927-1563. You can also register online at www.AmericanConference.com/LitigationCosts.

P.S. And yes, the Chicago Cubs are playing at home during the conference.

WHO YOU WILL MEET:

- Corporate counsel and legal sourcing managers from all industries
- Private practice attorneys and law firm marketing and business development specialists interested in working with their clients to control litigation costs
- Vendors and consultants that offer services aimed at controlling litigation costs

Global Sponsorship Opportunities

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DAY ONE: TUESDAY, APRIL 30, 2013

7:00 Registration and Continental Breakfast

8:00 Co-Chairs' Opening Remarks

Lindley J. Brenza

Partner

Bartlit Beck Herman Palenchar & Scott LLP

Renee Jackson

General Counsel

The Dolan Company

8:05 Specific Innovative Litigation Cost Reduction Initiatives: Case Studies From Those Who Have Led the Way

Jill A. Centella

Senior Vice President, Co-Head of Litigation

J.P. Morgan Chase & Co.

Russ Dempsey, JD, LL.M.

SVP & Chief Legal Officer

United Retirement Plan Consultants

Michael V. Ward

Vice President, Chief Litigation & Risk Counsel

ACCO Brands Corporation

Stephen A. Weisbrod

Partner

Weisbrod Matteis & Copley PLLC

A specific deep dive by corporate and outside counsel about what has and has not worked with various cost reduction strategies, working together to increase efficiency without reducing quality, and more. You will not want to miss this comprehensive look at the best business models in play when it comes to controlling litigation costs. This is an unparalleled opportunity to have your most pressing questions and concerns addressed by our panel of experts on reducing litigation costs through specific case studies.

- Cognizance of litigation costs and continually making strategic choices about your matters with this factor weighing into the decisions
- Benefiting from the insights of corporate and outside counsel who have led the way with innovative cost reduction initiatives
- How an increasing demand for law firm services is impacting the client-law firm dynamic
- How corporate counsel can ensure that they remain current on available and effective cost-reduction alternatives
- Getting buy-in from management for new cost-reduction initiatives and then implementing those initiatives in ways that are acceptable to the legal department
- Using management's expectations as leverage with outside counsel

9:15 Morning Coffee Break

9:25 Value Based Fee Structures and Alternative Fee Arrangements as Litigation Cost Control Initiatives: Implementing Proven Alternatives to the Billable Hour and How These Alternatives Can Be Used to Reduce Spend and Improve Quality in a Class of Cases Despite Skepticism About Their Workability

John F. Mellen

Associate General Counsel

Ford Motor Company

Karl H. Buch

Assistant General Counsel

Pfizer

Paul M. Strohfus

Vice President

Claims and Legal Services

WR Berkley, Regional Companies

R. Eric Powers, III

Vice President, Associate General Counsel –

Corporate and Assistant Corporate Secretary

Crawford & Company

R. Patrick White

Of Counsel

Casey Gilson P.C.

Reed S. Oslan, P.C.

Partner

Kirkland & Ellis, P.C.

Kyle Dreyer

Partner

Hartline Dacus Barger Dreyer LLP

Moderator:

Lindley J. Brenza

Partner

Bartlit Beck Herman Palenchar & Scott LLP

- Lessons learned: How and why other companies made the switch, what factors they considered, and why they chose the arrangement they did
- Evaluating the various AFA models and selecting the best model for your situation
 - Flat fees
 - Overcoming hurdles associated with flat fees, including staffing and time allotment concerns
 - Flat fee arrangements which work
 - Selecting the right legal partner for a flat fee arrangement
 - Profitable staffing of flat fee work
 - Negotiating the flat fee
 - Ethical considerations
 - Capped fees
 - Discounted and modified rates
 - Bracket fees
 - Phased arrangements based on stage of case and milestones reached
 - Hybrid approaches
 - Pure contingency; task-based fees; success-based fees
 - Retainers
- Exploration of the risks inherent in a poorly thought-out alternative fee arrangement – discussing mission creep, the importance of cuffs and collars, and the difficulty of ending a flat-fee undertaking
- Pros and cons, including unintended consequences, of each arrangement
- Determining which arrangement is the optimal choice for each situation
- What information needs to be exchanged between a client and a law firm in order to have a successful AFA?
- Best practices for implementing an AFA and ensuring that it is suitable for a given project or matter
- Ensuring that an AFA is sufficiently flexible
- Modifying an AFA to reflect unanticipated circumstances
- Implementing the AFA structure in new areas

