



delivers **resources**
to build your practice

Exclusive Programming for In-House Counsel

Attend **all three sessions** for one discounted price—
see registration form for details

Business Management Principles for Lawyers

Fall Session
(Session 3 of 3)

How **Good Lawyers** Become *Great Business Leaders*

- Build a practical business skill set specific to in-house counsel
- Master a deeper understanding of company financial issues, operational strategy, internal and external negotiation skills, and the business impact of the global economy
- Become the trusted advisor for the company's business leaders



November 15-16, 2018

Gordon Inman Conference Center at Belmont University

Nashville, TN

In-house counsel seeking professional growth know that being a good lawyer is only the first step to becoming a valued business partner. Becoming a go-to resource requires more than a sound knowledge of legal issues. It mandates both broad and deep knowledge of the client's business and the principles that make the company successful. To be the trusted business advisor, in-house counsel must develop a fundamental understanding of economics and financial performance, operations management, strategic thinking, communication and negotiation, and leadership.

The fall session provides these essential business skills, taught by professors who specialize in training executives to be effective business leaders. The small group setting—limited to in-house counsel—explores these topics in an interactive, hands-on environment to arm good in-house lawyers with the necessary tools to become great company leaders.

“This program is a must for any in-house counsel who aspire to obtain a leadership role in their company. General counsel should send their rising stars to give them this opportunity.”

PRESENTED BY **DRI's Corporate Counsel Committee**



Amy Mass
Program Chair



Franklin L. (Frank) Best, Jr.
Committee Chair



Thomas E. (Ted) Dunlap
Committee First Vice Chair

This session will focus on

- How to think like an executive while thinking like a lawyer
- How strategic operational decisions contribute to the distinctive capability of the business and how you can contribute to the strategy and help assess performance
- How current monetary policies affect your business and leading global economies, including a Brexit case study to understand fully the economic and business consequences of Britain leaving the European Union
- How to be a more effective leader by developing strong communication strategies that affect both external and internal negotiation results

Members Get More

- Access to **LegalPoint™** at **dri.org**: Committee newsletters, seminar course materials, and other publications.
- Access to the **DRI Corporate Counsel Committee Community**: Share articles, post blogs, and connect with others on the latest trends in your area of practice.
- Access to **dri circles**, where lawyer-to-lawyer connections happen. Search **dri circles** in your app store:



PROGRAM SCHEDULE

Click on any speaker name to view bio.

WEDNESDAY, NOVEMBER 14

7:00 p.m. **Dine-Arounds (optional)** | Join colleagues and friends at selected restaurants for dinner (*on your own*).

THURSDAY, NOVEMBER 15

7:45 a.m. **Registration**

8:00 a.m. **Continental Breakfast**

8:20 a.m. **Welcome and Introduction**

Amy Mass, *The Hanover Insurance Group*, Howell, MI

8:30 a.m. **Transforming Operational Decisions into a Strategic Advantage**

There is a growing awareness that strategy decisions must contribute to the operational competitiveness of the organization and not merely define or describe how services or products are provided. In this session you will explore ways that strategic operational decisions contribute to the distinctive capability of the business by defining a functional operations strategy, linking operational decisions to the overall strategy of the firm, and determining the appropriate goals and objectives that correspond to the strategy and help assess performance. A number of methods and tools that help the manager achieve the operations/strategy “fit” will be demonstrated in the session.

Grady S. (Stan) York, PhD, *Jack C. Massey College of Business at Belmont University*, Nashville, TN

10:15 a.m. **Refreshment Break**

10:30 a.m. **Session resumes**

12:00 p.m. **Lunch (onsite)**

1:30 p.m. **Economics That Matter: Macroeconomics**

This macroeconomics module focuses on business application of current monetary policies, including quantitative easing and negative interest rates. We will examine the effect of monetary policies among leading global economies on currency valuation, economic forecast growth, exports, imports, and FDI. The session concludes with a Brexit case study to understand fully the economic and business consequences of Britain leaving the European Union.

Marieta V. Velikova, PhD, *Jack C. Massey College of Business at Belmont University*, Nashville, TN

3:00 p.m. **Refreshment Break**

3:15 p.m. **Session resumes**

4:45 p.m. **Adjourn**

6:00 p.m. **Networking Reception and Dinner** | TBD
(included in registration fee; please check box on the registration form.)

