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Strengthening Relationships!
Advancing the Profession!*

3rd Annual CLE EXPO

March 31 – April 2, 2004
Chicago Marriott Downtown

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Join us at the MCCA 3rd Annual CLE Expo in Chicago on March 31 – April 2, 2004 for ample opportunities to connect with your peers, expand your fundamental legal expertise and earn a year's worth of CLE credits.

Get ready for an unrivaled conference experience!

By working with an outstanding network of general counsel and other leaders in the profession, MCCA has designed a stellar substantive legal conference with top-notch faculty to provide you with timely and relevant topics of interest to corporate counsel. Better yet, this year's fully-accredited CLE conference offers more program choices because it has been enhanced with a new track of programming focused on value-added management topics for in-house counsel.

This conference continues to grow year after year by drawing attendees from leading corporate law departments. You can't afford to miss out on this opportunity for great networking, premium substantive programming and a full year's worth of CLE credits. Register now!

MCCA extends its appreciation to the Association of Corporate Counsel (formerly the American Corporate Counsel Association) for its support in the promotion and development of this conference.

The Minority Corporate Counsel Association was founded in 1997 to advocate for the expanded hiring, retention, and promotion of minority attorneys in corporate law departments and the law firms that serve them. MCCA accomplishes its mission through the collection and dissemination of information about diversity in the legal profession. Our goal in presenting the conference is to build bridges of opportunity by bringing together the best and brightest, with a special emphasis on talented minority and women attorneys who will share their expertise on their substantive legal practice areas.

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PolyOne Corporation

WHAT'S IN IT FOR YOU?

- **Benchmarking**– You will gain insightful perspectives from top legal minds.
- **Substance**– There is something for everyone and you'll get to choose from five program tracks offering targeted learning in key substantive areas.
- **Networking**– You'll participate in dynamic networking sessions to forge new professional relationships that are key to personal advancement.
- **CLE Accredited**– In a few days, you'll earn enough CLE credits to fulfill your bar's requirements.
- **Value-Added Price**– In these times of tighter corporate budgets, the CLE Expo offers the highest educational bang for your bucks - you simply won't find a better, fully CLE-accredited conference designed for in-house counsel at such a cost-competitive price. And your satisfaction is guaranteed!



CONFERENCE SIGNATURE EVENTS

WELCOME RECEPTION

Wednesday Evening, March 31, 2004
Meet your colleagues and start making your connections!

HOSPITALITY HALL

OPEN DURING BUSINESS THROUGHOUT THE CONFERENCE
Centrally located for your convenience, MCCA has created a comfortable place for you to have a snack, connect with program faculty, exchange ideas with your peers, expand your network of contacts, and keep abreast of the latest legal products and services. In the hospitality hall you'll find an atmosphere that is, well, hospitable – warm and inviting without aggressive sales pitches.

NETWORKING RECEPTION

Thursday Evening, April 1, 2004
Socialize and network with colleagues and other attendees at this lively social reception, the theme and activities of which were selected to facilitate peer-to-peer connections.





CONFERENCE PROGRAM

*MCCA's 3rd
Annual CLE
Expo promises
to raise the
bar and
exceed your
expectations!*



CORPORATE

Practical Tips for Counseling Your Company Through a Down-turned Economy to Minimize Risk and Maximize Rewards

The current economic climate dictates a necessity for companies to streamline operations. Panelists will address how to avoid litigation, adhere to compliance regulations, and execute sound strategies for the benefit of your company in the process of cutting costs and downsizing.

Risk Management in the Current Corporate Climate

Legal risk can be minimized through a variety of preventative measures and doing so can be quite a challenge. This program will give practical guidance on conducting risk assessments, working with a risk officer, as well as identifying how the chief legal officer participates in and considers issues relating to risk.

Effective Corporate Compliance Programs

Compliance is of the utmost importance for the corporate community. This session promises to be informative as our panelists explore successful systematic corporate compliance efforts including the role of technology, training, communication, development, and management.

Dealing with Whistleblowers after Sarbanes-Oxley

Recent events have ushered in rules under Sarbanes-Oxley protecting employees from retaliation for reporting possible violations by employers. This session takes a look at what corporate counsel must do under the act to avoid stiff penalties, both civil and criminal, for any acts of retaliation against employees. Panelists will also discuss the importance of training for management, establishment of internal reporting procedures, and compliance with federal securities laws.

