**SUNDAY, SEPTEMBER 22**

9:00 a.m. – 11:00 a.m.  
Vendor Expo Set-Up

12:00 p.m. – 6:30 p.m.  
Registration and Vendor Expo

12:00 p.m. – 5:00 p.m.  
Law Firm Expo Set-Up

2:00 p.m. – 2:45 p.m.  
**Law Firm Member First Time Attendee Orientation**  
If you are a first time attendee to any NAMWOLF event, please plan on attending this session. Important information about your Law Firm Membership with NAMWOLF will be covered and you will have an opportunity to mix and mingle with other NAMWOLF Law Firm Members. This session is for NAMWOLF Law Firm Members ONLY.

3:00 p.m. – 3:45 p.m.  
**In-House Counsel First Time Attendee Orientation**  
If you are a first time attendee to any NAMWOLF event, please plan on attending this session. Important information about NAMWOLF, navigating the Annual Meeting and other important information will be covered. You will also have an opportunity to mix and mingle with other In-House Counsel. This session is for In-House Counsel ONLY.

3:00 p.m. – 4:15 p.m.  
**Make It Rain: Lessons in Landing New Business (Presented by the Marketing Alliance)**  
Join the Marketing Alliance for an in-depth look at developing skills to land new business. Building a successful practice starts with bringing in new clients while keeping current ones happy. We will provide plans, tips, tricks and secrets on what makes an attorney a successful rainmaker. The session will also feature remarks from some of NAMWOLF’s top member firm leaders on how they personally built their million-dollar books of business.

4:30 p.m. – 6:00 p.m.  
**Compensation Trends and Challenges (Presented by the Law Firm Member Forum)**  
Designing an attractive and reasonable compensation package for the modern law firm can be a challenge. The Law Firm Forum Subcommittee will be presenting an interactive discussion among law firm members on how law firms are designing and managing compensation packages in today’s market. The session will include expert panelists offering insight and tips on merit-based programs, multi-tiered partnerships, and other non-traditional compensation options that may work for your firm. Please join us! *This session is only open to law firm members who hold a partnership position in their law firm.*

5:00 p.m. – 6:00 p.m.  
**In-House Counsel Meet & Greet**  
Back by popular demand! Based on your feedback and requests we are continuing to offer more opportunities for in-house counsel to network. Join in-house counsel - first time attendees and seasoned members of NAMWOLF for a cocktail reception before the Kick-Off event at Mill City Museum! **In-House ONLY Session.**
6:30 p.m. – 9:30 p.m.  
**Kick-Off Cocktail Reception**  
Join us in kicking off the 2013 Annual Meeting & Law Firm Expo at Mill City Museum. Food and beverages will be provided as well as round trip transportation from the Hilton Minneapolis. Entertainment will be provided.  
Entertainment TBA  
*Transportation will leave promptly at 6:30 p.m.*

**MONDAY, SEPTEMBER 23**

8:00 a.m. – 6:00 p.m.  
Registration and Vendor Expo

8:00 a.m. – 9:00 a.m.  
Continental Breakfast

8:30 a.m. – 8:45 a.m.  
Opening Remarks

8:45 a.m. – 10:15 a.m.  
**CLE Session (Ethics): Ethical Issues in Marketing to Children**

Does the law provide a sufficient framework for attorneys to advise their clients on marketing to children? What is an attorney's obligation under the law and does it extend to ethical considerations that affect the client? This panel of in-house and outside counsel will explore the legal and ethical issues surrounding marketing to children, including how marketing to children can positively and adversely affect a company brand image. The panel will also review existing guidelines from regulatory and self-regulatory organizations as they related to children’s marketing, and provide an overview of the updated COPPA guidelines.

**Panelists:**
Tsan Abrahamson, Cobalt Law LLP  
Jason L. Brown, Assistant General Counsel-Commercial, MillerCoors

**Remaining Panelists TBA**

10:20 a.m. – 11:20 a.m.  
**CLE Session: Navigating Your Way Through the Affordable Care Act – A Guide for Employers**

The Affordable Care Act affects everyone: individuals, NAMWOLF law firms, private equity portfolios, small businesses and multi-national corporations. The panelists will discuss the recent and upcoming changes under ACA and what employers should be doing now to avoid problems later.

