

## Corporate Counsel Organization Highlights



Among the participants at the recent Philadelphia LMA forum were, from left, Anne Casey of Cozen O'Connor, Ed Schechter of Duane Morris and Julie Amos of WolfBlock.

### Chief Marketing Officers Discuss Efforts To Market Their Firms

The Greater Philadelphia Chapter of the Legal Marketing Association ([www.phillylma.org](http://www.phillylma.org)) sponsored a panel discussion of five law-firm chief marketing officers (CMOs) on March 20, discussing provocative questions on the challenges, even for the biggest firms, of marketing attorneys.

Steve Barrett, CMO of Drinker Biddle, moderated a panel that included CMOs Catherine Bishop of Blank Rome, Edward Schechter of Duane Morris, Julie Amos of WolfBlock, and Anne Casey of Cozen O'Connor.

These CMOs, with a century of combined marketing experience, ranked the return-on-investment (ROI) of common legal marketing activities. Topping the list of greatest ROI were: client teams, client feedback programs, at-client seminars,

attorney relationship-management and marketing training, electronic CRM (client relationship management) systems, and one-on-one client entertainment. In the CMOs' views, the lowest ROI came from the "traditional" legal marketing activities of brochures, pro bono, newsletters, event sponsorships, advertisements, and seminars.

Some of the smallest shares of marketing budgets go to the high-ROI client teams, client feedback programs, and at-client seminars.

A CMO of one of the U.S.'s largest firms noted that the most successful firms and attorneys are moving from the passive, "easy" marketing of just spending money on things like receptions, to the active, "harder" marketing of personally connecting with live people.

### DRI Schedules Annual Employment Law Seminar

DRI will present its 31st Annual Employment Law Seminar.

The program will take place Wednesday-Friday, May 14-16 at the Renaissance Chicago Hotel, Chicago. Sessions will run from noon to 5 p.m. on Wednesday, 7:15 a.m. to 4:15 p.m. on Thursday and 7:15 a.m. to 12:30 p.m. on Friday.

DRI's 31st annual Employment Law Seminar is considered by many as the definitive seminar for employment defense counsel, human resources professionals, in-house counsel and insurance industry professionals. Participants will learn the latest trends in employment law, including practical application of human resource techniques.

DRI is including the Employment Law Primer at the outset of the seminar, free to seminar participants. This year, the Primer focuses on practical advice

regarding how to handle the initial stages of an employment law lawsuit: how to develop a strategy for a successful defense; the critical legal issues and motions, and discovery strategies to get your defense off to a strong start. The main seminar topics provide an in-depth look at cutting edge issues in employment law today.

The planning chairs are James Parton III, Lynch Gilardi & Grummer PC; Benton J. Mathis Jr., Freeman Mathis & Gary LLP, and Karen R. Glickstein, Shughart Thomson & Kilroy PC.

For information on registration fees, see the Bulletin Board on *The Metropolitan Corporate Counsel* website at [www.metrocorp-counsel.com](http://www.metrocorp-counsel.com).

For more information or to register for the symposium, visit [www.dri.org](http://www.dri.org) or call (312) 795-1101.

### WolfInstitute May CLE Calendar

The WolfInstitute May CLE calendar will offer seven employment law-related seminars.

All seminars, featuring attorneys from WolfBlock as speakers, take place at the WolfInstitute Training Center, 1650 Arch Street, Philadelphia.

The May schedule includes:

- Thursday, May 1, Voluntary and Involuntary Reductions in Force, from 9 to 11:30 a.m., with Jonathan D. Wetchler as speaker;
- Tuesday, May 6, Labor Certification Process, from 9 to 11 a.m., with speakers to be announced;
- Thursday, May 8, Employment Law 101, from 9 a.m. to noon, with Marc J. Scheiner as speaker;
- Tuesday, May 13, Responding to Union Organizing, from 9 to 11:30 a.m.,

with James R. Redeker as speaker;

- Thursday, May 15, Strictly Business: Best Practices for Managing Employee Expense Accounts and Reimbursement, from 9 to 11 a.m., with William D. Wright as speaker;

- Tuesday, May 20, Teens in the Workplace, starting at 9 a.m., with speakers to be announced;

- Wednesday, May 28, Work Site Enforcement Actions, from 9 to 11:30 a.m., with Geoffrey Forney as speaker.

