

# TechLaw Fall Conference

San Francisco | 28·09·16 – 01·10·16



 **TechLaw** Group, Inc.

**FENWICK  
& WEST**

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## GENERAL INFORMATION

### Hotel

W Hotel  
181 3rd Street  
San Francisco  
415.777.5300  
[www.wsanfrancisco.com](http://www.wsanfrancisco.com)

### Check-in/Check-out

Check-in: 3:00 p.m., or earlier as rooms become available  
Check-out: 12:00 p.m.

### Airport & Ground Transportation

San Francisco is served by San Francisco International Airport which is a 20-25 minute cab ride to the hotel. Fares will depend on the time of day and traffic but should average around \$48 (includes 15% tip + \$2.00 surcharge for trips from SFO). The drive is approximately 12-13 miles.

### Around Town

Taxis are available at taxi stands around San Francisco (generally in front of the major hotels, tourist destinations and transit hubs). They can also be hailed on the street or dispatched on call from Luxor Cab (415-282-4141), Arrow Checker Cab (415-285-3800) or SF Green Cab (415) 626-4733. Uber and Lyft are always an option.

The buses, light rail and street cars are operated by the San Francisco Municipal Transportation Agency (or SFMTA, known as “Muni”). Map is available at <http://511.org/>.

Regional rail service is provided by Bay Area Rapid Transit (known as “BART”). Schedules and fares information is available at <https://www.bart.gov/>.

### Dress Code

Most events during the conference will be business casual, including the Friday morning program at IDEO (jeans would be acceptable for this presentation). Thursday’s board meeting will also be business casual since it will precede our event at the ballpark. Jeans/Casual attire and a light jacket would be appropriate for the baseball game.

For the member dinner on Friday evening, upscale casual attire is recommended (i.e., dressier than office wear—jackets, ties, skirts, dresses, nice pants).

A light jacket/coat or sweater/wrap for evenings is also recommended (temperatures in the 50’s).

### Electricity

Local voltage is 110 to 120V.

### Entry to Country

Passports are required.

### Weather

Fall in San Francisco is truly the best time of year for weather. Days are warm and sunny, and nights are mild and clear. Rainfall is rare, the fog has cleared and the long warming process has reached its zenith making September, October and early November the three best months to visit San Francisco. This time of year is fairly warm and dry, but there’s still that nighttime chill to contend with so be prepared with a light jacket or wrap for evenings. The average daytime temperature is 62.5°F/21.13°C in September and 68°F/20.5°C in October. You can check the forecast prior to your trip at San Francisco weather forecast.

### Time Zone

San Francisco is currently on Pacific Daylight Time (PDT), 7 hours behind Greenwich Mean Time (GMT).

## AGENDA | WEDNESDAY, SEPTEMBER 28

|                        |  |                        |
|------------------------|--|------------------------|
| 5:15 p.m.              | Gather in W Lobby – Transportation Departure to Lazy Bear Restaurant | W Hotel Front Entrance |
| 6:00 p.m.* – 9:00 p.m. | Managing Partners' Dinner  | Lazy Bear Restaurant   |
| 9:15 p.m.              | Return to W Hotel  |                        |

## AGENDA | THURSDAY, SEPTEMBER 29

|                        |  |   |
|------------------------|--|---|
| 7:30 a.m. – 9:00 a.m.  | Managing Partners' Hot Buffet Breakfast                        | Great Room Prefunction – 3rd Floor                    |
| 9:00 a.m. – 12:30 p.m. | Managing Partners' Meeting                                     | Great Room 1– 3rd Floor                               |
| 10:45 a.m.             | Transport departs for Spouse/Guest Activity                    | W Hotel Front Entrance                                |
| 11:00 a.m. – 3:30 p.m. | Spouse/Guest Activity  | Neiman Marcus/Gump's                                  |
| 12:30 p.m. – 1:45 p.m. | Managing Partners / Board Member Luncheon                      | Great Room Prefunction – 3rd Floor                    |
| 2:00 p.m. – 4:30 p.m.  | TechLaw Board Meeting  | Great Room 2 – 3rd Floor                              |
| 5:00 p.m. – 5:30 p.m.  | Baseball Tutorial  | Workroom 3 – 3rd Floor                                |
| 5:30 p.m.              | **Group Departs and Walks to AT&T Park (approximately 0.8 mi.) |   |
| 5:30 p.m. – 10:00 p.m. | San Francisco Giants v. Colorado Rockies Game                  | AT&T Park The Boardroom Suite<br>(Oracle Suite Level) |

\* This is a fixed time seating as we have taken the entire restaurant.

