

UPCOMING MEMBER EVENTS

Throughout the year, ACC Georgia offers a variety of programs, including opportunities for CLE credit. Monthly luncheon programs are typically on the second Tuesday of every month (except April) at Maggiano's Little Italy in Cumberland Mall.

March 10, 2020
Monthly Luncheon
Sponsored by Womble Bond Dickinson

March 25, 2020
CLE/Networking Event
Legal People/The Partners Group

April 14, 2020
ACC Value Challenge
Sponsored by Bondurant, Mixson & Elmore, Eversheds Sutherland, Taylor English, PwC, Morris Manning & Martin

May 6, 2020
Corporate Counsel Awards
Hosted by the Atlanta Business Chronicle

May 12, 2020
Monthly Luncheon
Sponsored by Ogletree Deakins

June 9, 2020
Monthly Luncheon
Sponsored by Willenken

June 24, 2020
CLE/Networking Event
Sponsored by Kilpatrick Townsend

July 14, 2020
Monthly Luncheon
Sponsored by Squire Patton Boggs

August 2020
CLE/Networking Event
Sponsored by Nelson Mullins

August 11, 2020
Monthly Luncheon
Sponsored by Jackson Lewis

September 8, 2020
Monthly Luncheon
Sponsored by Fisher & Phillips

October 13, 2020
Monthly Luncheon
Sponsored by Weinberg Wheeler Hudgins Gunn & Dial

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DEAR ACC GEORGIA MEMBERS:



Melloney Douce
ACC Georgia President

I am very excited about this year for the Association of Corporate Counsel Georgia Chapter and am honored by the opportunity to serve as your new chapter president. ACC Georgia has had a profound impact on me professionally and personally, and I am looking forward to giving back to the organization that has helped me so much. Through my involvement on the board and as a member, I have met wonderful people and have learned a tremendous amount – not just through the insights gained from our diverse sponsored programs but also from my fellow in-house colleagues.

As we kick off a new decade, we are focusing on new ways to improve the membership experience for in-house counsel and to create an even greater positive impact in our professional community. Among the chapter initiatives we are planning:

- **Member Survey:** We are sending a questionnaire to members to learn what programs they consider to be valuable and how the ACC Georgia Chapter can better serve their needs. The survey also will help us with market research for building the ACC Georgia brand as we focus our resources on the programs people rely on us to provide. We are eager to get your feedback so we can find ways to make membership even more enjoyable and beneficial.
- **Fundraising:** Over the past decade, our signature summer internship program has offered rare opportunities for law school students to work in-house and gain firsthand professional experience that often doesn't come until much later in a law career. With additional financial support, we want to be able to continue and expand career opportunities for the next generation of lawyers.
- **Creating Connections:** One of our chapter goals is to become more involved with other organizations and professionals in the legal community. As part of our efforts to form new relationships, we launched our LinkedIn page in 2019 (search "[Association of Corporate Counsel Georgia](#)" to join) and encourage members and sponsors to join and share their insights. We want participants to have multiple ways to learn what the chapter is doing so they can take full advantage of membership and sponsorship.

Of course, we also are continuing to offer our popular slate of programs and aim to expand with new and innovative offerings:

- **Leadership Development Institute:** Two years ago, we began offering a series of classes to fill a void for in-house counsel who lack leadership training opportunities within their companies. Workshops on leadership topics such as communication, executive presence and other skill sets – training for which people pay thousands of dollars – are provided to our members at no cost. We plan to offer four leadership development programs in 2020.
- **Women's Initiative:** The Women's Initiative offers five to six programs each year, including an annual signature event. These programs allow members and our sponsors to collaborate, bond and share ideas with colleagues about career challenges. We will continue this important focus, which provides a tremendous benefit to our female in-house attorneys, and we encourage our male members to join us.
- **Monthly Luncheons, Deep Dives, Social Events and Special Programs:** Frequent educational and social events allow in-house counsel to gain knowledge about timely legal topics while earning CLE credits and networking with their peers.

The programs we provide to our membership are made possible by our generous sponsors, and we deeply appreciate their support. ACC Georgia's goal is to provide members with valuable opportunities to learn, contribute and grow as part of the in-house community in interesting and enjoyable ways.

We look forward to seeing you at our next event!

