

Marketing Communications Project Portfolio

S. Beth Harris, JD, MS

Senior Marketing & Business Communications Services

Corporate | Law & Professional Services | Academia

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Professional Overview

The integrity of my work and furthering my clients' success defines my work ethic.

Innovative and strategic **Senior Writer & Marketing Communications Strategist** with a **proven track record** developing and delivering **engaging business content** across **diverse industries, subject matters, and all levels of management.**

Recognized for **quickly establishing credibility** and **fostering a collaborative work environment** with SMEs and firm / corporate leadership to create **clean, compelling marketing and PR copy** that surpasses expectations, while promoting brand objectives.

Leverages background in language and law to **simplify** and **condense complex information** through strategic research, analysis, writing / editing, and problem-solving.

Flexible, client driven, and always up for a challenge. Very effective working remotely.
100% remote since 2017. Completed **700+** remote projects of varying sizes and complexities in 2019.

What Employers / Clients Say...

“...fantastic as a communicator. She is patient, respectful, supportive, inspirational, and effective.”

— Babak Kusha, Partner - Kilpatrick Townsend & Stockton, LLP

“... detail-oriented, rapid learner, and a true team player; clear, succinct writer; instrumental in gaining stakeholder buy-in; proactive project management skills.”

— Samantha Head, Customer Communications Manager - UPS

“Her attention to detail, commitment to meeting deadlines, and superlative work made for an outstanding final product.”

— Timothy S. Mescon, Dean - Kennesaw State University

“...regularly received top marks from even the most demanding attorneys.”

— Kathryn Lawrence, Director of Business Communications - McKenna, Long & Aldridge LLP

“...the best display booth SCES has ever had.”

— Scotty M. Hutto, P.E., Team Leader - Southern Company Energy Solutions

“I trust her and the quality of her work completely.”

— Deborah L. Sloan, Director of Marketing - CD Group, Inc.

“Without (her) work would so many in the legal community have had the opportunity to obtain CLE credits by way of such quality programming.”

— Eva K. Trussell, Acting Director - Georgia State University, Division of Continuing Education

Project Expertise

Conceptualize, research, and write **original business communications** and **edit / proofread existing collateral**, **consistently bringing value** to employers and clients, including the **procurement of new business**. Strategize marketing **innovative campaign collateral** that (1) **increased** sales, memberships, and event attendance, (2) **attracted** new clients, and (3) **earned** high praise for exceptional quality and client service.

- Advertisements
- Annual & Quarterly Reports
- Articles (News & Thought Leadership)
- Blogs & Infographic Content
- Brochures
- Case Studies & Client Successes
- Daily Dealer Notifications
- Email Campaigns
- Event Collateral
 - C-Level Events
 - Continuing Legal Education Programs
 - Membership Drives & Fundraisers
 - Tradeshows
 - Webinars
- Executive Communications
- Flyers & Pamphlets / Booklets
- Invitations
- Newsletters
- Nominations
- PowerPoint Presentations
- Press Releases & Other PR Collateral
- Project Summaries & Proposals
- Sales & Fact Sheets
- Website Content
- White Papers

The following represents a brief portfolio sampling. Please contact me for additional examples, a portfolio presentation, or for more information.

Advertisements

- **Copywriting & Editing:** Researched and wrote concise, original copy tailored to best represent firm advocacy as it relates to the ad's goals, organization, and subject matter.
- **Project Management:** Supervised graphic designer during design process, including any content and layout adjustments, etc.

KILPATRICK TOWNSEND

Pitch Perfect
Kilpatrick Townsend is proud to support the 26th Annual Magnolia Ball and the Piedmont Opera's mission to enrich the Winston-Salem community through the advancement of the arts — Bravo!

KILPATRICK TOWNSEND

Steadfast Advocacy
Kilpatrick Townsend proudly supports Planned Parenthood Southeast's 2018 Legends in the Making Gala, and its mission to provide health care, education, and advocacy across Georgia, Alabama, and Mississippi.

KILPATRICK TOWNSEND

Deeply Rooted in Your Success
More than 140 years serving Georgia's business communities — with many more years to come.

KILPATRICK TOWNSEND

For Generations to Come
Kilpatrick Townsend stands united with Planned Parenthood Southeast on its 100th anniversary, and proudly salutes its 2017 Legends in the Making: An inspiring group of community activists, nationally-recognized innovators who are making care, advocacy, men, and young

KILPATRICK TOWNSEND

Siding With Pride
Kilpatrick Townsend is proud to support LGBT-owned businesses and the advancement of LGBT equality in the workplace and beyond.
www.kilpatricktownsend.com
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KILPATRICK TOWNSEND

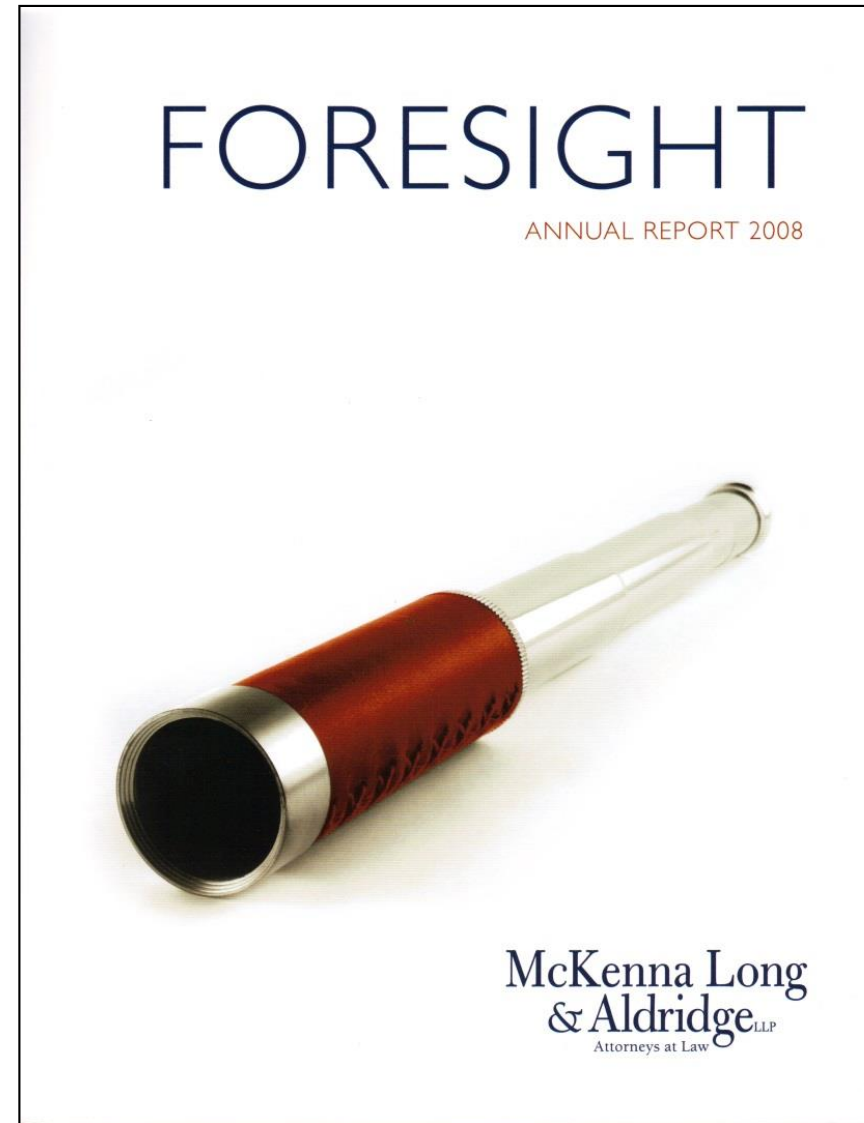
You made an impact for your country. Come make an impact with us.
Kilpatrick Townsend and our partner Santa Clara Law School are proud to support our veterans at the 2017 Service Academy Career Conference. We are committed to developing career opportunities for attorneys, engineers, and scientists with an entrepreneurial spirit from diverse backgrounds.
SANTA CLARA LAW HIGH TECH LAW INSTITUTE
www.kilpatricktownsend.com
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KILPATRICK TOWNSEND

Investing in Your Future One Deal at a Time
Kilpatrick Townsend is proud to partner with The Dilweg Companies, one of the preeminent real estate investment firms in the Southeast. Helping Dilweg realize its goals has been a great honor and a privilege.
www.kilpatricktownsend.com
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Annual & Quarterly Reports

- **Copywriting & Editing:** Researched and wrote original copy and provided high-level editing and proofreading for **award-winning** quarterly / annual reports designed to unify **10-office** law firm and enhance firm image.
- **Creative Ideation:** Co-conceptualized report cover art, themes and design elements.
- **Project Management:** Sourced report images and edited in **Paint.NET**. Supervised graphic designer for content editing and layout adjustments, etc.



VISION AWARDS
ANNUAL REPORT COMPETITION WINNER

SILVER **LACP**
OVERALL

2008

MLA Annual Report Wins Top Honors

For the second consecutive year, the firm received international honors for the MLA Annual Report. Out of more than 3,500 entries from 20+ countries, the firm advanced from a *Bronze* to a *Silver Award* in the League of American Communications Professionals 2008 Vision Awards Annual Report Competition in the Business Services category. The firm was also awarded a *Certificate of Finalist Recognition* for "Best 2008 Annual Report" in the Business Services category by the International Business Awards (also known as the Stevies®).

