

ADVANCE REGISTRATION DEADLINE: FEBRUARY 3, 2012



SHARING SUCCESS— A SEMINAR FOR WOMEN LAWYERS

FEBRUARY 23-24, 2012
THE WESTIN KIERLAND
SCOTTSDALE, ARIZONA

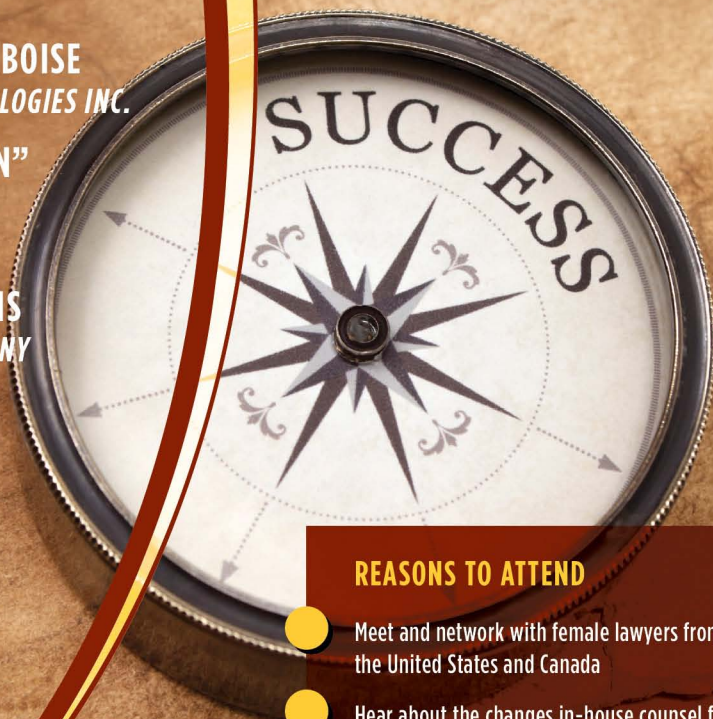
IN-HOUSE SPEAKERS INCLUDING

ALANE BARNES
*BIOCRIST PHARMACEUTICALS
INC.*

APRIL MILLER BOISE
VEYANCE TECHNOLOGIES INC.

EVELYN H. "LYN"
BRANTLEY
DUPONT LEGAL

TONYA L. LEWIS
SHELL OIL COMPANY



REASONS TO ATTEND

- Meet and network with female lawyers from all over the United States and Canada
- Hear about the changes in-house counsel face and how outside counsel can become their most trusted advisors
- Learn how to improve your trial skills as a female lawyer
- Earn up to 12.25 CLE credits, including 1 hour of ethics credit

DRI DELIVERS RESOURCES TO BUILD YOUR PRACTICE



DRI's Women in the Law Committee proudly presents this seminar to help women lawyers maximize their full potential inside and outside of the courtroom. This seminar addresses the unique challenges women face in the practice of law and offers an alternative model for success, based on a woman's distinctive communication style and personality. The program is both educational and enriching, geared to help you hone your trial and business development skills. It is also an opportunity to participate in a variety of networking and social activities.

This seminar boasts distinguished faculty from around the country, including in-house lawyers from some of the most recognized companies in America, experienced and successful trial lawyers, and nationally prominent marketing and trial consultants.

Please join us for this outstanding opportunity to learn, listen and laugh together, as you receive guidance through mentoring and female-dedicated professional development instruction and activities.



Heidi B. Goldstein
Program Chair



Marisa A. Trasatti
Program Vice Chair



Evelyn Fletcher Davis
Committee Chair



Keri Lynn Bush
Law Institute

Presented by **DRI's
Women in the Law
Committee**

Program Schedule	3
2012 Seminar Schedule	6
Seminar Sponsors	7
Faculty Biographies	8
General Information	11
Membership Application	12

WHAT YOU WILL LEARN

- Advice from in-house attorneys on how to prepare an in-depth initial case assessment
- How to take a great deposition
- The secrets to picking the right jury
- Tips and tricks to perfect your pitch so you can win the work
- How to market yourself by being yourself
- What Hollywood can teach us about ethics

