



2018 HNBA Corporate Counsel Conference & Moot Court Competition Preliminary Agenda

2018 CCC Honorary Chair

Kim Rivera
Chief Legal Officer & Corporate Secretary
Hewlett Packard, Inc.

2018 HNBA CCC Co-Chairs

Erica V. Mason
HNBA National President
Partner, Constangy, Brooks, Smith & Prophete

Karen Dávila
HNBA Corporate Counsel Division
Senior Associate General Counsel,
Walmart

2018 HNBA CCC Ex-Officios

Bryan R. Browning
HNBA National Finance Director
Shareholder, Bassford Remele

Jennifer Trusso Salinas
HNBA National President-Elect
IP Partner, Troutman Sanders

2018 HNBA CCC National Leadership Team

Willie Hernandez
HNBA Region XVII President
VP & Deputy GC, HP Enterprise

Natalie Pierce
Partner
Littler

Edwin Garcia
Associate
Brown Sims

Freddy Saavedra
Partner
Alex & Saavedra

Steve Flores
Partner
Winston & Strawn

HNBA National Office

Alba Cruz-Hacker
COO & Executive Director

Erika Lopez-tello-Jones
Director of Operations

Darcy Mehta
Comm. & Membership Assist. Director

Carla Martin
Director of Administration & Management

Thursday, March 15, 2018

8:00 am – 9:00 am	HNBA Uvaldo Herrera Moot Court Competition Orientation
10:00 pm – 5:00 pm	HNBA Moot Court Competition
12:00 pm – 5:00 pm	HNBA Registration
6:30 pm – 8:30 pm	HNBA Corporate Counsel Conference Welcome Reception

Friday, March 16, 2018

8:00 am – 5:00 pm	HNBA Registration
8:00 am – 9:00 am	Friends of Bill meeting
9:00 am – 9:30 am	Networking Breakfast
9:30 am – 10:45 am	OPENING PLENARY – Rebuilding Puerto Rico: A Cross-Disciplinary Dialogue Regarding How Best to Address Puerto Rico's Humanitarian and Economic Crises: Puerto Rico's economic and disaster recovery will require a coalition from across disciplines and industries from the public and private sector, state and federal governments, the business community, non-profits and NGOs, educational institutions, scientists, artists, and the press, working together, to rebuild Puerto Rico. Hear from those on the front lines about the current status of Puerto Rico as well as Congress and the Administration's current position on Puerto Rico's disaster relief and economic relief packages, proposed revisions to PROMESA and the HNBA's advocacy efforts to ensure that Puerto Rico's voice is heard and rights are protected. Hear also about the vital role that lawyers are playing in the recovery, including the HNBA's joint efforts with the ABA, LCJS, LSC and local Puerto Rican pro bono organizations to mobilize attorneys to provide pro bono legal services for Puerto Ricans, both on and off the island—a caseload so large that experts estimate that it will take more than a decade to work through.
9:30 am – 3:30 pm	Moot Court Competition
10:00 am – 4:00 pm	HNBA Exhibitor Showcase

