

ADVANCE REGISTRATION DEADLINE: FEBRUARY 23, 2012



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RAINMAKING SEMINAR

**PRACTICE
DEVELOPMENT:
MARKETING AND
CLIENT SERVICE
STRATEGIES FOR
THE CIVIL DEFENSE
LAWYER**

MARCH 14-16, 2012

BALLY'S LAS VEGAS

LAS VEGAS, NEVADA

REASONS TO ATTEND

- Learn the latest strategies from multiple law firm marketing consultant experts
- Network with rainmakers from around the country
- Hear corporate counsel provide advice on becoming a trusted advisor
- Enhance your practice group's client service initiatives
- Return to the office with a business development plan

DRI DELIVERS RESOURCES TO BUILD YOUR PRACTICE



Rainmaking, business development, marketing or client satisfaction: regardless of what it is called or the size of your law firm or your practice area, additional work from existing clients and new clients is essential to your future and your law firm. Expert consultants, successful business developers and corporate counsel will present an interactive program and workshop to help you and your law firm become trusted advisors so that clients will want to send you their business. The program opens with an illuminating discussion on business-generating strategies, contains multiple programs presenting information essential to honing your business development skills and ends with an assisted workshop for creating your personal business development plan. The seminar will provide practical advice to managing partners, practice group leaders and individual lawyers.



Michael D. Shalhoub
Program Chair



Robert J. Kopka
Committee Chair



E. Todd Presnell
Law Institute

Presented by DRI's
**Law Practice Management
Committee**

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WHAT YOU WILL LEARN

- The tools to develop and execute a personal, practice group or law firm marketing plan
- How to use social media to increase your business
- What corporate counsel really think about your marketing efforts
- Practical advice and tips from business development experts
- How to use business etiquette to market and build client relationships
- How to properly use law firm marketing groups and lawyer associations to develop your practice



PROGRAM SCHEDULE

WEDNESDAY, MARCH 14, 2012

1:00 p.m. **Registration**2:00 p.m. **Client Development: Business Development Strategies** (*joint event with Trial Tactics Seminar*)

The explosion in electronic communication and information sharing is completely changing law firm marketing and business development. Mr. Cranston will offer his unique perspective on successful business-generating techniques and strategies. He will discuss the foundational principles of rainmaking, explain how to create value with clients, clarify the growing use of social media and generally demystify business development.

James A. Cranston, *LawVision Group*,
Trabuco Canyon, California

3:30 p.m. **Roundtable Discussion**5:00 p.m. **Adjourn**5:00 p.m. **Registration** (*continues*)6:00 p.m. **Networking Reception**

THURSDAY, MARCH 15, 2012

7:00 a.m. **Registration**7:00 a.m. **Continental Breakfast**8:00 a.m. **Welcome and Introduction**

E. Todd Presnell, *Miller & Martin PLLC*, Nashville,
Tennessee

Robert J. Kopka, *Kopka Pinkus Dolin & Eads*,
Buffalo Grove, Illinois

Michael D. Shalhoub, *Goldberg Segalla LLP*,
White Plains, New York

8:15 a.m. **Standing Out in a Crowd: Law Firm Branding and Differentiation**

Sure, you are a good lawyer with a good law firm; but there are a plethora of good lawyers and good law firms seeking your client's business. A leading law firm marketing and branding consultant will provide strategies and tactics for making you and your law firm stand out in the crowd.

Susan Hasten, *RP3 Agency*, Bethesda, Maryland

9:15 a.m. **Succeeding in the Rainmaking World: Strategic and Effective Use of Lawyer Associations**

The lawyer networking circuit covers a vast landscape, ranging from national lawyer organizations, such as DRI, to state bar associations, invitation-only lawyer associations and industry specific trade associations. Even with the most successful time management techniques, lawyers have challenges when navigating these multiple organizations. Experts explain how in-house and outside counsel can effectively use professional organizations, lawyer networking groups and client trade associations to generate new business.

Moderator

Robert J. Kopka, *Kopka Pinkus Dolin & Eads*,
Chicago, Illinois

Panel

Christopher S. D'Angelo, *Montgomery McCracken Walker & Rhoads LLP*, Philadelphia,
Pennsylvania

Sharla J. Frost, *Powers & Frost LLP*, Houston,
Texas

Karen M. Lockwood, *The Lockwood Group LLC*,
Washington, D.C.

10:30 a.m. **Refreshment Break**

Sponsored by Hepler Broom LLC



10:45 a.m. **How to Build (or Develop) a Partnership with Your Corporate Clients**

Three seasoned in-house counsel will discuss strategies for partnering with their outside counsel. These corporate counsel, who have seen all the tricks, will discuss their experiences as outside and inside counsel and offer the dos and don'ts necessary to earn the role of a trusted advisor and lawyer.