This seminar brochure is co-sponsored by



PROGRAM SCHEDULE

WEDNESDAY, FEBRUARY 22, 2012

Boarding Pass Kiosk*Sponsored by* Weil Gotshal & Manges LLP6:00 p.m. **Registration**6:00 p.m. **Networking Reception***Sponsored by* Frost Brown Todd LLCHawkins Parnell Thackston &
Young LLP

THURSDAY, FEBRUARY 23, 2012

Boarding Pass Kiosk*Sponsored by* Weil Gotshal & Manges LLP**Internet Café***Sponsored by* Powers & Frost LLP

Semmes Bowen & Semmes

7:00 a.m. **Registration**7:00 a.m. **Continental Breakfast***Sponsored by* Dickinson Wright PLLC7:00 a.m. **First-Time Attendees Breakfast**8:00 a.m. **Welcome and Introduction****Keri Lynn Bush**, *Lewis Brisbois Bisgaard & Smith LLP*, Costa Mesa, California**Evelyn Fletcher Davis**, *Hawkins Parnell Thackston & Young LLP*, Atlanta, Georgia**Heidi B. Goldstein**, *Thompson Hine LLP*, Cleveland, Ohio8:15 a.m. **Making Your Case to the Media**

Lights, Camera, Action! Whether your case is in the national or local spotlight, effectively presenting your case to the media can be tricky and can have far-reaching effects

on your client's business. In this keynote address, Ms. Ham, who is a writer for national publications and host of a morning radio show, *The Morning Majority*, in the Washington, D.C., market, and also regularly defends her position on *The O'Reilly Factor*, will discuss tips on how to manage the media effectively and use it to advance your case.

Mary Katharine Ham, *The O'Reilly Factor*, Arlington, Virginia9:10 a.m. **Find the Superheroine in You: Getting the Power You Need to Lead**

Organizational power is necessary to be a great leader; yet for many women, building power is not a career strategy. In this highly interactive session, you will explore your personal relationship with power, hear why power is necessary to accomplish your goals, and learn how you can attain and exercise power on behalf of yourself and other women. So grab your cape and get ready to move beyond your comfort zone into a whole new leadership regime.

Linda Bray Chanow, *Center for Women in Law, University of Texas School of Law*, Austin, Texas10:00 a.m. **Refreshment Break***Sponsored by* Thompson Hine LLP
Spotlight on Women10:15 a.m. **How to Pick a Jury in the Facebook Era**

Picking a jury is an art, but there are tools that can help you make it more of a science. So who do you want as part of your jury? Do nonverbal cues matter? Should YouTube, Facebook and Twitter factor into your selection? Learn how to consider all of the necessary cues so that you draft the best team possible to win your case.

Lori G. Cohen, *Greenberg Traurig LLP*, Atlanta, Georgia**Samantha D. Holmes, Ph.D.**, *R&D Strategic Solutions*, Memphis, Tennessee

11:10 a.m. **Knocking It out of the Park: Client Pitches by the Best in the Business**

Your firm just got the call—Company X is looking to hire new counsel in a case in your jurisdiction and they are considering you. Now what? How do you sell yourself and your firm to this potential client? What do you say? What do you do to prepare? How do you get the business in the door? Pitching to clients is as much a skill as it is an art. In this mock “client pitch,” you will watch two successful female lawyers make their pitch to a real-life client.

April Miller Boise, *Veyance Technologies Inc.*, Fairlawn, Ohio

Ashley Cummings, *Hunton & Williams LLP*, Atlanta, Georgia

Jennifer Haltom Doan, *Haltom & Doan LLP*, Texarkana, Texas

Marianne Trost, *The Women Lawyers Coach LLC*, Fountain Hills, Arizona

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

1:15 p.m. **She Negotiates and Changes Everything**

We know you want the corner office as much as you want people everywhere to have clean water to drink. We know you want origination credit and the opportunity to exercise real power in your law firm’s direction as much as you want the toilet seat down. Ms. Pynchon will teach you how to be a powerful asker, to lead the legal profession into the twenty-first century and to negotiate effectively for yourself and your clients.

