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**ACC AMERICA**  
Association of Corporate Counsel  
Central Ohio Chapter

# FOCUS

## President's Message

**Russ Dempsey, vice president & chief legal officer  
United Retirement Plan Consultants**

### In Charge of Service

I greatly appreciate the opportunity to have served the Central Ohio Chapter of ACC as President. I attended a session at ACC's Annual Meeting during which Michele Coleman Hayes, VP and General Counsel of Allstate Corporation shared her views of leadership. Michele stated that being in charge to her means being "in charge of service." Michele's quote nicely articulates my view of leadership. This year, I have worked to serve our members, officers, directors, committee members and ACC.

I would like to thank the officers and directors and committee members for a successful year for CO-ACC. As you may know, at ACC's Annual Meeting in Denver, ACC awarded CO-ACC with the Chapter of the Year Award, for the medium chapter category. ACC recognized CO-ACC's accomplishments and stated, "*the Central Ohio Chapter has set a standard of excellence for other ACC chapters to emulate.*"

Accomplishments that the ACC found noteworthy include:  
We were able to grow membership from 290 to 345 members and increase our retention rate of members to 91 percent. These initiatives are important, as a strong, vibrant, and engaged membership is critical to the success of CO-ACC.

We planned and held an Ethics Follies program, which was a new signature event this year. Ethics Follies, a musical comedy

performed by attorneys from the Central/South Texas ACC Chapter, proved to be an interesting and entertaining way to earn ethics CLE credits. Educational programming, like Ethics Follies, continued to be a top priority this year because it directly furthers CO-ACC's mission of *empowering its members to engage in relevant professional education, networking and community initiatives that increase their strategic value to their corporate clients.*

CO-ACC executed a number of initiatives in support of ACC's Value Challenge, including holding three CO-ACC Value Challenge sessions this year. To encourage frank discussions between in-house and outside counsel about legal project management and alternative fees, we limited the sessions to smaller groups of 17, or fewer, attendees. We capped law firm participation at three firms per session and three attorneys per firm. In-house invitees included General Counsels and in-house counsel responsible for the selection and/or management of outside counsel. The format, structure, and topics successfully generated a number of creative ideas and solutions.

CO-ACC worked with Columbus Business First in developing and promoting the first Top Corporate Counsel Awards in Central Ohio. The awards were very well received



within the legal community and we received positive feedback from members, sponsor law firms, and Columbus Business First.

We also expanded our services and programs that included educational programs, quarterly Chief Legal Officer forums, new membership orientation and breakfasts, pro bono and community opportunities, professional development and in-transition programs, social and networking events, and we supported The Ohio State University's Law School Mock Interview program and the Columbus Bar Association's Minority Clerkship Program.

Thank you again for the opportunity to serve the Central Ohio Chapter of ACC. I will continue to be involved in the chapter this coming year as Past President, and I am currently planning another Value Challenge session in Toledo in January. I invite your comments and thoughts about our successes in 2011 and your suggestions as to how the chapter may better serve its members.

Sincerely,  
Russ Dempsey

# Revenge of the Value Champions

By Amar Sarwal, ACC Vice President & Chief Legal Strategist

Do you remember the end of the iconic movie, *Revenge of the Nerds*, when Lewis takes the mic from Gilbert and suggests that more of us are nerds than jocks? The pretty cheerleader exclaims she's a nerd too; most of the crowd joins Lewis, Gilbert and his nerd fraternity brothers in an effort to end nerd persecution, and the familiar strains of "We are the Champions" begin to play. Well, that cinematic moment was one of the formative experiences of my youth (I didn't get out much) and it came to mind when I was thinking about ACC's new Value Champions program, our new initiative to identify and celebrate law department and law firm leaders who incorporate value practices into their legal projects.

*I've paid my dues/Time after time  
I've done my sentence/But committed no crime  
And bad mistakes/I've made a few/I've had  
my share of sand kicked in my face -  
But I've come through*

Three years ago, ACC challenged the legal community to embrace value practices that are commonplace in every service industry, save one. While we heard some folks sing their hosannas, there were, and still are, folks who believe that the legal services industry can remain the same and still meet client expectations. Like the dinosaurs that were unaware of the meteor, the firms and law departments that continue with the old business model will not find the future climate hospitable. Wait a sec. Wrong analogy. Like the jocks who thought that they would continue to rule the campus on their terms. Sorry about that.