THE STEVIES
THE INTERNATIONAL BUSINESS AWARDS
2009 Finalist

Brochures



- **Copywriting:** Researched, analyzed, and wrote original brochure content across **multiple practice areas and industries.** Determined **key firm / practice differentiators** to achieve firm goals and position firm attorneys as **thought leaders.**
- **Project Management:** Collaborated with SME attorneys, project leaders and graphic designers during the editing and production process.

KILPATRICK TOWNSEND

Counsel to Connectors

Committed to Excellence

With more than 600 attorneys worldwide, Kilpatrick Townsend & Stockton LLP serves clients throughout the U.S., Europe, and Asia, bringing expertise in intellectual property, litigation, and corporate transactional matters. We leverage our business savvy, legal acumen, and industry knowledge to help businesses of all sizes, types, and markets uncover new opportunities to maximize their value and success. We work collectively with our clients to help them build, support, and protect their assets by finding the best, most efficient and innovative solutions to their legal problems.

At the crux of our success lies our commitment to our clients. We take the time to understand our clients' businesses and measure our success by results and client satisfaction — by aligning our approach with our clients' definition of success, we have continuously built longstanding client relationships based on trust and respect. In doing so, we have successfully advanced our clients' brand and objectives, while strategically collaborating across many firm practice areas, including:

- Business & Finance
- Intellectual Property
- Construction & Infrastructure
- Labor & Employment
- Government & Regulatory
- Litigation

Your Legal Thought Leaders

Always at the forefront, our attorneys hold key public and private leadership positions; speak and publish around the world, and have won countless awards for our dedication to our clients and the practice of law.

18 National First-Tier Practices

recognized by *U.S. News - Best Lawyers* "Best Law Firms" rankings

IP Powerhouse

by *Chambers Global & Chambers USA, Legal 500, Managing Intellectual Property, U.S. News Best Lawyers*

Litigation Powerhouse Honor Roll


by *BTI Litigation Outlook* (2016)


1/3 Fortune 50 Companies


recognized by *U.S. News - Best Lawyers* "Best Law Firms" rankings


Corporate Citizenship Making an IMPACT


At Kilpatrick Townsend, we understand the transformative impact our corporate social responsibility can make on our communities, employees, and our business. KT IMPACT — our commitment to active citizenship — enables all team members to drive positive change in the areas of community leadership, diversity and inclusion, philanthropy, pro bono, sustainability, and volunteerism, while advancing firm values and fostering corporate and nonprofit partnerships.



INAUGURAL MEMBER OF THE
Law Firm Sustainability Network


4X Gold Standard WINNER
by the Women in Law Empowerment Forum


100% SCORED ON
HUMAN RIGHTS CORPORATE EQUALITY INDEX
2016, 2017 & 2018

4,700+ HOURS VOLUNTEERED FIRMWIDE IN 2017



\$500,000+ RAISED FOR NONPROFIT PARTNERS

511,431 HOURS DEDICATED TO PRO BONO SERVICE SINCE 2001


"Knowledgeable and creative when it comes to problem solving."

"Always available when needed and provided services with a high degree of professionalism."

"Probably the best firm when it comes to legal advice, not only in negotiating contracts but preventing litigation."

—Chambers USA 2017

Case Studies

- **Copywriting:** Wrote, edited, and/or proofread collateral copy.
- **Project Management:** Supervised legal review process and design, printing, and distribution logistics. Formatted presentation using corporate-specific guidelines and templates.
- **Background & Honors:** Wrote **first-ever** customer profile within **six weeks** of employment, meeting **24-hour** deadline and receiving **accolades** for exceptional work quality.



Comau Group saves time and money using UPS CrossBorder Connect™

A worldwide leader in sustainable automation and service solutions, Comau Group navigates the intricacies and challenges of cross-border trade on an almost daily basis. Even with four decades of experience developing advanced manufacturing systems, Comau continuously looks at ways to streamline every aspect of its operations, including supply chain and logistics processes. When Gustavo Ramos, Import & Export Coordinator of Comau's robotic assembly facility in Mexico City, was looking for a cost-effective solution that would decrease the transit time of cross-border LTL shipments from Detroit to Mexico City, it became an early user of a new UPS freight forwarding solution called UPS CrossBorder Connect.

Designed to accelerate U.S.-Mexico trade, UPS CrossBorder Connect is a ground freight service that bundles UPS's transportation and customs brokerage expertise north and south of the border to boost speed to market, drive cost efficiencies and reduce supply chain risk. For Comau, the service has now become the go-to solution for expedited service to its Mexico City hub facility.

A Borderless Business

Abbreviated from the Italian *Consorzio Macchine Utensili*, Comau Group operates as a division of FIAT, bringing a strong history in the automotive industry and extensive global ties. With headquarters in Turin, Italy, Comau has 24 locations in 13

CHALLENGE

Comau seeks more efficient, cost-effective solution for LTL (less-than-truckload) shipments facing complex customs regulations at the U.S./Mexico border.

SOLUTION

Use UPS CrossBorder Connect ground freight service, which bundles transportation and customs brokerage expertise north and south of the border.

RESULTS

Comau increases the speed of its cross-border shipments without impacting their bottom line.



Case Study Celebrating Home

Challenges

- Needed to ship new product samples from 15 to 20 different Asian manufacturers to distribution warehouse in Marshall, Texas, for Celebrating Home's annual sales rally in Dallas
 - Ultimately wanted to determine better methods for shipping time-sensitive (but non-urgent) items to market faster to meet its nine-day customer delivery guarantee
- Entailed shipping smaller quantities (not full containers) under tighter timelines
- Required a shipping option faster than traditional ocean freight but more affordable than air freight



1 PROPRIETARY AND CONFIDENTIAL. THIS PRESENTATION MAY NOT BE USED OR REPRODUCED TO ANY PRODUCTIONS FOR EMPLOYERS OF CUSTOMERS, UNLESS SPECIFICALLY APPROVED BY UPS. WE ♥ LOGISTICS UPS

Case Study Celebrating Home

Solutions

- Utilized UPS Preferred® LCL service — UPS's North American ground network with containerized ocean services — to provide up to 40 percent faster port-to-door overseas delivery than standard UPS LCL service
 - Offered services for multiple lanes in South China
- Incorporated UPS Flex® Global View to increase customer goods' visibility as they moved through the supply chain



2 PROPRIETARY AND CONFIDENTIAL. THIS PRESENTATION MAY NOT BE USED OR REPRODUCED TO ANY PRODUCTIONS FOR EMPLOYERS OF CUSTOMERS, UNLESS SPECIFICALLY APPROVED BY UPS. WE ♥ LOGISTICS UPS

Case Study Celebrating Home

Results

- Increased supply chain options and added flexibility across customer's supply chain for shipments requiring speed not urgency
 - Improved transit times, saving approximately seven to nine shipping days over traditional ocean freight shipping
 - Met customer's deadline for obtaining new products
- Avoided 50 to 75 percent higher air freight movement costs
- Helped reduce product damages by eliminating deconsolidation steps at U.S. ports



3 PROPRIETARY AND CONFIDENTIAL. THIS PRESENTATION MAY NOT BE USED OR REPRODUCED TO ANY PRODUCTIONS FOR EMPLOYERS OF CUSTOMERS, UNLESS SPECIFICALLY APPROVED BY UPS. WE ♥ LOGISTICS UPS

Client Successes

- **Copywriting:** Revised internal PR client success copy for an external audience, receiving significant online readership via social media and other prominent legal publications.
- **Project Management:** Oversaw production logistics, while collaborating with graphic designer and other marketing team members to ensure alignment with firm-specific guidelines and templates.



KT Client Success

Energy Team Closes Third Ever Renewable Chemicals Project Worth \$56 Million

On November 29, 2017, Kilpatrick Townsend closed a historic \$56 million renewable chemical project, including \$24 million senior debt guaranteed by the USDA Business & Industry (B&I) Loan Guarantee Program, for our bondholder client, an institutional investor and lender. The closing represents the third ever project financing of a renewable chemical transaction in the past seven years — all using the USDA B&I Loan Guarantee Program and all involving Kilpatrick Townsend's counsel — signifying a monumental milestone in the renewable chemical industry.

The Nebraska-based project is part of the existing Archer Daniels Midland corn ethanol production facility — the first commercial technology to produce corn ethanol-based ethyl acetate — and will be owned and operated by Prairie Catalytic LLC. It's one of the few credit enhanced project company debt

deals that used a AAA-credit rated federal loan guarantee to wrap otherwise non-investment grade project company debt. As such, this guarantee enhances the credit rating on the overall project company's debt, resulting in a lower coupon rate and longer maturity through bond financing as compared to the equivalent terms obtained through a commercial loan. These credit-enhanced bonds are sold to institutional investors, with the proceeds subsequently placed into the project. Kilpatrick Townsend Partner Mark Riedy co-developed this unique financing mechanism in 2009 with Stern Brothers and its counsel Faegre Baker Daniels (which also participated in the Prairie Catalytic closing) to help close the most difficult project financings for all types of new technology projects in the chemical, energy, and infrastructure industries.