**Panelists:**
Kathy C. Potter, Benton Potter and Murdock P.C.  
Stacy Austin, Wang Kobayashi Austin LLC  
Tonya Wilkes-Moore, Associate General Counsel, ERISA, Darden Restaurants
10:20 a.m. – 11:20 a.m.  
**CLE Session: Avoiding Trial by Fire: Interactive and Illustrative Trial Tips from the Experts**

This CLE is a novel and interactive approach to a topic that can strike fear in the heart of any successful and talented lawyer: trial. In-house and judicial panelist will present trial tips from their own important-and unique- perspectives. The CLE will provide useful trial advice that is hard to get in any other form: instructions from clients and judges as well as an actual example of persuasive trial skills in action.  
**Panelists:**  
Teresa Wynn Roseborough, Executive Vice President, General Counsel and Corporate Secretary, The Home Depot  
Chief Judge Michael J. Davis  
Jerry W. Blackwell, Blackwell Burke P.A.  
Jennifer Yatskis Dukart, Blackwell Burke P.A.

10:20 a.m. – 11:20 a.m.  
**CLE Session: Cyber Threats: Interfacing With Law Enforcement in a Changing Legal and National Security Environment**

The panel will cover the history of law enforcement-private sector cooperation and interaction in connection with cybercrime since the mid-1990’s to the present, including a summary of the current issues facing the country and the regulatory and legislative proposals recently enacted and proposed.  
**Panelists:**  
Rodney Patula, Sideman & Bancroft  
Mike McCormick, Managing Architect, VP, Enterprise Information Security, Wells Fargo  
Laurie Edelstein, Brune & Richard

11:25 a.m. – 12:25 p.m.  
**CLE Session: Internal Investigations and Corporate Monitorships**

Our panel will explore how best to navigate in these choppy seas. What are the best practices in conducting an internal investigation? How should in-house counsel ensure that the necessary documents are preserved, notify employees about the investigation, handle multiple representations involving the corporation and executives or decide when separate counsel is required, retain the right outside counsel, and obtain information from key witnesses? What is the current state of how privilege is viewed in the investigation context? What is a monitorship, how are monitors selected, and how can the monitorship be established and conducted so as to be productive and positive? The panel will give attorneys confidence that they are equipped to react quickly and correctly from the outset and will provide guidance on pitfalls to be aware of, and opportunities to look out for, during the course of an investigation or monitorship.  
**Panelists:**  
Preston Pugh, Pugh, Jones & Johnson  
Judge Raymond Lohier, 2nd Circuit  
Ron Goldstock, NY Waterfront Commission, NYU Law Professor  
Lois Kosch, Wilson Turner Kosmo
11:25 a.m. – 12:25 p.m.  
**CLE Session: Blowing the Roof Off Insurance Coverage for Natural Disasters**

The recent string of natural disasters caused significant loss of life and property to individuals, businesses and their insurers. Damage to infrastructure of many communities was significant, and companies are faced with extensive economic damage to their underlying business. Businesses may be severely damaged in a variety of ways with some unable to reopen for days. Once businesses do reopen, the destruction may prevent employees from traveling to work. These natural disasters pose important considerations, particularly in the insurance industry. Affording coverage in such instances depends entirely on the facts of the underlying loss as well as the language in the insurance agreements, including the underlying conditions, exclusions, conditions and limitations. There are several significant cases that were recently litigated but the law in many instances remains unsettled.

**Panelists:**
Charles R. Brown, Fields & Brown LLC  
Jean-Marie Crahan, Gonzalez Saggio & Harlan LLP

11:25 a.m. – 12:25 p.m.  
**CLE Session: The Expansion of Cybersquatting Beyond Domain Names: Should the Lanham Act Protect the Use of Trademarked Names in Post-Domain Paths?**

While the 6th Circuit Court of Appeals held in Interactive Products Corp. v. A2Z Mobile Office Solutions, Inc., 326 F.3d 687, (6th Cir. 2003) that the Lanham Act does not apply to the use of trademarks in web page’s URL post-domain paths, this decision occurred prior to the creation of highly popular sites such as Twitter and Facebook where the cybersquatting of trademarks in post-domain paths by users has increased dramatically in recent years. Due to our shrinking globe and the serious consequences the changing online landscape poses for trademarked brands and companies, we will discuss whether the Lanham Act’s protection of trademarks should be expanded to include post-domain paths.