But, like Lewis and his new self-proclaimed nerd supporters, those of us implementing change are in a growing group. In fact, outside and inside counsel who focus on value practices, such as effective project management, value-driven fee arrangements and continuous improvement, are fast becoming the norm, not the exception. And, that's what the Value Champions program is all about. We'd like to shine a spotlight on them, so that the world can see their accomplishments and learn from them.

*I've taken my bows/And my curtain calls  
You brought me fame and fortune and  
everything that goes with it/I thank you all  
But it's been no bed of roses/No pleasure  
cruise  
I consider it a challenge before the whole  
human race/And I ain't gonna lose*

Of course, some value practices are easier than others. Some of them require the simple application of business principles from other industries. And, we want to identify and celebrate individuals who have employed those practices, because we believe their accomplishments can be replicated by our members and the rest of the legal community. But, of course, some projects are harder, more complex and more frustrating at times, because the ideas animating them are so novel. Think of the nerds' effort to beat the jocks in the fraternity competition. So, we'd like to celebrate innovative strategies as well. If you've tried something novel or something more garden-variety, please let us know about it. Our only requirement is that the submitted project has reduced legal spend, increased predictability and/or reduced the unwelcome types of legal issues confronted by the company over time.

*We are the champions - my friends/And  
we'll keep on fighting - 'til the end  
We are the champions/We are the champions  
No time for losers  
'Cause we are the champions - of the world*

Our deadline for submission is March 15, 2012. If you're in the legal community and you've ever cared about value enough to incorporate it into your day-to-day practice, turn up the volume on Freddie Mercury's classic and join us and submit a nomination form. The legal services industry just won't meet client expectations until value persecution ends. We look forward to hearing from you.

\*\*\*

## ACC Value Champions

### Celebrate Value Champions

ACC Value Champions are law department and law firm leaders who have made great strides in improving the value of legal spending. By implementing pricing and other management practices advo-

cated as part of the ACC Value Challenge, you could be recognized as an ACC Value Champion.

### Eligibility

- Law department leaders can be nominated (or self-nominate) for in-house team projects that did not involve a law firm or firms.
- Law department and law firm leaders can co-nominate firm/client partnerships.
- ACC membership or sponsorship is not required.

### Demonstrate Your Leadership

Whether you achieved great results on a single matter, or over a multi-year, multi-dimensional effort, just define the scope and duration of the project and tell us about the results you achieved and how they were measured. For example, you can highlight results measured year-over-year, relative to hourly-based pricing, against an industry benchmark, and/or any other relative metric.

The story is important. Let us know what management tactics you used, bearing in mind that there are many ways to drive value. Innovation and collaboration (whether internal or between clients and firms) are also important, as is creating programs that others can replicate. If you have used or developed tools, templates, or dashboards, please share them as well.

### Honors and Recognition

If selected, you will receive public recognition for your innovation and success. You'll receive an engraved, crystal "trophy," media exposure, profiling in ACC's member publication, *ACC Docket*, and the opportunity to present your value initiatives as part of an ACC educational program.

### Process and Timing

Nominations are requested by March 15th. A panel of ACC staff and ACC Value Challenge Steering Committee members will review the nominations, and will contact nominees if additional information is needed. The ACC Value Champions will be announced in Spring 2012.

## Member Spotlight

### **JJ Perez interviews Mike Gegenheimer, Associate IP Counsel at Battelle Memorial Institute.**

**Background:** Mike Gegenheimer is Associate IP Counsel at Battelle Memorial Institute, where he has been for the last ten years. He was born and raised in Upper Arlington, and came back to Columbus after attending Carnegie Mellon University and earning his B.S. in Civil Engineering. Mike worked as an engineer in sanitary consulting, highway construction and manufacturing before attending The Ohio State University for law school. After law school, Mike clerked for Justice Tom Moyer while he was on the Court of Appeals, then on the Ohio Supreme Court. Mike then transitioned to private practice for six years before accepting an in-house counsel position at Owens-Corning.

Mike and his wife have three girls, and currently live in Upper Arlington.

*What have your responsibilities been throughout your time at Battelle?*

For my first few years I worked in our Innovator Support Service where we tried to advance our technologies that have commercial potential. Over the past few years my efforts have been completely focused on our intellectual property law practice.

