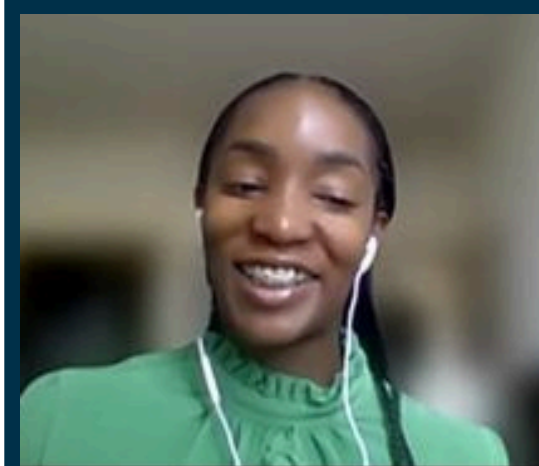
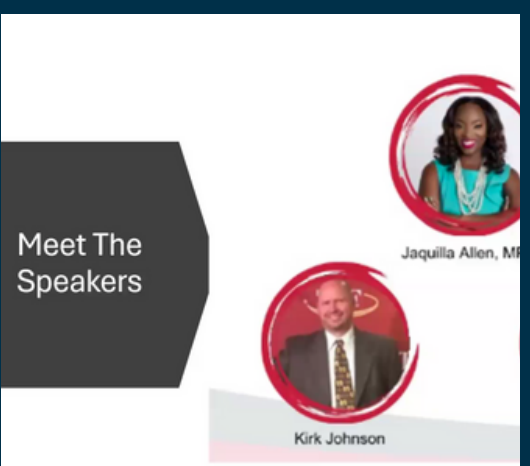




# A MULTISTATE MINI MBA

*2024 Chapter Grant*

*Application, Progress Report, and Final Report Highlights*





# ACTIVITY PURPOSE

Membership growth in younger, less seasoned in-house counsel members would suggest that these members would benefit from a program offering education and skill building in areas outside of traditional law school curriculum but that are essential to in-house counsel. Anecdotal member input and survey information from members suggest that areas of education interest include topics that are not traditionally part of law curriculum to include finance, corporate strategy, C-suite engagement etc. A mini MBA program focused on these topics would support member skill set development in areas essential to being a successful in-house counsel. In addition, engaging the younger cohort of members would promote the ACC WI/MN chapters and expand membership in this growing group.

Members engaging in the proposed mini-MBA program would learn key skills that are important to in-house counsel but not typically offered as part of WI/MN Chapter programming. These skills would allow members to advance their careers.

## Activities and Purpose

- CLE: 6 hours of CLE
- Length: 3 two-hour virtual sessions culminating with an optional in person capstone celebration/networking session.
- Topics: Human resources, Finance/Accounting, Corporate Communication and Strategy
- Activity Date: Summer 2024
- Purpose: Offer education and skill building in non-law topics that are essential to in-house counsel

# JUSTIFICATION FOR FUNDING

ACC Wisconsin and Minnesota chapters share a border but also see some reciprocal member engagement in each state's activities. For example, Minnesota engaged 26 Wisconsin members in a recent virtual program. The Minnesota chapter has more than 750 members representing more than 240 companies from a variety of industries. Wisconsin has close to 600 members with a focus in manufacturing as well as other industries. Both state chapters are seeing membership growth in a younger cohort specifically those that have been in-house counsel for 1-5 years. Both Minnesota and Wisconsin current budgets do not allow for the expenses necessary to implement the proposed program. Expenses will be divided evenly between the two chapters and if the grant is awarded the amount would be split evenly between the two chapters as well.

# PROMOTIONAL MATERIALS

- [Click here to Access the Program Overview on the ACC website](#)

### Overview

In this three-part professional development series, academic faculty and fellow ACC members will introduce you to essential business skills required to succeed in today's competitive corporate legal environment. You will gain a foundational understanding of business concepts and principles that can develop your business acumen and sharpen your management skills.

Learn how to elevate your role to a strategic thinker who can ask the right questions and help design real-world solutions to issues that your organization faces. This program will allow you to acquire knowledge on a streamlined schedule, so you can continue to manage your day-to-day professional commitments while learning.

Join us for three consecutive **Friday mornings, August 13, 14, and 16, 2024**, via Zoom. An optional in-person capstone celebration will follow.