Victoria Pynchon, *She Negotiates Consulting and Training*, Los Angeles, California

2:10 p.m. **BREAKOUT SESSIONS**

(*These run concurrently. Choose one.*)

Breakout A: Role Play Your Way to the Top: Internal Negotiation Skills for Your Career Success (*suggested for attendees with one to eight years of practice*)

Victoria Pynchon, *She Negotiates Consulting and Training*, Los Angeles, California

Breakout B: Role Play Your Way to Victory: Tips and Tricks on Negotiating the Best Resolution for Your Client (*suggested for attendees with more than eight years of practice*)

Keri Lynn Bush, *Lewis Brisbois Bisgaard & Smith LLP*, Costa Mesa, California

Breakout C: Corporate Counsel Roundtable
Spend time with other in-house lawyers discussing the issues facing corporate counsel today.

Evelyn H. “Lyn” Brantley, *DuPont Legal*, Wilmington, Delaware

3:05 p.m. **Refreshment Break**

Sponsored by Wheeler Trigg O’Donnell LLP

3:20 p.m. **What Hollywood Can Teach Us About Ethics**

Grab your popcorn and join us for this lively, interactive and entertaining discussion of ethics and professionalism issues that can arise in your practice. Using clips from a variety of Hollywood movies, Mr. Cohen, attorney and ethics instructor, will explore things you really need to know about ethics and professionalism. Audience participation will be encouraged with prizes.

We guarantee that ethics has never been this entertaining.

Larry J. Cohen, J.D., Ph.D., *The Cohen Law Firm*, Phoenix, Arizona



4:20 p.m. **First Impressions Lead to Second Chances: Marketing Yourself by Learning to Be You**
Do you want to know how to build professional confidence, make a great impression and solidify your success with every business encounter? You have three to five seconds to make a first impression. Are you making the right impression? One that might lead to business? Discover what you need to know to advance your career from a business etiquette and career coach. You will experience a quantum leap forward in skill, sophistication and unwavering confidence that you can use at the networking reception and dine-arounds to increase your connections and your network.

Dallas Teague Snider, *Make Your Best Impression*, Birmingham, Alabama

5:10 p.m. **Women in the Law Committee Meeting**
(open to all)

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

Sponsored by **Hall & Evans LLC**
Houck Anderson PA

7:30 p.m. **Dine-Arounds**
Join colleagues and friends at selected restaurants for dinner (*on your own*).
More details on-site.

FRIDAY, FEBRUARY 24, 2012

Boarding Pass Kiosk

Sponsored by **Weil Gotshal & Manges LLP**

Internet Café

Sponsored by **Powers & Frost LLP**
Semmes Bowen & Semmes

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

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

Sponsored by **Litigation Management Inc.**

8:00 a.m. **Announcements**
Marisa A. Trasatti, *Semmes Bowen & Semmes*, Baltimore, Maryland

8:05 a.m. **Coming Together and Exploring the Diversity Among Us**

As women, we are people of color and white, representing many proud religions and cultures; we are married and single; mothers, daughters and aunts; new and seasoned. We are the same and yet we are different. How do the issues we encounter as women overlap and diverge from the issues of other historically marginalized groups? What are our implicit biases? How do we become more aware of these biases and counter them? What are the concrete steps to building authentic relationships across these differences? As women, we can learn the role to play to foster more inclusion, not only for women, but also for others who are underrepresented in our organizations.

Vernā Myers, *Vernā Myers Consulting Group LLC*, Newton, Massachusetts

9:00 a.m. **Lessons Learned from the Client Development Pitch**

Which of the lawyers hit it out of the park? Hear from the client and an experienced business development coach about how you can hit a home run every time. The speakers will break down the pitches and explain what worked and what did not work, and provide specific pointers that you can incorporate into your next pitch to turn it into a win.