11:00 am – 12:15 pm

CLE Sessions

The Art of Successful Lawyering Track – Panel #1	Cybersecurity/Data Privacy Track – Panel #1	Leading Edge for In-house/Outside Counsel Split Track – Panel #1	Legal Innovation Track Panel #1
<p>NEUROLAW: How Brain Science Can Make You a Better Lawyer</p> <p>Neurolaw is an interdisciplinary field that links the brain to law and also helps facilitates better understanding of human behavior through neuroscience achievements and research. Since the late 90s, this emerging field has led to more precise explanations for human behavior that can be used first to understand and improve ourselves in our leadership roles as well as to also comprehend the functioning of the brain in decision-making and the practice of law. This presentation will provide a brief introduction to neurolaw and the different areas that can benefit lawyers both in their personal lives and in their professions.</p>	<p>ACC Foundation Presents: MISSION CRITICAL CYBERSECURITY: Ethical Considerations, Tips, and Tools for Navigating Data Privacy and Cybersecurity Threats from the In-House Perspective</p> <p>Attorneys have ethical duties of competence in technology and confidentiality that inform the active role that in-house counsel must play in cybersecurity/data privacy strategy and management. This panel of ACC In-House Counsel All-Stars will discuss key insights and trends from the Association of Corporate Counsel's 2018 State of Cybersecurity Report, and will provide tips and tools regarding cybersecurity preparation, data breach response, and recovery. This panel will also discuss law firm cybersecurity, and how both in-house and outside counsel can fulfill their ethical obligations under ABA Model Rules 1.1 and 1.6 to minimize and mitigate data breaches and cyber-attacks, two of the most critical threats facing most corporations today.</p>	<p>THE FUTURE OF FINTECH IS NOW: How This Emerging Industry Is Transforming the Financial Services Industry and How You Can Be a Part of It</p> <p>FinTech is poised to become a major disruptor in the financial services industry, with a variety of innovative applications, processes, products, and business models. However, the emergence of FinTech companies has led to increased regulatory scrutiny, and the need for more legal oversight and guidance. Hear how many FinTech companies are choosing to embrace the new wave of regulations, and ingrain it into their cultural DNA, and the role that lawyers play in facilitating that culture. This panel will also discuss how FinTech companies can continue to innovate and grow without running afoul of the quickly-evolving regulatory environment, and how Latino/a lawyers can get in on the ground level of this emerging legal area, and become among the first-movers to embrace the opportunity to become experts in this field.</p>	<p>MOLD BREAKERS & DIFFERENCE MAKERS: Strategies and Technology for Creating an Innovative Law Firms and In-House Legal Departments</p> <p>The legal industry is undergoing profound and disruptive changes that will forever transform the way lawyers practice law. Surviving and thriving in this bold new legal future requires new strategies and technologies. Panelists will share their real-world experience in building the "New Law" firms, the race among multinational law firms to find the competitive edge in the use of legal technology to deliver legal services, and how corporate legal teams have used technology to better align themselves with the goals of the C-Suite. Panelists will discuss a wide-range of legal project management techniques, including Lean Six Sigma and other proprietary platforms; how to harness artificial intelligence; team-building information platforms; mobile and contract professionals; open offices, and much more. Learn what works and drives profitable winning results for law firms and in-house legal teams.</p>

12:15 pm – 12:45 pm

Networking Lunch

12:45 pm – 2:00 pm

AFTERNOON PLENARY – GC Roundtable: Innovation in Diversity: What Can We Learn About Diversity from Silicon Valley?: Despite Silicon Valley's negative reputation on diversity, a number of tech companies have recently made national headlines for their efforts to prioritize diversity as a business imperative and the new and innovative ways that they are tackling this issue. Hear from a panel of General Counsel diversity innovators about the new ways that they are leveraging technology and innovation to move the needle on legal diversity. Part two of a series started at the HNBA's Las Vegas Corporate Counsel Conference.