\*\* Note: Optional car transportation will be made available via Uber or cab.

## AGENDA | FRIDAY, SEPTEMBER 30

|                        |  |   |
|------------------------|--|---|
| 7:30 a.m. – 10:00 a.m. | Breakfast on own with voucher                                    | TRACE Restaurant<br>W Hotel, Lobby Level  |
| 8:45 a.m. – 2:00 p.m.  | TechLaw Conference “Confronting the Future”                      | IDEO San Francisco Office<br>501 The Embarcadero, Pier 28 Annex<br>(directional map on page 16) |
| 9:00 a.m. – 2:00 p.m.  | Concurrent Spouse/Guest Activity                                 |   |
| 2:30 p.m. – 5:00 p.m.  | San Francisco Museum of Modern Art Private Tour                  | SFMOMA<br>151 3rd Street, San Francisco<br>(1/2 block directly behind hotel)                    |
| 5:45 p.m.              | *Group Departs Hotel and Walks to Dinner (approximately 0.9 mi.) |   |
| 6:00 p.m. – 9:00 p.m.  | TechLaw 30th Anniversary Dinner & Program                        | Waterbar<br>339 The Embarcadero, San Francisco  |

\* Note: Optional car transportation will be made available via Uber or cab.

## AGENDA | SATURDAY, OCTOBER 1

### NAPA VALLEY WINE TOUR

|                       |                             |                        |
|-----------------------|-----------------------------|------------------------|
| 8:00 a.m. – 9:00 a.m. | Hot Buffet Breakfast        | Workroom 3 – 3rd Floor |
| 9:00 a.m.             | Guests Depart Hotel         | W Hotel Front Entrance |
| 10:00 a.m.            | Tour & Wine Tasting         | Jamieson Ranch Winery  |
| 12:30 p.m.            | Lunch & Wine Tasting        | Foley Johnson          |
| 3:00 p.m.             | Tour & Wine Tasting         | Merus Estate           |
| 6:30 p.m. – 7:00 p.m. | Guests arrive back at Hotel |                        |

## MANAGING PARTNERS' DINNER | WEDNESDAY, SEPTEMBER 28

Lazy Bear  
3416 19th Street  
San Francisco

Lazy Bear isn't a restaurant – it's a dinner party. Chef-owner, David Barzelay (a Fenwick & West alum) started his concept in 2009 as an underground venue. In 2015, it became a brick-and-mortar business in San Francisco's iconic Mission District.

When you first arrive, you'll be greeted at the door by hosts who will introduce themselves and guide you upstairs to the parlor where a light snack and beverage will be served.

Following a brief reception, you will be led downstairs to the long American elm tables. The dining room is rustic but minimal, with dark wood floors, handsome charred-wood walls left over from the previous restaurant, and newly added stone walls with ledges that hold votive candles.

The dining experience at Lazy Bear is designed around the notion of a modern American fine-dining dinner party where you will dine at communal tables. Lazy Bear's food is modern American. It serves flavors that are intrinsically delicious and familiar, in a form that calls to mind those great American shared eating experiences that we love. One menu is served each night, a tasting menu with many courses. All guests will be served at the same time, and cooks will come out and describe the dishes.