**Panelists:**
Andres Rivero, Rivero Mestre  
Jose Rojas, Rojas Law  
Caldwell Camero, Senior Trademark Counsel, General Mills  
Dolly von Hollen, IP Attorney, Prudential

12:30 p.m. – 2:00 p.m.  
**Luncheon: Featuring Key Note Speaker, Marianne D. Short, Executive Vice President and Chief Legal Officer, UnitedHealth Group**

2:05 p.m. – 3:00 p.m.  
**Inclusion Initiative***
3:00 p.m. – 5:30 p.m.  Law Firm Expo
NAMWOLF’s signature event provides a unique opportunity to meet with the top minority and women-owned law firms in the country. In-house counsel has the opportunity to schedule fifteen-minute appointments with selected firms or walk the Expo freely. A detailed directory of NAMWOLF firms is distributed prior to the Annual Meeting and Law Firm Expo.

6:30 p.m. – 7:00 p.m.  Gala Awards Dinner Cocktail Reception, The Hilton Minneapolis

7:15 p.m. – 9:15 p.m.  Gala Awards Dinner, The Hilton Minneapolis
Enjoy fabulous entertainment and exquisite cuisine while we celebrate the winners of the Diversity Initiative Achievement Award, Outstanding Service by an Advisory Council Member and the Law Firm MVP award. Enjoy networking and dessert action stations after dinner.

Entertainment TBA

TUESDAY, SEPTEMBER 24

8:00 a.m. – 6:00 p.m.  Registration & Vendor Expo

8:00 a.m. – 8:45 a.m.  Continental Breakfast

8:45 a.m. – 10:00 a.m.  In-House Counsel Session – Best Practices in Building and Sustaining an Inclusive Law Department (In-House ONLY Session)

8:45 a.m. – 10:00 a.m.  Law Firm Cross Marketing Session – Join NAMWOLF Law Firm Members in discussing the best practices of cross marketing and generating business through member referrals.

10:05 a.m. – 11:05 a.m.  CLE Session: Wellness Programs & Their Legal Implications
This CLE provides an overview of the federal and state laws an employer should keep in mind when developing and executing a corporate employee wellness program. Applicable case law and the elements of a wellness program are also discussed.

Panelists:
Mamta A. Mujumdar, Malecki, Tasch & Burns
Jodee Kozlak, Executive Vice President, Human Resources, Target Corporation
Bob Belt, Assistant Vice President – Law, Union Pacific Railroad Co.
Madeline Weldon-Linne, Weldon-Linne & Vogt

NAMWOLF
1016 W. Jackson Blvd., Ste. 306 | Chicago, IL 60607 | 312.733.7780 | www.namwolf.org
REGISTER NOW AT WWW.NAMWOLF.ORG
10:05 a.m. – 11:05 a.m. CLE Session: **Social Media, Employment and Company Liability – Challenges in a Changing Legal Landscape**

The use of social media is booming, and both law and society are struggling to catch up. Old laws are being applied to fit this new form of communication, and new laws are being enacted that are sometimes counter-intuitive and contradictory. This panel will discuss social media law, liability risks and best practices in the context of both employment law and third party contracts.

**Panelists:**
- Sarah Marmor, Scharf, Banks & Marmor LLC
- Polly Dinkel, Sideman & Bancroft
- Kristen A. Ziemer, Senior Counsel, Wells Fargo
- Whitnie H. Gladden, North American Employment Law Counsel, Accenture LLC

10:05 a.m. – 11:05 a.m. CLE Session: **Litigating Life, Health & Disability Actions to Maximize Recoveries**

Issues arise when an insurer commences an action, or a counterclaim, to recover life, health or disability benefits paid, sometimes erroneously and sometimes fraudulently. Health care recovery actions typically involve fraud or erroneous payments based on how a provider manipulates the claim form. The panel will also discuss “egregious billers” and health plan subrogation actions. With respect to life recoveries, the panel will address life benefit overpayments and rescission for fraud cases. In the disability context, recovering benefits, as well as intersections with health benefits cases, will be discussed. Of particular interest with respect to overpayment recoveries for ERISA group plans, the panel will discuss issues to consider when allocating the recovery of funds for particular plans.