Moderator

Simeon D. Rapoport, *iBridge LPO*, Beaverton, Oregon

Panel

Theresa J. Baker, *MetLife*, New York, New York

Denise H. Houghton, *Synthes Inc.*, West Chester, Pennsylvania

Randall L. Rutkofske, *Detroit Edison Company*, Detroit, Michigan

12:00 p.m. **Lunch** (*on your own*)

1:30 p.m. **Old Wine in a New Bottle: Successful Use of Social Media and Technology Tools to Generate New Business**

The need for lawyers to develop business is nothing new, but technological advances over the last few years provide new methods of communicating with potential clients.

Ms. Turner will present a focused, practical, how-to discussion on the development of an effective technology business development plan using social and business media tools, such as LinkedIn and Facebook.

Sara M. Turner, *Baker Donelson Bearman Caldwell & Berkowitz PC*, Birmingham, Alabama

2:30 p.m. **Refreshment Break**

Sponsored by Kopka Pinkus Dolin & Eads LLC

2:45 p.m. **The Consultants Open Up: Rapid Fire Rainmaking Tips for the Civil Defense Lawyer**

Several renowned marketing consultants will offer, in a practical and rapid-fire manner, business development tips covering a wide range of marketing topics.

Moderator

Brooks R. Magratten, *Pierce Atwood LLP*, Providence, Rhode Island

Panel

Susan Hasten, *RP3 Agency*, Bethesda, Maryland

Karen M. Lockwood, *The Lockwood Group LLC*, Washington, D.C.

Alan R. Olson, *Altman Weil Inc.*, Milwaukee, Wisconsin

4:15 p.m. **Caution! Ethical Considerations When Developing Business**

Technology innovations move at what seems to be the speed of light. But, fortunately or unfortunately, the rules of conduct governing a lawyer's practice and business development activities develop much more slowly. The modern practitioner must therefore apply old rules in new situations. This session will cover a variety of technology related ethical concerns, such as social networking based solicitations, the provision of legal services on-line, web based advertising, as well as "cloud" and outsourcing confidentiality issues.

Peter R. Jarvis, *Hinshaw Culbertson LLP*, Portland, Oregon

5:15 p.m. **Adjourn**

6:00 p.m. **Networking Reception**

7:00 p.m. **Dine-Arounds**

Join colleagues and friends at selected restaurants for dinner (*on your own*). More details on-site.

FRIDAY, MARCH 16, 2012

7:00 a.m. **Registration**

7:00 a.m. **Continental Breakfast**

8:00 a.m. **Announcements**

Michael D. Shalhoub, *Goldberg Segalla LLP*, White Plains, New York



8:05 a.m. **Business Etiquette Workshop**

This interactive program will provide an astute understanding of communication styles—verbal and nonverbal—to build relationships and business. In this hands-on workshop, you will learn how to introduce yourself and others confidently; strategies for initiating and maintaining conversations; managing uncomfortable discussions; exchange of business cards, reception and dining etiquette; and how to ask a client appropriately for business.

Pamela Eyring, *The Protocol School of Washington*, Washington, D.C.

10:00 a.m. **Refreshment Break**

Sponsored by **Hepler Broom LLC**

10:15 a.m. **Marketing Plan Workshop**

Now that you have listened to marketing tips, the dos and don'ts of business development and ethical considerations, it is time to implement these ideas through the hands-on development of a marketing plan. Conducted by one of the country's foremost law firm marketing professionals, this workshop will build on the strategy, tactics and ideas of the first two days of the seminar. Mr. Olson will help you through the preliminary essential thinking and analysis for creating a business development plan and assist you in the preparation of a plan that is appropriate for you, your practice group, or law firm.

Alan R. Olson, *Altman Weil Inc.*, Milwaukee, Wisconsin

1:00 p.m. **Adjourn****SEMINAR SPONSORS**

DRI wishes to thank our sponsors for their support at this year's seminar!



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FACULTY

Theresa J. Baker is an assistant general counsel in the corporate and international litigation practice group in the MetLife Law Department in New York City, where she is primarily responsible for providing litigation advice and support to MetLife Bank and its expanding mortgage operations, MetLife Home Loans. Prior to her current duties, Ms. Baker served as e-discovery counsel, where she provided advice on e-discovery best practices, document collection and preservation initiatives. Ms. Baker has also handled real estate and corporate investment litigation and international litigation for MetLife.