Melloney Douce
ACC Georgia President

MEMBER SPOTLIGHT

Jim Bedore

Executive Vice President, General Counsel and Secretary, NCR Corporation

In this spotlight, ACC Georgia is focusing on “Year One” – Lessons Learned after the First Year in the Role of General Counsel.



Q. What led you to join NCR, and what are your primary responsibilities there?

Several members of the new NCR management team previously worked at clients of my prior law firm. After 33 years in private practice, it seemed like a unique opportunity to start over with people who knew me already. I am General Counsel and also Head of Corporate Development.

Q. What do you like most about your new role?

I enjoy being able to participate in business and strategy decisions and being part of the leadership team. I feel like I am adding value in a much different way, which is fun. I also get to do transactional work, which is my background.

Q. Having worked in private practice and now in an in-house role, what have you seen as the keys to effective relationships between in-house and outside counsel?

Outside counsel has to demonstrate through everything they do that you can trust them and depend on them. Establishing confidence is key. Communication is also important, even if it is just a quick email or voicemail to keep me posted. I also think it helps to establish a relationship outside of the office. That helps in good times and in bad.

Q. What do outside counsel need to understand to serve your needs best?

Outside counsel needs to understand the client's preferences on what to deliver and how to deliver it. Each client is different, and outside counsel should adapt accordingly.

Q. What attracted you to the type of law you practice?

Being a finance major, I was interested in business. That led me into corporate law, doing M&A, private equity and capital raising.

Q. What keeps you up at night?

Litigation.

Q. What is your biggest legal challenge?

Litigation.

Q. What is the most important thing you're working on right now?

Litigation. Actually, we are focusing on new tools to increase productivity and efficiency. We are also looking at whether to add capacity and do more internally.

Q. What are your favorite words of wisdom?

“Treat every customer like they are our only customer.” That's from our founder. It works for law firms too.

Q. What is your last book read, interesting article read or movie seen?

“Jojo Rabbit.”

Q. What is your favorite legal movie?

“The Verdict” and “12 Angry Men.”

Q. What is your favorite travel destination or place you hope to visit?

Venice (soon, I hope).

Q. What would you like to share about your family?

Their tuition.

Q. What would you be if you weren't a lawyer?

I always thought being a movie producer/director would be fun.

Thank You to Our Sponsors!

The Association of Corporate Counsel Georgia Chapter would like to recognize its sponsors and partners who have made possible a robust slate of special events and programs over the past year. Without their contributions, we would not be able to deliver the quality programming that our chapter members have come to enjoy. We deeply appreciate their generous support.

- Arnall Golden Gregory LLP
- Atlanta Business Chronicle
- BakerHostetler
- Bodker, Ramsey, Andrews, Winograd & Wildstein, P.C.
- Bondurant Mixson & Elmore LLP
- Daily Report
- Eversheds Sutherland (US) LLP
- Fish & Richardson P.C.
- Fisher & Phillips LLP
- FordHarrison LLP
- Hall Benefits Law
- Jackson Lewis P.C.
- Kilpatrick Townsend & Stockton LLP
- King & Spalding LLP
- LawDocsXpress
- Legility
- Morris Manning & Martin LLP
- Nelson Mullins Riley & Scarborough LLP
- Ogletree, Deakins, Nash, Smoak & Stewart, P.C.
- Parker Hudson Rainer & Dobbs LLP
- Seyfarth Shaw LLP
- Polsinelli PC
- Poston Communications LLC
- Pro Bono Partnership of Atlanta
- PwC
- Smith, Gambrell & Russell LLP
- Squire Patton Boggs, LLC
- Taylor English Duma LLP
- The Partners Group
- Weinberg, Wheeler, Hudgins, Gunn & Dial, LLC
- Womble Bond Dickinson (US) LLP

In addition, we would like to thank our sponsors of recent luncheons and events:

December 5, 2019 – Networking – FordHarrison – “Winter Social at Under the Cork Tree”

December 10, 2019 – Monthly Luncheon – Arnall Golden Gregory – “The Federal Trade Commission: A New Frontier in Enforcement and a Year of Potential Setbacks”

January 14, 2020 – Monthly Luncheon – Parker Hudson – “Legal Ethics: Internal Investigations and the Attorney-Client Privilege in Fraud Investigations” and “Effective and Ethical Witness Preparation”

February 11, 2020 – Monthly Luncheon – Polsinelli – “AI: Harnessing the Benefits While Protecting Against Bots Gone Wild”

March 3, 2020 – Deep Dive Luncheon – Majmudar & Partners – “International – Contracting in India”

Also, ACC Georgia extends a special thank you to Alison Danaceau, legal team lead at Avolin, for serving as our chapter photographer, and Poston Communications, for production of our newsletter, public relations and other activities.

