



# Business Management Principles for Lawyers (Spring Session)

## How Good Lawyers Become Great Business Leaders



Understand how entrepreneurship leads to business success



Enhance your influence and storytelling skills and learn successful project management tools that drive quality management



Become proficient in evaluating an organization's financial performance and investment strategy



March 21-22, 2017

Gordon Inman Conference Center  
at Belmont University  
Nashville, Tennessee

DRI  
delivers  
**resources**  
to build  
your practice ■

**In-house counsel seeking professional growth know that being a good lawyer is only the first step to** becoming a valued business partner. Becoming a go-to resource requires more than a sound knowledge of legal issues. It mandates both broad and deep knowledge of the client's business and the principles that make the company successful. To be the trusted business advisor, in-house counsel must develop a fundamental understanding of economics, financial performance, operations management, strategic thinking, communication, negotiation, and leadership.

The DRI Business Management Principles for Lawyers series provides these essential business skills and is taught by business professors who specialize in training executives to be effective business leaders. The small group setting—limited to in-house counsel—explores these topics in an interactive, hands-on environment to arm good in-house lawyers with the necessary tools to become great company leaders.



**Amy Mass**  
Program Chair



See what  
others have to  
say about DRI  
seminars

*“This program is a must for any in-house counsel who aspire to obtain a leadership role in their company. General counsel should send their rising stars to give them this opportunity.”*



## What You Will Learn

- How to create an entrepreneurial culture using prudent risk taking
- How to develop focused project plans by controlling project scope and avoiding “scope creep”
- Techniques to make you a stronger influencer and leader
- Methods for evaluating investment and financing choices and using financial statements to evaluate an organization’s financial health



- 1 Review the brochure and identify sessions of interest to you
- 2 Share this brochure with colleagues
- 3 **Register online** or complete the **form in the back**
- 4 Share on social media   

## Get Started

*“The content was amazing! This is hands down the best program for in-house counsel I have ever attended.”*



### Diversity and Inclusion in DRI: A Statement of Principle

DRI is the largest international membership organization of attorneys defending the interests of business and individuals in civil litigation.

Diversity is a core value at DRI. Indeed, diversity, which includes sexual orientation, is fundamental to the success of the organization, and we seek out and embrace the innumerable benefits and contributions that the perspectives, backgrounds, cultures, and life experiences a diverse membership provides.

Inclusiveness is the chief means to increase the diversity of DRI’s membership and leadership positions. DRI’s members and potential leaders are often also members and leaders of other defense organizations. Accordingly, DRI encourages all national, state, and local defense organizations to promote diversity and inclusion in their membership and leadership.

## PROGRAM SCHEDULE

*Click on any speaker name to view bio.*

## MONDAY, MARCH 20

7:00 p.m. **Dine-Arounds** (optional) | Join colleagues and friends at selected restaurants for dinner (at attendees' expense). Please send an email to [cbutler@dri.org](mailto:cbutler@dri.org) if you would like to attend a dine-around.

## TUESDAY, MARCH 21

7:45 a.m. **Registration**

8:00 a.m. **Continental Breakfast**

8:20 a.m. **Welcome and Introduction**  
**Laura E. Proctor**, *LP Building Products*,  
 Nashville, TN  
**Amy Mass**, *The Hanover Insurance Group*,  
 Howell, MI

8:30 a.m. **Understanding the Role of Finance in the Organization**  
 Learn about how finance affects and drives an organization's strategy and operations, including evaluation of investment and finance choices and assessment of working capital needs, capital budgeting, risk and return analysis, and cost of capital. Understand the significance of financial statements and how you can measure a firm's liquidity, asset management, debt management, and profitability with this data.

**John S. Gonas, PhD**, *Jack C. Massey College of Business at Belmont University*, Nashville, TN

10:15 a.m. **Refreshment Break**

10:30 a.m. **Session resumes**

12:00 p.m. **Lunch (on-site)**

1:00 p.m. **Influencing and Storytelling for the Leader**  
 Every leader wants to be an influencer—to create widespread and lasting change. And yet, few leaders possess more than a handful of techniques for getting others to change. During this course, learn how to become a truly influential leader by understanding that influence has little to do with pep talks, bribes, or system updates, but rather is the capacity to change a handful of key behaviors systematically, rapidly, and sustainably.

**Jonathan A. White**, *Vice President Talent, Stansell Electric Company, Inc., Adjunct Instructor, Jack C. Massey College of Business at Belmont University*, Nashville, TN

2:45 p.m. **Refreshment Break**

3:00 p.m. **Session resumes**

4:30 p.m. **Adjourn**

6:00 p.m. **Networking Reception and Dinner at The Southern** (included in registration fee—please check box on the registration form.)