This program is open to ACC members and in-house counsel guests. **Admission is \$99 for ACC members and \$199 for non-members.**

*6.0 Standard CLE credits are pending in Minnesota and Wisconsin.*

### Contact

608-481-1157

[j.may@accglobal.com](mailto:j.may@accglobal.com)

[www.acc.com/education/events/2024/acc-mnwi-mini-mba](http://www.acc.com/education/events/2024/acc-mnwi-mini-mba)



### Scan Me



## 1 ACC MN/WI MINI MBA

*A three-part professional development series to introduce you to essential business skills required to succeed in today's competitive corporate legal environment.*

### 2 Finance/Accounting

**Aug 9, 2024 | 9 AM - 11 AM CT**

It is critical for a lawyer to understand basic accounting concepts and how they can impact corporate financial decision-making. This introduction to accounting and other financial concepts for non-accountants will include:

1. Accounting 101, understanding the income statement, balance sheet, and statement of cash flows, financial terms such as EBITDA, and the impact of noncash items like depreciation and amortization, goodwill testing and impairment, and stock-based compensation
2. Understanding how a company recognizes and books revenue and how it can impact a lawyer's role in the organization
3. SEC reporting, including the use of non-GAAP financial metrics, understanding industry-specific accounting issues, and subsequent event accounting
4. Working with internal accountants, including use of a disclosure committee and processes for legal accruals
5. Interacting with outside auditors, including the audit opinion, audit materiality thresholds, and obtaining litigation letters from outside counsel.

### 3 Corporate Communication & Strategy

**Aug 16, 2024 | 9 AM - 11 AM CT**

**Legal team + communication team = an unstoppable force for your organization**

Join Julia Schultz, Marquette University communication professor and consultant; Erin Davenport, Associate General Counsel, Johnson Brothers; and Mike Mather, General Counsel, HealthEZ, to learn how working with your communication team can help further your organization's goals and benefit your internal and external stakeholders. This panel will address:

- How an organization's reputation is built, along with approaches that can help maintain or repair it
- Why clear and consistent internal communication is essential to building strong relationships with employees, board members and other key stakeholders
- Techniques for bridging the gap between the hyper-technical practice of law and hyper-practical business operations
- Ways to work with the media for a mutually beneficial relationship that can help further the organization's efforts
- How communication and legal teams can work together on common goals and challenges

### Speakers



Douglas M Ihrke



Karin Simonson



Sarah Sederstrom, MBA, CIPP-US, CPA



Jaquille Allen, MPA



Kirk Johnson



Karl Sothen




Julia Schultz





Erin Davenport

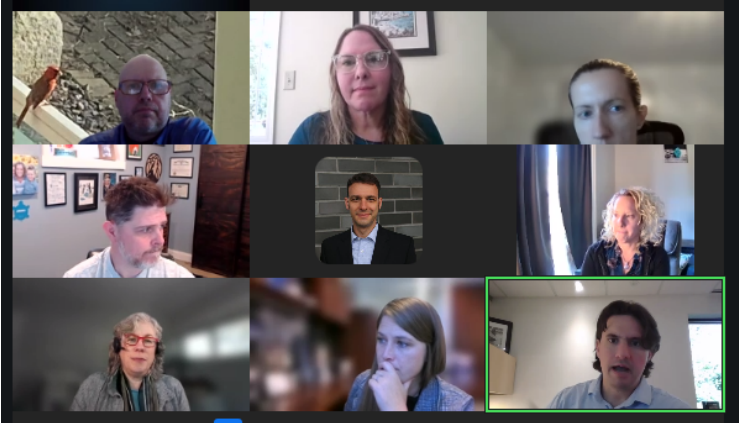



Mike Mather





Douglas M Ihrke





Julia Schultz

# BUDGET

## **Application**

- Speaker stipend - \$1,500
- Uber food tickets - \$35pp x 3 x \_20\_ = \$2,100
- Marketing - \$1,500
- Venue for Capstone - \$750
- Food for In person Capstone - \$100pp x 15 = \$1,500

## **Final Report - The event was hosted before the progress report deadline**

- Instructor stipends \$4,000.00
  - Food vouchers \$2,771.68
  - Marketing \$500.00
  - Capstone food vouchers \$604.79
  - CLE applications \$43.00
- TOTAL EXPENSES \$7,919.47**

Acc Association of  
Corporate Counsel  
MINNESOTA

&

Acc Association of  
Corporate Counsel  
WISCONSIN

## Mini MBA Program

- Corporate Communication and Strategy Module
- August 16, 2024

# GOALS ACHIEVED

Delivered a program offering education and skill building in areas outside of traditional law school curriculum but essential to in-house counsel

- Provided 6 hours of CLE to participants in both states
- Attracted 73 registrants, more than triple the target number of 20
- Raised the profile of both ACC Chapters on LinkedIn via multiple posts by organizers and presenters; two of those posts alone, for which analytics are available, garnered 795 impressions