## MANAGING PARTNERS' MEETING | THURSDAY, SEPTEMBER 29

The Managing Partners' session will focus on a topic that affects all of our firms: what are the implications of the rapid changes we have experienced for how we manage our talent? Just as those changes have led most firms to reassess their business strategy, so they should lead us to ask some critical questions about our talent strategy. For example:

- Are we hiring the people best suited to thrive in the next decade and beyond?
- How should we structure our legal staffs, if the classic associate/partner model no longer meets our clients' needs or the competition from alternative legal-service providers?
- Will experts in fields other than the law (such as artificial intelligence) become increasingly important to us?
- How can we engage and retain the newer generations so they contribute as much as possible to our firms' success?
- How can we manage the retirement of the "boomer" generation without weakening our firms' leadership or client relationships?

We will provide a brief survey of the most relevant changes, their impact on talent strategies and practices, and the changes some firms have been making. However, we will spend most of our time in structured discussions, both in breakout groups and the group of the whole. Our goal is not only to exchange ideas, but also to push ourselves to think more critically and innovatively about hiring and managing the people on whom our firms' futures depend.

This session will be facilitated by *Kate Fritz, Managing Partner, Fenwick & West LLP*, *Steve Armstrong, Principal, Firm Leader LLC*, and *Cheri Vaillancour, Chief Professional Development Officer, Fenwick & West LLP*.

## SPOUSE/GUEST ACTIVITY | THURSDAY, SEPTEMBER 29

Neiman Marcus  
150 Stockton Street  
San Francisco

Gump's  
135 Post Street  
San Francisco

Upon your arrival at Neiman Marcus Union Square, you'll be given a short introduction to the store including some historical context and information on the luxury brands Neiman Marcus carries. A Fenwick representative will be available to provide you with assistance navigating the store and facilitating service with the Neiman Marcus sales representatives.

Following your shopping experience, you will dine at The Rotunda at Neiman Marcus, known for its innovative seasonal menu. Set beneath a landmark stained-glass dome and overlooking the city's Union Square, it's the perfect luncheon spot.

After lunch, you will be escorted to Gump's by a Fenwick representative. Upon your arrival, a Gump's representative will greet you and take you on a store tour. Afterwards, you'll have time to browse and shop.

Transportation back to the W Hotel will be provided.



## SAN FRANCISCO GIANTS BASEBALL GAME | THURSDAY, SEPTEMBER 29

AT&T Park  
24 Willie Mays Plaza  
San Francisco

Suite location: The Boardroom  
Oracle Suite Level

Join your colleagues in a luxury suite at AT&T Park to watch the San Francisco Giants take on the Colorado Rockies.

AT&T Park is located in the South Beach neighborhood of San Francisco and has been the home of the San Francisco Giants since 2000. The park stands along the San Francisco Bay, a segment of which is named McCovey Cove in honor of former Giants player Willie McCovey.

In 2010, the Giants won the World Series, the team's first championship since it moved to San Francisco in 1958. The Giants went on to win the World Series in 2012 and 2014.



## GENERAL SESSION – IDEO | FRIDAY, SEPTEMBER 30

[IDEO](#) - the world's leading design and innovation firm - has been invited to host attendees of the TechLaw conference at its offices on the fabulous Pier 28 in San Francisco. IDEO will begin the morning by conducting mini-tours of the IDEO space, providing tangible examples of the impact of design and innovation for IDEO's clients.

Following the tour, IDEO will lead participants through an interactive Competitive Threat exercise where participants will use IDEO's design thinking methodology to generate creative responses to some of the most pressing threats to the legal industry. Through the exercise, participants will quickly "learn by doing" the basic elements of design thinking. We will conclude with a share out of the creative responses and a discussion of how this problem solving approach might be utilized to address additional challenges faced by participants, their firms and the legal industry as a whole.

## OPTIONAL – SPOUSE/GUEST ACTIVITY | FRIDAY, SEPTEMBER 30

Below are a few activity ideas from Fenwick representatives you can do on your own or with your group.

### SAN FRANCISCO WALKING TOURS

#### Secrets, Scandals, and Scoundrels of San Francisco

Did you know that the most luxurious hotel in San Francisco was built almost entirely with stolen money? Or that pioneers once fought a war over eggs? (Yes, eggs!) Were you aware that there was once an Emperor of the United States? The tour will take you through this Gold Rush city and the later days of the Barbary Coast. That was a time when men could be shot, hanged, or kidnapped without warning. Travel back in time to see what the Wild West was really like!

