



## SPECIAL INTEREST GROUP CHARTER

Renewed: January 2015

**SIG Name:** General Counsel Special Interest Group

**Steering Committee Members:**

1. Ebru Basaran-Shull, Dir. of Regulatory Affairs and Compliance, Sargento Foods
2. Michael Byrnes, Associate General Counsel -- Rockwell Automation
3. Marco Espinoza, Assistant General Counsel & Manager, Credit & Collections, Greenheck Fan
4. Nathan Fagre, General Counsel -- Spectrum Brands
5. Kevin Keegan, VP Legal and Corporate Dev., Fiskars
6. Richard Konrath, General Counsel, North America – CNH Industrial
7. William Pickering, Assistant General Counsel -- The Northwestern Mutual Life Insurance Company
8. Andy Schlidt, Attorney/IT Practice Group Leader -- Whyte Hirschboeck Dudek S.C.
9. Robert Wawrzyn, Associate General Counsel, Intellectual Property – GE Healthcare

**Facilitator:** M. Beth de Garcia, MBA, Director of Member Relations, UW E-Business Consortium (UWEBC)

**SIG Objectives:**

The existing Peer Groups in UWEBC's five focus areas (marketing, IT, supply chain management, customer service and sales operations) enable strong collaborative learning and peer-to-peer interaction for various business executives and managers from UWEBC Member organizations. The Members' in-house legal departments have few, if any, outlets for peer-to-peer learning about the legal implications of business topics often discussed by the existing UWEBC Peer Groups. The proposed General Counsel Special Interest Group will provide a platform for engaging the Members' in-house legal staff and broadening the UWEBC experience to more people within UWEBC Member organizations.

**Benefits:**

- Participation in a trusted peer-to-peer network of in-house attorneys.
- Access to a forum for professional development and learning about emerging legal issues as they pertain to topics associated with UWEBC's five focus areas.
- Validation of legal strategies and best practices through knowledge exchange with other participants in the General Counsel Special Interest Group.
- Enhanced collaboration between Members' business teams and legal counsel on topics discussed by UWEBC Peer Groups.

**Intended Participants:**

- Companies: Any member company with in-house General Counsel or senior attorneys.



- Roles: General Counsel, other in-house attorneys, and executives who regularly handle legal issues in-house for UWEBC members.

It is expected that each company participating in the SIG will be regularly represented by the General Counsel; The General Counsel is strongly encouraged to bring along an executive from their company depending on the topic of discussion. Consistent participation is key to ensure peer-to-peer learning; however, if the General Counsel is unable to attend, another in-house attorney may be sent as a replacement.

#### **Number of Meetings, Length, and Frequency:**

2-4 meetings will be held in 2015, after which time consideration will be given to re-new/extend this Special Interest Group's charter. Meetings will be scheduled from 8:30 am to 1:00 pm (including presentations, interactive discussions and a networking lunch). Each SIG meeting will be led and facilitated by two co-leaders from the SIG steering committee.

#### **Meeting Location(s)**

Hosted by participating companies if possible – alternating between Milwaukee and Madison. Otherwise, meetings will be held at UW-Madison and Waukesha County Technical College (WCTC).

#### **Output/Deliverable**

TBD for each meeting; The 2 co-leaders of each meeting may prepare meeting notes in the form of a brief checklist of take-aways (insights and actionable ideas) based on the meeting presentations and discussions. This checklist will be published on the UWEBC website (members only access). When possible, white paper(s) will be prepared by the SIG steering committee summarizing legal best practices as they pertain to topics associated with UWEBC's five focus areas and as agreed upon by group members. Also, any PowerPoint presentations from the meetings will be published on the UWEBC members-only website with permission of the presenters.

#### **Meeting Discussion Topics:**

##### **Topics for possible discussion during 2015 include:**

1. Trends, Traps and Triumphs with Open Innovation
2. Insider Risk: Balancing Priorities and Communicating Effectively With Internal Partners
3. Effective Marketing & Advertising: Claim Substantiation, Copyright Compliance and Customer Complaints
4. Operational Excellence and Efficiency
5. The Do's and Don'ts of Setting Up a Compliance Program
6. The Cloud: Do you know where your data is and why should regulators care? Top 10 things to negotiate into your cloud contract  
Legal Issues Related to Mobile
7. Business Process Outsourcing: Getting Into and Out of Outsourcing  
Open Source Software: Closing the Door on Risk When Using Open Source Software
8. Intellectual Property Management: Beyond Patent Trolls