

NORTH CAROLINA
BAR ASSOCIATION
seeking liberty + justice

Taking Care of Business: How Good Lawyers Become Great Business Partners



LIVE and WEBCAST

Friday, January 25, 2019
North Carolina Bar Center
8000 Weston Parkway
Cary

REGISTER TODAY!

Save 10% if registration is
received by January 4, 2019.
www.tinyurl.com/CLE691CCM

**Program includes the
2019 Corporate Counsel
Section Annual Meeting**

6.0
HOURS

TOTAL CLE CREDIT

1.0
HOUR

**Substance Abuse/
Mental Health**

1.0
HOUR

Technology

REGISTER TODAY!

Online: www.tinyurl.com/CLE691CCM | **By phone:** 800.228.3402

By mail: Attn: Accounting–NCBA, 8000 Weston Parkway, Cary, NC 27513

STEP 1: Tell us who you are. (Please print clearly.)

Print Full Name: _____

Address: _____

City, State and ZIP: _____

Daytime Phone Number: _____

Email Address: _____

NC State Bar No. (Required for MCLE Credit): _____

STEP 2: Select your tuition rate. (Register early and save 10%. Payment must be received three (3) weeks prior to program date to qualify for the early rate.)

Standard Rate: \$265 / \$240 *Early*

NCBA Member: \$220 / \$200 *Early*

Corporate Counsel Section Member: \$205 / \$185 *Early*

CLE Premier Pass: \$0

STEP 3: Select your learning format.

Live (691CCM) Webcast (691LWC) Video Replay (See below.)

Video Replay registration (if selected).

Video Replays are scheduled for this program. The agenda may not include certain breakouts/tracks shown at the original program. For a list of dates and locations visit www.tinyurl.com/CLE691CCM and indicate your choice below.

Location: _____ Date: _____ Code: _____

STEP 4: Complete your payment information.

(Registration is complete only after payment is processed. Please print clearly.)

I am registering for this program at the tuition rate checked above.

Enclosed is a check, payable to NCBA. Please charge my credit card.

Card Number: _____ Exp. Date: _____

Total Amount: _____ Signature: _____

Discounts may be available for NCBA members who are students, law professors, judges or legal services/public interest attorneys. Call CLE at 800.228.3402 for details.

AVAILABLE FORMATS



PROGRAM SUMMARY

As in-house counsel, your legal knowledge and expertise is only one component of being a highly-successful legal partner. Your legal and business practical skills are equally paramount to your overall success at your company. This CLE concentrates on providing you with the skills necessary to excel at being not only a good lawyer, but a great business partner as well. The Corporate Counsel Section of the NCBA welcomes section members, as well as the many non-member in-house counsels across our state, to attend this all-day CLE event. Join us as we “take care of business” and learn from leading general counsels and other legal and business experts “how good lawyers become great business partners.”

This six-hour CLE event, which includes one hour of substance abuse/mental health credit and one hour of technology credit, offers an opportunity to network with fellow in-house counsel over lunch and during an extended networking break. Don't miss out as we learn “how good lawyers become great business partners” by:

- Contributing to a successful legal department and exuding executive presence as in-house counsel
- Taking care of your company's brand and formulating sound legal arguments in a crisis
- Creating efficiencies in managing contracts and handling contract negotiations
- Minimizing stress for yourself and your business partners while running productive meetings
- Managing your workflow by utilizing the power of technology

WHAT PEOPLE ARE SAYING...



This was one of the best programs I can recall attending in a long time. The balance of topics was great, all timely and relevant. The speakers were all very well informed, engaging and thorough in their presentations and comments.



Great way to learn about areas helpful for corporate counsel. Good place to network.

— Attendees, *Preparing for the Unexpected*
(2018 Corporate Counsel Section Annual Meeting)

AGENDA

FRIDAY, JANUARY 25, 2019 | 7:45 a.m. – 4:15 p.m.