- Determining the value of the services that are expected to be required for a particular matter
- Analyzing an AFA after the arrangement has concluded
- Determining what metrics to use to measure the success (or lack thereof) of an AFA
- Obtaining essential feedback from law firms in order to evaluate the relationship

11:25 **Controlling Litigation Costs Through Creative Early Resolution Strategies: The Best (and Worst Case) Resolution Strategies, and How to Make Early Case Assessments and Cost-Effectively Manage Cases**

John F. Mellen

Associate General Counsel
Ford Motor Company

José Pienknagura

Executive Vice President, Risk Manager & General Counsel
The Hunt Corporation

John D. Onnembo, Jr.

President
JDO Solutions

David T. Dekker

Partner
Pillsbury Winthrop Shaw Pittman LLP

Wm. Scott Schulten

Partner
Schulten Ward & Turner, LLP

P. Ted Colquett

Counsel
Wilson & Berryhill, P.C.

- Simple and effective case management and monitoring tools to control litigation costs and facilitate resolution
- Value from the perspective of the client, in terms of a specific legal product, with specific capabilities, offered at a defined and agreed price and time
- How to accomplish tasks and eliminate waste; and ensuring that steps in the litigation process flow so that there is no waste or down-time in accomplishing litigation tasks and providing services.
- Designing and providing a service the client wants – when the client wants it – and to pursue excellence every step of the way
- Following a cost-benefit approach and settling cases for nuisance and/or defense costs to help control litigation
- Reducing the costs of litigation through efficient litigation management
- Implementing cost-saving systems prior to litigation
- Grouping cases by similar risk and exposure to streamline litigation management
- Strategies for minimizing the exorbitant costs associated with class actions
- Assessing the likely outcome and costs of a case
- Reviewing existing litigation and determining whether to settle wherever possible to get cases off the books
- Preparing early and accurate case assessments – playing out a case scenario on the front end
 - Evaluating the cost of defense versus chronic settlement of unmeritorious claims and the precedential value of a settlement

- Controlling future litigation: identifying trends to ward off future lawsuits; knowing when to resolve a case for economic reasons and when to pay significantly more to defend a suit
- Early planning of the end-game strategy: giving thought to how the cases will be brought to conclusion, and making the decision to settle
- Determining the precedential value of a settlement before making the decision to settle
 - assessing the effects of early settlements on the plaintiffs' bar - will they bring even more claims and/or mass torts?
 - assessing the risk of whether settlement will increase future claims accrual
 - will the settlement make settlements more difficult to achieve or more expensive?
 - avoiding a long-tailed resolution that invites more claims
 - discussing the dilemma between resolution of present cases and closure for the defendant as it relates to future cases
 - does the first monetary settlement set a floor, not a ceiling, and determine whether the client can survive the litigation?
- Resolution timing: Strategically deciding when to settle to limit future actions

1:00

Networking Luncheon for Speakers and Delegates

2:00

Undertaking an Extensive RFP Process to Enhance Quality and Minimize Litigation Expenses: The Details, the Technology, What Works and Doesn't Work, and What to Tweak Along the Way

Stephanie Arkin

Director, Supply and Demand Management
UBS AG

Donald P. Bunnin

Litigation Counsel
Allergan, Inc.

Heather Gately

Associate General Counsel, Global Labor & Employment
Ryder System, Inc.