Reserve your spot online at <http://www.freetoursbyfoot.com/free-san-francisco-tours>.

#### San Francisco Chinatown Walking Tour

Dive deep into one of San Francisco's most historical neighborhoods on this Chinatown walking tour. From paper lanterns to medicinal herbs to a fortune cookie factory, you'll explore both popular and lesser-known gems in this bustling district with an in-the-know guide. See sights including a Buddhist temple, and upgrade, if you wish, to include a 10-course lunch of dim sum for an even more memorable experience.

Read more about San Francisco Chinatown Walking Tour — San Francisco | Viator at: <https://www.viator.com/tours/San-Francisco/San-Francisco-Chinatown-Walking-Tour/d651-2326WALK?pub=vcps>

Cost: \$35 (\$55 w/10-course lunch of dim sum)

Reserve your spot online at <https://www.viator.com/tours/San-Francisco/San-Francisco-Chinatown-Walking-Tour/d651-2326WALK>

#### Mission District Culinary Experience with Alcohol Pairing

Taste an array of culinary offerings in San Francisco's Mission district during this 4-course progressive dining experience. Follow a foodie guide through the historically Latino neighborhood packed with bars and restaurants. Stop at four different restaurants for a prix-fixe menu starting with 2 appetizer stops followed by an entree and concluding with dessert. Along the way you'll hear the stories of restaurant owners and chefs, who will give a behind-the-scenes perspective of the area, while enjoying food tastings.

Read more about Mission District Culinary Experience with Alcohol Pairing — San Francisco | Viator at: <https://www.viator.com/tours/San-Francisco/San-Francisco-Food-Tour-of-the-Mission-District-with-Cocktail-Pairing/d651-5685MISS?pub=vcps>

Cost: \$102.00 (all food tastings and two alcoholic beverages included)

Reserve your spot online by visiting: <https://www.viator.com/tours/San-Francisco/San-Francisco-Food-Tour-of-the-Mission-District-with-Cocktail-Pairing/d651-5685MISS>

## OPTIONAL – SPOUSE/GUEST ACTIVITY [CONTINUED] | FRIDAY, SEPTEMBER 30

### Exploratorium

Pier 15  
The Embarcadero & Green Street  
San Francisco

The Exploratorium is a public learning laboratory exploring the world through science, art, and human perception. Its mission is to create inquiry-based experiences that transform learning worldwide. It has been described by the New York Times as the most important science museum to have opened since the mid-20th century, an achievement attributed to “the nature of its exhibits, its wide-ranging influence and its sophisticated teacher training program”. Characterized as “a mad scientist’s penny arcade, a scientific funhouse, and an experimental laboratory all rolled into one”, the participatory nature of its exhibits and its self-identification as a center for informal learning has led to it being cited as the prototype for participatory museums around the world.

#### Museum Hours

Tuesday – Sunday: 10:00 a.m. – 5:00 p.m.  
Admission: \$29.95

### Big Bus San Francisco

Discover the most iconic sights of San Francisco on our hop-on, hop-off Big Bus Tour. Sit back and relax in the comfort of an open-top bus, as the guides tell you about the city’s unique history.

You’ll travel over the world-famous Golden Gate Bridge to the remarkable San Francisco Bay, where you’ll witness spectacular views from Vista Point. You can choose where to take a break from the tour at any one of their stops before hopping back on to continue your journey through the city.

A standard ticket valid for 24 hours is \$50.00 (\$45.00 if purchased online).  
Visit <http://eng.bigbustours.com/sanfrancisco/tickets-and-prices.html> for more information.

### Work Out and Relax at the W San Francisco

#### *FIT Gym*

Available to guests 24/7, FIT® is an energy-charged 1,875 sq. ft. fitness space boasting state-of-the-art equipment for cardio, strength training, Pilates and more. Accessed easily with a room keycard, guests are encouraged to find their balance and boost their stamina in an active, futuristic setting. The room is infused with natural light from a dramatic skylight ceiling, and aims to meet the needs of today’s savvy travelers by reflecting a modern and dynamic approach to fitness. The epicenter of FIT is a central seating structure and self-serve bar area.

