

**LAW FIRM EVOLUTION:
BRAVE NEW WORLD OR BUSINESS AS USUAL?**

**Georgetown Center for the Study of the Legal Profession
Georgetown Law Center
March 21-23, 2010**

Sunday, March 21

6:00 Dinner and Panel Discussion

Panel Discussion: Emerging Relationships Between Law Firms and Clients

Presentation: Trevor Faure, Global General Counsel & Partner, Ernst & Young Global,
The Smarter Legal Model: More from Less

Susan Hackett, Senior Vice President and General Counsel, Association of Corporate Counsel

Thomas D. Yannucci, Chairman, Worldwide Management Committee, Kirkland & Ellis

Reena SenGupta, Managing Director, RSG Consulting

Monday, March 22

8:30-9:00 Continental Breakfast

9:00-9:15 Opening Remarks

Judith C. Areen, Interim Dean (as of 1/30/10) and Paul Regis Dean Professor of Law,
Georgetown Law Center

Robert Ruyak, Managing Partner and CEO, Howrey

9:15-10:45 Panel 1: Creative Destruction and Innovation

David McGowan, Lyle L. Jones Professor of Competition and Innovation Law,
University of San Diego Law School, *Coase, Schumpeter, and the Future of the (Law)
Firm*

Larry Ribstein, Mildred Van Voorhis Jones Chair in Law and Associate Dean for
Research, University of Illinois Law School, *The Death of BigLaw*

William J. Perlstein, Co-Managing Partner, WilmerHale

Mark Chandler, Senior Vice President, General Counsel, and Secretary, Cisco

First Questioner: William Henderson, Professor of Law and Harry T. Ice Faculty Fellow, and Director, Center on the Global Legal Profession, Indiana University Maurer School of Law

10:45-11:15 Break

11:15-12:45 Panel 2: Emerging Trends in Legal Services

Michele DeStefano Beardsee, Associate Professor of Law, University of Miami Law School, *Hiring Teams from Rivals: Theory and Evidence on the Evolving Relationships in the Corporate Legal Market*

Mari Sako, Professor of Management Studies, Novak Druce Center for Professional Service Firms, Said Business School, University of Oxford, *Make or Buy Decisions: Theory and Evidence in Legal Services*

Paul Smith, Partner, Eversheds

Leah Cooper, Managing Attorney, Rio Tinto

Moderator: James W. Jones, Managing Director, Hildebrandt International

First Questioner: Tanina Rostain, Professor of Law and Co-Director, Center for Professional Values and Practice, New York Law School

12:45-2:15 Lunch Roundtable: Career Paths and Labor Markets

Cynthia Fuchs Epstein, Distinguished Professor of Sociology at the Graduate Center, City University of New York, Moderator

Regina M. Pisa, Chairman and Managing Partner, Goodwin Procter LLP

Bruce McLean, Partner and Chairman, Akin Gump

Deborah Epstein Henry, Founder and President, Flex-Time Lawyers LLC

2:15-3:45 Panel 3: Business Models: Strategy and Governance

Stephen Mayson, Director, Legal Services Policy Institute; Professor of Strategy, The College of Law, London, *Business Models in Legal Practice: Toward Definition and Assessment*

Laura Empson, Director of the Centre for Professional Service Firms; Professor in the Management of Professional Service Firms, Cass Business School, City of London, *Evolution and Revolution in the Governance of Law Firms*

Ralph Baxter, Chairman and CEO, Orrick, Herrington & Sutcliffe

Dan DiPietro, Client Head, Law Firm Group, Citigroup Private Bank

Moderator: Bruce MacEwen, President, Adam Smith, Esq.