Kilpatrick Townsend Partner **Mark Riedy** led a collaborative, multidisciplinary team of attorneys consisting of Partners **David Stockton**, **David Eaton**, **Joe Scibilia**, and **Justin Krieger**, Senior Associate **Isabelle Dinerman**, and Special Legal Consultant **Ariel Oseasohn** to successfully represent our client.

For more information, please contact:
Mark Riedy at mriedy@kilpatricktownsend.com

www.kilpatricktownsend.com

600+
DEDICATED
ATTORNEYS

150+
YEARS
serving clients

8 consecutive years
Top 100
Bioenergy
Leaders
Biofuel Digest
(2010-2017)

20+
YEARS INDUSTRY
EXPERIENCE



KT Client Success

Kilpatrick Townsend Closes \$207 Million Acquisition for AT&T

Kilpatrick Townsend, led by Partner Joel Cartee, recently completed a \$207 million purchase of FiberTower Corporation for client AT&T, which will position it as the first U.S. company to introduce 5G wireless — the next generation of mobile wireless — in a dozen markets by late 2018. The multiyear deal spanned across multiple offices and practice areas, and will provide AT&T with a nationwide millimeter wave spectrum portfolio of 39 GHz wireless licenses needed to support virtual and augmented reality, telemedicine, autonomous cars, smart cities, and similar mobile technologies.

The transaction began in September 2016 with extensive negotiations, further complicated by compliance issues between FiberTower and the

Federal Communications Commission (FCC). In January 2017, AT&T struck a deal with FiberTower's shareholders to buy the company, kicking off another year of complex negotiations with the FCC and the Department of Justice (DOJ) to resolve outstanding licensing and bankruptcy issues. A year later, all FCC-DOJ regulatory issues were successfully settled, paving the way to closing the acquisition.

With the spectrum's potential value expected to be significantly greater than its purchase price, AT&T considers the acquisition of FiberTower both a financial and strategic success. Now, it can realize its goal to be the first U.S. company to deliver 5G wireless to its customers, while continuing to position itself as a top brand for mobile wireless.

To successfully represent our client, Kilpatrick Townsend Partner **Joel Cartee** and Senior Associate **Brittany Summers** led a cross-office, multidisciplinary team of attorneys consisting of Partners **Lynn Fowler**, **Allen Garrett**, **Alisha Gibson**, **Steve Hudson**, **Sarah Jurkiewicz**, **Mike Pavento**, **David Posner**, and **Jennifer Schumacher**; Associates **Edgar Callaway**, **Gianfranco Finizio**, **Jeff Fisher**, **Phillip Harris**, **Isabelle Dinerman**, **Kelsey Donnalley**, **Josh Hess**, **Hannah Loo**, **Sara Fon Miller**, **Hillary Rightler**, **Bobby Seifert**, and **Elizabeth Spivey**; and Counsel **Katie Barton**, **Jeff Reed**, and **Chuck Rice**.

First-Tier

Corporate Law
U.S. News - Best Lawyers®
"Best Law Firms" (2017)

Top Ranked

Financial Institutions M&A
Chambers USA (2017)

For more information, please contact:
Joel Cartee at joelc@kilpatricktownsend.com

www.kilpatricktownsend.com

Continuing Legal Education Programs

- **Program Design:** Created and directed **CLE** program that generated more than **\$40K** net profit in first year with profit increases of **50%** by third year. Discovered **untapped niche market**.
- **Project Management:** Managed all event **logistics, marketing, and budgeting**, providing high-quality customer service that enhanced repeat business and generated **excellent attorney evaluations**.
- **Marketing & Logistics:** Handled creative production for **direct mail brochures, print advertising, signage, and training manuals**.
- **Staffing:** **Recruited and supervised 30+** faculty, staff, and volunteers. Developed and maintained vendor relations.
- **Public Relations:** Represented program at **international** annual and mid-year association meetings.

The image shows the cover of a brochure for the Fall/Winter 1998-99 CLE Seminar Schedule. At the top left is the Georgia State University logo, which consists of a stylized flame above the text 'Georgia State University'. To the right of the logo is the text 'DIVISION OF CONTINUING EDUCATION'. Below this, the main title 'Fall/Winter 1998-99 CLE Seminar Schedule' is centered in a large, bold, serif font. Underneath the title, the word 'Featuring' is written in a smaller, italicized font. Below that, the two featured series are listed: 'Legal Computer CLE Training Series' and 'The New Lawyer CLE Series', separated by an ampersand. A black box with a white border is centered below the text, containing the text '3 - 6 CLE Credit Hours' in white. At the bottom of the brochure, the text 'Georgia State University Atlanta, Georgia' is centered.

Georgia State University
DIVISION OF CONTINUING
EDUCATION

**Fall/Winter 1998-99
CLE Seminar Schedule**

Featuring

**Legal Computer CLE Training Series
&
The New Lawyer CLE Series**

**3 - 6
CLE Credit
Hours**

Georgia State University
Atlanta, Georgia

Daily Dealer Notices

- **Copywriting:** Researched and wrote **daily** network dealership notices, employee notices and other communications (**50+ first month / 500+ one year**) for North American sector of international motorcycle company regarding rapidly-changing products / services initiatives to increase sales and productivity.
- **Project Management & Logistics:** Managed copy lifecycle, digital formatting, and distribution logistics. **Established collateral procedures,** resulting in consistent, high-quality messaging, quick turnaround, and first-rate customer service.

Dealer Spotlight: Marin Triumph



Notice Information

Posted Date:	11/20/2014 12:00:00 AM
Posted To:	Dealer Principal, Service / Technical, Parts Sales, Motorcycle Sales, RAT, Clothing Sales, Accessory Sales, Marketing
Subject:	Corporate/Marketing

Marin Triumph

Location: San Rafael, Calif.

Owner: Greg McCord

Triumph Sales Team: Six (6) team members

Website: www.marinspeedshop.com

Triumph Dealer Since: September 2003

Awards: *Ton-Up Award* (2014, 2013, 2008, 2007, 2006, 2005)

Congratulations to Marin Triumph for selling more than 100 motorcycles in 2014!

At Marin Triumph, they don't worry about the competition, they focus on what they do best — satisfying the customer. And with customer satisfaction comes success. As a six-time *Ton-Up Award* winner, Marin validates the importance of picking the right crew, 20-Club membership, exceptional business acumen, and creating a boutique experience not found at the dealership next door.

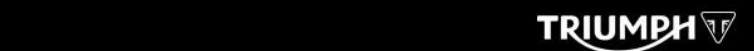
With the help of Triumph Sales team members **Nikki Dore** (Sales), **Jim McLaughlin** (General Manager), **Dave Pearson** (Sales / Triumph Champion), **Quinn 'The Shroud' Pederson** (Sales / Service), **Aaron Prentice** (Finance Manager), and **Ben Rubio** (Service Manager), Owner **Greg McCord** understands the importance of leveraging best business practices and industry standards. Through 20-Club participation, Marin learned to successfully maximize its backend profits, creating some of the highest profit margins of any reporting Triumph dealer in the network.

Marin also capitalizes on its individuality via unique bike customizations, a mix of motorcycle and mainstream décor, and a myriad of marketing strategies (social media, newsletters, events, etc.). In 2014, Marin organized several group rides that attracted more than 200+ riders, and most recently teamed up with Triumph, Lucky brand, and local coffee roaster Equator Coffee to host *Dia de Los Motos: A Day of Motorcycles, Coffee, and Camaraderie*. To further stand out, Marin offers complimentary pickup and delivery service, maintenance pickups, and roadside service within a specified mile radius.

According to General Manager **Jim McLaughlin**, "At Marin, we take pride in delivering customer service that exceeds expectations. As a "destination" dealership located 25 minutes north of San Francisco, Marin customers often take their inaugural Triumph ride over the Golden Gate Bridge — how's that for customer satisfaction!"



Pictured #1 (left) Dave Pearson (Sales), Triumph Champion; Ben Rubio (Service Manager); Quinn 'The Shroud' Pederson (Sales / Service); Jim McLaughlin (General Manager); Aaron Prentice (Finance Manager); and Nikki Dore (Sales).



March 2015: In The News
03.13.2015



The Lisbon-based [Maria Riding Company](#) did it again! Its latest commission — a 2005 Bonneville T100 called the Spitfire — dons "a military theme, but without the whole matt Nato green thing." According to [The Bike Shed](#), the WWII "RAF Supermarine Spitfire fighter plane supplied most of the inspiration for the color scheme, whilst the remainder of the project followed founder and head mechanic Luis Correia's tried and tested formula." To create this "new urban weapon," Maria chopped the subframe to accommodate a new, handmade seat that rises to meet the gas tank, and installed an LSL ignition

relocation switch kit to make the most of a smaller headlight and neater dash set up. It also incorporated rebuilt wheels with stainless steel spokes and dark green powdered rims; a new Arrow 2-into-1 stainless exhaust system; new TKC80 tires; vintage-styled Posh grips; and LSL bars and sprocket cover. *Photo courtesy of Maria Riding Company.*

Triumph serves as a muse to many folks both on and off the road. Leroy Mize, 73, built a replica of his 1965 650cc Triumph Bonneville out of oak and walnut, spending more than 1,000 hours machining and hand carving each motorcycle piece to his satisfaction. Mize told [Lawrence Journal-World](#) that "the biggest challenge and most time-consuming part of the project has been whittling the tread on the motorcycle's tires." To learn more, watch Mize's YouTube video [Leroy Mize's Wooden 1965 Triumph Motorcycle](#). *Photo courtesy of the Lawrence Journal-World and Photographer Richard Gwin.*



Across the pond, French illustrator [Sophie Varela](#) found inspiration from the Triumph Bonneville when creating realistic drawings of motorcycles by combining fine details in pen with awesome watercolor shading and coloring. According to [MotoLady](#), "Varela's motorcycle illustrations are badass and elegant at the same time." *Photo courtesy of Sophie Valera.*

Have a nice weekend!