James A. Cranston, a consultant with LawVision Group in Trabuco Canyon, California, is widely recognized as a leading authority on sales and business development in the legal industry. Formerly a vice president at Hildebrandt, he has worked with many of the AMLaw 250 firms in growing revenues and obtaining new clients. Prior to his work in the legal industry, Mr. Cranston spent 14 years selling consulting services for Arthur Andersen and Price Waterhouse.

Christopher S. D'Angelo is a partner in the litigation department at Montgomery McCracken Walker & Rhoads LLP in Philadelphia. His practice emphasizes litigation and preventive counseling in the fields of business and business torts, intellectual property, class actions and product liability. Mr. D'Angelo serves as national counsel for several major U.S. clients, handling foreign and domestic concerns, as well as litigation and other matters in the probate courts.

Pamela Eyring is president and director of the Protocol School of Washington in Washington, D.C., the only nationally accredited business etiquette, image and international protocol school in the nation. She presents seminars and briefings to government executives, Fortune 500 companies, academia and numerous associations. Ms. Eyring writes regularly for *Reuters Global* on modern business etiquette and appears regularly in media outlets such as the *Wall Street Journal*, the *New York Times*, CNN and FOX.

Sharla J. Frost, co-founder and managing partner of Powers & Frost LLP in Houston, defends corporate American and European clients in civil litigation throughout the

United States. Active in both DRI and DRI International, she also served as the 2010-2011 president of Litigation Counsel of America. Over the past decade, Ms. Frost has frequently published and lectured about both the necessity and the mechanics of business development for lawyers. She provides marketing training for select law firm clients.

Susan Hasten is the senior group account director at RP3 Agency in the Washington, D.C., metro area. Ms. Hasten has been helping companies, professional services firms and nonprofits tell their brand stories for more than 20 years. Creating successful brands for clients requires a passion for listening and curiosity to develop the insights and creative strategies that positively impact the bottom line.

Denise H. Houghton is vice president and chief litigation counsel for Synthes Inc. in West Chester, Pennsylvania, which develops, produces and markets instruments, implants and biomaterials for surgical fixation, correction and regeneration of the skeleton and its soft tissue. Ms. Houghton oversees and manages the company's North America litigation. Prior to joining Synthes, she was a partner at the Philadelphia offices of an international law firm, where she headed their life sciences practice group. Ms. Houghton is also a registered nurse.

Peter R. Jarvis, the partner in charge of Hinshaw & Culbertson LLP's Portland, Oregon, office, leads its national lawyers' professional responsibility/risk management practice group. Mr. Jarvis practices primarily in the area of attorney professional responsibility and risk management. Admitted to practice in several jurisdictions, he advises lawyers, law firms and corporate legal departments on issues including conflicts analysis, disciplinary defense, the minimization or avoidance of lawyer and law firm risk, law firm policies and procedures, the provision of ethics opinions and expert testimony.

Robert J. Kopka, managing partner at Kopka Pinkus Dolin & Eads in Chicago, has handled a wide variety of business disputes, commercial litigation and insurance defense matters for over 25 years. Mr. Kopka has argued matters before the United States Supreme Court, the Illinois and Indiana Supreme Courts and before several other federal and state appellate courts. He is a frequent speaker on tort reform, insurance coverage, litigation management techniques, alternative billing arrangements and additional insured endorsement. Mr. Kopka is the chair of DRI's Law Practice Management Committee.



Karen M. Lockwood, an AV-rated trial lawyer, founded the Lockwood Group LLC in Washington, D.C., to advance the profession by merging business, diversity and leadership. A law partner for 24 years, she understands partnership structure and business, lawyer needs and development, and individual ambition and dedication. A speaker, writer and consultant on diversity, Ms. Lockwood also is an ABA delegate (D.C.); past president, Women's Bar Association of D.C.; liaison, ABA Commission on Women; AAA Arbitrator; and National Institute for Trial Advocacy program director.

Brooks R. Magratten is a partner in Pierce Atwood LLP in Providence, Rhode Island, and an adjunct professor of federal practice at the Roger Williams Law School. Mr. Magratten has more than 20 years of experience in insurance, product liability and commercial litigation. He is a member of DRI's Law Institute, a former DRI Northeast Regional Director and past chair of DRI's Life, Health and Disability Committee. Mr. Magratten is AV-rated, and recognized as a New England "Super Lawyer" in the field of employee benefits litigation.

Alan R. Olson is a principal of Altman Weil Inc., serving clients from the firm's midwest office in Milwaukee for 25 years. He specializes in providing management consulting services to law firms in several disciplines, including strategic planning, succession planning, law firm compensation systems, law firm mergers, practice management, professional services marketing, management and implementation strategies, and has worked with hundreds of law firms throughout the United States and Canada.

