



CHAPTER MEETING MINUTES
October 28, 2010
Headliners Club 11:45 am – 1:00 pm

PRESIDENT REPORT – James Cornell

James introduced Russell Young and Diana Holford with Jones, Lang, LaSalle as the sponsors for the luncheon and thanked them and their organization for their support to the Austin Chapter and ALA.

James noted that the Region 4 newsletter is out and that the Region 4 conference next year will be on Sept. 16 – 17 in Kansas City.

COMMITTEE REPORTS

Business Partners – Tina Terrian announced that the business partner packages for 2011 will be sent out next week. There will also be a Fall Social for the chapter and business partners at Uncorked on Wednesday, November 3 from 5 – 7 p.m.

Salary Survey – Elaine Nielson reminded everyone that the 2010 Salary Survey is available. Contact Elaine for more information.

Community Affairs – Bonnie Zook reminded everyone of the Career Day event we are doing with Youth Launch (the parent company for Urban Roots) on October 30 at the offices of Wilson Sonsini.

Website – Barbara Mullen announced that the committee has selected PaperStreet to redesign the website and the work has begun.

Amanda Koplos reported on the Over the Edge event that will take place on Tuesday, November 2. James has raised more than \$7,000 so far. She also reminded everyone



of the chapter's Facebook page and two Twitter pages - @AustinALA and @JamesCornell3 . All mediums will post info on the Over the Edge event.

OTHER ANNOUNCEMENTS/GUESTS

The following guests were welcomed: Julie Applewhite with Fulbright Jaworski; Angela Bussey with Graves Dougherty; Mary Alice Cook; Kristine Patrick and Alan Odom from Bickerstaff Heath; and Brad Castleberry from Lloyd Gosselink.

There were no other announcements.

LUNCHEON SPONSOR

Jones, Lang, LaSalle was the meeting sponsor this month.

SPEAKER

Russell Young with Jones, Lang, LaSalle introduced our speaker, Brian Dare. Brian is the Associate Director of Business Development at Baker Botts, L.L.P. an international law firm with more than 700 lawyers and a network of 13 offices worldwide. He oversees a team that helps the firm's core practices develop and maintain client relationships through programs focused on business development, marketing, public relations, marketplace intelligence and operational efficiency. With 18 years of marketing experience, including nine in legal marketing positions, Brian has a broad background in developing programs targeting clients and companies serving industries such as energy, software and technology, health care, pharmaceutical manufacturing, real estate, retail, and industrial manufacturing. While receiving his B.S. from the University of Texas, Brian played baseball for the University of Texas, highlighted by playing in the College World Series. He then played minor league baseball in the Atlanta Braves organization before he began his career in marketing and business development.

Brian gave a presentation entitled "Think Inside the Box: How to Build a Business Development Culture Internally."


DESCRIPTION: In today's legal market, efforts to build and keep client relationships have never been more important. Yet firms struggle with basic business development challenges because success often requires changing the culture of the firm. For administrators, influencing change is no small feat, especially when you have



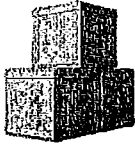
many other pressing responsibilities. This presentation will help you influence change and add value to your firm's business development efforts by offering ways to "think inside the box" -- it will cover key principles and best practices to how you can help motivate your firm build a business development culture internally.

The Handout is attached.






Think Inside the Box: How to Build a Business Development Culture Internally




Brian Dare
October 28, 2010

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Objectives for Today


- Review key principles and process steps to help a business development culture
- Discuss the marketplace and today's law firm client
- Share experiences and tools for tracking and measuring business development success


The "What"
The "Why"
The "How"

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What: Connect the Dots

- Be the "glue"
- Understand what clients "look like"
- Focus on the client relationship, then the work
- Centralize the resources
- What's working well? Not well?
- What's missing?
- Saying "no" can be a strategy



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Why: Clients Want Change

▪ What Clients are saying...

32%
are unhappy with their law firm relationships

51%
don't think law firms recognized their budget constraints

59%
say law firms don't understand their business

65%
saw law firms don't actively seek ways to reduce costs

90%
say economic conditions are increasing pressure to spend less on outside counsel



Why: Clients' Needs Are Urgent

▪ What Clients see as priorities...

