

**The Arizona Chapter of the Association of Corporate Counsel
and Fennemore Craig are pleased to present –**

Defining and Delivering Greater Value for Clients in 2010

Jan. 12, 2010, Phoenix, AZ – Aligning the value and cost of legal services will be the focus of “Defining and Delivering Greater Value for Clients in 2010,” a half-day interactive meeting on February 4, 2010. The event is part of the Association of Corporate Counsel (ACC) nationwide “Value Challenge” campaign.

Michael Roster, Chair of ACC’s Value Challenge Steering Committee, will be the featured speaker and co-moderator of the session. The program is scheduled for 8 a.m. to noon at the offices of Fennemore Craig, 3003 N. Central Ave., Suite 2600, in Phoenix.

Discussion topics will include:

- Marketplace dynamics and the need for change
- Redesigning legal services to provide greater value
- Best practices and new solutions for delivering higher value
- A reference model for managing litigation in a businesslike manner
- Changes companies and law firms can make now to reduce legal costs

“ACC leaders believe that traditional law firm business models can be better aligned with what our companies really want and need as corporate clients, namely appropriate, value-driven, high-quality legal services that deliver effective solutions for a reasonable cost,” said Mark Rogers, Associate General Counsel for Insight Enterprises, Inc., and president of the Phoenix ACC Chapter.

Roster agrees: “Now, more than ever, in-house counsel faced with tightening budgets are looking for the most effective legal services, from both a cost and value standpoint. The Value Challenge aims to create a legal marketplace in which cost and value of legal services are better aligned.”

“Fennemore Craig is delighted to work with ACC’s Arizona Chapter in hosting this important event,” said Doug Northup, chair of the firm’s Commercial Litigation Practice Group. “This program is the first step in promoting more active dialogue between Arizona’s in-house and outside counsel about defining value and identifying ways to manage legal costs effectively for our corporate clients.”

ACC’s Value Challenge is a nationwide initiative to bring in-house and outside counsel together to promote strategic partnering and use of appropriate fee arrangements, best practices, management tools and other resources to help corporate counsel and their law firms achieve better value-cost alignment.

For more information and to register, contact Peter Jenkins at pjenkins@fclaw.com, 602-916-5348 or 928-710-3224.

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