E. Todd Presnell is a trial lawyer with the Nashville, Tennessee, office of Miller & Martin PLLC. His practice focuses on the representation of businesses in the areas of commercial and employment litigation. Mr. Presnell has contributed articles to *For The Defense* and has made presentations at DRI's Annual Meeting, Employment Law Seminar and Young Lawyers Seminar. He is also a member of the International Association of Defense Counsel and is listed in the 2008–2011 editions of *Best Lawyers in America*. Mr. Presnell is a member of DRI's Law Institute.

Simeon D. Rapoport is executive vice president and chief litigation officer of iBridge LPO in Beaverton, Oregon, a legal process outsourcing company offering a full range of efficient cost-effective legal support services to corporations and their law firms, including document review and other litigation support services. Mr. Rapoport is a former DRI board member and a past chair of DRI's Life Health and Disability Committee. He frequently writes and lectures on various litigation and insurance-related topics, including ERISA and life, health and disability issues.

Randall L. Rutkofske is general counsel of the Detroit Edison Company and associate general counsel of DTE Energy Company, a diversified energy company. Mr. Rutkofske has spent over 20 years in DTE's general counsel organization, directly providing and coordinating a broad range of legal support for DTE's energy related business segments. He also manages DTE's general liability, employment, labor, ERISA, legal investigations and legal administration. He has significant experience in law firm management, legal technology applications, e-discovery, budgeting and financial reporting.

Michael D. Shalhoub is a partner in Goldberg Segalla LLP in New York. He is a trial lawyer with a concentration in complex litigation, including product liability, medical liability and commercial litigation. Mr. Shalhoub is a past chair of DRI's Medical Liability and Health Care Law Committee and a member of the DRI Board of Directors from 2005–2008. He is an active member of the Federation of Defense and Corporate Counsel, and a past vice chair of its drug and medical device section. He is on various *Best Lawyers* and *Super Lawyers* lists in New York. Mr. Shalhoub is the program chair of this seminar.

Sara M. Turner is a shareholder in the Birmingham, Alabama, office of Baker Donelson Bearman Caldwell & Berkowitz PC. She has experience representing corporations in federal, state and administrative courts both in Alabama and Minnesota. Ms. Turner's trial work focuses on litigation of product liability, commercial, long-term care and medical malpractice claims. She has developed experience in hospitality and franchise litigation. Ms. Turner frequently serves as outside general counsel and assists in the coordination of her client's defense of claims nationwide.



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GENERAL INFORMATION

CLE ACCREDITATION

This seminar has been approved for MCLE credit by the State Bar of California in the amount of **10.5** hours, including **1** hour 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 our website at www.dri.org for credit information for your state.

REGISTRATION

The registration fee is **\$745** for members and those who join DRI when registering and **\$975** for nonmembers. The registration fee includes CD-ROM course materials, continental breakfasts, refreshment breaks and networking receptions. 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 **February 23, 2012** (*please allow 10 days for processing*). Registrations received after **February 23, 2012**, will be processed on-site.

REFUND POLICY

The registration fee is fully refundable for cancellations received on or before **February 23, 2012**. Cancellations received after **February 23** and on or before **March 1, 2012**, will receive a refund, less a \$50 processing fee. Cancellations made after **March 1** will not receive a refund, but the course materials on CD-ROM and a \$100 certificate good for any DRI seminar within the next 12 months will be issued. All cancellations and requests for refunds must be made in writing. Fax to DRI's Accounting Department at 312.795.0747. All refunds will be mailed within four weeks after the date of the conference. Substitutions may be made at any time without charge and must be submitted in writing.

HOTEL ACCOMMODATIONS

A limited number of discounted hotel rooms have been made available at **Bally's Las Vegas, 3645 Las Vegas Boulevard South, Las Vegas, Nevada 89109**. For reservations, visit www.dri.org and go to the Rainmaking Seminar page or **contact the hotel directly at 702.967.4111**. Please mention **DRI's Rainmaking Seminar** to take advantage of the group rate of **\$199 Single/Double**. The hotel block is limited and rooms and rates are available on a first-come, first-served basis. You must make reservations by **February 14, 2012**, to be eligible for the group rate. Requests for reservations made after **February 14** are subject to room and rate availability.

SPECIAL DISCOUNTS

GROUP DISCOUNT

The first and second registrations from the same firm or company are subject to the fees outlined above. The registration fee for additional registrants from the same firm or company is **\$695**, regardless of membership status. All registrations must be received at the same time to receive the discount.