Corporate Governance Update: Recommended Practices

Corporate America has unfortunately been plagued with public scandal and the possibility of more reform may be on the horizon as federal regulators keep a close watch on public companies. Our panel will provide a set of recommended practices as well as discuss how in-house counsel are changing legal department rules and structures to support current regulations.

INTELLECTUAL PROPERTY

Advanced Licensing Issues

IP licensing in today's marketplace has become essential to remain competitive. This session will cover the benefits and drawbacks of strategic partnering/alliances, risk assessment, trademark licensing, protection of trade secrets, and financial considerations for your company.

IP Protection in Emerging Markets

There are many profitable opportunities in emerging markets but as IP counsel you'll need to do a lot to protect key IP assets. Our panel will focus on the business context in which IP protection should be sought through the tools of patents, copyrights, trade secrets and trademarks. Discussion will also cover how to best assess which protections to use and when protections should be used in conjunction with each other.

Intellectual Property Antitrust Issues

There's a very fine line between IP protection for competition and antitrust. It is important for the successful management of any IP portfolio to know how to navigate through possible antitrust traps. This session will explore issues related to risks and government enforcement policies as well as other recent developments effecting IP rights.

Global IP Strategies

IP has become a significant factor in the global economy but it doesn't come without its own set of challenges. Panelists will discuss topics including advantages and disadvantages of the Madrid Protocol, maximizing the value of current IP assets, and effectively protecting proprietary information for the benefit of your company.

Hot Topics in Trademark Law and Regulations

The changing regulatory landscape has made trademark issues a top priority for many companies. As IP counsel, it will be key to understand how recent case law developments come into play. Speakers will cover such topics as trademark dilution, infringements, protections, Cybersquatting and other Internet issues.

TRACKS & DESCRIPTIONS



LABOR & EMPLOYMENT

FLSA Reform

Current FLSA regulations have created confusion over the years regarding who is and who is not exempt from FLSA overtime pay requirements. Proposed regulations are long overdue and remain uncertain. These regulations may have a positive impact on reducing increased FLSA employment class action litigation. Our panel will discuss issues related to the proposed changes and how to avoid potential pitfalls that may lead to litigation.

Affirmative Action after University of Michigan

This session will explore employment law implications for corporations. Panelists will provide insight regarding how the Supreme Court's decision may affect affirmative action policies, diversity programs, minority-supplier purchasing programs, recruitment and reverse discrimination claims.

Employee Arbitration Agreements

Join our experts as they offer you strategies for effectively evaluating the benefits and challenges of requiring employees to sign arbitration agreements that can help corporations avoid lengthy and costly litigation. The panel will also help you wade through the many issues that often get overlooked but are important due to recent case law developments.

Impact of EU Data Privacy Directive on Multinational Employers

Gain a thorough understanding of the implications of this far-reaching agreement between the EU and the United States. Our speakers will focus on the importance of the directive on data protection and how it affects any employer that transfers personal data about its European employees to countries outside the EU. Topics of discussion will also include compliance strategies, assessment plans, and information gathering.

HIPAA – Beyond Compliance

So now you're compliant...what's next? For employers, the biggest challenge will be understanding and avoiding areas of the HIPAA rule that may potentially get you in trouble. Our panel will offer guidance on making the privacy rule work for your company by setting policies and procedures beyond minimum necessary standards. Discussion will also include what actions should be taken if there has been a breach of protected health information.

LITIGATION

When and How to Mediate

Not all disputes are suitable for mediation but it is a very effective form of ADR. Given the increase challenge for corporate counsel to trim budgets, it is also much more inexpensive than litigation and can help your company save money. This session will help you evaluate when mediation is the best option. Our speakers will provide tips on what works and what doesn't as well as offer suggestions on where to begin with the mediation process.

Setting A Reserve – How and When To Do It

Litigation and costs associated with it are becoming more costly and the potential liabilities extend well beyond the litigation outcomes. Attendees will gain a better understanding of how to evaluate, plan and estimate outcomes. Speakers will share insight on a variety of current financial reserve practices employed by leading corporate law departments. You'll walk away with clearer strategies for managing the financial-related complexities of litigation.

Crisis Management to Stay Ahead In the Court of Public Opinion

High-profile litigation is complex enough but having a crisis management plan can make all the difference for your company. Panelists will provide insight on how to best tackle the tough issues to defend your company while maintaining a positive image with stakeholders. Topics of discussion will include coordinating efforts internally, preparing and anticipating the media blitz, and creating synergy with litigation and communications strategies.