TRIUMPH MOTORCYCLES AMERICA

Triumph Motorcycles America
100 Hartsfield Center Parkway, Suite 200
Atlanta, Georgia 30354

Tel: (678) 854-2010
Fax: (678) 854-2025

triumphmotorcycles.com

Executive Communications

- **Research:** Interviewed SMEs / stakeholders and researched corporate website to obtain situational facts and product information.
- **Copywriting:** Wrote, edited, and proofread executive communication. Managed stakeholder revisions and incorporated all requested changes.
- **Project Management:** Supervised PR agency regarding letter version updates and formatting. Managed legal review.



Dear [NAME],

As a valued UPS customer, I want to make you aware of a change in our shipping systems and several alternative shipping options included in our expanding portfolio of services. Beginning December 31, UPS shipping systems including WorldShip[®], UPS CampusShip[®] and UPS Internet Shipping will no longer support the UPS Express[®] Freight service.

Since this change may affect your internal processes, UPS wants to make sure that you have sufficient time to prepare and implement any changes necessary to keep your shipping procedures running smoothly.

To help ensure an easy transition, UPS offers three options to meet your critical air freight needs.

- **UPS Worldwide Express Freight[™]** – Our newest and fastest international freight service offers guaranteed door-to-door delivery for palletized shipments over 150 pounds using your *current* shipping system. By leveraging UPS's aircraft network, transit times range from one to three business days to key global markets in 37 origin and 41 destination countries. This service provides our customers with the UPS small package experience for both their small package and international air freight shipments — one point of contact, one contract, one invoice and one tracking system.
- **Continue Using UPS Express Freight** – You can continue using UPS Express Freight — with its guaranteed, one to three day door-to-door service — by using one of the following processes:
 - Process your shipments using the Gemini shipping system or using the MyFreight online shipping system at www.ups.com
 - Process your shipment manually via a paper air waybill
 - Contact your local service center or the UPS customer service center for each shipment
- **UPS Air Freight Direct[®]** – Part of the UPS Global Freight Forwarding International Air Freight portfolio, this service offers airport-to-airport delivery with day-specific scheduling in one to three business days worldwide. Pickup, delivery and customs clearance options are available for an additional charge. This option allows you to continue using your *current* shipping system.

To learn more about this change and to help with the transition, I encourage you to contact your UPS Account Representative, your local service center or the UPS Global Freight Forwarding Customer Service Center at 1-800-443-6379.

Thank you for your business and for entrusting UPS with your critical air freight needs.

Sincerely,
[NAME]

Fundraising Collateral

- **Creative Ideation:** Originated and spearheaded volunteer council *Spring Cleaning with Meaning* clothing drive for **three** consecutive years, resulting in **2500+** donations per year.
- **Copywriting:** Researched and wrote campaign collateral, including posters, emails, signage, and post-event news article and thank-you emails.
- **Project Management:** Led **six-person** committee and oversaw event logistics throughout project lifecycle. Held planning meetings and sent follow-up emails, detailing assignments, progress achieved, and outstanding to dos.



Third Annual Spring Cleaning With Meaning Clothing Drive Wednesday, May 2nd through Friday, May 18th

Is your closet cluttered with things you don't wear? Do you have clothes that just don't fit anymore? Are you looking for a great way to clean up and help those in need?

If the answer is "yes," then please donate your unwanted clothing and shoes to the Second Annual KT Spring Clothing Drive to support United Way affiliate [Crossroads Community Ministries](#) and [Gateway Center](#).

Bring your new or gently used Women's, Men's, and Children's clothing, shoes, and wooden suit hangers (especially business attire) to the Clothing Drive Drop-Off Bins located in the KT Hub on the 27th Floor. With your help, we can make a real difference in the lives of others.

Clothes Sorting Party

Volunteers are needed for one-hour shifts to sort clothing drive donations in preparation for their charitable deliveries.

Tuesday May 22, 2018
11:00 a.m. – 2:00 p.m.
28 South
Lunch provided

Sign-up on the
KT IMPACT website
(www.KTimpact.com)

About Crossroads Community Ministries

A United Way affiliate, Crossroads Community Ministries helps the Atlanta homeless find refuge and obtain the skills necessary for economic and personal self-sufficiency. For more information, go to crossroadsatlanta.org.



About Gateway Center

Gateway Center works to end homelessness in Metro Atlanta through therapeutic programming and community collaboration. It provides 352 beds for men so they can receive the necessary tools to achieve self-sufficiency. For more information, go to gatewayctr.org.



For more information, please contact one of the Atlanta Volunteer Council Project Leaders:

S. Beth Harris X 412477
LaToya Conaway X 416684
Pat Ferber X 416882
Lavonia Hayes X 416823
Michael Joiner X 416784



News & Thought Leadership Articles

- **Copywriting & Editing:** Researched, wrote, and edited daily intranet articles for **450-attorney** law firm, resulting in internal **cross-selling opportunities**, firm unification and excellent reader evaluations.
- **Project Management:** Provided exemplary client service when supervising internal clients (attorneys, executives, staff) and IT personnel during creative and digital distribution process.
- **Logistics:** Determined article schedule based on message type, practice area, and office locale, creating a balanced message queue.

MLA Secures Preferred Provider Status with Marriott



MLA Library Educates Firm on Social Networking Web Sites

Please reference the MLA Employee Handbook to access the firm's policy on social networking Web sites.

To help firm members learn how to better leverage social networking sites (SNS), the Atlanta Library staff held standing room only mini sessions about Facebook, LinkedIn, and Twitter — three of the most popular SNSs. **Joelle Coachman** and **Sansanee Sermprungsak** provided attendees with Web site tours, explaining site-specific functionality and tools as well as current usage by attorneys and law firms. SNSs are used to build communities, people online to enhance existing relationships (personal and professional) and to generate new relationships. Law firms and attorneys are using SNSs to find and/or learn more about clients, opposing parties, witnesses, and hires as well as raise attorney/firm profiles; join alumni, industry, and other professional groups; and drive new business.

According to Joelle, "Now that online social networking has hit the mainstream, lawyers need to be up-to-date on benefits and pitfalls. If used carefully, SNSs can be a great tool to enhance relationships with clients, and they have the potential to generate new business."

facebook (63+ million users)

Although primarily socially oriented, Facebook offers law firms a valuable PR/marketing platform. Since 2008, MLA has maintained a Summer Associate Facebook page to better acclimate the group to the firm before their arrival and to help them create connections regardless of their office locale. Today, MLA has more than 170 Facebook listings, providing users the opportunity to further enhance their relationships as well as reconnect with MLA alumni and clients.

LinkedIn (40+ million users)

LinkedIn is primarily used for professional networking, and allows users to maintain a list of contact details of people they know and trust in business. LinkedIn provides an avenue to enhance existing relationships and to expand network to garner new business opportunities. In addition to locating and ascertaining more information about businesses and people, LinkedIn users can also establish new business relations by joining alumni, industry, and other professional groups. Currently, MLA uses LinkedIn to locate and learn more about current and prospective clients and individuals of interests.

twitter (close to 10 million active users)

While Facebook and LinkedIn create more value from existing relationships, Twitter, for the most part, helps to create new relationships. Twitter (a social networking and micro-blogging service) enables its users to send/read short tweets (140 characters or less) to/from other users who have subscribed to them (known as followers). Twitter can follow breaking news, provide product/service information, promote news (victories, awards, pro bono and community activities, etc.) and events, and just monitor the current buzz. Twitter can also be a great law firm tool. It can help drive new business to your blog, raise your legal profile, and create positive relationships (marked by professional expertise balanced with personal interests) that may lead to both personal and professional opportunities. Currently, MLA clients such as Fresh & Easy, are using Twitter to promote customer service — recently, custom suggestions via Twitter have prompted Fresh & Easy to develop a line of family-sized prepared meals that have become a hit with shoppers.

For information about Facebook, LinkedIn, Twitter, or social networking Web sites in general, please contact **Joelle Coachman** at extension 74001.

Firm Provides Pro Bono Counsel for EastWest Institute



Bill Ide (background) listens intently as Stephen Holitz, President of Societal for Brothers Fund, reviews a strategy for furthering Russian relations at a EWI board meeting in London.

Since 2002, the Firm, led by Partner **Bill Ide**, has acted as the EastWest Institute's (EWI) *pro bono* General Counsel, overseeing all legal matters. Established in 1980, EWI is an international, non-partisan, non-profit global organization that promotes peace and stability by building trust and collaborative action between significant world forces that must work together. It specializes in bringing together those who usually do not agree or those who are not used to working together on seemingly intractable problems. In the early 1980s, EWI organized the first meetings between the communist military leaders of the Warsaw Pact and the military leaders of NATO countries.

