



# The Care and Feeding of CEOs (and GCs too)

Earning and Keeping Corporate Clients: What CEOs and GCs Really Want, Need and Must Have From Their Outside Counsel

**Advanced Discount Registration Rates Extended until May 12, 2014!**

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**Thursday, May 15, 2014**

Registration/Social/Dinner: 6:00 p.m. – 7:00 p.m. • Program: 7:00 p.m. – 8:30 p.m.

Dale E. Fowler School of Law at Chapman University • 370 N. Glassell, Orange, CA 92866

### SPEAKERS:

**Michael L. Baroni, Esq.**  
General Counsel  
*Palace Entertainment*

**Lucy Dunn, Esq.**  
President and CEO  
*Orange County Business Council*

**Ashley J. Good, Esq.**  
Chief Legal Officer  
*Arbonne International, LLC*

**Thomas M. McCoy, Esq.**  
Partner  
*O'Melveny & Myers LLP*

### MODERATORS/PROGRAM CHAIRS:

**Wayne R. Gross**  
Partner  
*Greenberg Gross LLP*

**Dennis A. Stubblefield**  
Attorney at Law  
*The Law Offices of Dennis A. Stubblefield*

### TOPICS:

- Legal: still a cost center—Litigation: still solely a means to an end
- How much do outside counsel need to know about their clients, and who pays for that?
- CEOs to their lieutenants: no surprises, and make your numbers (that includes outside counsel too!)
- What is “system and process”? Business has it; the new “Legal Service Providers” claim to have it. What do outside counsel need in their own processes to survive and thrive?
- “Big Bills and Bad News”—how to stay ahead of the client curve
- The convergence of communication and technology: how to achieve the best of all worlds in project management and cost-effective outcomes.

	Advanced Discount Rate (Received by 5/12/14)
*Special price for OCBA Supporting Section Members	<b>\$75*</b>
OCBA Members	<b>\$85*</b>
Law Student Members/Judges	<b>\$25*</b>
Non-OCBA Member	<b>\$135*</b>

\*Registrations paid after 5/8/14, add \$25.

**Register online at [oobar.org](http://oobar.org)**

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**Advanced Discount Deadline: May 12, 2014.** Payments received in the OCBA offices after close of business on May 12, 2014, add \$25. OCBA is not responsible for lost, misdirected or delayed mail. Cancellations must be received in writing by May 8, 2014 (no refunds after this date) and are subject to a \$25 non-refundable administrative fee. OCBA reserves the right to substitute speakers. On-site registration available, but space is limited. This activity has been approved for Minimum Continuing Legal Education Credit by the State Bar of California in the amount of 1.5 hour(s), as appropriate to the content of the activity. OCBA is a State Bar approved MCLE provider and certifies that this activity conforms to the standards for approved education activities prescribed by the rules and regulations of the State Bar of California governing MCLE.

Return this form to OCBA, P.O. Box 6130, Newport Beach, CA 92658 - Fax: 949-440-6710

For more information about CLE seminars, visit [www.oobar.org](http://www.oobar.org) or call the OCBA Education Dept. at 949-440-6700, ext. 125. 4350904