*What have been some of your more interesting roles over the years?*

Aside from the variety of areas I worked as an engineer, one my most memorable positions was when working for Justice Tom Moyer on the Court of Appeals, and then after he was elected to the Ohio Supreme Court. It was really exciting to see the positive affect he had on the court and its reputation from the beginning. He was also a great mentor to have early in my career.

Another position that stands out was during my time at Owens-Corning. While there I became their Patent Director. Patent work at Owens-Corning was a great fit for my civil engineering background because the work we were doing related to the building products they manufactured. I was then approached about becoming General Counsel for a legal services subsidiary they started called Integrex. As the company grew, I eventually became CEO. It was quite an experience to work in a start-up subsidiary as the company was so quickly growing.

*Is there a particular success in your career that you are most proud of?*

I've really enjoyed the management positions I have held over my career because they have given me the chance to create opportunities for people to succeed. I enjoy trying to help others be successful.

*What professional or community groups are you involved in?*

I've been involved in CO-ACC for quite some time now. I served as its Program Chairman, then Vice President, then President in 2004, and finally as a Board Member. It has been extremely rewarding to be in CO-ACC because it's developed so much over the years and has always done a great job of bringing together a great cross-section of people that would otherwise never have an opportunity to interact. I also helped start the German Cultural Association and have been involved with the American Center for German Culture. Lastly, I serve as a trustee for the TAT Foundation.

*What do you enjoy doing outside of work?*

Our family enjoys taking vacations where we decide at the spur of the moment where we're going to go. My girls and I also enjoy dancing with the Germania Society.

## In-transition Membership

Another benefit of your ACC membership is the opportunity to continue your membership at a reduced price if you lose your in-house position. Offered to existing members only, ACC will waive your dues for up to one year, and offer a reduced membership rate for up to an additional two years if you are displaced but actively seeking a new in-house position. Current, or recently lapsed ACC members should complete an *in-transition application form* and send it to ACC via fax (202.293.4701) or mail (1025 Connecticut Avenue NW, Suite 200, Washington, DC, 20036-5429, USA). Please ensure you meet the criteria on the application form.

We are now allowing non-ACC members to join as an in-transition membership for \$295 annually. If you are interested in joining, please complete this *form* and send it to ACC via fax (202.293.2003) or mail (1025 Connecticut Avenue NW, Suite 200, Washington, DC 20036, USA). Please ensure you meet the eligibility guidelines.

Any questions can be directed to [membership@acc.com](mailto:membership@acc.com) or 202.293.4103, ext.360.

## Call for Articles

Do you have an interesting story to share? A challenging court case? Do you know an in-house lawyer who has made a difference in their community or in someone's life? Please share your stories by sending them to [co-acc@assnoffices.com](mailto:co-acc@assnoffices.com).

## Call for Involvement in the CO-ACC Chapter

Would you like to be involved more in the chapter? Please let us know. We are always looking for help coordinating events and we are also looking for proposals of new topics for our CLE programs that might benefit chapter members. If you are interested in serving on the board of directors or as an officer next year, let us know! For more information, contact the CO-ACC office at [co-acc@assnoffices.com](mailto:co-acc@assnoffices.com).

## ACC News

### It's Alive! — Get Your Member-to-Member Mobile App Today

Download ACC's Member-to-Member mobile app today and stay connected with the largest online community of in-house counsel on the go. Just a click away, you can get updated ACC announcements, find members through the membership directory, participate in eGroup discussions, and build your own contact list. There's also an entire section within the app dedicated to ACC's Annual Meeting. This app is compatible with iPhone, Android, and BlackBerry devices. Download it today at [www.acc.com/m2m](http://www.acc.com/m2m).

### Business Education for In-house Counsel: Mini MBA

Enhance your business management skills at the Mini MBA for In-house Counsel program. A two and a half-day program co-sponsored by ACC and the Boston University School of Management, it is designed to sharpen your knowledge

in critical MBA disciplines including accounting, finance, strategy, and organizational behavior. Multiple program dates are available for you to choose from: Mar 5–7, 2012, Boston; Apr 25–27, 2012, Los Angeles; Jun 4–6, 2012, Boston; and Jun 6–8, 2012, Boston. For more information on this program and other programs developed by ACC and BU, visit [www.acc.com/businessedu](http://www.acc.com/businessedu).