What to Do When the U.S. Government Comes Knockin'

Our expert panel will provide you with a checklist of the dos and don'ts of responding to government investigations. Attendees won't want to miss this session that will also cover disclosures to government officials, attorney-client privilege, and basic rules to follow in negotiating with the government.

Managing Electronic Discovery

The discovery process is costly enough! This program will focus on recent developments related to retrieval of electronic data and shifting cost burdens during the litigation process. Our panel will discuss and share recommendations on how to achieve better results for your company during litigation where the handling of electronic discovery issues are especially critical.

VALUE-ADDED MANAGEMENT

Strategic Planning for the Law Department

Law department planning is crucial as it keeps lawyers in the department focused on the right goals and objectives. Our session leaders will provide you with methods and tools necessary to develop an effective plan. Panelists will discuss the critical issues that must be addressed, developing an action plan, the importance of benchmarking, understand and meet client expectations.

Managing Financial Reporting - Becoming Financially Savvy

Understanding the business side is a key factor for successfully practicing in-house. Given recent events, this also requires working more closely with the CFO as well as gaining a better understanding of the financial reporting process to prevent and avoid risks. This session will help you proactively cultivate working relationships with financial professionals in your organization. Panelists will address generally accepted accounting principles (GAAP), financial statement analysis, and how to address the financial health of your organization.

Performance Management

Leading and managing a world-class legal department is the goal of every general counsel, but it isn't something he/she can do alone. It takes a team to achieve law department excellence but it takes leadership from the general counsel to inspire a team to be motivated, focused, and high performing. Our distinguished panel will share insight on setting priorities, establishing a vision, mentoring, and the right and wrong way to address diversity issues.

Effective Partnering with Outside Counsel to Reduce Costs

This sort of relationship should benefit both partners and a good arrangement should focus on sharing risk and reward. One of the primary goals of partnering is to reduce increasing legal costs for your company/law department but it isn't always as simple to achieve. Our panelists will share ideas and tips on how to successfully structure and manage these types of relationships.

Media Communications Strategies – Facing the Challenge

When you're dealing with the media, "no comment" isn't always the best reply. Working very closely with PR professionals is key to the changing role of in-house counsel post Enron, WorldCom, and Sarbanes-Oxley. This interactive session will provide you with a better understanding of how to effectively partner with PR professionals during crisis to identify best and worst-case scenarios as well as how to best advise your client to prevent litigation exposure.

SCHEDULE AT A GLANCE

Wednesday, March 31, 2004					
6:00 - 7:00 PM	Opening Reception				
7:00 - 9:00 PM	Diversity Dinner				
Corporate Track	Intellectual Property Track	Labor & Employment Track	Litigation Track	Value-Added Management Track	
Thursday, April 1, 2004					
7:00 - 8:30 AM	Breakfast and Conference Registration				
8:30 - 10:00 AM	Opening Plenary Session				
10:00 - 10:30 AM	Break				
10:30 - 12:00 PM	Effective Corporate Compliance Programs	Hot Topics in Trademark Law and Regulations	FLSA Reform	Crisis Management to Stay Ahead in the Court of Public Opinion	Managing Financial Reporting – Becoming Financially Savvy
12:00 - 2:00 PM	Lunch Program				
2:00 - 3:30 PM	Risk Management in the Current Corporate Climate	IP Antitrust Issues	Affirmative Action after University of Michigan	What to Do When the U.S. Government Comes Knockin'	Strategic Planning for the Law Department
3:30 - 4:00 PM	Break				
4:00 - 5:30 PM	Dealing with Whistleblowers after Sarbanes-Oxley	Advanced Licensing Agreements	Employee Arbitration Agreements	Setting A Reserve – How and When to Do It	Performance Management
5:30 - 7:30 PM	Networking Reception				
Friday, April 2, 2004					
7:00 - 8:30 AM	Breakfast				
8:30 - 10:00 AM	Practical Tips for Counseling Your Company Through a Down-Turned Economy to Minimize Risk and Maximize Rewards	Global IP Strategies	Impact of EU Data Privacy Directive on Multinational Employers	Managing Electronic Discovery	Media Communications Strategies – Facing the Challenge
10:00 - 10:30 AM	Break				
10:30 - 12:00 PM	Corporate Governance Update: Recommended Practices	IP Protection in Emerging Markets	HIPAA – Beyond Compliance	When and How to Mediate	Effective Partnering with Outside Counsel to Reduce Costs
12:00 - 1:30 PM	Closing Lunch Program				

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Assistant General Counsel
Sun Microsystems, Inc.