**Panelists:**
- Moheeb Murray, Bush Seyferth & Paige PLLC
- Jodie L. Ousley, d’Arcambal Ousley & Cuyler Burk
- Emilia A. Quesada, SMGQ Law
- Louise Dobbe, United HealthGroup

**Remaining Panelist TBA**
11:10 a.m. – 12:10 p.m.  
**CLE Session: Off the Record: Preparing the Company Witness for Deposition**
We will conduct mock depositions of company witnesses (commercial, personal injury, and employment cases), asking the really difficult questions even well-seasoned company witnesses hate to answer. We will take multiple pauses during the “depositions” for panelist comment and interactions with the attendees (“What do you think about that answer? How did it make you feel about the witness? About the company? What could be done during the preparation session to address this?”) This will be graduate school for trial attorneys. This CLE will appeal to the law firm members and corporate partners. We will provide a checklist for deposition preparation.

**Panelists:**
Cheryl Bush, Bush, Seyferth & Paige PLLC
Barbara Berens, Berens & Miller P.A.
Joel Stern, Stern Legal Consulting
Rick Hammond, Senior Associate General Counsel of Employment, Sam’s Club

11:10 a.m. – 12:10 p.m.  
**CLE Session: Key Contract Issues in Drafting Mobile Application Agreements**
With the explosion in growth in mobile devices, more and more companies are turning to applications to drive customers to their stores, websites and increase business. Putting in place the right contract is an important step in managing the development process and making sure you are getting what you paid for.

**Panelists:**
Linda Henry, Patrick Law Group
William Delgado, Willenken Wilson Loh & Delgado LLP
Rachel Gervin, Vice President and Deputy General Counsel, Sage Software

11:10 a.m. – 12:10 p.m.  
**CLE Session: Firearm Legislation: Current Topics, Trends, and the Impact on Insurance-Related Claims.**
This presentation provides a history of gun control legislation, current state and federal initiatives and the impact of firearm legislation on the workplace. The focus of the discussion highlights the diversity of approaches to the regulation of firearms and includes the practical effects for employers and employees, businesses and the insurance industry.

**Panelists:**
Patrick Gonyea, DLD Lawyers
Beth Bogg, Esq., Bogg, Avellino, Lach & Bogg, LLC
Marcos Mendoza, Esq., Assistant Director, Texas Association of School Boards Risk Management Fund
Gene Hou, Esq., Senior Staff Counsel, American Family Insurance Group
12:20 p.m. – 1:45 p.m.

Luncheon Panel: **Eliminating Blind Spots: How to Prevent Unconscious Bias From Undermining Your Workplace and Career**

**Panelists:**
- Jamie Rudman, Sanchez & Amador, LLP
- Steve Chung, Vice President, NBCUniversal
- Jane Kirschbaum, Senior Corporate Counsel, Best Buy

1:50 p.m. – 2:50 p.m.

**CLE Session: Benefits & Liabilities of Conducting Background Checks on Employees & Candidates**

Panel discussion of the benefits and liabilities of conducting background checks on employees and candidates in light of the recently revised EEOC guidelines on the subject, certain state laws regarding background checks, and recent case law addressing employer liability. The Panel will address recent EEOC enforcement actions and also discuss best practices for employers who consider such records.

**Panelists:**
- Carrie L. Zochert, Berens & Miller, P.A.
- Gary Lafayette, Lafayette & Kumagai, LLP
- Cynthia Bivins, Senior Counsel, Shell Oil
- Jeff Brockmann, Senior Corporate Counsel, U.S. Bank

1:50 p.m. – 2:50 p.m.

**CLE Session: Fact or Fiction? Legal Myths about Technology and IP Law**

Common wisdom, even among lawyers, may not always yield the correct result. Test your knowledge, and learn to spot key terms often included in technology and IP deals that may not be legally true or enforceable. At this session, experienced outside practitioners and in-house counsel will provide a lively and practical discussion of strategies to avoid the effects of these “mythical” terms that may be lurking in your technology and IP contracts!