- 7:45 **Registration and Breakfast**
Sponsored by Axiom Law
- 8:25 **Welcome and Introductions**
- 8:30 **General Counsel Roundtable: How to Take Care of Business While Exuding Executive Presence**
Duggan, Gow, Gray, Green and Griffin | Moderator: Louis
In this session, we hear from a panel of diverse general counsels as they share how *to take care of business* in managing legal departments of any size, building successful business partnerships with executive management and the board, and developing lessons learned that have attributed to becoming *great business partners*, all while exuding executive presence. The roundtable includes a short discussion on how having executive presence contributes to excelling as an in-house counsel, especially in your interactions with the C-suite. How can you exude more executive presence in business meetings? Come hear an interactive discussion between general counsels across our state, during an extended general counsel roundtable session, on the importance of business soft skills in serving the needs of your business clients.
- 10:30 **Break**
Sponsored by Jackson Lewis PC
- 10:45 **Damage Control or Control Damages? How Corporate Counsel Can Take Care of the Brand and Legal Arguments in a Crisis**
Edwards, Pearce, Segars and Twiddy
Every company faces a crisis at some point that puts its legal and brand interests in conflict. Your business clients often want to get out in front, but lawyers typically counsel caution. Given the conflicting incentives, the optimal response strategy can be unclear. This interactive session helps in-house counsel work with their corporate communications *business partners* to avoid burning bridges while still putting out the fires. The audience addresses a hypothetical crisis involving cybersecurity and employment, and in doing so, learns how to balance the need to preserve legal arguments and limit liability against the need to effectively address communications and public relations issues. Panelists offer thoughts on best practices to *take care of your company*, both in the court of public opinion and in the courtroom.
- 11:45 **Corporate Counsel Section Annual Meeting**
Clayton D. Morgan, Duke Energy, Raleigh, 2018-2019 Section Chair, presiding
- 12:00 **Networking Lunch**
Sponsored by Ellis & Winters LLP

AGENDA

12:45 **Drafting Solid Contracts While Building Solid Business Relationships**
Barnett and Pate

This panel provides practical tips and advice for in-house counsel in drafting contracts and improving contract negotiations to enable you to be a more effective *business partner* and legal advisor. In this dynamic discussion, learn how to prepare for negotiations, avoid pitfalls and overcome obstacles to optimize your results and enhance your business client relationships. Explore considerations in managing contracts within your company and gain insight into best practices and standard contract provisions.

1:45 **Taking Care of Yourself and Others: Running Meetings That Minimize Stress and Maximize Productivity[†]**
Rogelberg

Meetings done well can be incredibly rewarding, lifting teams and organizations to new heights. On the other hand, meetings not done well waste time, increase frustration, add stress, cause negative co-rumination and are simply draining. Dr. Rogelberg — a globally-recognized leader on the topic of meetings who has been interviewed on NPR, CBS News, WSJ, Financial Times and other leading media outlets — presents a two-part session that ties into his forthcoming book: *The Surprising Science of Meetings* (Oxford).

Part 1 provides a quick primer on what we know about meetings from an evidence-based perspective. Yes, there is actually a science around meetings and the effects they have on your

health! Distilling key learnings sets the stage for part 2: a discussion on how to effectively lead meetings to promote effectiveness, engagement and innovation. This highly-interactive session discusses a strategic approach to running meetings that reduces stress for you and others. It goes way beyond the simple and banal instruction about having an agenda; this is about establishing better practices and a different mindset to meetings that assures improved value/ROI from the perspective of individual and organizational health, well-being and effectiveness, ultimately making you a better *business partner* to your clients.

2:45 **Networking Social and Break**
Sponsored by Kilpatrick Townsend & Stockton LLP

3:15 **Technology for Today and Tomorrow: Managing Your Workflow[‡]**
Reach

You interact with technology to do your job every day. But, could you do it better? Lawyers are infamous for not harnessing the power of technology, but as in-house counsel, we have to keep pace with the technological sophistication of our *business partners*. This session offers practical skills and useful apps you can use today to improve your work and workflow, and explores the cutting-edge technology on the (near) horizon that could help supercharge your day!

4:15 **Adjourn**

† Indicates portion providing Substance Abuse/
Mental Health credit

‡ Indicates portion providing Technology credit

PROGRAM DETAILS

SPEAKERS

- **Keith J. Barnett**, Troutman Sanders LLP, Atlanta, GA
- **Scott Duggan**, The Fresh Market Inc., Greensboro
- **McGavock Edwards**, Eckel & Vaughn, Raleigh
- **Wendy Bryant Gow**, Lily Winston, Chapel Hill
- **Stacy S. Gray**, Belk, Charlotte
- **Maria Green**, Ingersoll Rand PLC, Davidson
- **Paul J. Griffin**, The Select Group, Raleigh
- **Gregory N. “Greg” Pate**, PRA Health Sciences, Raleigh
- **Alex M. Pearce**, Ellis & Winters LLP, Raleigh
- **Catherine S. Reach**, North Carolina Bar Association, Cary
- **Dr. Steven G. Rogelberg**, UNC Charlotte, Charlotte
- **Thomas H. “Tom” Segars**, Ellis & Winters LLP, Raleigh
- **Kathryn F. “Kathy” Twiddy**, Mayne Pharma, Raleigh

SPECIAL ACCOMMODATIONS

NCBA makes every effort to ensure a quality learning experience. If you have dietary restrictions or need special accommodations, please contact us at least one (1) week prior to the program start date.

CLE AND PUBLICATION SCHOLARSHIPS

Full and partial scholarships are available for attorneys experiencing a financial hardship of any kind.

Apply at www.ncbar.org/cle/scholarship.

