

PDX CORPORATE COUNSEL FORUM

TUESDAY | OCTOBER 3, 2017 | THE MODA CENTER



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SCHEDULE

The executives on the PDX Corporate Counsel Forum Leadership Team drive the strategic direction of the agenda to ensure the content is relevant and delivers maximum value.

8:00AM - 8:45AM : Check-In and Morning Reception

8:45AM: Welcome Comments

Ben Lauritsen

General Counsel
Portland Trail Blazers

9:00AM: Opening Keynote

What Corporate Counsels Should Know When Their Companies Speak Up on Political Issues



Peter Bragdon

The unpredictability of our current political environment, in the U.S. and around the globe, has drawn company leaders into a state of turbulence. Should executives respond when an unexpected event touches their business or ruffles their employees and customers?

Peter Bragdon, Executive Vice President, Chief Administrative Officer, General Counsel & Secretary for Columbia Sportswear, will discuss his role in the decision of Columbia CEO Tim Boyle to send a memo to employees in response to the Trump administration's executive order on travel restrictions to the U.S. Peter will also share best practices and recommendations for corporate counsels when the decision is made to prepare, deploy and manage company statements on political issues.

9:45 - 10:15AM: Networking Break

10:15AM: Data Security

Managing Data Security: A Corporate Counsel's Top Priority



Bill Pierznik

The risks that come with data security runs through every part of the organization. Too often companies involve their in-house counsels as a reactive measure to a data breach. Though, Corporate Counsels should be a critical part of the strategy to prevent, prepare and respond to a data security breach.

Bill Pierznik, General Counsel for Act-On Software, will discuss how the legal team is well positioned to assess and mitigate risk, including advising the Board, the C-Suite and other leadership across different departments of their duties and strategies to protect the company from breaches, and if a breach were to occur ensuring proper reporting occurs and any post breach investigations are handled properly.

Round Table A

The Foreign Corrupt Practices Act: The Basics, A Record Year, and an Uncertain Future



Steven Boender

In this round table session, Steven Boender, Partner at Stoel Rives LLP, will lead a discussion on the general requirements of the Foreign Corrupt Practices Act and current state of enforcement. Steven will moderate a conversation of compliance best practices, and what to do to protect your company from FCPA issues.

Round Table B

Is your company prepared for a crisis?



Guido van
Drunen

Crises or catastrophic events typically occur within a compressed period and have the potential to critically impact a company's ability to achieve its mission, frequently result in significant financial or reputational loss, and almost always require an immediate cross-functional and cross-organizational response.

Particularly relevant are events such as man-made or natural disasters and matters related to product safety or recalls. Other crises might be triggered by data breaches or losses, interruptions in the supply or distribution chain, leadership misconduct, or regulatory investigations and enforcement. Guido van Drunen, Principal in KPMG's Forensics investigation practice, will lead a discussion on these issues facing corporate counsels in today's environment.

Topics to be discussed include: **1.** Is my company prepared for a crisis? **2.** Have we thought "outside the box" about our risks and responses? **3.** Is our industry or company the subject of active regulatory enforcement or litigation? **4.** Are we vulnerable to cyber attacks or data breaches?

Round Table C

Intellectual Property, Innovation and New Product Development



Mike Cohen

Because its purpose is to create a customer, business has two—and only two—functions: marketing and innovation. Marketing and innovation produce results, all the rest are costs." - Peter F. Drucker, management consultant and author of "Innovation and Entrepreneurship"

Marketing and innovation are the key drivers of business success and maintaining a competitive advantage. From the conception of a novel idea, to research and development, to the launch of a new product in the marketplace, the effective use of the full range of tools available under the IP system enables companies to create exclusive rights in their innovations that ensure they get the most value out of their innovation and marketing efforts. Mike Cohen, a shareholder in the Intellectual Property Group at Schwabe Williamson & Wyatt, will moderate a roundtable discussion regarding how businesses and in-house legal departments can implement winning strategies for effectively using the tools of the IP system, at each stage of the product development lifecycle, to maximize the value of their innovation and marketing efforts and increase a company's bottom line.

12:15PM: Networking Lunch in the Rose Room

1:00PM: Reception

Leadership Committee

The PDX Corporate Counsel Forum is steered by the Leadership Committee. 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.

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