MEMBER SPOTLIGHT

Ashoo Sharma

Vice President & General Counsel at Harry Norman Realtors (a Berkshire Hathaway company)



Q. What are your primary responsibilities?

Harry Norman Realtors is owned by HomeServices of America, the nation's largest residential real estate company. HomeServices is an affiliate of Berkshire Hathaway. As the company's chief legal officer, I report directly to the CEO and have oversight over all legal matters such as risk management, litigation, office leases, vendor contracts and brokerage matters. Making legal and ethical business decisions consistently is key to long-term success for any business, and I am the corporate gatekeeper.

Q. What attracted you to real estate brokerage law?

Since childhood, I wanted to be a lawyer because I wanted to solve human problems. I started off in the employment law area because I enjoyed resolving issues involved with a person's job. I believed it would lead me in-house where I can help a good company become greater. I transitioned to real estate when I went looking for lawyers that could be zealous yet "civil" and found them at a top Georgia real estate firm that served as general counsel to the Georgia Association of Realtors. I quickly realized that a home investment also came with a similar human element as employment law. I enjoyed defending brokerages in court and after spending a decade developing myself as a brokerage-industry expert, I moved to Harry Norman to be a part of their executive team.

Q. What do you like about working at Harry Norman Realtors?

Simply stated, the culture. It starts from the top, and I am fortunate to have a high-integrity, ethical and reputable company such as Berkshire Hathaway governing us. With Harry Norman as a CEO leading us, the company vision is carried out with such respect and care for everyone's success. I love helping to carry out this vision every day with an "owner mindset" because that allows us to perform at the best and highest level.

Q. What keeps you up at night?

Not much. Knowing that I have prioritized my work well and helped people do "right" at the end of the day lets me sleep very peacefully. However, a threat that I worry about more than another is cyberfraud because the risk is more outside of our control – it's the criminal who is one step ahead of us. We have established strong prevention best practices to minimize this threat, but the outside threat is always evolving so we have to stay diligent to stay ahead of it.

Q. What has been your involvement in a unique legal management effort or trend?

Reducing legal exposure and cost is a big responsibility for any in-house lawyer. Start with accountability and ownership – treat it as "my" company and my expenses – and set a challenge to reduce inefficiencies. That means taking an active role in risk management and claim resolution. For best practices to be successful, you need to get "buy in" from your company associates, management and customers so they all become invested in the risk management and prevention process. As an example, to combat criminals attacking the life savings of consumers through wire fraud, legal partnered with IT, marketing and sales management to come up with creative ways to educate our sales team and our clients so they do not fall prey to crime. Competitors have replicated our best practices, and we were happy to share our secret sauce because the whole industry and public is at risk. Measuring success on such initiatives not just in terms of the dollars saved but also the reputation sustained is key because that impacts a company's long-term bottom line. We are a 90-year-old respectable brand and I keep in mind Warren Buffet's words as my constant guide, "It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you'll do things differently."

Q. What is your best advice for outside lawyers?

"Be so good that they can't ignore you," which means treating me like your most important client with promptness and urgency. In today's technology-driven society, communications are expected to be returned within minutes, so even if you do not have the answer to my question at least acknowledge my inquiry quickly so I know you are jumping on it with me.

Q. What are your favorite words of wisdom?

"Live well, laugh often, love much" for life success.

Q. What keeps you busy outside of work?

Traveling the world with my husband, who is my childhood sweetheart, and our three kids keeps me busy. I love traveling because it opens our minds to embracing differences in others, and we come back with a refreshed gratitude for the simplest things we may take for granted. Italy and Alaska have been two of my recent favorites.

Q. What would you like to share about your family?

My parents came here from India with only \$10 in their pocket, but unlimited hope for a better life. My mother had never worked a day outside of the home, started in retail here and worked up to management learning English along the way. Her incredible work ethic inspired my discipline to successfully complete law school and endure commuting two hours each way with a newborn at home.

