

“Masters Class: Business Development Best Practices”

Interactive Workshop:

Lessons from the International Committee

Friday, November 20, 2009

11:00 – 12:20pm

St. George A & B Rooms, Westin Copley Hotel

Business development (“BD”) skills are critically important for all NAPABA members to cultivate, especially in international and domestic multicultural settings. Strong BD skills enhance the trajectory and velocity of one’s career, practice book, practice group, and firm. Many APA lawyers have excelled with proven BD skills to demonstrate that “money talks.”

The IComm presents two expert panels of “catchers” and “pitchers,” and face to face small group break-out sessions to develop a best practices work product for all NAPABA members. Each attendee is a participant, beneficiary, and contributor. This workshop supplies practical “take away” lessons and illustrates how NAPABA supports members with practical skills and training.

This first annual “Master’s Class” will be repeated and supported by the IComm every year to institutionalize a sustainable training element for NAPABA’s members to systematically share best practices in this critical front-line skill.

A. The Catchers: All Star In-House Counsel Panel: (11:00 – 11:25am)

“Key Crown Jewels Must-Haves When Hiring Outside Counsel”

- **Carlton S. Chen**, VP & General Counsel, Colt’s Manufacturing Company (West Hartford, CT)
- **Christian S. Na**, VP & General Counsel, Danaher Corp. (Wood Dale, IL)
- **Lee C. Cheng**, General Counsel, NewEgg Inc. (City of Industry, CA)
- **Jun Bang**, General Counsel, Seoul Semiconductor (Seoul, South Korea)
- **Houda Nounou**, Associate General Counsel, Wal-Mart (Shenzhen, China)
- **Jeffrey D. Firestone**, VP Legal, UPS (Atlanta, GA)
- **Art Chong**, General Counsel, Broadcom Corp. (Irvine, CA)

B. The Pitchers: All Star Private Practitioner Panel: (11:25 – 11:55am)

“Business Development Crown Jewel Secrets to Clinch a Retention”

- **Andrew Hahn**, Seyfarth Shaw (New York, NY)
- **Bruce Ishimatsu**, Bird Marella (Los Angeles, CA)
- **Vivian Hsu**, Hsu and Associates (Boston, MA)
- **Alexander Moon**, Pillsbury Winthrop Shaw Pittman (New York, NY)
- **Shen Xiang-Man**, Wang Jing & Co. (Guangzhou, China)
- **Wilson Chu**, K&L Gates (Dallas, TX)
- **Joon Yoon**, Proskauer Rose (New York, NY)
- **Alexander Lee**, Law Offices of Alexander M. Lee (Caldwell, NJ)
- **Enoch Liang**, Lee Tran & Liang (Los Angeles, CA)
- **Phillip Shinn**, Fox Rothschild (San Francisco, CA)

C. The On-Deck Circle: Small Group Sessions (11:55 – 12:15pm)

“Not Just Rookies”

Facilitators will lead each Group on ten (10) minute brainstorming sessions on each of two topics. Each Group will select a rapporteur to record results and key points of the session. Bullet point summaries will be submitted for inclusion in the “Master’s Class Compilation of Best Practices.”

- Group A **What is to be Done? Best Practices: Preparing in Advance of the Meeting**
Stella Tsai, Archer & Greiner (Philadelphia, PA)
What is to Be Done? Best Practices in Following Up After a Meeting
Grace Fremlin, Steptoe & Johnson (Washington DC)
- Group B **Das Kapital: Best Practices: Finding the Value Proposition: Show Me the Money**
Nobuhisa Ishizuka, Skadden, Arps, Slate, Meagher & Flom (Tokyo, Japan)
What Does an In House Counsel or Outside Counsel Need When Hiring?
Carlton S. Chen, Colt’s Manufacturing Company (West Hartford, CT)
- Group C **Building and Growing Relationships: Tips on Tactics and Strategies**
Cedric Chao, Morrison & Foerster (San Francisco, CA)
Best Practices: Beating the Biggest Obstacles: Time and Distance
Michael Lee, Pamir (Shanghai, China)
- Group D **Speed Dating: Tips on Making the Compelling Impact Impression for a Call Back**
Alex Moon, Pillsbury Winthrop Shaw Pittman (New York, NY)
Making Your Clients Your Advocates: Tactics and Strategies
Wilson Chu, K&L Gates (Dallas, TX)
- Group E **Social Networking: Tactics and Strategies**
Bruce Ishimatsu, Bird Marella (Los Angeles, CA)
Motivating Incentives to Create Teamwork: Tactics and Strategies
Illyhung Lee, University of Missouri (Columbia, MO)
- Group F **Arbitrage Across a Market, Practice Area, Language, or Skill-Set: Teaming with Other NAPABA Members/Firms**
Enoch Liang, Lee Tran & Liang (Los Angeles, CA)
- Group G **Do’s and Don’t’s of the Business Lunch**
Jean Chen, Simpson Thatcher Bartlett (New York, NY)
How to Meet the Decision-Maker
Houda Nounou, Walmart (Shenzhen, China)
- Group H **How to Secure the Deal: Messaging and Strategies**
Ronald Chang and Jeffrey Firestone, UPS (Atlanta, GA)
Best Practices: How NAPABA Members/Firms Can Help Each Other?
Phillip Shinn, Fox Rothschild (San Francisco, CA)
- Group I **List of Do’s for Big Firm and Small Firm Practitioners: Best Practices Toolkit to Change Your BD Culture**
Alexander Lee, Law Offices of Alexander M. Lee (Caldwell, NJ) and Andrew Hahn, Seyfarth Shaw (New York, NY)
The Critical Elements of What A Client Picks
Gordon Endow, Gordon & Rees (San Francisco, CA)
- Group J **What Are the Elements of the 60 Second Elevator Pitch to Secure the Deal/Call-Back?**
Shen Xiang Man, Wang Jing & Co. (Guangzhou, China)
What are the Message Elements to Create “Compelling”?
Ronald Low (Los Angeles, CA)