

PDX EXECUTIVE FORUMS

CORPORATE COUNSEL FORUM



OCTOBER 1, 2019



THE MODA CENTER

PARTNERS



SCHEDULE

The PDX Corporate Counsel Forum is an invitation only summit for in-house counsels from the leading brands in the Portland area. The executives on the leadership team drive the strategic direction of the agenda to ensure the content is relevant and delivers maximum value. The Corporate Counsel Forum is part of the PDX Executive Forums, a series of invitation only peer meetings for Portland brand executives.

> 8:00AM – 8:30AM : CHECK-IN AND MORNING RECEPTION

> 8:30AM : WELCOME COMMENTS



TONY DAL PONTE

General Counsel
Pacific Seafood

> 8:45AM – 9:45AM : OPENING DISCUSSION



Shelley Devine
General Counsel
TriMet



Jay Puppo
Certified ONE
Thing Trainer

LEADERSHIP SESSION: HOW TO ACCOMPLISH MORE BY DOING LESS

Why do some people seem to get so much more done than others? How do they do more, achieve more, earn more, have more? The answer is they make getting to the heart of things the heart of their approach. In a world increasingly full of distractions, focus is the engine of achievement. What do these people focus on? Their ONE Thing. They have skills that enable them to identify their more important priority, pinpoint the lead activity to launch them forward toward that priority, and focus on that small, lead activity -

purely - until it tumbles. A wisely chosen lead activity achieves multiple action items toward their goal. The lead domino has the power to topple dominos larger than itself, propelling well-planned achievement, knocking down the next larger domino, and the next ... creating exponential, geometrically progressive results.

During their PDX Executive Forum presentation, TriMet's General Counsel, Shelley Devine, and Certified ONE Thing trainer, Jay Puppo, will share the secrets of priority and focus so you can get more done by doing less.

> 9:45AM – 10:15AM : NETWORKING BREAK

> 10:15AM – 11:00AM : KEYNOTE

CYBERSECURITY RISK & INCIDENT RESPONSE: A DISCUSSION WITH THE FBI'S PORTLAND NATIONAL SECURITY LEAD

SPEAKER



George Chamberlin
Assistant Special
Agent in Charge
FBI Portland
Field Office

MODERATOR



Chad Paulson
General Counsel
Blount International,
Inc.

Assistant Special Agent in Charge (ASAC) George Chamberlin leads the National Security Branch for the FBI, Portland Field Office. The National Security Branch consists of the counterintelligence, counterterrorism and cyber programs. Prior to this role ASAC Chamberlin supervised the Cyber Program and established the Oregon Cyber Task Force for the Portland FBI. ASAC Chamberlin became an FBI Special Agent in 1999 and has served in a variety of positions during his twenty-year career, including National Threat manager for the FBI Cyber Division in Washington DC; Counterterrorism Liaison to US Military Forces in Afghanistan; and FBI Assistant Legal Attaché in Australia, working joint international terrorism investigations with foreign law enforcement and intelligence service partners.

11:00AM - 12:15PM : ROUND-TABLE SESSIONS

ROUND TABLE A

FACILITATOR



Bernadette Bulacan
Chief Evangelist
iCertis

FROM STATIC DOCUMENTS TO STRATEGIC ASSETS: CONTRACT LIFECYCLE MANAGEMENT DATA, METRICS AND INSIGHTS

Legal departments are no strangers to the need to identify KPIs and metrics to measure performance and value contributed to the enterprise. While many departments have score-cards to measure outside counsel performance, manage internal staffing and make strategic decisions concerning litigation, contract processing metrics have been largely absent. The need to identify data and metrics that legal departments can collect to measure the speed and value of their contracting practices is growing. According to a 2018 Lexis Nexis survey, more than 40% legal departments are currently deploying CLM systems. In this session, attendees can optimize their current contracting processes and will benefit from:

- Identifying metrics related to their contracting processes including measuring contract velocity, risk mitigation, value added in cost savings or revenue created; and
- Developing a road map to translate their contracting data into insights that tells a data-driven story about the value of their contracting processes.