2020 ACC Chief Legal Officers Survey Shows Role's Continued Growth

As 2020 begins, compliance, data privacy and cybersecurity remain critical challenges to business, strengthening the influence of chief legal officers both as legal experts and as business strategists. These findings are according to the 2020 ACC CLO Survey, the largest and most comprehensive global survey of its kind, with data from 1,007 GCs and CLOs across 20 industries and 47 countries.

The report illustrates the development of the "age of the CLO," with more than 80 percent of CLOs and general counsel reporting to their CEO. This confirms a multiyear upward trend, 15.8 points over 2018. Nearly 73 percent of CLOs report that they are "almost always" engaged by the executive leadership team on business decisions. Furthermore, 76.2 percent of CLOs report attending their organization's board meetings. While this is a seven-point increase over 2017, it still leaves considerable room for improvement.

Another consistent trend is the growth of the legal operations function. The 2020 Survey found that 53.8 percent of in-house law departments employ at least one legal operations professional. Ten percent of respondents intend to expand their legal operations team in 2020.

"The CLO's position as a major business strategist is universally accepted," said Veta T. Richardson, president and CEO of ACC. "Three quarters of C-suites consistently look to their CLO on matters of risk and strategy, and with compliance and technology issues becoming increasingly complex, we expect to see that number continue to rise. The CLO role has evolved into a multifaceted legal and business leadership position, essential to operations around the world."

Other notable findings in the 2020 ACC CLO Survey include:

- Compliance and risk are the most common functions that report to the CLO.
- Most CLOs expect to maintain or slightly expand last year's levels of outsourcing to law firms and alternate legal service providers.
- Most CLOs (60 percent) currently view cybersecurity as the most pressing danger for their company.
- More than half of CLOs make use of cutting-edge legal technology, and 69 percent expect legal artificial intelligence to accelerate in the near future.
- "Redesign workflow processes" (57.6 percent) and "greater use of legal technology solutions" (49.7 percent) were the top initiatives used to increase law department's efficiency in delivering legal services.

The 2020 ACC CLO Survey is available for free at www.acc.com/clo2020.

FROM OUR EVENT SPONSORS

CCPA Enforcement in 2020: Prepare to be Descended On

By Glenn A. Brown
Squire Patton Boggs, LLC

Many Georgia-based companies are racing to put into effect plans for complying with the California Consumer Privacy Act of 2018 (CCPA). Those concerned about liability during their transition toward compliance may not receive much comfort from recent comments by California Attorney General Xavier Becerra. In December 2019, he told Reuters in an interview: “We will look kindly, given that we are an agency with limited resources ... on those that ... demonstrate an effort to comply. If they are not (operating properly) ... I will descend on them and make an example of them, to show that if you don’t do it the right way, this is what is going to happen to you.”

Subtlety may not be his strong suit, but you cannot say you were not warned. Any AG that uses the phrase “descend on” to describe his office’s attitude toward enforcement likely is not bluffing. The AG has disclosed that his office is hiring 23 full-time attorneys and other personnel solely dedicated to CCPA enforcement. However, his office does have finite resources, and so it is a worthwhile exercise to determine where the AG will focus his enforcement resources when his office starts enforcing the CCPA on July 1, 2020.

What are likely areas of focus?