For information on registration fees and available CLE credits, see the Bulletin Board on *The Metropolitan Corporate Counsel* website at [www.metrocorp-counsel.com](http://www.metrocorp-counsel.com).

To register for any of the programs, call (215) 977-2007 or visit [www.wolfinstitute.com](http://www.wolfinstitute.com).

### DELVACCA To Examine Employment Laws

The Delaware Valley Chapter of the Association of Corporate Counsel America (DELVACCA) is planning a CLE seminar titled *A River Runs Through It: PA, NJ and DE Employment Laws and Issues*.

The program will take place on Thursday, May 8 from 8 to 10:30 a.m. at The Pyramid Club, 1735 Market Street, Philadelphia.

This lively seminar will identify key areas of concern and help counsel companies with operations in all three states to navigate the variations in state law. Attendees will be provided with: charts comparing various PA, NJ & DE laws; comparisons of the procedural and administrative requirements in each

state, and under federal law; checklists identifying the essential elements of unique state statutes; guidance to ensure HR professionals and managers are sensitive to differences in each state's laws, and sample policies and language to accommodate variations in state laws.

The featured speaker will be Michael D. Homans, Flaster/Greenberg. Other panelists are still to be announced.

For details on registration fees and available CLE credits, see the Bulletin Board on *The Metropolitan Corporate Counsel* website at [www.metrocorp-counsel.com](http://www.metrocorp-counsel.com).

For registration information, call Chris Stewart at (215) 295-0729 or email her at [ccstewart@comcast.net](mailto:ccstewart@comcast.net).

### PBI Plans Electronic Discovery Seminar

The Pennsylvania Bar Institute (PBI) is offering a CLE seminar titled *Electronic Discovery: Technical Realities of Legal Issues*.

The program will take place on Thursday, May 22 from 9 a.m. to 1:15 p.m. at the PBI Conference Center, 5080 Ritter Road, Mechanicsburg, PA.

Everyone is aware of how e-discovery has changed civil litigation and how the December 2006 Federal Rules changes have altered e-discovery. But, those rules have no meaning unless counsel understands, and helps the court to understand, the technical realities that underlie the preservation, gathering, processing, reviewing and production of

e-discovery. Attendees will learn to know what to ask for and what to produce, which information is easy to produce and which is not and how to vet e-discovery vendors. This program will also show what temptations and pitfalls to avoid and the shortcuts that could end up costing you more money and time.

The speaker is Leonard Deutchman, LDiscovery: Legal and Technology Consulting.

For details on CLE credits and registration fees, see the Bulletin Board on *The Metropolitan Corporate Counsel* website at [www.metrocorp-counsel.com](http://www.metrocorp-counsel.com).

For reservations, call (800) 932-4637 or visit [www.pbi.org](http://www.pbi.org).

### Seminar Will Review Copyright Protection

The Chicago Chapter of the Association of Corporate Counsel is planning a CLE seminar titled *Protecting Your Company's Copyrights, and Ensuring Your Company Does Not Infringe the Copyrights of Others*.

The program will take place on Wednesday, May 21 from 11:45 a.m. to 1:45 p.m. at the Wildfire Restaurant, 159 West Erie, Chicago.

This session explores the growing problem of copyright infringement in the workplace. During this 75-minute session, panelists will discuss copyright

basics and attempt to answer questions such as: What is a copyright? How is a copyright established? What can, or cannot, be done with copyrighted materials? What is infringement? What are the penalties for infringement? What can be done to stop the infringement and to protect one's own copyrighted materials?

Speakers are still to be announced.

Attendance is complimentary but limited to ACC members and guests.

For reservations, call (815) 464-8336 or email [accchicago@att.net](mailto:accchicago@att.net).

**COMING IN JULY:**

**Focus on Homeland Security**