April Miller Boise, *Veyance Technologies Inc.*, Fairlawn, Ohio

Marianne Trost, *The Women Lawyers Coach LLC*, Fountain Hills, Arizona

10:00 a.m. **Refreshment Break**
Sponsored by **Hawkins Parnell Thackston & Young LLP**



10:15 a.m. **Updating Your Trial Toolkit**
 Suppose it has been awhile since you last tried a case—what has changed since you were last in front of a jury? Our panel—a judge, a trial graphics expert and a jury consultant—will bring you up to speed. This session will cover the latest in courtroom technology, what influences jurors and how you can put it all together to make your case. Whether it’s been five years or five weeks since your last jury trial, this will be an informative session that will benefit all litigators.

Moderator

Sara Anne Ford, *Lightfoot Franklin & White LLC*, Birmingham, Alabama

Panel

The Honorable Karon O. Bowdre, *United States District Court for the Northern District of Alabama*, Birmingham, Alabama

Samantha D. Holmes, Ph.D., *R&D Strategic Solutions*, Memphis, Tennessee

Susan M. Pennebaker, *Pennebaker Legal Services*, Houston, Texas

11:00 a.m. **Don’t Waste Our Money: Advice from In-House Attorneys on How to Manage a New Matter in a Shifting Legal Environment**
 Break the routine of simply answering the complaint and serving written discovery! A panel of dynamic in-house attorneys will explain how an in-depth initial case assessment can lead to creative discovery plans and innovative motion practice that

win the day—early. Learn whether in-house lawyers want to use litigation management tools or outsource portions of the work. Also hear the keys to developing a realistic litigation budget that provides insight and value to your clients.

Moderator

Diane Fleming Averell, *Porzio Bromberg & Newman PC*, Morristown, New Jersey

Panel

Alane Barnes, *BioCryst Pharmaceuticals Inc.*, Birmingham, Alabama

Evelyn H. “Lyn” Brantley, *DuPont Legal*, Wilmington, Delaware

Tonya L. Lewis, *Shell Oil Company*, Houston, Texas

12:00 p.m. **Secrets of a Super Deposition**
 Lots of lawyers take good depositions; not so many take great depositions. There’s a reason for that. Taking a great deposition requires more than just basic preparation and luck. It requires knowing the secret techniques and skills used by great lawyers. In this session, you’ll learn the tricks of the trade and how to put those skills into practice so that you can be the lawyer that opposing counsel and her witness fear when you walk in the room.

Mary Quinn Cooper, *McAfee & Taft*, Tulsa, Oklahoma

1:30 p.m. **Adjourn**



COMMUNITY SERVICE

It's time to help others share success too!

DRI's Women in the Law Public Service Subcommittee will be collecting business attire to benefit **Dress for Success Phoenix**, which provides disadvantaged women with professional attire, a network of support and the career development tools.



Dress for Success Phoenix needs the following items: petite and plus size business attire, accessories, handbags and shoes (*size 8 and up*). **Please bring one item or make a monetary donation to help us purchase gas cards to fund transportation to interviews.** Contact subcommittee chair Stephanie Roberts (sroberts@spilmanlaw.com) or vice chair Haley Cox (hcox@lightfootlaw.com) for more information on this first ever Women in the Law Committee public service project.

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 13–14	Nursing Home/ALF Litigation <i>The Cosmopolitan of Las Vegas, Las Vegas, NV</i>
April 11–13	Product Liability Conference <i>The Venetian Palazzo Hotel, Las Vegas, NV</i>	September 20–21	Construction Law <i>Arizona Biltmore, Phoenix, AZ</i>
April 25–27	Life, Health, Disability and ERISA Claims <i>Swissôtel Chicago, Chicago, IL</i>	November 8–9	Asbestos Medicine <i>Fontainebleau Miami Beach, Miami Beach, FL</i>
		December 6–7	Insurance Coverage and Practice <i>Sheraton New York Hotel & Towers, New York, NY</i>



SEMINAR SPONSORS

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



FACULTY

Diane Fleming Averell is a principal of Porzio Bromberg & Newman PC in Morristown, New Jersey. Ms. Averell's practice focuses on product liability, toxic tort and mass tort litigation. Over the last decade, she has defended products ranging from over-the-counter and prescription pharmaceuticals to industrial chemicals, petroleum products, handheld power equipment and tobacco products. Ms. Averell was named in the *New Jersey Law Journal's* "40 Under 40" list of attorneys in 2011. She serves on the steering committee for DRI's Women in the Law Committee.