- **Use of Personal Information Regarding Minors.** The CCPA requires companies to obtain parental consent to sell the personal information of minors under 13 and explicit consent from minors between 13 and 16 years old. “If you’re going to see real enforcement — aggressive, early, decisive enforcement action — early on, it will deal with kids,” Becerra said at a December news conference. Companies that regularly deal with personal information from young consumers, such as retailers and restaurants, should prioritize demonstrable compliance with the obligations arising from collecting and sharing such personal information. It is important to bear in mind that compliance with the Children’s Online Privacy Protection Act does not necessarily imply CCPA compliance, as the obligations are different.
- **Online Tracking.** It seems clear that the AG will take the position that the use of tracking technologies, including many types of cookies commonly found on consumer-facing websites, will be subject to the CCPA. Because there are several free tools available for discovering what cookies exist on a given website, it will be relatively easy for the AG’s office to determine whether a website is using such cookies and, if so, whether the company’s Privacy Policy and privacy practices comply with the CCPA with respect to the disclosure and use of such cookies.
- **Privacy Policy Disclosure.** Another instance of proverbial low-hanging fruit is reviewing a company’s privacy policy to confirm whether it includes disclosure required by the CCPA. The AG’s office can easily scan websites to determine whether a company subject to its jurisdiction has a CCPA-compliant privacy policy. Because CCPA is rather prescriptive in term of the disclosures, organizations will be well-advised to “demonstrate an effort to comply” by following the disclosure requirements. The AG office could also easily call the toll-free phone numbers and use emails referenced in company policies to confirm that these communication channels are being monitored.
- **Larger Businesses.** Enforcement agencies seeking to prioritize resources typically focus on high-profile, large businesses to ensure media coverage that will help drive general compliance by industry. Becerra has indicated that his office will be patient with small companies demonstrating good-faith efforts to comply, but he has also said that “ignorance of the law is no excuse.”

The proposed regulations published last year to provide additional detail on CCPA requirements include onerous obligations and unclear guidance regarding the collection, use and disclosure of personal information. For those holding out hope that the regulations will be watered down in response to the nearly 1,700 pages of written comments submitted during the public comment period – don’t. Becerra noted that he does not expect much change to the proposed regulations as “initial public disclosure of our proposed regs gives everyone a sense of where we think we should go.” While the CCPA provides that businesses may seek interpretive guidance from the AG, it is unclear when the AG will begin accepting such requests or how they may be submitted.



Glenn Brown, of counsel at Squire Patton Boggs, speaks at ACC Georgia’s November luncheon. Photo credit: Alison Danaceau



As a reminder, in the event of an enforcement action, the AG can seek substantial civil penalties that can add up quickly. The AG may seek civil penalties up to \$2,500 for each violation and up to \$7,500 for each intentional violation. Consider a hypothetical small retailer that receives 500 website visitors daily from whom it collects personal information. If it inadvertently fails to provide the notice required by the CCPA to consumers for a month, it will potentially face a \$37.5 million civil penalty for its violation of the CCPA. The AG could also seek an injunction mandating that the company change its business practices to comply with the CCPA.

Although enforcement activity will not begin until July 1, 2020, the AG has made it clear that it will aggressively pursue violations that occur on or after January 1, 2020. Businesses should therefore consult legal counsel and move with all due haste toward full compliance as soon as possible.

Please see Squire Patton Boggs’ data privacy and cybersecurity blog <https://www.securityprivacybytes.com/> for further information regarding the CCPA.

Squire Patton Boggs Of Counsel Glenn Brown provides business-oriented advice to clients in numerous industries on data privacy and regulatory compliance matters, including regulatory investigations and examinations. Based in Atlanta, he has experience driving privacy and compliance priorities within organizations and providing strategic counsel regarding privacy, compliance and risk to support the growth and success of the business.

ACC Georgia Supports Toys for Tots

The Association for Corporate Counsel Georgia Chapter was proud to again support the U.S. Marine Corps Reserve Toys for Tots Program in 2019. ACC Georgia chapter donations contributed to the 839,102 toys distributed and 419,551 children supported locally last year. Each year, the program collects new, unwrapped toys during October, November and December and distributes those toys as Christmas gifts to less fortunate children in the community. Donations were collected at ACC Georgia’s December luncheon.



FROM OUR EVENT SPONSORS

Judicial Pushback to the FTC's Controversial Enforcement Regime

By Theresa Kananen and Edward Marshall
Arnall Golden Gregory LLP

The Federal Trade Commission is a consumer watchdog agency working to rein in deceptive practices by scammers, fraudsters and other unsavory characters eager to separate people from their money on dubious pretenses.

The Federal Trade Commission Act, enacted in 1914, grants the FTC three primary enforcement tools:

- Section 5 allows the FTC to bring administrative proceedings before the FTC itself, which at most result in a cease-and-desist order;
- Section 13(b) allows the FTC to seek injunctive relief against those whom the FTC has reason to believe are violating or about to violate the law; and
- Section 19 allows the FTC to seek money damages against those who violated a previously issued injunction or a published rule.



