ADVANCED TOPICS IN FRANCHISING AND DISTRIBUTION

Friday, March 13, 2020

3 CLE HOURS INCLUDING | 1 ETHICS HOUR | 1 TRIAL PRACTICE HOUR

AGENDA

1:30 REGISTRATION

2:00 WELCOME AND PROGRAM OVERVIEW
Jared C. Miller

2:10 EFFECTIVE WITNESS PREPARATION AND PRESENTATION IN A FRANCHISE CASE
Preparation and presentation of a party’s story through key witnesses is crucial to the successful resolution of franchise disputes. In this session, experienced franchise outside and inside counsel will discuss strategies for effective witness preparation and presentation at deposition and trial. Topics will include different philosophies for preparing key deposition witnesses, including whether to advise the witness to keep all responses short and answer just the question asked, or give longer answers that articulate key case themes, preparing witnesses for trial or arbitration, the role inside counsel can play, and ways to explain to a jury, judge, or arbitrator important issues underlying claims or defenses by a franchisor or franchisee.

Ronald T. Coleman, Jr., Partner, Parker Hudson Rainer & Dobbs LLP, Atlanta
Nimesh B. Patel, Vice President and Associate General Counsel, InterContinental Hotels Group, Atlanta

3:10 SUCCESSFULLY INTEGRATING LEGAL COUNSEL WITH FRANCHISED BUSINESSES
This session will explore the perspective of business leaders, in-house counsel and outside counsel in a practical and informative discussion about how these three important roles work together to support business initiatives, navigate business challenges, and mitigate business risks. Discussion topics will include: how attorneys can help or hurt a business; implementation of internal legal processes and systems that align with the business landscape; how to manage legal fees and simplify budgeting; how to conduct attorney/client communications in an efficient and effective manner; and how to avoid common pitfalls and breakdowns in the relationship between business leaders and legal counselors. This practical session will give real-life practical pointers that will help in-house and outside attorneys maximize the value they provide their business clients.

Mike Rotondo, Chief Executive Officer, Altitude Trampoline Parks, Southlake, Texas
Andra Terrell, Deputy General Counsel, Church’s Chicken, Atlanta
Anne P. Caiola, Partner, Caiola & Rose, Decatur

4:10 BREAK

4:20 HOT TOPICS IN DATA PRIVACY AND CYBERSECURITY
Data privacy and cybersecurity are two topics that are increasingly important in today’s world. This session will discuss hot topics in data privacy and security including: the current cybersecurity landscape; the breadth and scope of recent data breaches; the consequences of a cyber attack; recent Georgia decisions impacting privacy and cybersecurity issues; other state privacy laws, including the California Consumer Protection Act; and the push for uniform federal privacy legislation.

Scott E. Zweigel, Partner, Parker Hudson Rainer & Dobbs LLP, Atlanta
Jason M. Loring, U.S. Lead Privacy Counsel, Ernst & Young LLP, Atlanta

5:20 ADJOURN

A Cocktail Reception sponsored by the Franchise and Distribution Law Section will take place directly following adjournment.

ICLE will provide only digital class materials.
LOCATION AND HOTEL OPTIONS

IN PERSON:

STATE BAR OF GEORGIA
BAR CENTER
104 Marietta Street NW, Atlanta, Georgia

For Directions Please Visit http://www.gabar.org/

To make hotel room reservations, call:
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Ask for the State Bar of Georgia's negotiated corporate rate.

CANCELLATION POLICY
Cancellations reaching ICLE by 5pm the day before the seminar date will
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ICLE will provide only digital class materials.

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ONSITE REGISTRATION: $265

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