2:00 pm – 2:15 pm

Networking Break & Exhibit Hall Visits

The Art of Successful Lawyering Track – Panel #2	Cybersecurity/Data Privacy Track – Panel #2	Leading Edge for In-house/Outside Counsel Split Track – Panel #2	Legal Innovation Track Panel #2
<p>LATINOS BEYOND THE BAR: Career Mapping & Alternatives to Practice</p> <p>Research shows that many lawyers are unhappy with the current state of their careers, but see few options for "getting out." In fact, there is light at the end of your tunnel. Your law degree can open many doors to non-law careers, including careers in business, advocacy, public service, consulting/coaching, or even non-attorney roles within law firms such as law practice management or business development. This panel, comprised of recruiters, career development professionals, and former practitioners who have "retired" from the practice of law to explore careers in entirely new fields, will provide practical tips for getting out of your career rut and beginning an exciting new chapter in your work life!</p>	<p>THE GOVERNMENT VS. EVERYBODY: How the Apple v. FBI Case and Increased Congressional Scrutiny of Social Media Companies and Their Content Has Forever Changed the Landscape of Consumer Data Privacy</p> <p>Learn how the private sector, government and academia are addressing real world concerns and finding solutions to issues related to data privacy, online security, encryption, censorship, free expression and online extremism in light of the Apple v. FBI case and continued attempts by federal lawmakers and enforcement agencies to control how and when companies can protect their consumers, as well as how these issues are anticipated to impact start-up and Fortune 500 technology companies in the future.</p>	<p>SCANDAL: Practical Tips for Managing Systemic Risk and Surviving Corporate Crises in the Digital Age</p> <p>Despite its numerous upsides, the ubiquitous use of technology (including internal IT as well as social media) exposes Corporate America to myriad new regulatory, litigation and reputational threats, which many corporations are ill-equipped to manage. Recent scandals involving companies such as GM, Equifax and United Airlines demonstrate this heightened risk and highlight the critical role of in-house lawyers in identifying and managing systemic risk and responding to corporate crises. This program will discuss some of the higher profile corporate scandals and discuss the critical failures in each instance, along with the role of corporate counsel in each instance, and provide practical guidance and strategies for issue-spotting potential threats and how to both prevent and handle major crises within your organization.</p>	<p>BITCOINS & BLOCKCHAINS & CRYPTOTECHS, OH MY! Demystifying the World of Virtual Currency and Distributed Ledger Technology, and Understanding How They Are Changing the World as We Know It</p> <p>Cryptocurrency emerged rapidly from the Dark Net into mainstream commerce. Distributed ledger technology, the engine that powers cryptocurrencies like bitcoin, has the potential to have even more widespread and lasting impact, including its application to distributed payment platforms, smart contracts, supply chain management tools, internet of things security, alternative to the Swift network for interbank payments, and even the use of blockchain-based payment platforms to raise capital through ICOs ("Initial Coin Offering"). State and federal lawmakers and enforcement agencies have tried to keep up, but have imposed what many believe are overly-restrictive constraints and burdensome penalties on companies attempting to innovate solutions with these technologies. This panel will discuss the current state of cryptocurrency and distributed ledger technology, where the technology is headed, forecasts regarding statutory and regulatory developments in these areas, and the recent advisory opinions from the SEC regarding ICOs and other related issues.</p>

2:30 pm – 3:30 pm **7th HNBA Annual Speed Networking and Corporate Connections Program:** The Speed Networking and Corporate Connections Program is one of the HNBA's signature professional and business development initiatives designed to promote meaningful business relationships between America's leading corporate law departments and HNBA's outside counsel members. In-house counsel with authority to hire or recommend legal counsel select up to four outside counsel applicants for one-on-one pitch sessions.

3:30 pm – 3:45 pm **Networking Break & Exhibit Hall Visits**

3:30 pm – 4:30 pm **HNBA Speed Networking and Corporate Connections Reception** (Open to all program applicants and participating companies ONLY)