Theresa Kananen and Edward Marshall, partners at Arnall Golden Gregory, speak at ACC Georgia's December luncheon. Photo credit: Alison Danaceau

In the last few decades, however, the FTC has systematically pushed the bounds of its enforcement authority, using cases with terrible facts to persuade courts to award relief not contemplated by the plain language of the FTC Act.

The FTC's efforts have centered on Section 13(b), which by its terms, allows the FTC only to obtain an injunction against those violating or about to violate the law. Section 13(b) deals with imminent or ongoing conduct; there's no point in enjoining something that has already stopped. Neither does Section 13(b) contemplate the extraction of money from defendants. Rather, money damages are the province of Section 19. But unfortunately for the FTC, it cannot deploy Section 19 unless it can allege that a defendant violated a prior order or a published rule.

So, what is to be done about defendants who have not violated a prior order or rule, but whom the FTC believes should be made to pay for alleged misdeeds? Frankly, it would be easier for the FTC to have a one-stop enforcement mechanism, in which it could obtain injunctive and monetary relief for both past and present conduct, without having to endure either the administrative burdens of obtaining a cease-and-desist order or the tedium of the rule-making process.

That one-stop enforcement mechanism is precisely what the FTC has made of Section 13(b). Through its strategic prosecution of cases with egregious facts, the FTC built a formidable body of case law in which, under the auspices of Section 13(b), courts not only entered injunctive relief (often on an ex parte basis) but also permitted the FTC to recover damages from defendants based on conduct that may well have stopped prior to the lawsuit.

Recently, however, courts have been revisiting the creep of the FTC's Section 13(b) power and have begun dialing it back. The key decisions have been issued from the Third and Seventh Circuits. In *FTC v. Shire Viropharma, Inc.*, 917 F.3d 147 (3d Cir. 2019), the Third Circuit checked the FTC's attempt to "enjoin" conduct that stopped well before the FTC filed suit. Years earlier, Shire allegedly inundated the Food and Drug Administration with meritless filings to delay the market entry of

a generic version of a lucrative drug that Shire manufactured. The FTC sought an injunction, but the Third Circuit refused, holding that Section 13(b) could not be used to enjoin "distant past" conduct, with a "vague and generalized" likelihood of recurrence. Instead, the FTC would have to make a showing of an ongoing or imminent violation. The court declined, however, to decide whether the FTC could use Section 13(b) to recover money. Meanwhile, a reluctant Ninth Circuit held that it was constrained to allow such monetary relief but criticized the precedent allowing it as "an impermissible exercise of judicial creativity." *FTC v. AMG Capital Mgmt., LLC*, 910 F.3d 417 (9th Cir. 2018).

The Seventh Circuit took up whether Section 13(b) permitted monetary relief shortly afterward in *FTC v. Credit Bureau Center, LLC*, 973 F.3d 764 (7th Cir. 2019), and found that it could not. In so holding, the Seventh Circuit overturned its flagship precedent on that point, which had been powerful persuasive authority for other courts to likewise transform Section 13(b) into a vehicle for money damages.

The FTC has informally taken the position that Shire and Credit Bureau are limited to their circuits. It also appealed Credit Bureau to the Supreme Court.

But the limits on the FTC's Section 13(b) authority recognized in those cases will continue to shape FTC litigation for the foreseeable future. The scope of the FTC's authority may remain a moving target in 2020, but for the first time in a long time, there is a prospect that it may shrink rather than expand.

Theresa Kananen and Edward Marshall are partners at Arnall Golden Gregory LLP and co-chair the firm's payments system practice. Kananen and Marshall handle a variety of issues in the payments industry, including defending government lawsuits and investigations, advising on disputes governed by card brand rules, and engaging in general business and class action litigation.

Join Your ACC Georgia Colleagues on LinkedIn

Without a doubt, one of the most popular benefits of being an ACC Georgia member is the professional networking. There's an easy way you can show your online network that you're a member – join the ACC Georgia LinkedIn group. We've launched a new group to allow in-house counsel to network with colleagues and stay up to date on chapter news.

Log in to LinkedIn and type "[Association of Corporate Counsel Georgia](#)" in the search bar to submit a request to join our exclusive group.

By joining the group, you'll add our ACC Georgia badge to your LinkedIn profile, and you'll have something in common to connect with other in-house attorneys. We look forward to connecting with you online!



EVENT PHOTOS



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