Alane Barnes is the vice president, general counsel and corporate secretary of BioCryst Pharmaceuticals Inc. in Birmingham, Alabama, where she heads the legal affairs division. She serves on the board of the Biotechnology Association of Alabama and is a mentor for Alabama Launchpad, a competition created to fuel the development of companies in Alabama. Ms. Barnes has served as a speaker at national conferences regarding pharmaceutical and biotech collaborative agreements.

April Miller Boise is the vice president and general counsel of Veyance Technologies Inc. in Fairlawn, Ohio, the exclusive manufacturer of Goodyear-engineered products with 30+ manufacturing facilities in 12 countries. Ms. Boise has extensive experience leading complex transactions, including mergers, acquisitions and foreign joint ventures. She works closely with senior leadership and the board, leading Veyance's corporate governance and compliance programs. Before joining Veyance, she managed a large law firm's Cleveland office and chaired its private equity subgroup and the women's initiative.

The Honorable Karon O. Bowdre is a U. S. District Court Judge for the Northern District of Alabama. Prior to her appointment, Judge Bowdre was a professor of law at the Cumberland School of Law at Samford University in Birmingham, Alabama. She has presided over a number of high-profile trials, including public corruption and securities fraud trials, and a suit under the Alien Tort Claims Act, as well as countless employment cases and criminal trials.

Evelyn H. "Lyn" Brantley, DuPont Legal's global managing counsel—operations and partnering in Wilmington, Delaware, is responsible for all aspects of DuPont's partnering program, including law firm and vendor selection, firm performance evaluations, internal and external matter assignments, rate negotiations and matter conflict resolution. Ms. Brantley is responsible for litigation budget management, supervision of DuPont's e-discovery team, legal technology initiatives and briefing DuPont's

auditors and management on litigation matters to facilitate compliance with *Sarbanes-Oxley* and other SEC reporting requirements.

Keri Lynn Bush is a partner and vice chair at Lewis Brisbois Bisgaard & Smith LLP in its Orange County, California, office, where she focuses on employment related matters. Ms. Bush is active in DRI: member of Law Institute (2008–2011); national director (2004–2007); charter chair of Women in the Law Committee; steering committee member of Employment and Labor Law Committee; former chair of Lawyers' Professionalism and Ethics Committee; regional editor of *The Job Description*; member of Strategic Planning Committee; and a member of the Task Force on Women Who Try Cases.

Linda Bray Chanow is the executive director of the Center for Women in Law at the University of Texas School of Law. She has served as the assistant director of the Project for Attorney Retention and Initiative of the Center for WorkLife Law at the University of California, Hastings College of Law. A frequent author and speaker, Ms. Chanow has also worked to advance women lawyers and promote greater workplace flexibility in firms since 1997.

Larry J. Cohen, J.D., Ph.D., is a certified specialist in injury/wrongful death litigation with the Cohen Law Firm in Phoenix. He focuses on medical injury and emotional damage cases. He also participates in a post-doctoral program in clinical neuropsychology. Dr. Cohen taught at the University of Michigan's School of Law and served as an adjunct faculty member at the Arizona School of Professional Psychology. He teaches at the Sandra Day O'Connor College of Law at Arizona State University.

Lori G. Cohen is chair of Greenberg Traurig LLP's pharmaceutical, medical device and health care litigation group and co-chair of the firm's Atlanta litigation practice. She has tried 55 cases, all to defense verdicts. Ms. Cohen is one of only nine attorneys included in the 2010 and 2011 *Chambers & Partners USA Guide's* National Pharmaceutical Industry Products Liability Table. She has been recognized by *Best Lawyers in America* and *The Legal 500: United States* and has been named a Georgia "Super Lawyer."

Mary Quinn Cooper was a founding member of Eldridge Cooper Steichen & Leach PLLC in Tulsa, Oklahoma. Effective October 1, 2011, her law firm merged with McAfee & Taft, where she is a shareholder. She maintains an active trial practice and is admitted to practice in the United States District Courts for the Western, Eastern and Northern Districts of Oklahoma. Ms. Cooper is a member of DRI's Product Liability Committee, the Product Liability Advisory Council, the IADC, ABOTA and the Oklahoma State Bar.