3:45 pm – 5:00 pm

CLE Sessions

The Art of Successful Lawyering Track – Panel #3	Cybersecurity/Data Privacy Track – Panel #3	Leading Edge for In-house/Outside Counsel Split Track – Panel #3	Legal Innovation Track Panel #3
<p><i>LIFE BALANCE CONUNDRUM: Time Management for Lawyers</i></p> <p>More than ever, lawyers find that the practice of law leaves them significantly stressed, time-crunched, and spread thin. Even those of us who have found a way to "have it all" find that it is not that easy. It doesn't have to be this way. This panel will provide practical advice for time-management, work-life balance, and stress relief for lawyers, including a discussion of the unique challenges faced by Latino/a attorneys who also serve as the primary caretaker of their children and/or parents/grandparents.</p>	<p><i>CYBERSECURITY SPY CRAFT: The Next Wave of Cybersecurity Threats and Cyber Risk Management from a Global Perspective</i></p> <p>Cybersecurity has taken on a new urgency with the emergence crippling global computer viruses, ransomware attacks, and state-sponsored cyber-attacks. The panel will discuss the challenges posed by these new cyber technology threats; the increasingly demanding legal and regulatory environment at the state, federal, and international level; and the technical and enterprise-level risk management that is now required to safeguard systems and data. This panel features speakers with deep cybersecurity experience including Guillermo Christensen, a former CIA intelligence officer, diplomat, and life member of the Council on Foreign Relations, and Alonzo Barber, Microsoft attorney and former Naval Officer both of whom have unique insight into global cyber risks and security requirements of both public and private sector customers, including the use of cyber insurance, an increasingly critical component of any enterprise's cyber risk management program.</p>	<p><i>THE GREAT CANNABIS BOOM? Understanding How Lawyers Can Help the Cannabis Industry Navigate the Complex Intersection Between Federal & State Law and Secure the Funding Needed to Grow</i></p> <p>On January 1, 2018, California, the largest marijuana market in the world, will join Washington DC and 7 other states that have legalized recreational marijuana use, and 32 states and territories that have legalized medical marijuana use. In a few short decades, the cannabis industry will have evolved from an illegal product sold on street corners and back rooms, and a loosely-regulated and fractured cottage industry of small companies run primarily by industrious marijuana enthusiasts, to a projected \$50 Billion highly-regulated industry by the year 2026. Despite the industry's huge growth opportunity, many marijuana start-ups are failing because of the lack of access to funding and the inability to transact across state lines.</p>	<p><i>THE RISE OF THE MACHINES: From Chatbots to Robots, How AI Is Reshaping the Business and Practice of Law</i></p> <p>The day is coming that artificial intelligence ("AI") will play a role in nearly every aspect of the business of law, as well as the way that we practice law. Many predict that AI will completely transform the legal industry, with wide-reaching and potentially devastating impact on law firm profits, in particular. When this transformation comes, will your law firm or legal department be ready to adapt and leverage AI to its advantage? Or will it go the way of the dinosaurs? This panel will examine current uses of AI in the legal profession and industry leaders' predictions about how this technology will transform the profession in the next 3-5 years. The panel will also discuss the potential risks posed by the utilization of AI in your business or legal practice, including various ethical considerations, regulatory issues connected to the issue of machine learning, IP protection for new AI developments, and privacy concerns arising from massive use of data and liability regimes.</p>

		<p>Despite the federal government's hands-off approach, few banks or VCs provide banking services or investment funding to cannabis businesses because marijuana is still a Schedule 1 drug at the federal level, and they are uncertain about whether and/or how the federal government may prosecute banks or investors who do business with them. This panel will examine how California's new recreational marijuana laws and regulations will protect marijuana businesses that operate consistently with to existing federal laws and policies against federal prosecution, the law practice areas that will help drive the future growth of the U.S. based cannabis industry, and tips for our how members can take advantage of opportunities to get in at the ground level create a law practice in this emerging and rapidly-changing area.</p>	
--	--	---	--

5:00 pm – 6:30 pm

HNBA Judicial Council Reception (*Invitation Only*)

