

48th Annual
Corporate Counsel Institute

October 1-2, 2009 – Chicago
December 3-4, 2009 – San Francisco

2009 Law Firm Affiliate Proposal

Event Details

Date: October 1-2, 2009
Location: Northwestern University School of Law
Chicago

Date: December 3-4, 2009
Location: InterContinental Mark Hopkins
San Francisco

- For the past 47 years, Northwestern Law has presented the *Corporate Counsel Institute* focusing on the specific continuing educational needs of the corporate counsel community. The Institute is the only program in the country designed by a committee made up exclusively of General Counsel to address the latest legal issues affecting business, discuss shared experiences, identify concerns, and network with peers.

Why a Corporate Counsel Institute Firm Affiliate Program?

Access top decision makers and hear first-hand what issues are critical to GCs and their companies. Sessions are intimate and hands-on so you'll have ample opportunity to meet, share thoughts and network with corporate counsel attendees.

- Extend this highly-regarded educational opportunity to clients, many of whom have limited education and training budgets within their legal department
- Provide firm attorneys the opportunity to gain a better understanding of the legal concerns of in-house counsel
- Network with corporate counsel from some of the nation's leading companies

Data

- Our targeted marketing efforts reach over 80,000 in-house counsel
- CCI draws up to 150 attendees in Chicago and more than 75 in San Francisco
- The majority of attendees identify themselves as Senior Vice President, Vice President or General Counsel
- 37% of surveyed attendees estimated their company's market cap to be over \$1 billion



2009 Planning Committee

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| <p>Paul R. Lovejoy - <u>Chair</u> SVP, General Counsel and Secretary <i>United Airlines</i></p> | <p>Margaret M. Foran Chief Governance Officer and Secretary <i>Prudential Financial, Inc.</i></p> | <p>Steven J. Kyono SVP, General Counsel & Corporate Secretary <i>Hewitt Associates</i></p> | <p>Robert N. Sacks <i>EVP and General Counsel Standard Parking</i></p> |
| <p>Gloria Santona- <u>Vice Chair</u> Corporate EVP, General Counsel and Corporate Secretary <i>McDonald's Corporation</i></p> | <p>Nicholas L. Giampietro SVP, General Counsel and Secretary <i>Reyes Holdings, LLC</i></p> | <p>Christine A. Leahy SVP, General Counsel and Corporate Secretary <i>CDW Corporation</i></p> | <p>David J. Smith <i>EVP, Secretary and General Counsel Archer-Daniels-Midland Co.</i></p> |
| <p>Suzanne S. Bettman EVP, General Counsel, Corporate Secretary and Chief Compliance Officer <i>R.R. Donnelley & Sons Company</i></p> | <p>Deborah A. Golden VP, General Counsel & Secretary <i>GATX Corporation</i></p> | <p>Susan R. Lichtenstein Corporate VP, General Counsel and Secretary <i>Baxter International Inc.</i></p> | <p>Mark B. Tresnowski Managing Director and General Counsel <i>Madison Dearborn Partners LLC</i></p> |
| <p>Kathleen M. Cronin Managing Director, General Counsel and Corporate Secretary <i>CME Group</i></p> | <p>Dana I. Green SVP, Secretary and General Counsel <i>Walgreen Co.</i></p> | <p>Carol M. Lind SVP and General Counsel <i>Northwestern Memorial HealthCare</i></p> | <p>David E. Van Zandt Dean <i>Northwestern Law</i></p> |
| <p>Natalia Delgado General Counsel and Corporate Secretary <i>Huron Consulting Group</i></p> | <p>Gail D. Hasbrouck SVP and General Counsel <i>Advocate Health Care Network</i></p> | <p>John MacCarthy SVP, General Counsel and Secretary <i>Nuveen Investments</i></p> | <p>William A. Von Hoene, Jr. <i>EVP and General Counsel Exelon Corporation</i></p> |
| <p>Stanley L. Ferguson VP and General Counsel <i>USG Corporation</i></p> | <p>John L. Howard SVP and General Counsel <i>W.W. Grainger, Inc.</i></p> | <p>Eric A. Reeves VP and General Counsel <i>The Duchossois Group, Inc.</i></p> | <p>Kelly R. Welsh <i>EVP and General Counsel Northern Trust Corporation</i></p> |
| <p>D. Cameron Findlay SVP, General Counsel & Secretary <i>Medtronic Inc.</i></p> | <p>Mary Ann Hynes VP and General Counsel <i>Corn Products International, Inc</i></p> | <p>David S. Ruder William W. Gurley Memorial Professor of Law <i>Northwestern Law</i></p> | <p>James H. Wooten, Jr. SVP, General Counsel and Secretary <i>Illinois Tool Works Inc.</i></p> |

Highlights for 2009

- A focus on Corporate Developments Arising Out of the Financial Crisis
- Sessions to include:
 - *Options in a Limited Credit Environment*
 - *Enterprise Risk Management and the Role of the GC*
 - *Corporate Governance and the Rise of Shareholder Voting*
- Lunch in Chicago with Institute Planning Committee-hosted roundtables
- A Keynote conversation with [Elisse B. Walter](#), Commissioner, U.S. Securities and Exchange Commission
- Management and Leadership in the Office of the GC
 - *Session covers a look at new methods for alternative billing arrangements and helping law firms to rethink their business model*
- Networking reception

Cost and Benefits:

- Four (4) complimentary registrations to either Institute for your attorneys and/or corporate clients (valued at \$5000)
- Opportunity to introduce one (1) general session during the Institute
- Recognition in brochure mailed to 80,000 targeted in-house counsel (sign on by June 30)
- Firm listing in e-mail marketing campaign sent to more than 4,000 recipients
- Logo placement and link on event Web site
- Full page firm profile (written by you) included in conference materials
- Name acknowledgment on signage at both Institutes
- Logo recognition in on-site program agenda
- Affiliation with Northwestern Law Professional Education, one of the oldest and most reputable CLE programs in the country

Total Cost:

\$3,500

Contacts

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Agreement

AFFILIATE AGREEMENT

Firm Affiliate \$3,500

Firm Name (print below as you would like listed in materials):

Approved By (please print): _____

Title: _____ Date: _____

Signature: _____

Additional Contact Information for Attorney/Client Registration and/or Marketing Inquiries

Name/s (please print): _____

Contact phone: _____

Contact e-mail: _____

Check is forthcoming

Please invoice us

Address: _____

*Send logos and one-page firm profile to e-veazey@law.northwestern.edu

Send form to:

Erin Veazey

E-mail: e-veazey@law.northwestern.edu Fax: (312) 503-2930