- Selection criteria
- Developing an RFP
- Structuring the RFP to maximize relevant information
- Data to be collected
- Using term sheets and other written documents strategically
- Identifying the scope of work to include in the RFP
- Defining the scope of the deal
- Lessons learned from the RFP process

3:00

Afternoon Coffee Break

3:15

Use of Proper Staffing: The Secret Sauce in Optimizing Staffing to Deliver Litigation Cost Savings

Luke Paglia

Vice President -- Deputy General Counsel
American Eagle Outfitters, Inc

Renee Jackson

General Counsel
The Dolan Company

Jay Winston

President
Winston and Winston

Eric Jon Taylor

Partner

Parker, Hudson, Rainer & Dobbs LLP

- Use of proper staffing, and reserving partner work for when it is needed
- Determining when to consider adding in-house counsel for cost savings
- Bringing more work in-house
- Conducting a cost-benefit analysis of the necessary infrastructure enhancements that will be required to improve your in-house capabilities
- Alternative staffing options that can reduce expenses and ease the burden on in-house counsel
- The 'virtual' law firm

4:30

Legal Process Outsourcing: Obtaining Professional and Cost-Effective Services While Maintaining Quality and Confidentiality

Patrick Lamb

Founding Member

Valorem Law Group LLC

Gary A. Wolensky

Partner

Hewitt Wolensky LLP

In order to combat rising legal costs, companies are increasingly embracing the idea of offshoring some of their legal work. While the cost savings can be significant, there are a number of pitfalls to watch out for. What types of work can be offshored – and what types should not be? How do you find an appropriate provider? What elements need to be included in your outsourcing contract? Topics to be addressed include:

- Identifying the types of legal work that are appropriate for outsourcing
- Comparing and contrasting different models for offshoring legal services
 - Determining the costs, tax advantages, typical transition process, and timeline
 - Incorporating your needs regarding capability, capacity, and scalability
- Factors to consider when choosing a provider/partner
- Structuring and negotiating an outsourcing contract
- Best practices for ongoing management of your outsourcing arrangement
- "On-shoring"
- Using offshoring for substantial cost savings
- Setting up joint ventures or subsidiaries to retain more safeguards over data while benefiting from a lower-priced labor pool
- Off-shoring: the services that you should and should not offshore and considerations when outsourcing outside the U.S.
- Successful offshore experiments and savings

5:30

Conference Adjourns

DAY TWO: WEDNESDAY, MAY 1, 2013

7:30

Continental Breakfast

8:00

Budgets: Best Practices for Establishing Accurate and Realistic Litigation Budgets

Richard P. Konrath

General Counsel, North America

CNH Global N.V.

Luke Paglia

Vice President -- Deputy General Counsel
American Eagle Outfitters, Inc

Lauren M. Rowinski

Vice President & Deputy General Counsel
MedStar Health Legal Department

Joseph J. Leghorn

Partner
Nixon Peabody LLP

James H. Milstone

Shareholder
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- What you need in order to prepare your legal budget
 - Factoring in both in-house costs and outside legal fees
 - Using historical data as a guide
 - Mapping anticipated costs to the company's goals and initiatives
 - Evaluating current risks and industry trends
 - Forecasting costs:
 - Factoring in profit
- Presenting your legal budget and negotiating with the CFO
- Implementing your budget and staying on track
- Tracking law firm compliance with the budget
- Reevaluating the underlying assumptions on which budgets are based
- Collecting and making use of relevant budget data
- Working with outside counsel to improve accuracy of information relating to hours and rates

9:20

Law Firm Relationships: Selection, Communication & Collaboration

Douglas A. Pearson

Senior Counsel
Bayer Corporation

Miles R. Afsharnik

Senior Vice President, National Claims Director,
Professional Risk Group
Wells Fargo Insurance Services USA, Inc.

Lee Routledge

SVP Claims & Litigation
SCOR Re

Stephen W. Schwab

Partner
DLA Piper LLP (US)

Moderator:

Charles J. Scibetta

Partner
Chaffetz Lindsey LLP

Creating the Relationship: Selecting and Retaining Outside Litigation Counsel for Value and Predicting Value that a Firm Will Deliver

- Selecting outside litigation counsel for value
- What can a firm's pitch tell you about the value they will deliver
- Conducting due diligence before hiring outside counsel
- Value-added services – identifying and retaining those firms that offer more bang for the buck
- Getting big firm service, quality and results for a fraction of the price
- Overcoming the instinct to hire the most recognizable – and, often, the most expensive – firm
- Challenging the grip of incumbency
- Use of panel firms
- Extent to which counsel choice should be based upon a specific lawyer as opposed to a specific firm
- Reducing the number of law firms with whom you work
- Engaging in strategic geographic selection of counsel as a means to obtain quality, lower-cost legal services
- Using counsel that are geographically removed from where a matter is primarily being handled
- Types of work for which smaller-market firms may be better suited than large-market firms
- Determining which smaller-market firms to work with
- Determining whether to have separate trial counsel and settlement counsel