**Panelists:**
- Peggy Miller, Gonzalez Saggio & Harlan
- Bob Nowicki, Assistant General Counsel, Panasonic
- Nancy Mertzel, Schoeman Updike Kaufman Stern & Ascher LLP
- Kristin Nimsger, Managing Director and General Manager Litigation Solutions, Thomson Reuters Legal
1:50 p.m. – 2:50 p.m.  
**CLE Session: Best Practices and Strategies for Managing Discovery in National and Multi-Forum Parallel Litigation**

This CLE will address common issues that arise for businesses facing national litigation and provide strategies and best practices for the business and its counsel in managing national discovery, document preservation issues, cross litigation document management, and spoliation.

**Panelists:**
- Marguerite Zinz, Shareholder, Thacker Martinsek LPA
- Benjamin W. Hulse, Shareholder, Blackwell Burke
- Ani Gulati, Chief Litigation Counsel, General Mills
- Kathy DiGiorno, Senior Legal Director, Medtronic

3:00 p.m. – 4:30 p.m.  
**General Counsel Panel**

General Counsel from the nation’s top corporations will participate in a panel discussion to discuss issues impacting the corporate legal industry.

**Panelists:**
- Jim Rowader, Vice President, General Counsel Employee and Labor Relations, Target
- Katherine Adkins, Vice President, General Counsel and Secretary, Toyota Financial Services
- Ivan Fong, Senior Vice President, Legal Affairs & General Counsel, 3M
- Laura H. Witte, Corporate Vice President, General Counsel & Corporate Secretary, Cargill, Incorporated
- Gaye Adams Massey, Senior Deputy General Counsel & Chief Administrative Officer (Legal, Compliance & Regulatory Affairs), UnitedHealth Group

5:15 p.m. – 7:00 p.m.  
**Cocktail Reception, Brit’s Pub**

Join NAMWOLF for a cocktail reception and lawn bowling. Win prizes while you lawn bowling, enjoying other activities and continue to network with other attendees.

7:05 p.m.  
**Minnesota Twins Game at Target Field**

Join NAMWOLF and other attendees for an opportunity to attend the Minnesota Twins vs. the 2012 American League Champion Detroit Tigers. Tickets are $19 & $35.

---

**WEDNESDAY, SEPTEMBER 25**

8:00 a.m. – 12:00 p.m.  
Registration

8:00 a.m. – 8:30 a.m.  
Continental Breakfast

8:30 a.m. – 10:00 a.m.  
**CLE Session (Ethics): Navigating Multiple Representations and Other Choppy Seas** When regulators come calling or your company is hit with a lawsuit, tricky issues can come into play with respect to outside counsel, in-house counsel, and the company’s employees. How these issues are resolved can have significant consequences for how the defense plays out. This presentation will explore the issues that inform counsel arrangements for the...
company and its employees and officers, including the advantages and disadvantages of shared or pool counsel arrangements, privilege issues, Upjohn and more.

Panelists:
Holly Lake, Miller Law Group
Susan E. Brune, Brune & Richard LLP
Shannon Alexander, NBC Universal

10:05 a.m. – 11:05 a.m.  **Annual Meeting of the Regular Members (Law Firm Members ONLY)**
This is the Annual Meeting of the Regular Members, which is a meeting to discuss and update the NAMWOLF bylaws. A NAMWOLF quorum is necessary and all law firm members are requested to attend.

10:05 a.m. – 11:05 a.m.  In-House Counsel Panel:  **The One and Only Constant...Navigating your career and leading your organization through change.**

11:10 a.m. – 12:10 p.m.  Advocacy Committee Meeting
11:10 a.m. – 12:10 p.m.  Insurance Alliance Meeting
11:10 a.m. – 12:10 p.m.  Transactional Alliance Meeting
11:10 a.m. – 12:10 p.m.  Labor & Employment Alliance Meeting
11:10 a.m. – 12:10 p.m.  Intellectual Property Alliance
11:10 a.m. – 12:10 p.m.  Marketing Alliance Meeting
11:10 a.m. – 12:10 p.m.  Emerging Leaders Meeting
11:10 a.m. – 12:10 p.m.  Law Firm Member Forum