IN-HOUSE COUNSEL

In-house counsel are eligible for free registration to DRI seminars. 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. In order to qualify for free registration, the individual must also be a DRI member and a member of DRI's Corporate Counsel Committee. Offer excludes the DRI Annual Meeting.

TRAVEL DISCOUNTS

DRI offers discounted meeting fares on various major air carriers for **DRI's Rainmaking Seminar** attendees. To receive these discounts, please contact Hobson Travel Ltd., DRI's official travel provider, at 800.538.7464. As always, to obtain the lowest available fares, early booking is recommended.

The taping or recording of DRI seminars is prohibited without the written permission of DRI.

Speakers and times may be subject to last-minute changes.

DRI policy provides there will be no group functions sponsored by others in connection with its seminars.



2012 SEMINAR SCHEDULE

February 2–3	Civil Rights and Governmental Tort Liability <i>Eden Roc Renaissance Miami Beach, Miami Beach, FL</i>	May 2–4	Employment Law <i>Sheraton Chicago, Chicago, IL</i>
February 9–10	Toxic Torts and Environmental Law <i>Fontainebleau Miami Beach, Miami Beach, FL</i>	May 10–11	Drug and Medical Device <i>New Orleans Hilton Riverside, New Orleans, LA</i>
February 16–17	Trucking Law <i>The Westin Kierland, Scottsdale, AZ</i>	May 10–11	Retail and Hospitality <i>Swissôtel Chicago, Chicago, IL</i>
February 23–24	Sharing Success—A Seminar for Women Lawyers <i>The Westin Kierland, Scottsdale, AZ</i>	May 17–18	Commercial Litigation <i>Sheraton New York Hotel & Towers, New York, NY</i>
March 8–9	Medical Liability and Health Care Law <i>Hilton New Orleans Riverside, New Orleans, LA</i>	June 7–8	Diversity for Success <i>Swissôtel Chicago, Chicago, IL</i>
March 14–16	Trial Tactics <i>Bally's Las Vegas, Las Vegas, NV</i>	June 14–15	Young Lawyers <i>JW Marriott Eden Roc, Miami Beach, FL</i>
March 14–16	Rainmaking <i>Bally's Las Vegas, Las Vegas, NV</i>	June 21–22	Appellate Advocacy <i>Hyatt Regency Cambridge, Cambridge, MA</i>
March 28–30	Insurance Coverage and Claims Institute <i>The Westin Michigan Avenue, Chicago, IL</i>	September 20–21	Construction Law <i>Arizona Biltmore, Phoenix, AZ</i>
April 11–13	Product Liability Conference <i>The Venetian Palazzo Hotel, Las Vegas, NV</i>	November 8–9	Asbestos Medicine <i>Fontainebleau Miami Beach, Miami Beach, FL</i>
April 25–27	Life, Health, Disability and ERISA Claims <i>Swissôtel Chicago, Chicago, IL</i>	December 6–7	Insurance Coverage and Practice <i>Sheraton New York Hotel & Towers, New York, NY</i>



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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 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.



RAINMAKING SEMINAR

MARCH 14-16, 2012

BALLY'S LAS VEGAS ■ LAS VEGAS, NEVADA

For inclusion on the preregistration list and to receive course materials in advance, register by February 23, 2012

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How many attorneys are in your firm? _____

What is your primary area of practice? _____

REGISTRATION FEE

Registration fee includes seminar attendance, networking events and course materials. DRI will email a link to download the course materials to all registrants two weeks in advance of the seminar. The CD will be included in the registration packet on-site. You can order additional copies by checking the appropriate box below or going online at www.dri.org.

- Member \$745
 - Nonmember \$975
 - Government Member \$500
 - Law Student Member FREE
 - In-House Counsel Member* FREE
 - Group Discount* \$695
- (*as defined on page 9)

ADDITIONAL COURSE MATERIALS

- Member \$75
- Nonmember \$95

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DRI individual members may bring an in-house counsel guest, who is not a DRI member, to a DRI seminar also with complimentary registration. In order to qualify for free attendance, your guest must be eligible to become a DRI member and a member of DRI's Corporate Counsel Committee. The invited in-house attorney may take advantage of this offer only one time. Download Nonmember Corporate Counsel Guest Seminar Registration Form at www.dri.org/open/corporate-counsel-program.aspx to register your guest today. Offer excludes the DRI Annual Meeting.

** 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. In order to qualify for free registration, the individual(s) must also be a DRI member(s) and a member(s) of DRI's Corporate Counsel Committee. Offer excludes the DRI Annual Meeting.*

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