*As of October 15, 2003.
Please visit www.mcca.com for up-to-date faculty and moderator listings.

REGISTRATION AND CONFERENCE INFORMATION

SUBSTITUTIONS AND CANCELLATIONS
Substitutions may be made at any time but must be made in writing on company or firm letterhead and state the names and contact information for both the party who had originally registered and the person who will be attending in his/her place. Cancellations are accepted and registration fees will be refunded (less a \$75 cancellation fee) only if written notice is received by MCCA prior to March 17, 2004. No refunds will be granted after the date specified and the cancellation fee cannot be applied to future MCCA programs.

CLE
MCCA has applied for CLE credit in all states with mandatory CLE requirements. For advance notice of CLE credits by state, visit www.mcca.com or call 202.371.5909.

HOTEL INFORMATION
MCCA enjoys a strategic partnership with Marriott International, its official host hotel for this conference and other 2004 events. All registrants are encouraged to stay at the host hotel:

Chicago Marriott Downtown
540 Michigan Avenue
Chicago, IL 60611
312.836.0100

MCCA is holding a block of rooms at the Chicago Marriott Downtown at the rate of \$199 per night (single/ double occupancy). Be sure to indicate that you are attending the MCCA 3rd Annual CLE Expo. The reservation cut-off date for this special conference rate is March 8, 2004. After March 8, the hotel will charge prevailing room rates.

To maintain the business development integrity of the conference, registration is open to all in-house counsel. Outside counsel registration is LIMITED so please register early to guarantee your participation.

Registration is NOT confirmed until payment for attendance has been received by MCCA. Written confirmation of your registration will be mailed upon receipt of payment.

If for any reason, MCCA cancels this seminar, MCCA is not responsible for any travel, hotel accommodations, or other costs incurred by the registrant.

Audio or video recording or the transcription of any portion of the seminar is prohibited.

QUESTIONS

For more information contact MCCA's Director of Programs, Shawn Boynes, at 202.371.5909.

MCCA 3rd Annual CLE Expo
March 31-April 2, 2004
Chicago Marriott Downtown Hotel
(Pre-registration cut-off date is March 24, 2004. After March 24th you must register on site and tender payment in full at the time of registration.)

FEES:

IN-HOUSE COUNSEL
\$695 Conference and Receptions
\$100 Diversity Dinner Ticket
(discounted rate—registrants only!)
\$795 TOTAL IN-HOUSE COUNSEL FEE*

OUTSIDE COUNSEL
\$795 Conference and Receptions
\$100 Diversity Dinner Ticket
(discounted rate—registrants only!)
\$895 TOTAL OUTSIDE COUNSEL FEE*

**Registration rate includes the cost of attending the MCCA Diversity Dinner on the evening of March 31st. If you will not be attending the dinner, you may subtract \$100 from the total cost of your registration fee.*

FULL REGISTRATION

Includes conference courses, written materials, diversity dinner, and scheduled meals/receptions; **DOES NOT** include travel, personal expenses, or hotel accommodations.

Name _____

Title _____

Practice Area

(Select from list below)

- Corporate
 Intellectual Property
 Labor and Employment
 Litigation
 Other: _____

Organization _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____

PAYMENT METHOD

Note: Registration is NOT confirmed until payment has been received.

Amount enclosed _____

(make checks payable to Minority Corporate Counsel Association)

___ Check Credit card number _____

___ Visa Expiration date _____

___ Mastercard Print Cardholder's name _____

___ American Express Cardholder's Signature _____

___ Discover

GROUP RATES

Discounted group rates are available for registrants from the same corporate legal department. Contact MCCA's Director of Programs, Shawn Boynes, for further information regarding this option for multiple in-house counsel registrants: 202.371.5909.

SPECIAL REQUIREMENTS

Should you have special needs for facilities, visual or audio aids, or dietary requirements, please contact Shawn Boynes at 202.371.5909 or shawnboynes@mcca.com so that appropriate accommodations can be made.

HOW TO REGISTER

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Fax: 202.216.9040

Online: www.mcca.com



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