## WEDNESDAY, MARCH 22

7:30 a.m. **Registration**

7:45 a.m. **Continental Breakfast**

8:00 a.m. **The Entrepreneurial Mindset**  
 This session will be a focused course on entrepreneurship in the business organization with an emphasis on practicing entrepreneurial thinking, learning about prudent risk taking, creating an entrepreneurial culture and identifying, and pursuing opportunities in the market.

**Matthew Wilson**, *Jack C. Massey College of Business at Belmont University*, Nashville, TN

10:00 a.m. **Refreshment Break**

10:15 a.m. **Session resumes**

11:30 a.m. **Lunch (on-site)**

12:30 p.m. **Project Management**

Learn the project management tools necessary for success, including developing a project charter and plan, controlling project scope and avoiding "scope creep," utilizing common models of quality management, understanding quality control and quality leadership, and appreciating the basics of professional responsibility and ethics in project management.

**Dennis C. Chen, PhD**, *Jack C. Massey College of Business at Belmont University*, Nashville, TN

2:00 p.m. **Refreshment Break**

2:15 p.m. **Session resumes**

3:30 p.m. **Adjourn**

## FACULTY *Click on any speaker name to view bio.*

**Dennis C. Chen, PhD**, Jack C. Massey College of Business at Belmont University, Nashville, TN

**John S. Gonas, PhD**, Jack C. Massey College of Business at Belmont University, Nashville, TN

**Amy Mass**, The Hanover Insurance Group, Howell, MI

**Laura E. Proctor**, LP Building Products, Nashville, TN

**Jonathan A. White**, Vice President Talent, Stansell Electric Company, Inc., Adjunct Instructor, Jack C. Massey College of Business at Belmont University, Nashville, TN

**Matthew Wilson**, Jack C. Massey College of Business at Belmont University, Nashville, TN

**View faculty bios on the [Business Management Principles for Lawyers—Spring Session webpage](#); click on “View speakers” button.**

## GENERAL INFORMATION

### Seminar Location

Belmont University, Gordon Inman Conference Center, 1515 Wedgewood Avenue, Nashville, TN 37212.

### CLE

This seminar has been approved for MCLE credit by the State Bar of California for up to **12.5** hours, including **0** hour of ethics credit. Accreditation has been requested from every state with mandatory continuing legal education (CLE) requirements. Certificates of attendance will be provided to each attendee. Attendees are responsible for obtaining CLE credits from their respective states. Credit availability and requirements vary from state to state; please check the DRI website at [dri.org](#) for the latest information for your state.

### Registration Policy

The registration fee includes course materials, continental breakfasts, refreshment breaks, and networking dinner. If you wish to have your name appear on the registration list distributed at the conference and receive the course materials in advance, DRI must receive your registration by **February 28, 2017** (*please allow 10 days for processing*). Registrations received after **February 28, 2017**, will be processed on-site.

### Refund Policy

The registration fee is fully refundable for cancellations received on or before **February 28, 2017**. Cancellations received after **February 28,**

**2017** and on or before **March 7, 2017**, will receive a refund, less a \$100 processing fee. Cancellations made after **March 7, 2017** will not receive a refund, but a \$100 certificate good for any DRI seminar within the next 12 months will be issued. All cancellations and requests for refunds must be made in writing. Fax (312.795.0747) or email ([seminars@dri.org](mailto:seminars@dri.org)) to DRI's Accounting Department. Processing of refunds will occur within four weeks after the date of the seminar. All refunds will be processed in the same method that the payment was received. Substitutions may be made at any time without charge and must be submitted in writing.

### Discounts

**Travel Discounts** DRI offers discounted meeting fares on various major air carriers for **DRI Business Management Principles for Lawyers—Spring Session** attendees. To receive these discounts, please contact Direct Travel, DRI's official travel provider, at 800.840.0908. As always, to obtain the lowest available fares, early booking is recommended.

- The taping or recording of DRI seminars is prohibited without the written permission of DRI.
- Speakers and times may be subject to last-minute changes.
- DRI policy provides there will be no group functions sponsored by others in connection with its seminars.

## Hotel Accommodations

A limited number of discounted hotel rooms have been made available at the **Hilton Garden Inn Nashville/Vanderbilt, 1715 Broadway Avenue, Nashville, TN 37203** ([click here](#) to view hotel photos).