Managing the Relationship and Partnering With the Client: Fostering Productive and Open Communication and Strengthening the Client-Law Firm Dynamic Through Investment by Outside Counsel

- Giving time (which usually means money) to learn the business, to partner with client
- The keys to developing a strong relationship with outside counsel
- Fostering clear and productive communication and information exchanges between in-house and outside counsel
- Monitoring outside counsel to ensure that your billing, staffing, and procedural guidelines are reasonably followed
- Using technology to enhance your knowledge of outside counsel's activities relating to your matters
- Working with outside counsel to obtain greater value from the legal services that they provide
- Proactive measures in-house counsel should take with their outside counsel to prevent the unexpected, including out-of-control costs
- Increasing efficiency by familiarizing outside counsel with your company's operations and vice versa
- Strategies for maintaining/terminating law firm relationships in unanticipated circumstances
- Resolving budgetary and billing issues when they arise
- Taking action when outside counsel are not meeting your expectations

10:40 Morning Coffee break

10:55 Not Having to Reinvent the Wheel: Utilizing Technology, Streamlining Processes, and Leveraging Past Work Product to Drive Efficiency, Monitor Costs and Increase Savings

Lauren M. Rowinski
Vice President & Deputy General Counsel
MedStar Health Legal Department

Wayne Streibich

Partner
Blank Rome LLP

Michael Pietrykowski

Partner
Gordon & Rees LLP

- Intranets, Matter Management Systems, Data and Knowledge Management
- Social Media, Data Analytics, Extranets
- Using technology in a way that drives efficiency: capturing and sharing knowledge of your in-house staff and outside counsel through user-friendly tools
- Upgrading your document management, billing and forms systems
- Creating an intranet specific to the legal department
- Using collaboration tools to promote cross-border and cross-functional teaming, and to develop and share best practices
- Increasing efficiency and bolstering training through use of model documents and clauses, how-to guides based on areas of law, updates on new law, searchable databases, etc.
- Criteria for selecting the best vendors and consultants for your company's needs
- Strategies for keeping costs down on IT consulting projects
- Newest tools for locating and reviewing data
- Matter reporting systems
- Other unique technological tools to save your company money

11:55

Arbitration: When, Why, and How It Can Lower Litigation Costs

Renee Jackson

General Counsel
The Dolan Company

Tiffany Brunson

Managing Director -
Senior Litigation and Employment Counsel
FedEx Office and Print Services, Inc.

Jay N. Fastow

Partner
Dickstein Shapiro LLP

Moderator:

Alan Dabdoub

Partner
Lynn Tillotson Pinker Cox LLP

- Certain situations in which arbitration can lower costs
- Situations in which arbitration should be avoided
- Controlling costs when arbitrating
- Business considerations that may impact the company's approach to the arbitration

1:15

Conference Ends – Lunch for Master Class Attendees

POST-CONFERENCE MASTER CLASS | WEDNESDAY, MAY 1, 2013

2:15 p.m. – 4:15 p.m.

2 Hours of CLE-Ethics: The Ethics of Alternative Fee Arrangements and Cost Reduction Strategies



Wm. Scott Schulten

Partner

Schulten Ward & Turner, LLP

R. Patrick White

Of Counsel

Casey Gilson P.C.

Kyle Dreyer

Partner

Hartline Dacus Barger Dreyer LLP

Featuring 2 hours of CLE-ETHICS, attendees will gain instrumental information on:

- Incentives created by hourly fees and their ethical implications for outside counsel
- Incentives created by alternative fee arrangements and their ethical implications for in-house counsel, outside counsel, and opposing counsel
- Ethical considerations arising from e-discovery
- Ethical obligations when outsourcing both legal and non-legal work
 - Additional obligations for lawyers who have “direct supervisory authority” over others



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PLUS, be sure to also get 2 hours of Ethics by booking for the Master Class!

Registration Fee

The fee includes the conference, all program materials, continental breakfasts, lunches and refreshments.

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