

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

Defining and Delivering Greater Value for Clients in 2010

March 5, 2010, Jacksonville, FL – Aligning the value and cost of legal services will be the focus of “Defining and Delivering Greater Value for Clients in 2010,” a case study program on the morning of March 24, 2010. The event is part of the Association of Corporate Counsel (ACC) nationwide “Value Challenge” campaign.

Richard Mosher, Chief Legal Office of Loctronix; Katherine Bertini, Assistant General Counsel, United Technologies Corporation; Erin Obrien, Senior Counsel - Litigation, and Susan Taylor, Manager eDiscovery Compliance, with CSX Transportation; Patrick Oot, VP & General Counsel of The Electronic Discovery Institute; and Doug Northup, Director of Phoenix-based Fennemore Craig and Chair of the firm’s Commercial Litigation Practice Group, will be featured panelists. **The event will occur from 8:00 to 10:30 a.m. on the 39th Floor of the Bank of America Tower, 50 North Laura Street, in Jacksonville.**

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

Hosted By –

Holland & Knight
Jacksonville, FL

“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 Lisa Taylor, VP, Assistant General Counsel & Corporate Secretary of Pacer International, Inc. Ms. Taylor is immediate past President and current Program Chair of the Jacksonville-based North Florida ACC Chapter.

Mike Roster, Chair of ACC’s Value Challenge Steering Committee, 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 ACC Value Challenge aims to create a legal marketplace in which cost and value of legal services are better aligned.”

“We are delighted to work with members of ACC’s North Florida Chapter in planning this important event,” Northup said. “This program is the first step in promoting more active dialogue among in-house and outside counsel in the Jacksonville area to define value and identify strategies, best practices, tools and other resources to enhance value and manage legal costs more effectively for corporate clients.”

Fennemore Craig collaborated with the Arizona ACC Chapter in presenting an introductory ACC Value Challenge session in Phoenix in early February. Northup is coming to Jacksonville later this month to attend the annual meeting of the Council on Litigation Management at the Sawgrass Marriott conference center. “We simply contacted leaders of ACC’s North Florida Chapter and offered to help them produce a similar program.” Northup explained.

For more information – and corporate in-house counsel wanting to register for the March 24 meeting, please contact Peter Jenkins at pjenkins@fclaw.com, 928-776-4600 or 928-710-3224. Attendance is limited.

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