Take advantage of the group rate of **\$209 Single/Double** in one of two ways:

- 1) Reserve online: [Click here](#) or visit [dri.org](#) and go to the **DRI Business Management Principles for Lawyers—Spring Session page** and click on the “Book hotel” button.
- 2) Or **contact the hotel directly at 615.369.5900** and mention the **DRI Business Management Principles for Lawyers—Spring Session**.

The hotel block is limited and rooms and rates are available on a first-come, first-served basis. You must make reservations by **February 24, 2017**, to be eligible for the group rate. Requests for reservations made after **February 24, 2017** are subject to room and rate availability.

## SEMINAR SPONSORS

# LawyerGuard®

Sponsorships are available for this program; please contact John Hovis at 312.698.6218 or [jhovis@dri.org](mailto:jhovis@dri.org).

“*The instructors were top notch. I was inspired with the presentations and knowledge. I found that learning from adjunct and faculty from Belmont was highly informative and effective.*”

## CLE for Your Practice

View all  
Continuing  
Legal  
Education  
offerings

March 2–3

### **Medical Liability and Health Care Law**

*The Cosmopolitan of Las Vegas,  
Las Vegas, NV*

March 15–17

### **Trial Tactics**

*The Venetian Palazzo Resort, Las Vegas, NV*

April 5–7

### **Insurance Coverage and Claims Institute**

*Loews Chicago Hotel, Chicago, IL*

May 4–5

### **Retail and Hospitality Litigation**

*Loews Chicago Hotel, Chicago, IL*

May 11–12

### **Drug and Medical Device Litigation**

*Sheraton New Orleans, New Orleans, LA*

May 17–19

### **Employment and Labor Law**

*Hilton Nashville Downtown, Nashville, TN*

May 31–June 2

### **Insurance Bad Faith and Extra-Contractual Liability**

*Hyatt Regency Boston, Boston, MA*

June 15–16

### **Diversity for Success**

*Swissôtel Chicago, Chicago, IL*

June 22–23

### **Young Lawyers**

*The Westin Austin Downtown, Austin, TX*



See what others have  
to say about the DRI  
Membership advantage

# Business Management Principles for Lawyers (Spring Session)

Register online

Download form  
to fax or mail

March 21–22, 2017 | Belmont University, Gordon Inman  
Conference Center, 1515 Wedgewood Avenue, Nashville, TN

FORMAL NAME \_\_\_\_\_ TITLE \_\_\_\_\_

NAME (as you would like it to appear on badge) \_\_\_\_\_

COMPANY/FIRM/LAW SCHOOL \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE/PROVINCE \_\_\_\_\_ ZIP/POST CODE \_\_\_\_\_

TELEPHONE \_\_\_\_\_ FAX \_\_\_\_\_ EMAIL \_\_\_\_\_

Please list any special needs \_\_\_\_\_

Are you a first-time attendee at this DRI seminar?  Yes  No

How many attorneys \_\_\_\_\_ What is your primary  
are in your firm? \_\_\_\_\_ area of practice? \_\_\_\_\_

## REGISTRATION FEE

Registration fee includes seminar attendance, networking reception, Tuesday night dinner, and course materials. DRI will email a link to download the course materials to all registrants two weeks in advance of the seminar.

*For inclusion on the  
preregistration list and to receive  
course materials in advance,  
register by February 28, 2017.*

- In-House Counsel\* Member \$850  
 In-House Counsel\* Nonmember\*\* \$1,075 \*\*To register, please call DRI Customer Service (312.795.1101).  
 Tuesday Night Reception and Dinner Included

## PAYMENT METHOD

- My check for \_\_\_\_\_ (USD) is enclosed.  
 Please charge my  VISA  MasterCard  American Express.

3400-0178-21  
Bus. Mgmt. Spring Sess.

Card #             Exp. Date   -

2017-0178B

Signature \_\_\_\_\_

Please remit payment by **MAIL** to:

**DRI**  
72225 Eagle Way, Chicago, IL 60678-7252

PHONE: 312.795.1101 | FAX: 312.795.0749 | EMAIL: [seminars@dri.org](mailto:seminars@dri.org) | WEB: [dri.org](http://dri.org)

Please remit payment by **COURIER** to:

**JP Morgan, Attn: DRI LBX 72225**  
131 S. Dearborn, 6th Floor, Chicago, IL 60603

\*In-house counsel are defined as licensed attorneys, who are employed exclusively by a corporation or other private sector organization for the purpose of providing legal representation and counsel only to that corporation, its affiliates and subsidiaries.