FRIDAY, NOVEMBER 16

7:45 a.m. **Registration**

8:00 a.m. **Continental Breakfast**

8:30 a.m. **Eat Before You Negotiate: Part I**

Contrary to popular opinion, great negotiators are made, not born. Research about the science of negotiation provides us with great strategies and behavioral tips (such as, “eat before you negotiate”) to improve both the outcome of the negotiation and the relationship between the negotiators. In this session, you will be introduced to a seven-step negotiation method that applies to all settings. You will also have the opportunity to begin developing your reflective negotiation process through practice.

D. Lee Warren, PhD, CPA, *Jack C. Massey College of Business at Belmont University*, Nashville, TN

10:15 a.m. **Refreshment Break**

10:30 a.m. **Session resumes**

12:00 p.m. **Business Management Principles for Lawyers Certificate of Completion Ceremony**

12:00 p.m. **Lunch (on-site)**

1:00 p.m. **Eat Before You Negotiate: Part II**

See course description above.

D. Lee Warren, PhD, CPA, *Jack C. Massey College of Business at Belmont University*, Nashville, TN

3:00 p.m. **Refreshment Break**

3:15 p.m. **Session resumes**

4:00 p.m. **Adjourn**

“The content was amazing! This is hands down the best program for in-house counsel I have ever attended.”

GENERAL INFORMATION

Seminar Location

Belmont University, Gordon Inman Conference Center, 1515 Wedgewood Avenue, Nashville, TN 37212.

CLE

This seminar has been approved for MCLE credit by the State Bar of California for up to 12.25 hours, including 0 hours of ethics credit. Accreditation has been requested from every state with mandatory continuing legal education (CLE) requirements. Certificates of attendance will be provided to each attendee. Attendees are responsible for obtaining CLE credits from their respective states. Credit availability and requirements vary from state to state; please check the DRI website at dri.org for the latest information for your state.

Registration Policy

The registration fee includes course materials, continental breakfasts, refreshment breaks, and networking dinner. If you wish to have your name appear on the registration list distributed at the conference and receive the course materials in advance, DRI must receive your registration by **October 23, 2018** (please allow 10 days for processing). Registrations received after **October 23** will be processed on-site.

Refund Policy

The registration fee for the Fall Session only is fully refundable for cancellations received on or before **October 23, 2018**. Cancellations received after **October 23** will not receive

a refund. All cancellations and requests for refunds must be made in writing. Fax (312.795.0747) or email (seminars@dri.org) to DRI's Accounting Department. Processing of refunds will occur within four weeks after the date of the seminar. All refunds will be processed in the same method that the payment was received. Substitutions may be made at any time without charge and must be submitted in writing.

If you take advantage of the discounted registration fee by signing up for all three sessions (Fall 2018, Spring 2019, Summer 2019 Sessions) using the bundled pricing option (see pricing on the registration form) and cancel your registration, you will not receive a refund.

Travel Discounts DRI offers discounted meeting fares on various major air carriers for DRI Business Management Principles for Lawyers (Fall Session) attendees. To receive these discounts, please contact Direct Travel, DRI's official travel provider, at 800.840.0908. As always, to obtain the lowest available fares, early booking is recommended.

Hotel Accommodations

Click here for a list of nearby hotels on the DRI website (visit dri.org and go to the **Business Management Principles for Lawyers (Fall Session) webpage**; click on the "Nearby hotels" button.

“The instructors were top notch. I was inspired with the presentations and knowledge. I found that learning from adjunct and faculty from Belmont was highly informative and effective.”



Diversity and Inclusion in DRI: A Statement of Principle

DRI is the largest international membership organization of attorneys defending the interests of business and individuals in civil litigation.

Diversity is a core value at DRI. Indeed, diversity, which includes sexual orientation, is fundamental to the success of the organization, and we seek out and embrace the innumerable benefits and contributions that the perspectives, backgrounds, cultures, and life experiences a diverse membership provides.

Inclusiveness is the chief means to increase the diversity of DRI's membership and leadership positions. DRI's members and potential leaders are often also members and leaders of other defense organizations. Accordingly, DRI encourages all national, state, and local defense organizations to promote diversity and inclusion in their membership and leadership.

Harassment and Discrimination

DRI is committed to the policy of equal opportunity regardless of race, color, religion, sex, sexual orientation, gender, national origin and disability in all of its programs and activities, as well as maintaining an environment in our programs and activities which is free from all forms of harassment or discrimination of any kind. Pursuant to this policy, if any person who attends our programs or activities experiences unlawful discrimination or harassment, this should be reported to the Executive Director so that appropriate action may be taken.