3:45-4:00 Break

4:00-5:30 Panel 4: Rethinking Legal Education and Training

Thomas D. Morgan, Oppenheim Professor of Antitrust and Trade Regulation Law, George Washington University Law School, *Abandoning Homogeneity in Legal Education*

Jordan Furlong, Partner, Edge International; Blogger, Law21; Senior Consultant, Stem Legal, *The Return of the Apprentice: New Lawyer Training Models for the 21st Century*

Jose M. de Areilza, Dean of IE Law School, Madrid

Heather Bock, Chief Professional Development Officer, Howrey LLP; Adjunct Professor of Law, Georgetown Law Center

First Questioner: John P. Heinz, Research Professor, American Bar Foundation, Owen L. Coon Professor Emeritus, Northwestern University School of Law

7:00 Dinner and Panel Discussion

Speaker: Richard Susskind, IT Adviser to the Lord Chief Justice of England; Visiting Professor, Oxford Internet Institute, Oxford University; Honorary and Emeritus Law Professor, Gresham College, London, *What is our legacy to the next generation of lawyers?*

John Palfrey, Henry N. Ess III Professor of Law; Vice Dean, Library and Information Resources, Harvard Law School; Faculty Co-Director, Berkman Center for Internet & Society

Paul Lippe, Founder and CEO, Legal On-Ramp

Mark Harris, CEO and Founder, Axiom

Jeffrey W. Carr, Vice President, General Counsel & Secretary, FMC Technologies Inc.

Tuesday, March 23

8:15-8:45 Continental Breakfast

8:45-9:00 Opening Remarks

Ted Burke, Chief Executive and Partner, Freshfields Bruckhaus Deringer

9:00-10:30 Panel 5: Managing the Law Firm Labor Force

Paul Oyer, Professor of Economics, Graduate School of Business, Stanford University,
Layoffs, Lawyers, and Learning

Sida Liu, Assistant Professor of Sociology and Law, University of Wisconsin-Madison,
Chinese Law Firms After the Financial Crisis: The Case of Shanghai

Patricia Gillette, Partner, Orrick, Herrington & Sutcliffe; founder, Opt-In Project

Peter Zeughauser, Chairman, Zeughauser Group

Moderator: Aric Press, Editor in Chief, *The American Lawyer*

First Questioner: Ken Dau-Schmidt, Willard and Margaret Carr Professor of Labor and
Employment Law, Indiana University Maurer School of Law

10:30-11:00 Break

11:00-12:30 Panel 6: Capitalizing Law Firms

Anthony Sebok, Professor of Law, Cardozo Law School, *Third-Party Litigation Funding*

Andrew von Nordenflycht, Assistant Professor, Strategy, Faculty of Business, Simon
Fraser University Faculty of Business, *The Consolidation of the Global Advertising
Industry: Lessons for Law Firms?*

Timothy Scrantom, President, Juridica Capital Management (US) Inc.

John Flood, Professor of Law and Sociology, University of Westminster, UK

Moderator: Anthony E. Davis, Partner, *Lawyers for the Profession*® practice group,
Hinshaw & Culbertson LLP

First Questioner: William W. Bratton, Peter P. Weidenbruch, Jr. Professor of Business
Law, Georgetown University Law Center

12:30-12:45 Break

12:45-2:00 Lunch Roundtable: Challenges of Globalization

Wendy Collins Perdue, Associate Dean, Graduate Programs; Professor of Law,
Georgetown University Law Center

Stuart Popham, Senior Partner, Chair, Partnership Council, Clifford Chance

Jeffrey Lehman, Chancellor and Founding Dean, Peking University School of
Transnational Law, Shenzhen, China

Edward A. Ryan, Executive Vice President and General Counsel, Marriott International,
Inc.

2:00-2:15 Concluding Remarks

David B. Wilkins, Lester Kissel Professor of Law and Director, Program on the Legal
Profession, Harvard Law School

Registration Form
Law Firm Evolution: Brave New World or Business as Usual?
March 21-23, 2010

Georgetown University Law Center

Washington, DC

Please type or print clearly.

Name: Mr. Ms. _____

Affiliation: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Dietary Restrictions: _____

I plan to attend:

(In order to attend the catered functions, kindly register in advance.)

- Sunday, March 21 Dinner
- Monday, March 22 Luncheon
- Monday, March 22 Dinner
- Tuesday, March 23 Luncheon

Five Ways to Register:

1. **Online** at <http://www.law.georgetown.edu/forms/form.cfm?FormID=469>
2. **Email** to cle@law.georgetown.edu
3. **Mail** to Georgetown Law (address below)
4. **Fax** to (202) 662-9891
5. **Phone** to (202) 662-9890

Contact: Sarah Kelly, cle@law.georgetown.edu, (202) 662-9890

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