ROUND TABLE B

FACILITATORS



Oren Haker
Partner
Stoel Rives



Karen O'Connor
Partner
Stoel Rives

SURVIVING AND THRIVING IN AN ECONOMIC DOWNTURN: MANAGING RISK AND IDENTIFYING OPPORTUNITY IN A VOLATILE MARKET

With many economists and market participants predicting an economic downturn, Stoel Rives attorneys Oren Haker and Karen O'Connor will lead a discussion on identifying, managing, and responding to credit risks in your supply chain and with key employees and customers, as well as internal messaging and workforce planning. We will address a variety of topics, including:

- Managing counterparty distress
- Director and officer duties
- Messaging a distressed event internally and externally
- Planning for a reduction in force and/or incentivizing key employees to stay
- Extending credit and loan to own opportunities
- Strategic opportunities in chapter 11

ROUND TABLE C

FACILITATOR



Brenna K. Legaard
Shareholder
Schwabe,
Williamson & Wyatt

SEX, LIES AND PATENTS

(Except we probably won't be talking about sex. Just lies and patents.)

A core value that has been at the heart of the patent system from its very genesis openness. But we will be discussing several notable times in recent history where patents were at the heart of a deception, and what that meant for the people caught up in the lies and their consequences - investors, employees, and the public. We will explore our ethical obligations as lawyers (and humans) where technology or legal rights are misrepresented.



12:15PM - 12:45PM : HOSTED LUNCH, DOOR PRIZE GIVEAWAYS AND CLOSING COMMENTS



BEN LAURITSEN

General Counsel
Portland Trail Blazers



LEADERSHIP TEAM

The PDX Corporate Counsel Forum is steered by the Leadership Team. These executives are responsible for the strategic direction of the Forum, and each of the sessions are structured to bring relevant content and maximum value.

BEN LAURITSEN General Counsel Portland Trail Blazers	PETER BRAGDON General Counsel Columbia Sportswear	TONY DAL PONTE General Counsel Pacific Seafood	ELLEN SHEEDY Associate General Counsel KEEN Footwear	CHRIS LEWIS Vice President, Chief IP Counsel FLIR Systems	PAULA HOLM JENSEN General Counsel Planar Systems
ANDREA BARTON General Counsel University of Portland	HEATH CURTISS Vice President of Legal Hampton Lumber	MARGO FOWLER Vice President, Chief IP Officer Nike, Inc.	JEREMIAH CENTRELLA General Counsel Mercy Corps	ADAM BRAKE General Counsel Insitu	MELISSA BERUBE General Counsel Erickson, Inc.
MARCUS REED General Counsel Craft Brew Alliance	DAVID THOMPSON General Counsel Cura	ADAM EASTERDAY Deputy General Counsel Optum UnitedHealth Group	REBECCA MORRIS General Counsel OPB	JENNIFER SCHOOF General Counsel Act-On Software	CHAD PAULSON General Counsel Blount International, Inc.
ROSEMARY COLLIVER General Counsel ShadowMachine Animation Studio	KATHERINE COWAN General Counsel Fortior Solutions	BRIAN BURTON General Counsel Daimler Trucks North America	ANDREW OGNALL General Counsel Umpqua Bank	HOLLEY FRANKLIN Chief Legal Officer The Standard	CARA FREY General Counsel Professional Bowlers Association
ROBERT SCOTT VP Operations & General Counsel Opal	HOWIE COCKRILL Senior Corporate Counsel Opus Agency	NATALIE HOCKEN General Counsel Berkshire Hathaway Energy	ALISON KEAN General Counsel Prosper Portland	VICTORIA TULLETT Chief Legal Officer Papa Murphy's	JENNIFER WARNER Vice President, Legal Columbia Sportswear
	STEPHANIE HARPER General Counsel Cascade Energy		MAGALI SOSA-TIRADO General Counsel R.B. Pamplin Corporation	SHELLEY DEVINE General Counsel TriMet	



THANK YOU TO OUR PARTNERS



PARTIAL PROCEEDS BENEFITTING

