

NEWS RELEASE

Media Contact: Daryn Teague
Teague Communications
(661) 297-5292 or dteague@teaguecommunications.com

Fifth Annual LawPartneringSM Forum to Help Attorneys Measure the Return on their Partnering Investment

Minneapolis – September 9, 2003 – For the fifth consecutive year, corporate counsel, law firm leaders and legal suppliers nationwide will gather this fall for the pre-eminent conference focused on how in-house counsel can collaborate with their preferred law firms and legal suppliers in order to expand business, enhance service quality and improve each other's bottom line.

The 5th Annual LawPartneringSM Forum, *Partnering Pay-Off: Measuring Returns on Your Partnering Investment*, will be held November 5-7 at the Sawgrass Marriott Resort in Ponte Vedra Beach, Fla. Attendance for the conference is limited, so anyone interested in participating should go to www.northstarconferences.com/2003LawPartnering2 for program details and registration information.

“Companies and law firms of all sizes are faced with the daily mission of protecting and improving the quality of their earnings. Savvy law department leaders are leveraging their strategic partnering arrangements with outside law firms and preferred suppliers in order to create collaborations that reduce legal spending, enhance service quality, and increase their ROI and contribution to the corporate bottom line,” said James R. Seidl, president of Minneapolis-based Legal Research Center (LRC), and longstanding member of the forum chair committee.

(more)

5th Annual LawPartnering Forum Slated for November
Page Two

Other members of the chair committee include LawPartnering Forum creator Peter C. Jenkins, president of LawPartnering Inc., a legal partnering consulting and training firm; Jeffrey W. Carr, general counsel of FMC Technologies; O. Forrest Morgan, principal of Morgan Strategic Consulting; and David C. Seitter, partner at Spencer Fane Britt & Browne.

“This year’s forum will focus on how to define and deliver measurable return on investment from partnering initiatives in commercial transactions, litigation, intellectual property, human resources and other substantive areas,” said FMC Technologies’ Jeffrey Carr. “Professionals considering law partnering relationships often struggle with the elusive goal of measuring ROI, but our 2003 conference will hone in on the ‘payback’ of partnering by exploring successful strategies used by law departments, law firms and preferred legal services providers.”

According to Seidl, the conference will also feature a challenging “Brief to Win” Afterburner Seminar led by partnering-savvy U.S. military fighter pilots. Afterburners Seminar instructors have been called “the hottest speakers on the circuit right now” by *Meetings and Conventions Magazine*.

The forum agenda includes six 90-minute breakout sessions to promote interactive dialogue among faculty members and attendees with the use of role-playing and other thought-provoking discussions. There are also a variety of informal networking opportunities planned, including a poolside cocktail reception and a golf outing at the world-renowned Tournament Players Club golf course.

The 2003 LawPartneringSM Forum is being co-produced by LawPartnering, Inc. and NorthStar Conferences LLC, and is sponsored by the National LawPartneringSM Council, a think-tank of law department leaders committed to advancing the use of partnering business models in providing legal services for corporate clients. The ACCA Central Florida Chapter, Association of Legal Administrators and International Litigation Management Association are cooperative sponsors of the event.

To register for the forum, please call (866) 265-1975 or go to www.northstarconferences.com/2003LawPartnering2.

#