Ashley Cummings is a partner at Hunton & Williams LLP and is based in Atlanta. Her practice focuses on class actions and other complex civil litigation, including financial services litigation, consumer fraud and mass tort actions. Ms. Cummings aids clients in assessing future litigation risks and strategic preparation for such risks. She has significant experience with jury research and trial theme development. Ms. Cummings is active in the DRI Commercial Litigation Committee's Class Action SLG.

Evelyn Fletcher Davis is a partner with Hawkins Parnell Thackston & Young LLP in Atlanta. She is a recognized leader in toxic tort litigation and frequent speaker on environmental claim issues. Ms. Davis was selected as a "Georgia Super Lawyer Rising Star" in 2005, 2006, 2009, 2010 and 2011. She serves on the board of directors of DRI and the Georgia Defense Lawyers Association and is a member of the ADTA, IADC and the FDCC. Ms. Davis is the chair of DRI's Women in the Law Committee.

Jennifer Haltom Doan is a partner at Haltom & Doan LLP in Texarkana, Texas. Her practice areas include class actions, toxic torts, drug and medical device defense, commercial litigation, environmental law and intellectual property. Ms. Doan was selected as a "Texas Super Lawyer" in 2005, 2006, 2007 and 2008, and by *Best Lawyers in America* in 2007 and 2008. She is a member of DRI's Women in the Law, Toxic Torts and Environmental Law, Commercial Litigation and Drug and Medical Device Committees.

Sara Anne Ford, a partner at Lightfoot Franklin & White LLC in Birmingham, Alabama, has focused on business litigation during her 25+ years in practice. She regularly defends claims brought against banks, insurance companies, mortgage lenders and other financial services providers. Ms. Ford has tried more than 10 cases to verdict and has defended at least 20 arbitration proceedings to conclusion. She regularly handles class action litigation, principally for defendants and has defended more than 50 putative class actions.

Heidi B. Goldstein is a partner at Thompson Hine LLP in Cleveland, Ohio. Her practice focuses nationally on environmental business, regulatory and legislative matters, including environmental enforcement actions, site remediation and compliance with environmental regulations. Ms. Goldstein chairs Thompson Hine LLP's firm-wide women's initiative and was recognized as a leading lawyer in natural resource and environmental law by *Chambers USA* for the last five years. She is the program chair for this seminar.

Mary Katharine Ham is a contributing editor for national publications such as the *Daily Caller* and the *Weekly Standard* and a video producer and writer for Tucker Carlson's *Daily Caller*. Ms. Ham also hosts a morning radio show, *The Morning Majority*, in the Washington, D.C., market. As a Fox News contributor, she also appears weekly on *The O'Reilly Factor* and frequently contributes to other Fox News shows, such as *Red Eye with Greg Gutfeld* and *America's Newsroom*.

Samantha D. Holmes, Ph.D., is a principal consultant for R&D Strategic Solutions in Memphis, Tennessee. Dr. Holmes has consulted on hundreds of civil cases nationwide, helping attorneys develop persuasive strategies for trial and mediation. She has studied the effects of juror and attorney demographics and attitudes on verdicts, giving litigators insights into the psychological and courtroom factors that influence jurors' decision-making. Dr. Holmes has written several articles on juror persuasion and lectured at numerous professional conferences nationwide.

Tonya L. Lewis is senior counsel at Shell Oil Company in Houston, where she manages environmental, product liability and personal injury litigation. Prior to Shell, she was in-house counsel for the Dow Chemical Company in Freeport, Texas, and provided counsel on site operations. Ms. Lewis served as assistant regional counsel for the U.S. Environmental Protection Agency in Atlanta and began her career handling product liability and commercial litigation at the Columbia, South Carolina, office of a national law firm.

Vernā Myers is a principal of Vernā Myers Consulting Group LLC in Newton, Massachusetts, and a nationally recognized expert on diversity and inclusion within legal settings. She is a highly sought after speaker at workshops and conferences worldwide. Ms. Myers is the author of *Beyond Diversity: How to Move from Well-Meaning to Well-Doing*, published by the American Bar Association in 2011. She has been advising law firms about recruitment and retention of attorneys of color since 1992, when she began as the Boston Law Firm Group's first executive director.

