



# Strategies & Solutions in a Troubled Economy

18th Annual Law of Product Distribution & Franchise Seminar

## 18<sup>TH</sup> ANNUAL LAW OF PRODUCT DISTRIBUTION & FRANCHISE SEMINAR

### AGENDA

THE PFISTER HOTEL  
MILWAUKEE, WI  
MAY 13, 2009

TIME	7 <sup>TH</sup> FLOOR FOYER	IMPERIAL BALLROOM
8:00 A.M.	BREAKFAST AND REGISTRATION	<b>SPECIAL BREAKFAST SESSION</b> LEGISLATIVE UPDATE -- <i>ROBERT GEIST</i>
	<b>THE GRAND BALLROOM SESSIONS</b>	<b>THE HALL OF PRESIDENTS SESSIONS</b>
8:45 A.M.	INTRODUCTIONS -- <i>ROBERTA F. HOWELL</i>	
9:00 A.M.	DEALER/FRANCHISEE INSOLVENCY: PREPARING FOR THE WORST -- <i>RICHARD H. CASPER</i>	
9:20 A.M.	DEALER/FRANCHISEE BANKRUPTCY: MAKING THE BEST OF A BAD SITUATION -- <i>KEITH C. OWENS</i>	
9:40 A.M.	WEATHERING THE STORM: BEST PRACTICES FOR DEALING WITH TROUBLED SUPPLIERS -- <i>JASON D. MENGES</i>	PREVENTING COMPUTER FRAUD WHEN GIVING DISTRIBUTORS ACCESS TO DATA -- <i>LISA S. MANKOFSKY, BRIAN MCNAMARA</i>
10:00 A.M.	CYBERSQUATTERS AND CYBERGRIPERS-- PREVENTION AND REMEDIES -- <i>LESLIE SMITH</i>	DRAFTING AND IMPOSING CHANGES IN DISTRIBUTION CONTRACTS -- <i>CASSANDRA H. MCCAULEY</i>
<b>10:20 A.M.</b>	<b>BREAK</b>	
10:30 A.M.	TERMINATIONS: SOMETIMES WHEN YOU WIN, YOU LOSE -- <i>JON P. CHRISTIANSEN</i>	"I HAVE A WARRANT FOR ...." : AGGRESSIVE APPROACHES TO KNOCK-OFFS, PIRATING, AND GRAY-MARKETEERING -- <i>MICHAEL A. BOWEN</i>
10:50 A.M.	TERMINATIONS: HOW TO DO IT RIGHT -- <i>TONY H. MCGRATH</i>	
11:10 A.M.	THE TERMINATION FROM HELL: A COURTROOM PRESENTATION (40 MINUTES) -- <i>PETER J. STONE</i>	

<b>TIME</b>	<b>IMPERIAL BALLROOM</b>	<b>THE HALL OF PRESIDENTS</b>
<b>12:00 P.M.</b>	<b>LUNCH</b>	<b>ROUNDTABLE LUNCH SESSIONS:</b>
		SESSION 1: TERMINATIONS -- <i>PETER J. STONE AND MICHAEL A. BOWEN, FACILITATORS</i>
		SESSION 2: PRICING AND ANTITRUST -- <i>WILLIAM M. CONLEY, FACILITATOR</i>
		SESSION 3: TROUBLED DEALERS AND FRANCHISEES -- <i>RICHARD H. CASPER, FACILITATOR</i>
		SESSION 4: TROUBLED SUPPLIERS -- <i>JASON D. MENGES, FACILITATOR</i>
	<b>THE GRAND BALLROOM SESSIONS</b>	<b>THE HALL OF PRESIDENTS</b>
1:20 P.M.	FINDING THE SILVER LINING: RISKS AND REWARDS IN RECRUITING AND COMPETING FOR THE BEST DEALERS AND FRANCHISEES -- <i>ROBERTA F. HOWELL</i>	
1:40 P.M.	KEEPING YOUR BEST DISTRIBUTORS AND FRANCHISEES -USE NON-COMPETES! -- <i>KELLI A. TAFFORA</i>	
2:00 P.M.	MAKING LEMONADE OUT OF LEMONS: HOW TO CONSOLIDATE YOUR DISTRIBUTION CHANNEL WITHOUT BREAKING THE LITIGATION BANK -- <i>MICHAEL J. LOCKERBY</i>	WHEN THINGS GO WRONG: TERMINATING INTERNATIONAL DEALER RELATIONSHIPS -- <i>CARL R. KUGLER</i>
2:20 P.M.	TOP 10 CASES OF 2008-09 -- <i>THERESA A. ANDRE</i>	HAVE IT THEIR WAY: GRANTING FRANCHISE RIGHTS IN FOREIGN JURISDICTIONS -- <i>TIMOTHY J. SHEEHAN</i>
2:40 P.M.	MANAGING DOWNSTREAM COMPETITION IN A DOWN-MARKET: ADVERTISING, TERRITORIAL AND EVEN PRICE RESTRICTIONS ON RESELLERS IN AND OUT OF CYBERSPACE -- <i>WILLIAM M. CONLEY</i>	OUT OF SIGHT, BUT NOT OUT OF MIND: PRACTICAL TIPS FOR MINIMIZING THE FCPA COMPLIANCE RISKS OF CONDUCTING BUSINESS ABROAD THROUGH THIRD-PARTIES -- <i>MICHAEL J. KOEHLER</i>
3:00 P.M.	THE ROBINSON-PATMAN ACT: WHY IT STILL MATTERS -- <i>REBECCA WICKHEM HOUSE</i>	SURVIVING THE CONSUMER PRODUCT SAFETY IMPROVEMENTS ACT -- <i>MARK F. FOLEY</i>
3:20 P.M.	ANTITRUST COMPLIANCE IN TOUGH TIMES: DOES A DROP IN SALES MAKE YOUR EMPLOYEES SUSCEPTIBLE TO THE SIREN OF CONSPIRACY? -- <i>JAMES T. MCKEOWN</i>	