

ABA/ NLADA 2004 Equal Justice Conference

**Lawyers for Community Change WSR 111  
Opening Plenary: Introduction to Business Law Pro Bono**

**Moderator**

Peter H. Carson  
Bingham McCutchen  
3 Embarcadero Ctr Fl 18  
San Francisco, CA 94111  
415-393-2830  
415-393-2286 FAX  
[peter.carson@bingham.com](mailto:peter.carson@bingham.com)

**Presenters:**

Todd Grice, Counsel  
Legal Division  
The Coca-Cola Company  
PO Box 1734  
Atlanta, GA 30301  
404-676-3904  
404-515-2509 FAX  
[togrice@na.ko.com](mailto:togrice@na.ko.com)

Carrie M. Salvary, Exec Director  
Tyler Place CDC  
885 Thurmond St NW  
Atlanta, GA 30314  
404-581-0207  
404-581-0015 FAX  
[csalvary@tpcdc.com](mailto:csalvary@tpcdc.com)

Lucy Helm, Counsel  
Starbucks Coffee Co.  
PO Box 34067  
Seattle, WA 98124  
206-318-8543  
206-318-7793 FAX  
[lhelm@starbucks.com](mailto:lhelm@starbucks.com)

Carolyn Rosenthal  
Goodwin Procter  
Exchange Pl  
Boston, MA 02109  
617-570-1481  
617-523-1231 FAX  
[croenthal@goodwinprocter.com](mailto:croenthal@goodwinprocter.com)

Steve O. Weise  
Chair ABA BLS  
Heller Ehrman  
601 S. Figueroa St  
Los Angeles, CA 90017  
213-244-7831  
213-614-1868 FAX  
[sweise@hewm.com](mailto:sweise@hewm.com)

**Brief Description:**

Business lawyers are not often perceived as agents for community change. Join us in this opening session to learn how the ABA Business Law Section has committed to change that misperception. Learn how volunteer attorneys from major USA corporations are volunteering their legal skills to work with community groups. Learn from community groups what benefits they have received from these lawyers. Learn why law firms rely upon pro bono providers to refer community-based organizations.

**Topical Outline:**

- I. Welcome – Peter H. Carson, Vice Chair of Pro Bono Committee of the ABA Business Law Section
  - a. Overview and Introduction of plenary
  
- II. “A Business Commitment: Across the USA” – 8 minute video highlighting programs around the country
  - a. Narrated video will visit Los Angeles, San Francisco, New York, Atlanta & Detroit
  - b. CD will be available on the abc website

- III. Introduction of Steve Weise, Chair of ABA Business Law Section – Peter Carson
  - a. Why Section supports Pro Bono
  - b. Why Section recognizes value in National Public Service Award
    - i. Acknowledge Sutherland Asbill – Knox Dobbins
  - c. ABC Manual and website
  - d. Opportunities for volunteer business lawyers – both in-house and in firms to use their business legal skills
  - e. Connection to the community and community based groups(10/15 minutes)
  
- IV. Introduction of speakers – Peter Carson
  - a. Volunteer Attorney – Todd Grice
    - i. Why volunteer
    - ii. What practice area
    - iii. What business skills used with community based group
    - iv. What satisfaction(12 minutes)
  
  - b. Client – Carrie Salvray
    - i. What is TPCDC?
    - ii. Why did TPCDC need a business lawyer?
    - iii. What is relationship with volunteer atty?
    - iv. How has TPCDC benefited?(12 minutes)
  
  - c. In-house – Lucy Helm
    - i. How has Starbucks been “Breaking grounds?”
    - ii. Why Annual Report for Social Responsibility?
    - iii. What can in-house do?
    - iv. What are benefits for in-house staff?(12 minutes)
  
  - d. Pro Bono Director Law Firm – Carolyn Rosenthal
    - i. How does business pro bono benefit the business lawyers?
    - ii. How does an “intermediary” assist the firm?
    - iii “Open for Business Workshop” – other ways to do pro bono
    - iv. Bottom line for firm(12 minutes)

**Note:** The objective of the opening plenary is to introduce the audience to business law pro bono by putting a “face” and human story on those who are involved

## **Biographies**

**Peter Carson** is a partner in the Bingham McCutchen's San Francisco office where he carries on a leveraged and corporate finance practice focused on representing banks, commercial finance lenders, debt funds and other institutional lenders as well as the firm's company and private equity clients in all aspects of complex debt and equity financings. Peter also is the vice-chair of Pro Bono Committee of the ABA's Business Law Section, is on the boards or steering committees of several public interest and legal service organizations, including the boards of Earthjustice Legal Defense Fund and Bay Area Legal Aid.

**Todd Grice** is Technical and Supply Chain Counsel for The Coca-Cola Company. Prior to joining The Coca-Cola Company, Mr. Grice served as Assistant General Counsel of NIBCO Inc., located in Elkhart, IN, and as an associate at Dinsmore & Shohl LLP, located in Cincinnati, OH. Mr. Grice is member of the Indiana and Ohio bars and the Business and International Law sections of American Bar Association.

**Lucy Helm** is the Assistant General Counsel of Seattle based Starbucks Co.

**Carolyn Rosenthal** is the Pro Bono Manager of the Boston based law firm Goodwin Procter.

**Carrie Salvary** is the Executive Director of the Tyler Place CDC in Atlanta.

**Steve Weise** practices in all areas of commercial law in the Los Angeles office of Heller Ehrman White & McAuliffe. Steve is Chair of the Business Law Section of the American Bar Association. Steve is a member of the Permanent Editorial Board for the Uniform Commercial Code and is the American Bar Association's Representative to the UN Commission on International Trade Law's Working Group on Security Interests. He was the American Bar Association's Advisor to the Uniform Commercial Code Article 9 Drafting Committee, a past chair of the Business Law Section's Personal Property Secured Financing Committee, and a past chair of the Business Law Section's Committee on Legal Opinions.