Bill was first introduced to the EWI when he served as Chair of the ABA's Rule of Law Program (CEELI), which helps build legal systems in developing countries. Through CEELI, Bill met EWI Founder and President John Mroz, who eventually recruited Bill as an EWI member and as *pro bono* counsel. Bill often travels around the world to collaborate with EWI board members, including former presidents of countries, former CEOs of Fortune 100 companies, and leading global intellectuals.

Mr. Mroz said, "We can keep our eye on the ball and do the big heavy lifting in large measure because of the dedication of our board and incredible volunteer force around the world. These men and women help us keep our ship on steady course. Bill Ide is a perfect example. Bill and MLA Partners **Russell Love** (tax), **Dan Beale** (employment law compliance), and **Allen Green** have provided invaluable assistance to EWI, and have attended EWI meetings as a member of the MLA team."

Currently, EWI is facilitating meaningful dialogue between China and the U.S. military and between Russia and the West, having met in Beijing last fall with key Chinese leaders and in Norway and Russia this summer with their top leaders. On October 23, EWI will host former Secretaries of State Dr. Henry Kissinger and George Schultz, former Senator Sam Nunn, who is currently Co-Chairman and CEO of the Nuclear Threat Initiative, and Nobel Peace Prize winner Dr. Mohammed El-Baradei at the EWI 2008 Awards Dinner and Conference. EWI has offered a complimentary table to the Firm for partners and clients in thanks for what has been contributed in services to the institute.

For more information about EWI, go to <http://www.lews.org/>.

News & Thought Leadership Articles

- **Copywriting & Editing:** Interviewed, researched, wrote, and/or edited PR thought leadership articles, promoting **600+-attorney** law firm expertise.
- **Project Management:** Provided exemplary client service when advising and managing internal clients (attorneys, executives, staff) during creative process.
- **Honors:** Received high praise and significant readership; one article cited in national webinar as an **example of "content done the right way."**

July 9, 2018

The Success of the Pizza Autosaucer® ...and the patents that made it possible

by Kilpatrick Townsend & Stockton LLP

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Automatic Bar Controls, Inc.'s (ABC) Autosaucer® recently made the news again when it was described as "the secret to Costco's delicious pizza."^[1] A rotary pizza sauce dispensing system, the Autosaucer® features a turntable and robotic linear arm that distributes an even and consistent amount of sauce to dough, creating the perfect pizza each and every time. Operating under brand name "Wunder-Bar" and a subsidiary of global foodservice equipment leader The Middleby Corporation, California-based ABC is a leading manufacturer of food and beverage dispensing systems known for its innovation and custom product development.

So what inspired the Autosaucer®? And what steps did ABC take to protect its new invention and brand?

Conceived at 35,000 Feet

It all began more than 15 years ago with a great idea, an airplane trip, and a cocktail napkin. After several of the largest pizza chains approached ABC, now ABC Vice President of Regulatory Affairs Jim Tuyls designed an innovative way to perfectly sauce a pizza, using automation. The quintessential inventor, Tuyls has developed many patented inventions throughout his career at ABC — the Autosaucer® being one of his greatest legacies. Initially drafted in-flight, Tuyls conceived a solution that improves quality and consistency, while increasing profits. "I am very proud of the Autosaucer®," asserts Tuyls. "Not only does it satisfy some of the largest pizza operators' need for a low cost, fast, and efficient pizza-making process, it also represents the high quality and uncompromising customer value synonymous with the

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BUSINESS ADVISOR

Collaboration, Clients, and Coffee Fuel Kilpatrick's New Office Design in San Francisco

1/17/2017 by Mehrnaz Boroumand Smith | JD Supra Perspectives



...more collaboration further enhances our client relationships through greater productivity, quality control, consistency, and efficiencies, thus lowering client costs.

Kilpatrick Townsend's strong tradition of collaborating with clients — and with each other — has created a firmwide culture that fosters productivity, innovation, and efficiencies. With that in mind, Kilpatrick Townsend & Stockton recently transformed its San Francisco office, the firm's oldest and second largest, from a three-floor traditional law firm setting into a two-floor high-tech, open-space environment to create a more collaborative workplace that reflects the offices of its many technology clients. Working with architect Brian Parker of Cooper Carry, San Francisco Office Managing Partner Mehrnaz Boroumand Smith spearheaded the dramatic glass-inspired design to meet the needs of the office's 70 attorneys and 80 staff members. Mehrnaz explains:

Q: What prompted the office makeover?

Boroumand Smith: With the San Francisco lease up for renewal, we decided to step back and reimagine the 21st century law firm by creating an innovative, flexible space that better suits our collaborative spirit. Putting that collaboration message to work, our first step entailed forming a large, inclusive design committee of staff and attorneys. By facilitating numerous focus group sessions, we harvested diverse viewpoints and feedback central to crafting a future-thinking space that can evolve over time.

Newsletters - Legal

- **Copywriting:** Conceptualized, researched, and wrote **95-100%** of international law firm newsletter that resulted in internal **cross-selling** opportunities and excellent reader evaluations.
- **Project Management:** Supervised internal clients (attorneys, executives, staff) and design and printing personnel during creative and online / print distribution process.
- **Honors:** Won an *Overall Gold Award* in the League of American Communications Professionals 2009 *Spotlight Awards*.



MLA InnerView

SEPTEMBER 2009

Chief Recruiting & Development Officer **Jennifer Queen** and Atlanta Hiring Partner **Jim Levine** discuss MLA's summer program and firm culture with a potential candidate. Each year, MLA's Hiring department starts the recruitment cycle with on-campus interviews at law schools and diversity fairs, where it begins to identify potential candidates for MLA's summer program and ultimately the new fall associate class.



MLA GOES BACK TO SCHOOL

Hiring Department Begins Fall Recruitment Process

At MLA, recruiting and hiring top talent is "mission critical" to the success of the firm. Each year, MLA's Hiring department (led by Chief Recruiting & Development Officer **Jennifer Queen** and Firmwide Hiring & Professional Development Partner **Mike Rizzo**) starts the on-campus recruitment cycle to strategically identify potential summer associate candidates who could eventually be among our fall associate class. When recruiting, the team looks for accomplished, dedicated, well-rounded, and diverse professionals best suited to MLA's culture and environment and who will continue MLA's tradition of providing high-quality, innovative services.

This year, the firm will conduct on-campus interviews at 15 law schools and two diversity fairs. After completing the interview phase, the Hiring committees will extend offers to the upcoming summer associate class. Once selected, the Hiring department works with various MLA departments to develop a challenging summer program designed to give a realistic picture of practicing law at MLA. While working on a variety of real assignments, summer associates learn about MLA's departmental team structure, gaining a better understanding of the associate work assignment process and an opportunity to work directly with partners. In addition, the Hiring and Professional Development departments coordinate a myriad of training and pro bono/community service opportunities, including the Summer Challenge, writing

(Continued on page 2)

Client News

METALCLAD INSULATION CORPORATION. Following a marathon four-month trial, MLA scored an important victory for client Metalclad regarding the sole remaining claim for a products liability/failure to warn action. The jury ruled in favor of Metalclad after a hotly-contested summary adjudication motion in which the balance of the claims had previously been dismissed. Of Counsel **Frank Berfield** led the firm's trial representation, assisted by Associates **John Rosenthal** and **Kathy Huynh** and Paralegal **Candice Lopes**.

SunTrust hundreds of thousands of dollars in discovery and motion practice. In the wake of the mortgage meltdown, the National Association for the Advancement of Colored People sued 16 of the nation's largest mortgage lenders, including SunTrust, alleging violations of the Fair Housing Act, the Equal Credit Opportunity Act, and the Civil Rights Act.

MARRIOTT INTERNATIONAL, INC. After a competitive beauty contest, Marriott selected MLA's Bankruptcy team as a preferred provider (along with law firms Sheppard Mullin and Venable) to represent Marriott in its future bankruptcy matters. Representing the firm were Partners **Dan Carrigan**, **Gordon Eng**, **Gary Marsh**, and **John McJunkin**.


OPEN TEXT CORPORATION. Corporate Partners **David Brown** and **Chuck Wilson** represented Open Text Corporation in its \$325 million acquisition of Vignette Corporation, which will allow Open Text, a global leader in Enterprise Content Management (ECM), to expand its existing portfolio to include more extensive Web Content Management (WCM) capabilities — a subset of the ECM market offered by Vignette. To complete the deal, David and Chuck recruited team members from a variety of practice areas including Partners **Dan Beale**, **Frank Benjamin**, **Joe Dennin**, **Scott Harty**, and **Ann Murray**, Associates **Clayton Coley**, **Allix Magaziner**, **Spencer Preis**, **Leah Singleton**, and **Jim Thornton**, and Paralegal **Carol McEwen**.




Partner **Steve Bender** (pictured with client Tenaska Project Manager **Daniel Culver** and Tenaska's Community Representative for Government and Public Relations **Jack Brown**) after updating the Taylorville Illinois Kiwanis Club on plans regarding Tenaska's coal gasification power plant project located near Taylorville. The plant is one of the first to convert coal to gas, generating power as cleanly as natural gas. Courtesy of the Taylorville Breeze Courier.