99%
emphasize responsiveness

86%
value industry experience

65%
reported retaining small regional firms more frequently in the past two years than they did previously

70%
say that the amount of work handled in-house has grown significantly during the past two years



How: Spend Time On What Does Work

- Focus on the invested participants, support the willing, and manage expectations for the rest
- It's a process: baby steps = big gains
- Just the facts: data not anecdotes
- Just the results: experience not assertions
- Exceptional consistency: over-deliver
- Constant encouragement: promote effort and celebrate success



How: Minimize Time Spent on What Doesn't Work

- Trying to be all things to all people
- Creating by committee
- Committing before clarifying expectations
- Sharing drafts/reports before they're ready
- Assuming communication is happening



If you want change to occur, it is necessary to take a few risks and challenge some current processes.

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How: Tools We Use in Business Development

- Tools for connecting the dots, including:
 - Contact information/known relationships
 - Internal reports on Firm Involvement (past or current work performed)
 - Experience lists
 - Market data, trends and indicators
 - Internal/external communications
 - Company briefs/reports
 - Marketing and promotion materials
 - Events, sponsorships and seminars
 - Website and blogs
 - Firm rankings and credentials



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How: Report Example

- Combining Two Sources to Provide Greater Value

| Court | Docket Number | Case Name | Defendant | Judge | Date Hit | Date Filed |
|-------------|---------------|--|----------------------------|-----------------------|------------|------------|
| US-DIS-CAND | 4:10cv423 | Interactive Fitness Holdings, LLC v Icon Health & Fitness, Inc | Icon Health & Fitness, Inc | Koh, Lucy H | 10/21/2010 | 10/13/2010 |
| US-DIS-DCD | 1:10cv1737 | Sandoz Inc v. Beskindger Ingelheim | Ingelheim | Kennedy, Henry H | 10/21/2010 | 10/14/2010 |
| US-DIS-FLSD | 1:10cv2731 | Rally Manufacturing, Inc v Federal Mogul Corporation | Federal Mogul Corporation | Moore, K Michael | 10/21/2010 | 10/20/2010 |
| US-DIS-OAND | 1:10cv3318 | MTX Distribution, Inc v. UPS Express, Inc | UPS Express, Inc | Batten, Timothy C, Sr | 10/21/2010 | 10/17/2010 |
| US-DIS-OAND | 1:10cv3318 | Ralph Products Group, LLC v. Stalco, Inc | Stalco, Inc | Cornax, Julie B | 10/21/2010 | 10/19/2010 |
| US-DIS-ILND | 1:10cv4718 | Hitachi Wireless, Inc v. Sharp Corporation et al | Sharp Corporation | Palmer, Rebecca R | 10/21/2010 | 10/20/2010 |
| US-DIS-ILND | 1:10cv4713 | Hitachi Wireless, Inc v. Sharp Corporation et al | Sharp Corporation | Palmer, Rebecca R | 10/21/2010 | 10/20/2010 |

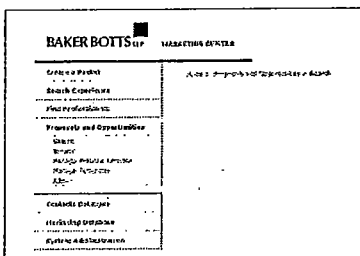
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How: Connect the Dots

| Practice Groups | Top Clients |
|--------------------|--|
| Corporate | ExxonMobil, Dell, Harte-Hanks, JP Morgan Chase, Farmers Insurance |
| Environmental | Dell, UT Austin, Pflugerville School District, National Instruments, 3M |
| Labor & Employment | Austin School District, Seton Family of Hospitals, Cisco, Travis County |
| Patent Litigation | AMD, Dell, Spansion, AT&T, Image Microsystems |
| Product Liability | 3M, UPS, Whole Foods, Flextronics, HEB |
| Real Estate | Keller Williams Realty, Lgander School District, Dell, Austin Energy, Hays School District |

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How: Centralize Content and Firm Experience



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How: Industry Analysis example

| Pharmaceutical Manufacturing Companies | Market Cap* (SB) | Pharmaceutical Manufacturing Companies | Market Cap* (SB) |
|--|------------------|--|------------------|
| Johnson & Johnson | 175.51 | Genentech | 81.79 |
| Roche | 169.32 | Bayer | 59.00 |
| Pfizer | 152.17 | Wyeth | 58.36 |
| GlaxoSmithKline | 120.05 | EH Lilly & Co | 56.87 |
| Novartis | 111.62 | AstraZeneca | 54.86 |
| Sanofi-Aventis | 101.17 | Amgen | 49.51 |
| Merck | 95.92 | Takeda Pharmaceutical | 47.44 |
| Abbott Labs | 82.77 | Bristol-Myers Squibb | 44.75 |

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