PROGRAM SPONSORS

Axiom Law, Ellis & Winters LLP, Jackson Lewis PC, Kilpatrick Townsend & Stockton LLP, K&L Gates LLP and Troutman Sanders LLP

HOTEL INFORMATION

Contact hotels directly for reservations at the special NCBA room rate. Rates are based on availability and rooms may sell out.

TownePlace Suites by Marriott

120 Sage Commons Way, Cary

- **Nightly Rate:** \$114 studio queen with sleeper sofa (Sunday–Thursday)
- **Reservations:** 919.678.0005
- **Ask for the NCBA corporate rate.**

Embassy Suites (limited availability)

201 Harrison Oaks Boulevard, Cary

- **Nightly Rate:** \$169 single/double
- **Reservations:** 919.677.1840 or www.tinyurl.com/NCBA-Embassy
- **Corporate Account Code:** 2691626

PLANNING COMMITTEE

- **Lauren M. Golden**, Syneos Health, Raleigh
- **Lori D. Mahmoud**, BB&T Corp., Raleigh
- **Gregory N. “Greg” Pate**, PRA Health Sciences, Raleigh
- **William J. “Bill” Wickward Jr.**, Applied Medical Technologies Group Inc., Creedmoor

PLANNERS

- **Tammy D. Nicholson**, BB&T Corp., Charlotte
- **Gabrielle D. Phillips**, Syneos Health, Raleigh

MODERATOR

- **Jill B. Louis**, K&L Gates LLP, Dallas, TX

We extend our sincere gratitude to the NCBA Corporate Counsel Section as well as the planners and speakers who volunteer their time and expertise toward the goal of presenting an educational program of the highest quality.

SAVE THE DATE!

**2020 Corporate Counsel CLE
and Section Annual Meeting**

January 31, 2020

North Carolina Bar Center in Cary

Contact the CLE Department at 800.662.7407
for updates and details.



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Cary, NC 27513

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Taking Care of Business: How Good Lawyers Become Great Business Partners

NCBA is an accredited CLE sponsor under the MCLE regulations promulgated by the North Carolina State Bar Board of Continuing Legal Education.

INTRODUCING...

premier pass

The 2018-2019 CLE Premier Pass is
an exclusive NCBA member benefit
providing unlimited CLE
including access to hundreds of
On Demand programs.

www.tinyurl.com/PremierPass

REGISTRATION: All registrations are processed after payment is received. To qualify for the early tuition rate, payment must be received prior to the deadline indicated. Stated early discount rate percentage is approximate. Registrations may be capped based on venue size and may include an overflow room with additional seating. **CHANGES TO EXISTING REGISTRATIONS:** Should an attendee need to cancel his or her registration to a Live, Webcast or Video Replay program, the cancellation request must be received by 9:00a ET one (1) week prior to the start of the program to receive a full refund. Any attendee requesting cancellation less than one week prior to the program will receive a refund, less a \$75 administrative fee. An attendee may choose to transfer his or her registration at a program to the Live, Webcast or Video Replay format of the same program only. Transfer requests must be received by 9:00a ET one (1) business day prior to the program start date. An attendee may further choose to substitute his or her registration to a Live or Video Replay program only. Substitution means sending another person to attend the Live or Video Replay program when the original registrant is unable to attend. Substitution requests must be received by 9:00a ET one (1) week prior to the program start date. The substituted person may be assessed a different fee based on their NCBA membership classification. Cancellation, transfer and substitution requests must be provided in writing by email at askcle@ncbar.org or by calling 800.228.3402. If an attendee misses any portion of a program, that portion is not subject to substitution, refund or transfer. Except as provided herein, registrations, including On Demand registrations, cannot be canceled, substituted or transferred once purchased. **NO-SHOWS:** Anyone who is registered for a program, including CLE Premier Pass holders, but does not check in is considered a no-show. No-shows are not issued a refund, and Premier Pass holders will be assessed a \$75 administrative fee. These registrants will receive the digital materials, available in their online accounts, in full consideration of tuition paid. **MISCELLANEOUS:** The NCBA reserves the right to cancel or reschedule programs at any time. Should the NCBA cancel or reschedule a program, registrants may elect to receive a full refund or attend the newly scheduled program. Notifications regarding program changes will be sent to the email address on file. The NCBA is not responsible for any additional expenses incurred as a result of such cancellation or rescheduling. Each attorney must maintain a record of his or her attendance for the NC State Bar Annual Report. MCLE credit is reported by the NCBA only if a NC State Bar number is provided. Registration and attendance at NCBA CLE programs constitutes an agreement by the registrant with the NCBA for use and distribution of the attendee's image or voice in photographs, videotapes, electronic reproductions and audiotapes of such programs and activities. Unless specified, spouses or guests are not eligible to attend NCBA CLE programs and activities without registering to attend. These terms are subject to change.