Newsletters - Corporate

- **Copywriting:** Researched and wrote original copy and provided extensive editing / proofreading to existing copy for **Fortune 100** customer-facing brokerage newsletter sent to approximately **11K** subscribers with a **10-11%** open rate.
- **Project Management:** Collaborated with stakeholders. Supervised contract copywriter, IT personnel, and email distribution process. Managed legal review. Recorded statistics in **ROI** reports. Documented procedure for newsletter editor successor.



Trade Broadcast



A UPS Publication
September 2012
ups.com/brokerage

Offering resources, events and educational seminars that can simplify your global trade experience

ILA-USMX Resuming Contract Negotiations

At the urging of the Federal Mediation and Conciliation Service, contract negotiations between the International Longshoremen's Association (ILA) and the United States Maritime Alliance (USMX) will resume on September 19 in hopes of avoiding a shutdown of the U.S. East and Gulf Coast ports from Texas to Maine. Due to the sensitivity of the high-profile dispute, neither the meeting location nor the content will be disclosed.

Despite agreement on two key issues (union jurisdiction and chassis maintenance and repair), talks collapsed on August 22 over USMX-proposed cost-saving technologies and labor practices. USMX Chief Executive Officer James Capo maintains that reforms to archaic labor practices are long overdue and currently cost port operators billions of dollars per year, while ILA President Harold Daggett plans to do whatever it takes to safeguard union practices and ILA membership. The dispute ended with ILA's threat to strike upon the expiration of master labor contracts on September 30. The last full-fledged ILA strike occurred 35 years ago in 1977.

According to an analysis made by the Port Authority of New York and New Jersey, a union strike or management lockout would shut down 14 ports, potentially costing the region \$136 million a week in personal income and another \$110 million in economic output. Mere threats of work stoppage have already led to re-routing of shipments, creating congestion in U.S. West Coast ports. Retail Industry Leaders Association President Sandy Kennedy predicts a strike would devastate the retail industry (and U.S. economy) by forcing retailers to "redirect their supply chain during the crucial period before the holiday shopping season." Without anyone to load and unload ships at union-controlled ports, retailers and supplier cannot plan ahead, creating a major supply chain disruption and potential job loss.

Most recently on September 13, ILA established the Maritime Labor Alliance with five of the country's leading maritime labor organizations, including the International Organization of Masters, Mates & Pilots, Marine Engineer's Beneficial Association, International Longshore and Warehouse Union, American Radio Association and Inland Boatmen's Union. The new alliance vows to vigorously fight to protect jurisdictions, working conditions and labor rights.

If unable to reach an agreement and a strike ensues, President Obama can seek a Taft-Hartley injunction, forcing dockworkers to return to work for an 80-day cooling-off period.

Sources: NLPC.org, NC.com/StarLedger, FMCS.gov and LongshoreShippingNews.com

In This Issue:

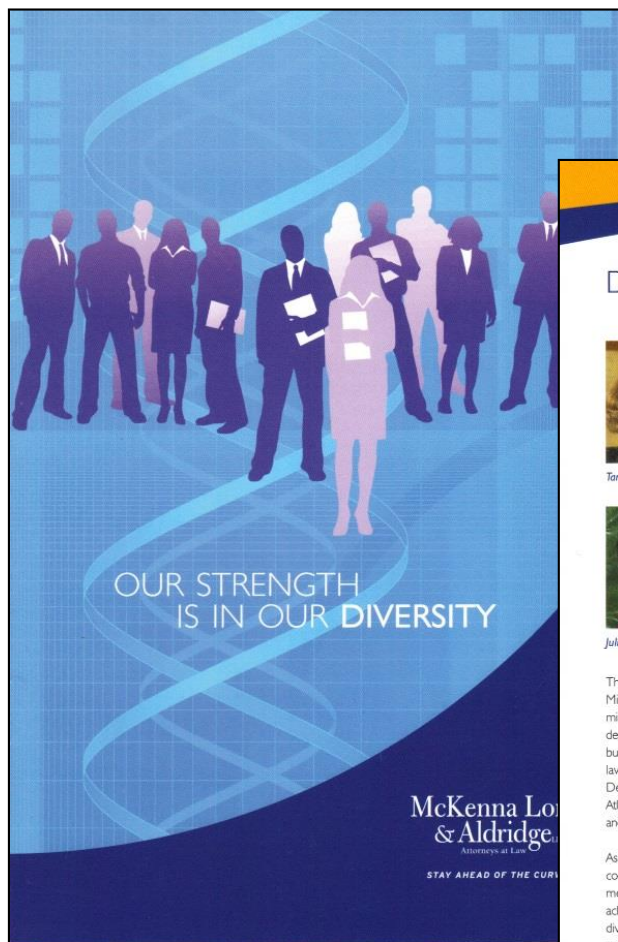
- [ILA-USMX Resuming Contract Negotiations](#)
- [Russia Latest Member to Join the WTO](#)
- [CBP Updates Progress on the Automated Commercial Environment \(ACE\)](#)
- [US Trade Deficit Narrows](#)
- [USTR Accepting Comments on Foreign Trade Barriers](#)
- [Industry Group Critical of California Warehouse Bill](#)
- [South Carolina Ports Authority Moves Forward on Inland Port](#)
- [Port of Miami Acquires Foreign Trade Zone Status](#)
- [UPS Survey Highlights Trends in Healthcare Industry](#)
- [Progress on Korea, China Free Trade Agreement](#)
- [USTR Pursues Argentina Over Trade Restrictions](#)
- [US Keeps Antidumping on Chinese Tapered Roller Bearings](#)
- [Brokerage in Motion](#)
- [New eManifest Requirements for Cross-Border Shipments into Canada](#)

This issue is also available in [acrobat format](#).

If you have questions or would like further details on the issues discussed in this issue of Trade Broadcast, please contact us at tradeservices@ups-scs.com.

Pamphlets / Booklets

- **Copywriting:** Created content and managed production of firmwide diversity brochure used to advance the firm's strategic goals when **recruiting** new attorneys and used to enhance firm image / awareness.
- **Project Management:** Managed production and supervised graphic designer and print personnel. Handled distribution logistics.
- **Honors:** Received high praise from management regarding product quality and client service rendered.



DIVERSITY AT MLA



Tami Azorsky



Julie Inouye

As part of MLA's commitment to promote workplace diversity and the culture it supports, the firm works to attract and retain the best and brightest employees who reflect the differences in our society. We feel that promoting diversity benefits all MLA lawyers and helps us provide superior legal services to our clients. To accomplish this, MLA's Diversity Committee works to establish relationships with key universities and student and professional organizations.

Led by MLA Partner and Committee Chair **Tami Azorsky** with guidance and coordination support from Senior Legal Recruitment Manager **Julie Inouye**, the MLA Diversity Program regularly sponsors and participates in many diversity-related activities and organizations. To help promote greater numbers of diverse law school graduates, the firm served as a financial sponsor for the Hispanic National Bar Foundation's (HNBF) first annual Future Latino Leaders Law Day. The HNBF, led by MLA Partner and HNBF President **Luis Aguilar**, has been the principle force behind the education of Hispanic attorneys and law students throughout the United States and Puerto Rico for the past 15 years, and MLA encourages its efforts.

The firm also helped sponsor the Washington, D.C. Minority Attorney Networking Series, which provides minority attorneys an opportunity to focus on professional development, networking, and alliance-and relationship-building with peers, partners, and colleagues who practice law. Additionally, we launched the Women's Career Development Group – a new initiative created in the Atlanta office to build solidarity among our female attorneys and the firm through social and professional activities.

As a result of our commitment to diversity, several committee and firm members have received appointments to leadership positions and accepted awards acknowledging their outstanding contributions to the diversity cause. In 2007, MLA Associate **Jae Park** received a one-year appointment to the Board of Directors for the Pan Asian Lawyers of San Diego (PALS.D). Jae pledged to support PALS.D's mission of advancing the professional development of Asian



Associate **Rupa Singh** proudly accepts the San Diego County Bar Association's annual Outstanding Diversity Award.

PowerPoint Presentations

- **Copywriting & Editing:** Created, edited, proofread, and/or formatted effective PowerPoint presentations for the following:
 - Webcasts
 - Sales Presentations
 - C-level Events
 - Corporate Training Classes
- **Project Management:** Handled logistics, including legal review, stakeholder revisions, and/or agency supervision.



UPS Customs Brokerage
Inbound, Outbound, No Bounds

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ups.



The Power of Integrated Logistics
Distribution and Transportation Management
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**SUSTAINABILITY
IS IN OUR NATURE**

GROW MORE SUSTAINABLE. UPS CAN HELP.

Sustainability Is in Our Nature

[Month DD, YYYY]



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When Tomorrow Isn't Fast Enough
UPS Same-Day Local Courier Delivery

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UPS Distribution

Integrated Global Execution
from Source to Customer

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WE LOGISTICS™

Promotional Event Collateral

- **Project Management:** Managed event logistics, marketing, and budgeting for **C-level** event that **attracted 30 out of 70 invitees**, **sold \$2M+** in products / services and **cost only \$3,400**.
- **Creative Ideation:** Brainstormed overall strategic plan with teammates.
- **Copywriting:** Created and wrote invitations, website content and other participant communications.
- **Prizing:** Researched and purchased giveaways.