7:00 pm – 9:30 pm

HNBA Top Lawyers Under 40 Awards Reception

Saturday, March 17, 2018

8:00 am – 5:00 pm

HNBA Registration

8:00 am – 9:00 am

Friends of Bill meeting

9:00 am – 9:30 am

Networking Breakfast

9:30 am – 10:45 am

HNBA LATINA COMMISSION PLENARY

9:30 am – 3:30 pm

Moot Court Competition

10:00 am – 4:00 pm

HNBA Exhibitor Showcase

11:00 am – 12:15 pm

CLE Sessions

The Art of Successful Lawyering Track – Panel #4	Cybersecurity/Data Privacy Track – Panel #4	Leading Edge for In-house/Outside Counsel Split Track – Panel #4	Legal Innovation Track Panel #4
<p>MASTERING YOUR OWN DESTINY & STEPPING OUT ON YOUR OWN: How to Build a Successful Law Firm with You at the Helm</p> <p>It's no secret that many Latino lawyers are unhappy with what they view as fewer opportunities, unfair compensation, and other systemic challenges to finding success in BigLaw. While starting a firm has its own</p>	<p>CULTURE WARS: How to Create and Maintain an Ethical and Inclusive Corporate Culture in Our Increasingly Fractured and Contentious Society</p> <p>Daily headlines are saturated with stories of corporate misconduct, sexual harassment, and corruption, as well as ongoing cultural clashes between various sub-segments of</p>	<p>LEADING EDGE EMPLOYMENT LAW: Emerging Trends in Pay Parity Litigation & Enforcement</p> <p>The EEOC has found new and increasingly aggressive ways to data mine compensation practices to uncover purportedly illegal pay parity violations. The issues employers are facing trying to bring</p>	<p>NIGHTMARE ON ESI STREET: A Guide to Electronic Discovery Best Practices & Technologies that Will Allow Your General Counsel to Sleep at Night</p> <p>Many litigators still don't understand the complexity of the most recent FRCP amendments addressing ESI, or the wide variations in how federal courts have</p>
<p>financial, technical and practical concerns, today's minority-owned law firms are using various competitive advantages to give larger firms a run for their money, which are losing women and minorities at high rates, and have found better opportunities to compete for and land business based on the quality of their work and value metrics that the corporations deem important, while creating a truly welcoming and inclusive environment for other minority lawyers. For those who have ever considered hanging their own shingle, this panel of successful Latino law firm owners will offer practical advice for starting your own successful law firm.</p>	<p>society both inside and outside the workplace (e.g., Charlottesville marches or Google engineer's anti-diversity manifesto). Companies have a choice: find ways to maintain a positive corporate culture that preserves goodwill and encourages legal compliance and respectful workplace norms, or face time-consuming and expensive litigation as well as reputational harm in the court of public opinion and decreased employee morale and productivity. Hear this panel of compliance thought-leaders who regularly advise companies on improving their culture in times of crisis discuss real-world examples, insights, and practical tips on how to create, improve and sustain an ethical culture.</p>	<p>their pay practices into accord are further compounded by an increasing number of state statutes that place more stringent restrictions on employer pay practices, such as laws in CA, NY, MA, and PA that prohibit employers from asking for, or considering a job applicant's prior salary data. The panel will focus on the implications of these statutes from three perspectives: (i) best practices for proactive steps can employers take to avoid pay disparity claims; (ii) best practices for managing governmental investigations or class-action litigation alleging pay disparity; and (iii) how can these laws and enforcement actions may benefit Latinas, who research shows are paid significantly less (56 cents:1 dollar) than similarly-situated white males.</p>	<p>interpreted and enforced these rules across circuits. A company's failure to understand how much these obligations can vary depending on a case's venue, or inside and outside counsel's ongoing ESI obligations (which start even before a lawsuit has been filed), can cause even discrete ESI issues to quickly snowball into an avalanche of "discovery on discovery," exorbitant discovery costs, and sanctions, including monetary judgments and adverse inferences. Leading thinkers from in-house law departments, legal vendors, and law firms will provide a high-level discussion of the ever-changing and complex landscape of e-discovery, from the most recent FRCP amendments, to the use of AI, to outsourcing and other tricks to minimize litigation risk and manage discovery costs.</p>