Susan M. Pennebaker is a principal shareholder of Pennebaker Legal Services in Houston. A former practicing oil and gas transaction attorney, she shifted her focus in 1990 to consulting with attorneys to develop more effective communication strategies in complex litigation. She works closely with trial teams on theme development, presentation strategy and new technologies. Ms. Pennebaker has written and spoken on the effective use of graphics and technology in litigation.



Victoria Pynchon presently mediates with ADR Services Inc. in Century City, California, and arbitrates with the American Arbitration Association in downtown Los Angeles, and previously spent 25 years litigating and trying high stakes commercial cases. Ms. Pynchon cofounded She Negotiates Consulting and Training, which provides advisory services and training to women professionals. She is the author of *A is for A**hole, the Grownups' ABCs of Conflict Resolution*.

Dallas Teague Snider is America's business etiquette and career coach, showing individuals how to make their *first* impression their *best* impression as the founder of Make Your Best Impression. Ms. Snider was featured on the cover of the March 2009 issue of *Personal Excellence Magazine* and was quoted in the "Career Coach" column in the *New York Times*. She is now seen as the "go-to" expert when it comes to business etiquette and professional development.

Marisa A. Trasatti, a principal at Semmes Bowen & Semmes in Baltimore, focuses her practice on civil litigation with an emphasis on drug and medical device, toxic tort and professional liability matters. She is an active member of DRI, serving as a member of the Public Policy Committee, a steering committee member of the Women in the Law and a member of the Annual Meeting Steering Committee. Ms. Trasatti is a board member of the Maryland Defense Counsel, Inc. She is the program vice chair for this year's seminar.

Marianne Trost is the founder of the Women Lawyers Coach LLC in Fountain Hills, Arizona, a business consulting practice specifically for women attorneys. Her career spans 20 years of working exclusively with attorneys in AmLaw 100, medium and small law firms. Her mission is to guide, teach and inspire women lawyers to grow their own books of business. Ms. Trost is a nationally recognized coach, trainer and speaker, and former co-chair of the National Association of Women Lawyers Survey Committee on the Retention and Promotion of Women in Law Firms.



COMMITTED TO DIVERSITY

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 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.



GENERAL INFORMATION

CLE ACCREDITATION

This seminar has been approved for MCLE credit by the State Bar of California in the amount of **12.25** 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 3, 2012** (*please allow 10 days for processing*). Registrations received after **February 3, 2012**, will be processed on-site.

REFUND POLICY

The registration fee is fully refundable for cancellations received on or before **February 3, 2012**. Cancellations received after **February 3** and on or before **February 10, 2012**, will receive a refund, less a \$50 processing fee. Cancellations made after **February 10** 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 **The Westin Kierland, 6902 East Greenway Parkway, Scottsdale, Arizona 85254**. For reservations, **contact the hotel directly at 480.624.1000**. Please mention **DRI's Sharing Success Seminar** to take advantage of the group rate of **\$249 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 **January 24, 2012**, to be eligible for the group rate. Requests for reservations made after **January 24** 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 Sharing Success 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.





55 WEST MONROE STREET
SUITE 2000
CHICAGO, IL 60603 USA

PRSRT STD
U.S. POSTAGE
PAID
DRI

FREE REGISTRATION FOR DRI IN-HOUSE COUNSEL* MEMBERS

All in-house counsel who are members of DRI and members of the DRI Corporate Counsel Committee are eligible for free registration to DRI seminars.

To redeem your free registration, please login to your member account and register for the seminar(s) of your choice. As a member, you are eligible to attend as many seminars as you would like free of the registration fees.

Not sure if you're eligible? Call DRI Customer Service at 312.795.1101.

WANT TO BRING AN IN-HOUSE ATTORNEY TO THE SEMINAR WITH YOU?

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.*

NOT A MEMBER?

Visit www.dri.org to join today to attend the seminar at the discounted member rate and receive all valuable resources DRI offers to help build your professional network.