A night at the ballpark with CD Group

Atlanta Braves
VS.
San Francisco Giants

Thursday, August 15, 2002
Turner Field

Win a Tom Glavine autographed baseball!

Get even Bigger-League performance from your J.D. Edwards software!

All corporate executives look for ways to improve their bottom line. A great way to do so is by maximizing returns on an investment you've already made. We'll trade you a night at the ballpark for an afternoon of showing you three ways you can become your company's MVP.

Join us for an executive briefing where our experts in J.D. Edwards software will demonstrate how your ERP software can make an even bigger impact on your business.

We'll cover all the bases!

J D EDWARDS
PARTNER

cd|group

Public Relations Collateral

- **Copywriting & Editing:** Interviewed, researched, and wrote original copy or provided high-level editing for PR articles, spotlighting firm practice areas and attorney thought leadership expertise.
- **Project Management:** Provided exemplary client service when supervising internal clients (attorneys, executives, staff) during creative process.
- **Honors:** Received high praise and significant readership from internal and external audiences.







NEW YORK CITY IS... PRO BONO

Kilpatrick Townsend's personnel in the New York City office truly understand the societal importance of performing pro bono work, and how that work can make a substantial and positive difference in giving entities and individuals opportunities that they may not have otherwise. Through Kilpatrick Townsend's award-winning pro bono program, both New York City attorneys and staff actively devote significant time and resources to numerous pro bono projects, having made extraordinary contributions to their community. The following represents a mere sample of their pro bono commitment.

Hague Convention
To date, the firm has filed more than 45 cases under the Hague Convention, while originating a litigant practice manual in 2008. One such case involved representing a Dominican Republic mother in an international child abduction matter at the request of the U.S. State Department. Here, New York City Partner **Fred Whitmer** led a team of New York City office attorneys to repatriate the infant child after the father took the child to the U.S. for "medical reasons," and then wrongfully detained the child in the Southern District of New York. After petitioning the district court under the Convention's Civil Aspects of International Child Abduction treaty and a year of contentious litigation, the court ordered the child's immediate return to his/her mother in the Dominican Republic.

Special Immigrant Visa
Obtaining a special immigrant visa (SIV) is a long, arduous process, entailing a 14-step application process, multiple interviews, recommendation letters, and numerous forms and documents. For more than two years, New York City Senior Counsel **Jonathan Polonsky** worked through the international Refugee Assistance Project (IRAP) to secure SIVs for pro bono client **Hameed Darweesh** — an Iraqi interpreter/interpreter who assisted the U.S. military in dangerous war zones for 10+ years — and his family. Following the President's 2017 executive order broadly restricting refugees and immigrants from seven predominantly Muslim countries, Polonsky, alongside other IRAP volunteers from City University of New York (CUNY) Law School, shifted into high gear to gain Darweesh's quick release after his detention at Kennedy International Airport. The action challenging the executive order received widespread media attention, high client praise, and led the firm to join the American Civil Liberties Union, National Immigration Law Center, IRAP, and Yale Law School's Jerome N. Frank Legal Services Office in obtaining a nationwide injunction before the Eastern District of New York against deporting any immigrants holding SIVs or other valid visas from the seven targeted countries.

Start Small Think Big
Donating pro bono legal services to underserved business communities is a great way to stimulate local economic activity. Through nonprofit Start Small Think Big, the New York City office operates a monthly trademark/copyright clinic, where we provide legal advice and/or representation to low-to-moderate income entrepreneurs and small businesses to help protect their company's intellectual property assets, including brand identity, works of creative expression, software, and trade secrets. Past matters include conducting a trademark search and detailing ways to register design work through trademark and copyright for **Hot Line** (Partner **Mary Lieberstein** and Associate **Stacy Ding Wortman**) and assisting Mr. and Mrs. **Clinton Shabazz** with trademark registration for **The Harlem Pie Man** (Partner **Barry Benjamin** and Of Counsel **Lisa Willis**).

Unchained All Last
Some pro bono service is an emotional calling for what's right and just. After hearing the story of the abusive arranged marriage suffered by **Unchained At Last's** founder/executive director, Partners **Barry Benjamin** and **Marc Lieberstein** knew they had to get involved. **Unchained At Last** is the only U.S. nonprofit that provides legal and social services that helps women leave or avoid arranged/forced marriages and rebuild their lives, as well as the only U.S. nonprofit dedicated to creating social, policy, and legal change to end forced and child marriage in America. As of January 31, 2018, New York City attorneys and staff have clocked more than 475 pro bono hours, which includes obtaining a divorce for a woman forced into an arranged marriage following an 18-month negotiation filed with emotional twists and turns. To further support **Unchained At Last**, Lieberstein recently joined its board of directors, and the New York City office plans to hold a **Spring Fashion Pop-up Fundraiser** on April 5.



STRONG COMMITMENT
to pro bono service



45+
CASES FIRMWIDE
filed under the Hague Convention



MAKING HISTORY
for SIV immigrants



STIMULATING LOCAL COMMUNITIES
through nonprofit trademark-copyright clinic



475+
hours volunteered to help women in forced marriage

To learn more about Kilpatrick Townsend's New York City pro bono program, please contact Partner **Fred Whitmer** at 212.775.8773 or at fwhitmer@kilpatricktownsend.com.

www.kilpatricktownsend.com







KT IS...CONSTRUCTION Alternative Dispute Resolution (ADR)

A trillion-plus dollar industry, the U.S. construction business often involves legal disputes primarily caused by choosing the wrong partner; ambiguous, incomplete, or uncoordinated contract documents — at least two-thirds of disputes result from conflicts, omissions, ambiguities, and/or broad generalities; unrealistic risk allocation; lack of trust; and/or failure to resolve problems in real time. With an estimated total cost of \$12 billion per year, 80 to 90 percent of construction disputes settle before trial or arbitration, but often very late in the process. These delays increase costs, disrupt business relationships and workflow, create uncertainty, and give less time to resolve the dispute. Thus, resolving disputes early benefits all involved.

Recognized as industry leaders in the prevention and resolution of complex construction disputes, **Kilpatrick Townsend's Construction & Infrastructure Practice** focuses on real-time dispute mitigation and resolution, and has the resources and experience to bring large, complex matters through litigation or arbitration. Our multibillion-dollar dispute resolution approach includes externally contracted non-binding (mediation/facilitated negotiations, DRBs, neutral or expert evaluations, mini-trials) and binding (arbitration, private judges, DRBs, litigation) solutions. With 25 attorneys focused on construction and government contracts law, our team brings decades of ADR experience when representing public and private owners, contractors, OEMs and construction managers, EPC contractors, and design professionals on long-term, multimillion and billion-dollar major industrial and infrastructure projects.

Illustrating the advantage of real-time dispute resolution, the firm recently represented a consortium of international contractors, designers, and OEMs in an ICC arbitration involving the collapse of a hydroelectric tunnel our clients built in Panama two years previously. After the collapse, the power plant owner filed for immediate ICC arbitration, claiming \$400 million damages for tunnel repairs and shutdown costs. To help our clients avoid significant litigation costs and substantial risks, our team quickly developed a sound defense. Specifically, we hired the best global experts in tunneling and underground rock behavior, focused on contract provisions limiting damages, and engaged a top construction mediator, who demonstrated each side's strengths and weakness. Consequently, we settled the case at a fraction of the original damage request — our clients' insurance carrier covered all other costs, including attorney's fees — thereby avoiding full arbitration proceedings and saving time, money, and goodwill.

STRILLION+
U.S. CONSTRUCTION INDUSTRY

ESTIMATED \$12 BILLION
annual cost of CONSTRUCTION DISPUTES

25
LEADING CONSTRUCTION LAW attorneys





For more information, please contact Construction & Infrastructure Partner **Randy Haier** at 404.615.6289 or at rhaier@kilpatricktownsend.com.

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Sales & Fact Sheets

- **Copywriting & Editing:** Researched, wrote, edited, and/or proofread **customer-facing** sales and fact sheets to increase sales and advance customer relations.
- **Project Management:** Collaborated with corporate stakeholders regarding verbiage and overall design. Supervised in-house graphic and agency designers and managed all logistics, including legal review, printing, and distribution.



Integrating with UPS Quick Guidelines for Success

UPS's powerful technology can help you streamline your supply chain and advance your business. Our technology enables you to work smarter and faster—facilitating the electronic exchange of orders, shipping notices and other essential information, while reducing paperwork and saving time and expense. Clearly track and manage what's coming and going, and keep customers informed before they ask.

The key to a successful technology implementation is *integration*—the ability to seamlessly share data between your system and UPS. As your logistics provider, UPS can provide all the necessary integration support and guidance, so you can focus on your business.

Resource Constraints?

Leverage UPS's IT Integration Solution Services

If you lack experienced integration personnel or your resources are currently unavailable, UPS offers IT Integration Solutions services, including IT integration expertise and project management support. For more information, contact your UPS SCS representative.



UPS Sets the Standard for Sustainability

In the effort to minimize the impact of shipping operations on the environment, UPS has taken the initiative in pursuing sustainable business practices. UPS is a leader in the package delivery industry. Here's how we stack up against our largest U.S. competitor.