12:15 pm – 12:45 pm

Networking Lunch

12:45 pm – 2:00 pm

AFTERNOON PLENARY – Innovating Solutions to Close the Latino Education Gap: A broad spectrum of public and private sector leaders will discuss how best to close the Latino Education Gap, one of the greatest challenges facing employers and one of the greatest threats to the health of the U.S. economy over the next 30 years. Currently, only 14.1% of U.S. Latinos age 25 and older have a bachelor's degree (only approximately 64% have a high school diploma or equivalent). By 2020, 65 percent of jobs will require some postsecondary education or training beyond high school. If current degree attainment percentages remain static, the majority of the 38 million Latinos estimated to enter the workforce between now and 2050 will not have the education or training needed to fill the jobs of the future and the same time that the majority of Baby Boomers will be entering retirement. These dual demographic shifts will have devastating impact on our community and our economy, including widespread unemployment, diminished economic buying power amongst U.S. Latinos; and employers will not be able to tap into the domestic workforce to fill jobs with skilled workers needed to run their companies. This panel

will discuss how the public and private sector are leveraging technology and innovation to quickly scale up programs to ensure that U.S. Latinos receive the education and skills training needed to compete for the jobs of the 21st century.

2:00 pm – 2:15 pm

Networking Break & Exhibit Hall Visits

2:15 pm – 3:30 pm

CLE Sessions

The Art of Successful Lawyering Track – Panel #5	Cybersecurity/Data Privacy Track – Panel #5	Leading Edge for In-house/Outside Counsel Split Track – Panel #5	Legal Innovation Track Panel #5
<p><i>ME, INC. 2.0: Developing A Successful Personal Brand for Today & Tomorrow</i></p> <p>Back by popular demand from the Chicago Annual Convention! This panel will focus on what it takes to create success on your own terms, the importance of "personal branding" in achieving your career goals, and specific approaches to developing a brand that allows you to leverage your experience to prepare you for new and exciting opportunities!</p>	<p><i>WAR GAMES: Real World Cybersecurity Data Breach Simulation</i></p> <p>Using a fact pattern from an actual data security breach, this panel will explore the challenges faced by a victimized organization including its legal department, leadership and board, when confronted with the reality of a data breach. It will also examine the wave of new regulation, especially at the state level, that will likely serve as a national blueprint for cybersecurity regulatory efforts in the future, and the new burdens and responsibilities this places on U.S. companies, and will tackle the complex issues involved in addressing this pervasive challenge and discuss the strategic, tactical, legal/regulatory and technology issues faced by businesses and stakeholders in keeping their collective enterprises safe from cyber-attacks.</p>	<p><i>TC HEARTLAND: The Supreme Court's Game-Changing Decision that Will Widely Impact Where and How Patent Infringement Cases Will Be Tried in the Future</i></p> <p>The Supreme Court's May 2017 decision in TC Heartland LLC v. Kraft Foods Group Brands LLC exponentially expanded the number of jurisdictions in which "venue" can now be claimed in patent infringement cases. District Courts and the Federal Circuit have grappled with this case since mid-2017, resulting in differing opinions on issues such as waiver of a venue defense, what it means for a company to have a regular and established place of business in a state, and whether the law should be applied statewide or on a district-by-district basis. This panel will explore these seemingly contradictory interpretations, and offer in-house counsel advice on how they can best avoid being sued in less favorable jurisdictions.</p>	<p><i>BEYOND CONSUMER INSIGHT & DATA ANALYTICS: Legal & Ethical Considerations for Marketing in the 21st Century</i></p> <p>This cross-disciplinary panel will discuss the various legal and ethical considerations in using data analytics to optimize a company's marketing and communication strategies. Topics covered include: rapidly-evolving disclosure requirements; ethical and legal considerations when selling data or data insights to third parties; and how various laws and regulations (including the federal Telephone Consumer Protection Act) may limit the ways in which your company can use data analytics. Attendees will learn how to issue-spot and evaluate risks on behalf of their clients. Panelists will also offer best practices to combat the real-world challenges of navigating numerous laws and regulations that, while applicable, are often unclear and sometimes contradictory.</p>

3:30 pm – 3:45 pm

Networking Break & Exhibit Hall Visits

6:30 pm – 7:30 pm

HNBA Gala Reception

7:30 pm – 12:00 am

HNBA Gala Dinner & 2018 CCC Closing Celebration