FACULTY

Click on any speaker name to view bio.

Franklin L. (Frank) Best, Jr., Penn Mutual Life Insurance Co., Horsham, PA

Thomas E. (Ted) Dunlap, RTI Group LLC, Annapolis, MD

Amy Mass, The Hanover Insurance Group, Howell, MI

Marieta V. Velikova, PhD, Jack C. Massey College of Business at Belmont University, Nashville, TN

D. Lee Warren, PhD, CPA, Jack C. Massey College of Business at Belmont University, Nashville, TN

Grady S. (Stan) York, PhD, Jack C. Massey College of Business at Belmont University, Nashville, TN

View faculty bios on the Business Management Principles for Lawyers (Fall Session) webpage; click on “View speakers” button.

CLE for Your Practice

View all Continuing Legal Education offerings

September 6–7, 2018

Cybersecurity and Data Privacy

Loews Chicago, Chicago IL

September 13–14, 2018

Fire Science Litigation

Grand Hyatt Washington, Washington, DC

September 13–14, 2018

Nursing Home/ALF Litigation

Sheraton New Orleans, New Orleans, LA

November 8–9, 2018

Asbestos Medicine

Hilton Austin, Austin, TX

November 29–30, 2018

Insurance Coverage and Practice Symposium

Sheraton New York, New York, NY

November 29–30, 2018

Professional Liability

Sheraton New York, New York, NY

January 23–25, 2019

Women in the Law

Hotel del Coronado, Coronado, CA

January 31–February 1, 2019

Civil Rights and Governmental Tort Liability

San Antonio Marriott Rivercenter, San Antonio, TX

February 6–8, 2019

Product Liability Conference

JW Marriott Austin, Austin, TX

SEMINAR SPONSORS

Sponsorships are available for this program; please contact John Hovis at 312.698.6218 or jhovis@dri.org.

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Business Management Principles for Lawyers (Fall Session)

November 15–16, 2018 | Gordon Inman Conference Center at Belmont University
Nashville, TN

[Register online](#)

FORMAL NAME		TITLE
NAME (as you would like it to appear on badge)		
COMPANY/FIRM/LAW SCHOOL		
ADDRESS		
CITY	STATE/PROVINCE	ZIP/POST CODE
TELEPHONE	FAX	EMAIL

Please list any special needs _____

Are you a first-time attendee at this DRI seminar? ☐ Yes ☐ No

How many attorneys _____ What is your primary
are in your firm? _____ area of practice? _____

Fall Session (only) Registration Fee

Registration fee includes seminar attendance, networking reception, Thursday night dinner, and course materials.

- ☐ In-House Counsel* Member \$1,050
☐ In-House Counsel* Nonmember** \$1,275
☐ Thursday night reception and dinner (Included)

* In-house counsel are defined as licensed attorneys, who are employed exclusively by a corporation or other private sector organization for the purpose of providing legal representation and counsel only to that corporation, its affiliates and subsidiaries.

** To register, please call DRI Customer Service (312.795.1101).

3400-0179-21
Bus. Mgmt. (Fall)

2018-0179B

Special Discounted Pricing—Bundled Registration Fee (Fall 2018, Spring 2019, Summer 2019 Sessions)

For a single discounted price, attendees can reserve their spot at all three sessions. The remaining sessions are scheduled for the following dates:

- ☒ April 15–17, 2018 (Spring Session) ☐ Summer 2019 Session (dates TBD)

To take advantage of the Special Discounted Pricing, please contact DRI Customer Service (312.795.1101) to register.

In-House Counsel* Member	(Discounted Pricing)	\$2,900
In-House Counsel* Nonmember	(Discounted Pricing)	\$3,500
Reception and dinner	(Included)	

* In-house counsel are defined as licensed attorneys, who are employed exclusively by a corporation or other private sector organization for the purpose of providing legal representation and counsel only to that corporation, its affiliates and subsidiaries.

Payment Method

- ☐ My check for _____ (USD) is enclosed.
☐ Please charge my ☐ VISA ☐ MasterCard ☐ American Express.

Card # Exp. Date - CVC

Signature _____

For inclusion on the
preregistration list and to
receive course materials in
advance, **register by
October 23, 2018.**

Please remit payment by **MAIL** to:
DRI
72225 Eagle Way
Chicago, IL 60678-7252

Please remit payment by
COURIER to:
JP Morgan, Attn: DRI LBX 72225
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