



2011 FORUM ON IN-HOUSE PRO BONO HIGHLIGHTS

In-house attorneys and legal staff from across the country and abroad attended the **2011 Forum on In-House Pro Bono**, the only global gathering designed specifically to address the interests and issues of in-house pro bono. Corporate Pro Bono (CPBO) hosted the Forum on March 3, 2011 in conjunction with the Pro Bono Institute's Annual Seminar. As a result of this collaboration, Forum attendees chose from a selection of 42 sessions over two days.

The Forum kicked off with an opening plenary - A Pro Bono Conversation with Your CEO - featuring **Tianne Bataille**, Senior Counsel – Strategic and Global Alliances of Accenture plc, **Bruce Kuhlik**, Executive Vice President and General Counsel of Merck & Co., Inc. and **Paul Schelin**, Senior Attorney at Intel Corporation. The session began with a role-playing a conversation between a chief executive officer, general counsel and a pro bono committee member about whether their company should formalize a pro bono program. As was obvious from the enthusiasm of the panel and the participants, there are many compelling reasons for a company's legal staff to engage in pro bono, including team building, employee recruitment and retention, support for the company's corporate social responsibility (CSR) program, marketing, employee integration (across offices, departments and newly merged entities), skills development and fulfilling professional responsibility.

Following the opening plenary, attendees broke off into two sessions. The first session was designed for legal departments seeking to formalize or reinvigorate their pro bono efforts. **John Check**, Senior Intellectual Property Attorney, **Kathleen Horchler**, Corporate Counsel, and **Celeste Poole**, Pro Bono Coordinator, all members of Caterpillar Inc.'s pro bono committee, shared their extensive experience and addressed concerns regarding motivating lawyers and legal staff, choosing partners and projects, tracking and metrics, as well as integrating pro bono projects into the company's culture generally.

The second session was focused on more mature programs. **Esther Lardent**, President and CEO of the Pro Bono Institute, led a panel discussion with **Mark Daniel**, Managing Counsel of Merck & Co., Inc., **John Frantz**, Vice President and Associate General Counsel of Verizon Communications Inc. and **Suzan "Sam" Miller**, Vice President, Legal and Corporate Affairs, and Deputy General Counsel of Intel Corporation. This session's participants focused their discussion on maintaining momentum, the theme of the 2011 Annual Seminar and Forum. Successful methods mentioned include offering a variety of pro bono options, periodically surveying lawyers and legal staff in order to ensure the program is keeping up with changing interests, partnering senior and junior attorneys to encourage mentoring and adding social or celebratory aspects to the program. Other topics of discussion were the increased interest in in-house pro bono around the world and companies' efforts to coordinate pro bono efforts with their CSR programs.

The formal portion of the Forum ended with a Roundtable Discussion of Hot Topics in In-House Pro Bono, during which attendees broke up into five groups and discussed one of the following topics:

1. Measuring Pro Bono / Pro Bono Metrics (**Mark Nordstrom**, Senior Counsel, Labor and Employment Law, General Electric Company)
2. Partnerships with Law Firms and Legal Service Providers (**Larry Bennett**, Attorney, Patent Strategy and Analysis Group, Intel Corporation)
3. Pro Bono Engagement and Participation (**Kevin Stepanuk**, Associate General Counsel, Exelon Corporation)
4. Marketing Pro Bono Internally and Externally (**Barbara Hennessy**, Counsel, Aetna, Inc.)
5. Engaging Smaller and Regional Offices in Pro Bono (**Lisa McCraw**, Assistant General Counsel, Deere & Company)

Participants then reconvened with their peers for dinner and cocktails. This was a rare opportunity for in-house attorneys and legal staff to meet and network with those in similar positions.

On Friday, Forum attendees joined Seminar participants to attend sessions with such topics as:

- Global Pro Bono: Best Practices
- Ethics: Multi-Jurisdictional Practice and Pro Bono
- Transactional Pro Bono (both basics and advanced)
- Advanced Partnering
- Creative Use of Non-Lawyers

The day concluded with an awards reception, during which attendees celebrated the extraordinary pro bono work of Intel Corporation, recipient of the 2011 Laurie D. Zelon Pro Bono Award, and Judge Robert A. Katzmann, recipient of the 2011 Chesterfield Smith Award.

The next Pro Bono Institute Annual Seminar and Forum on In-House Pro Bono will be held March 28 - 30, 2012 at the Grand Hyatt in Washington, D.C. For more information about CPBO or the In-House Forum, please contact Eve Runyon, director of CPBO at erunyon@probonoinst.org or visit www.cpbo.org.

Developed by Corporate Pro Bono
A global partnership project of the [Pro Bono Institute](http://www.probono.org) and the [Association of Corporate Counsel](http://www.acca.org)
www.cpbo.org

Copyright, Pro Bono Institute 2011, All Rights Reserved