### Get Back to Basics at Corporate Counsel University®

Are you new to in-house or looking for ways to sharpen your basic in-house practice skills? Attend ACC's Corporate Counsel University® (May 20–22, 2012, Los Angeles, CA) to jumpstart your career. At this program, you will learn practical tips that can be applied to your work immediately and earn up to 12 CLE/CPD credits. Topics range from law department management to finance and accounting. To learn more, visit [ccu.acc.com](http://ccu.acc.com).

## Welcome to New Members

**Omar Chaudhary**, Libbey Inc.

**David Durst**, DANA Holding Corporation

**Richard Fine**, DANA Holding Corporation

**John Mauntler**, Owens-Illinois, Inc.

**Christen Opperman**, Bob Evans Farms, Inc.

**Daniel Raetchi**, Owens-Illinois, Inc.

**Rachel Reutzel**, NiSource Corporate Services Company

## Board Members and Contacts

### President

**Russ Dempsey, JD, LL.M.**  
VP & Chief Legal Officer  
United Retirement Plan  
Consultants  
614.923.8831  
[russ.dempsey@UnitedRetirement.com](mailto:russ.dempsey@UnitedRetirement.com)

### Vice President

**Eric Henricks**  
Senior Counsel  
Nationwide Insurance  
614.677.4210  
[henrice@nationwide.com](mailto:henrice@nationwide.com)

### Secretary

**Matthew D. Lutz**  
General Counsel  
Columbus Downtown  
Development Corporation  
614.545.5275  
[mlutz@downtowncolumbus.com](mailto:mlutz@downtowncolumbus.com)

### Treasurer

**Peter C. Krier**  
Senior Director - Real Estate Law  
and Asset Management  
Tween Brands  
614.775.3421  
[pkrier@tweenbrands.com](mailto:pkrier@tweenbrands.com)

### Immediate Past President

**Andrea M. Kirsh**  
Senior Counsel  
American Electric Power  
614.716.1925  
[amkirsh@aep.com](mailto:amkirsh@aep.com)

### Membership Chair

**Katherine Murphy Russell**  
Assistant Counsel  
Honda of America Mfg., Inc.  
937.644.6621  
[katie\\_russell@ham.honda.com](mailto:katie_russell@ham.honda.com)

### Program and Sponsorship Chair

**Michelle C. Krall**  
Senior Counsel  
DSW Inc.  
614.872.1473  
[michellekrall@dswinc.com](mailto:michellekrall@dswinc.com)

### At-Large Directors

**Jenny C. Barnes**  
Assistant General Counsel  
The Ohio State University  
Medical Center  
614.292.7123  
[jenny.barnes@osumc.edu](mailto:jenny.barnes@osumc.edu)

**Robert F. Gage**  
Corporate Counsel  
BMW Financial Services NA, LLC  
614.789.7380  
[robert.gage@bmwfs.com](mailto:robert.gage@bmwfs.com)

### Michael Galeano

Senior Director and Counsel  
AllianceData Systems, Inc.  
614.944.5807  
[Michael.Galeano@alliancedata.com](mailto:Michael.Galeano@alliancedata.com)

### Teresa C. McIntyre

Senior Counsel  
American Electric Power  
614.716.2961  
[tcmcintyre@aep.com](mailto:tcmcintyre@aep.com)

### Brian L. Mannion

Lead Counsel  
Nationwide  
614.677.8655  
[manniob@nationwide.com](mailto:manniob@nationwide.com)

### Laurel I. Sturm

General Counsel  
MatchPoint Franchise Consulting  
Network  
614.799.2303  
[lsturm@columbus.rr.com](mailto:lsturm@columbus.rr.com)

### Christopher E. Wasson

Assistant General Counsel  
Central Mutual Insurance  
Company  
800.736.7000 x2002  
[cwasson@central-insurance.com](mailto:cwasson@central-insurance.com)

### Advisory Board

**Irwin A. Bain**  
**C. Michael Gegenheimer**  
**Robert Hust**  
**James E. Kline**  
**Nicholas W. Zuk**

### Chapter Administrator

**Nancy Waterhouse**  
614.221.1900 x228  
[nancy@assnoffices.com](mailto:nancy@assnoffices.com)

View our profile on  [LinkedIn](#)

### The CO-ACC Mission

CO-ACC provides a vibrant environment that empowers in-house counsel to proactively engage in relevant professional education, networking and community initiatives that increases their strategic value to their corporate clients.