UPS Has the Advantage Over FedEx		
	UPS	FedEx
Year published first comprehensive sustainability report ¹	2003	2008
Comprehensive, global Scope 1, 2 & 3 emissions reporting	YES ²	Not Declared ³
Sustainability report declared to be in Global Reporting Initiative (GRI-GS 1) format and GRI checked	YES ⁴	NO
Sustainability report assured and verified (UPS assured to AICPA AT101 and verified in accordance with ISO 14064:2)	YES ⁵	Not Completed ⁶
GRI Application Level	A+ ⁷	No Application Level Declared
FORBES ⁸ 2012 World's Most Admired Companies in the delivery industry	#1 ⁸	#2 ⁸
Newsweek Green Rankings 2012 in the transportation and logistics industry ⁹	#1	#5
2012 Dow Jones Sustainability Index: North America score ¹¹	83	Not Publicly Stated
Corporate Responsibility 2012 100 Best Corporate Citizens rank ¹²	#40	Not Ranked
Corporate Responsibility 2012 Best Corporate Citizens in Government Contracting ¹³	#7	#17
Maplecroft Climate Innovation Index (CI) – Leaders Ranking ¹⁴ (a lower number is desirable)	#23	#37
Ethisphere Institute's 2012 World's Most Ethical Companies listing ¹⁵	YES	NO
UPS Leader for Corporate Limited Leadership – 2011 Supply Chain Leadership Award Winner ¹⁶	YES	NO
Climate Counts score (on a 0- to 100-point scale, a higher number is preferable)	89 ¹⁷	83 ¹⁷
2012 Carbon Disclosure Project Leadership Index score (on a 0- to 100-point scale, a higher number is preferable)	99 ¹⁸	70 ¹⁸
2011 airline carbon intensity factor (CO ₂ e lbs/ATM) (calculated in statute miles; a lower number is preferable and indicates less carbon emissions)	1.22 ¹⁹	1.30 ¹⁹
Defined 2005-2020 airline goal in CO ₂ e lbs/ATM (most energy intensive mode of transport)	20% (from a 2005 CO ₂ e lbs/ATM of 1.34) ²⁰	30% (from a 2005 CO ₂ e lbs/ATM of 1.51) ²⁰
Year eliminated fuel-inefficient 727s from air fleet	2008 ²¹	2015 ²¹ (projected)
Airline fleet average age	14.3 yrs ²²	23.5 yrs ²²
Comes air seat mass usage (v. noise requirements—UPS met in 2008)	YES	NO
Alternative-fuel-vehicle fleet miles traveled (in millions)	240 ²³	12.1 ²³

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December 5, 2012

Tradeshow Collateral

- **Project Management:** Strategized and managed company participation in **national** and **international** tradeshows (with up to **10,000**-attendees) that identified new business opportunities, enhanced corporate image, and achieved all deadlines and targeted goals. Handled event, marketing, and financial logistics.
- **Creative Ideation:** Conceptualized new booth panels. Brainstormed direct mail and email campaigns with teammates.
- **Copywriting:** Wrote campaign copy, including show collateral, booth panels, and website copy.
- **Prizing:** Determined *relevant* and *useful* promotional items / giveaways.
- **Honors:** Earned ***Raving Fans*** award for employee excellence.

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Energy to Serve Your World®

We offer unique turnkey solutions to meet your energy needs.

Customized Energy Solutions

- Increased Reliability
- Lower Maintenance Costs
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- Modernized Facilities
- Immediate Savings
- Improved Productivity
- Reduced Emissions
- Improved Energy Management

Energy Efficient Measures

- Lighting Retrofits
- HVAC Upgrades (including geothermal)
- Steam and Chiller Plants
- Heating Systems
- Controls
- System Optimization
- LED Traffic Signals
- Building Envelope Systems
- Heat Recovery Systems
- Water Conservation
- Waste Water Systems
- Motors

Infrastructure Improvements

- Distributed Generation (standby, peak shaving, back-up, emergency)
- Electrical Distribution
- Distribution Control Systems
- Substations
- Power Quality
- Stream Discharge
- Secondary

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Bringing the world to your business.

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- Scalable
- Fully-integrated

J.D. Edwards preferred e-business solution

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Website Content

- **Copywriting:** Originated **150+** website pages during **six-month** firm website rebranding project, restoring currency and improving readability. Performed extensive research, analysis, writing, editing, and proofreading functions to ensure copy accuracy, conciseness, and consistency with template requirements / style guidelines.
- **Project Management:** Collaborated with attorney SMEs and project leader from origination to go-live publication, providing insights regarding content strategy and website architecture / navigation and relaying any inconsistencies and technical issues encountered. Edited content in Sitecore, including basic HTML formatting.

KILPATRICK TOWNSEND

Trade Secrets

Corporate Confidential

In today's highly-competitive global economy, the protection of trade secrets and other confidential know-how — the lifeblood of most businesses — is critical. Whether a technology company or a service provider, confidential information is a key asset that provides a competitive edge. At Kilpatrick Townsend, we develop strategies to prevent and defend against trade secret misappropriation and theft, while preserving the value of the proprietary information. We know when to choose confidentiality protection over patenting, how to create effective business protocols, and how to navigate complex legal proceedings when seeking injunctions or going to trial — all giving our clients the best protection for their crown-jewel assets.

Reach
Global Discretion

Our trade secrets attorneys actively counsel Fortune 500 companies to startups regarding technical and non-technical trade secrets across all industries. We help clients (1) assess and minimize risks; (2) draft and implement employment and third-party contracts, confidentiality and non-disclosure agreements, and corporate policies and best practices; as well as (3) enforce or defend against theft and the misuse of confidential information. We also play key roles in a variety of transactional matters, including licensing, mergers, acquisitions, public offerings, and private equity/venture capital investments, among others.

Approach
No Learning Curve Required

Top Ranking
Intellectual Property: Trademark, Copyright & Trade Secrets
Chambers Global & Chambers USA (2016)

200 attorneys and agents registered before the USPTO

Insights Center

KILPATRICK TOWNSEND

Appellate Litigation

Set The Record Straight

Successful appellate litigation requires attorneys with specialized skills and unique experience. Kilpatrick Townsend's appellate litigators offer a combination of brief writing expertise, strategic judgment, and oral advocacy that allow clients to defend a hard-won victory or overturn an unfortunate loss in the trial court. Our appellate litigators have briefed and argued cases in the Supreme Court, all 13 U.S. Courts of Appeals, and numerous state supreme and intermediate appellate courts. We also assist trial attorneys with dispositive motions, issue preservation, trial support, jury instructions, and post-trial motions. Our team represents clients who the firm represented at trial, as well as clients who hired us solely to handle their appeal. We handle the full spectrum of legal issues — from constitutional cases to business disputes and class actions to water law and Native American law — including high-stakes cases involving complex issues, which have established new precedents, generated headline news, and garnered national recognition.

Focus Areas

- Business Litigation
- Class Actions
- Construction
- Environmental

KILPATRICK TOWNSEND

Government Relations

Representing Your Voice

Government policy can dramatically affect your bottom line so it's important to make yourself heard. At Kilpatrick Townsend, we work hard to give public and private entities a voice before federal, state, and local governments. To educate elected officials and advocate for our clients, our attorneys leverage their legal skills, political experience, and day-to-day familiarity with legislative and executive branch processes and key decision makers. In doing so, we help clients realize opportunities and overcome obstacles when seeking legislative or policy changes affecting their business strategies and ultimate success.

Reach
Political Savvy

Our attorneys provide comprehensive policy and advocacy advice to national and international individuals, companies, governments, and coalitions on issues with high-stakes consequences. When representing clients before Congress and federal, state, and local agencies, we serve many diverse industries on a wide array of subject matters. To advance our clients' interests, we develop winning advocacy strategies, connect clients with government decision makers at the highest levels, draft and analyze legislation, counsel clients regarding compliance with laws and regulations; and prepare and accompany witnesses for testimony before government committees and in agency hearings and investigations.

Approach
Shaping Policy

Our attorneys — including registered lobbyists — have longstanding relationships with key decision makers and influencers throughout the country and in Washington, D.C. We bring a wealth of collective knowledge and experience in business and government affairs, having held senior government and related positions and appointments at all levels of government, including:

- U.S. Ambassador to the United Nation's Human Rights Commission
- U.S. Ambassador to the Kingdom of Denmark
- Counsel to the Foreign Affairs Committee, U.S. House of Representatives
- Member, U.S. House of Representatives (Georgia Fourth Congressional District)
- Counselor to Chairman & Deputy Chief of Staff, Securities & Exchange Commission
- Counsel to Two U.S. Senators
- Counsel to the Ways & Means Committee, U.S. House of Representatives
- Executive Positions in State/Local Agencies & Departments



\$310 Million
NAFOA Deal of the Year for comprehensive casino refinancing

\$3.4 Billion
class counsel to 500,000 individual Indians in the landmark Indian trust fund lawsuit (*Cobell v. Salazar*)

\$115 Million
state funding for North Carolina commercial service airports

White Papers


- **Copywriting:** Researched and wrote Fortune 500 subsidiary's first diversity training procedural guideline designed to reduce the learning curve of new employees, increase competencies of existing personnel, and ensure program consistency and tier-one quality. **Interviewed** SMEs for content data.
- **Editing:** Formatted complex text and appendix samples.



diversity & inclusion
The Power to be Better®

Georgia Power Diversity Action

Training Program Operational Guideline



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Marketing Communications Project Portfolio

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