#### *Bliss Spa*

Bliss San Francisco is located on the fourth floor of W San Francisco featuring 5,000 sq. ft. spa with a retail boutique, three movie-while-you-manicure nail stations, nine treatment rooms, and men’s and women’s lounges with adjoining outdoor escapes.

View the spa menu here: <https://www.blissworld.com/spa-listing>

#### Spa hours:

10am-8pm Mon-Thur  
9am-9pm Fri-Sun  
Phone: 415-817-4101

The hotel requires a 24-hour notice to cancel any appointment.

# SAN FRANCISCO MUSEUM OF MODERN ART | FRIDAY, SEPTEMBER 30

151 Third Street  
San Francisco

The San Francisco Museum of Modern Art (SFMOMA) holds an internationally recognized collection of modern and contemporary art, and was the first museum on the West Coast devoted solely to 20th-century art. The museum's current collection includes over 33,000 works of painting, sculpture, photography, architecture, design, and media arts. They are displayed in 170,000 square feet (16,000 m<sup>2</sup>) of exhibition space, making the museum one of the largest in the United States overall, and one of the largest in the world for modern and contemporary art.

SFMOMA reopened on May 14, 2016, following a major three-year-long expansion project.

You will have the option of selecting one of two private tours:

## Highlights of the SFMOMA Collection

The Highlights of the SFMOMA Collection Tour is an overview of iconic artworks from the SFMOMA collection currently on view on Floor 2, which includes painting, sculpture, and works on paper from the early 1900s to the present. Notable artworks include Henri Matisse's *Femme au Chapeau* (Woman with a Hat), 1905; Marcel Duchamp's *Fountain* (1917/1964); and Mark Rothko's *No. 14*, 1960.

## SFMOMA Architecture

The SFMOMA Architecture Tour guides visitors through the Snøhetta-designed expansion— from inspiration to construction—and the challenges faced in designing what is now the largest museum dedicated to modern and contemporary art in the United States. Highlights of this tour include the living wall and the union between the existing Mario Botta-designed building and the Snøhetta expansion.

At the conclusion of your private tour, feel free to explore the many other areas of the museum at your leisure. The museum closes at 5:00 p.m.



## TECHLAW 30TH ANNIVERSARY DINNER & PROGRAM | FRIDAY, SEPTEMBER 30

Waterbar  
339 The Embarcadero  
San Francisco

Regarded as San Francisco's foremost seafood restaurant, Waterbar continues to set new standards of sustainability, variety, and excellence in the sourcing, preparation and presentation of food from the sea. Waterbar is situated in a prime location on the waterfront of San Francisco's Embarcadero, just south of the "Cupid's Span" sculpture, featuring panoramic views of the bay, Bay Bridge, Treasure Island, and the San Francisco skyline.

TechLaw's 30th Anniversary Dinner & Program will take place in The Bridge Tower Room, nestled directly under the Bay Bridge on the San Francisco Bay. Wall-to-wall windows allow for a Bay and City view simultaneously, and the private terrace provides a theatrical backdrop for the private dining room.



## NAPA VALLEY WINE TOUR | SATURDAY, OCTOBER 1

Your tour will begin at Jamieson Ranch Winery, located in Southern Napa. During your visit, you will sample Jamieson's simple and varied wines; the brick and mortar for wines and other grapes and provenance. The Sommeliers will guide you by recommending samples of the lighter and more aromatic wines to clean the palate.



The next stop on your tour is Foley Johnson, located in Rutherford. The Rutherford Bench is known for its dusty wines—a distinct flavor of Napa Valley. Lunch will be prepared at the winery by Chef Anina Aniola, known for her vast knowledge of the regions freshest ingredients. Aniola's specialty is her understanding of the world's finest truffles. She and her sommelier team will serve a harvest style lunch paired with Foley Johnson wines to complement each unique dish.

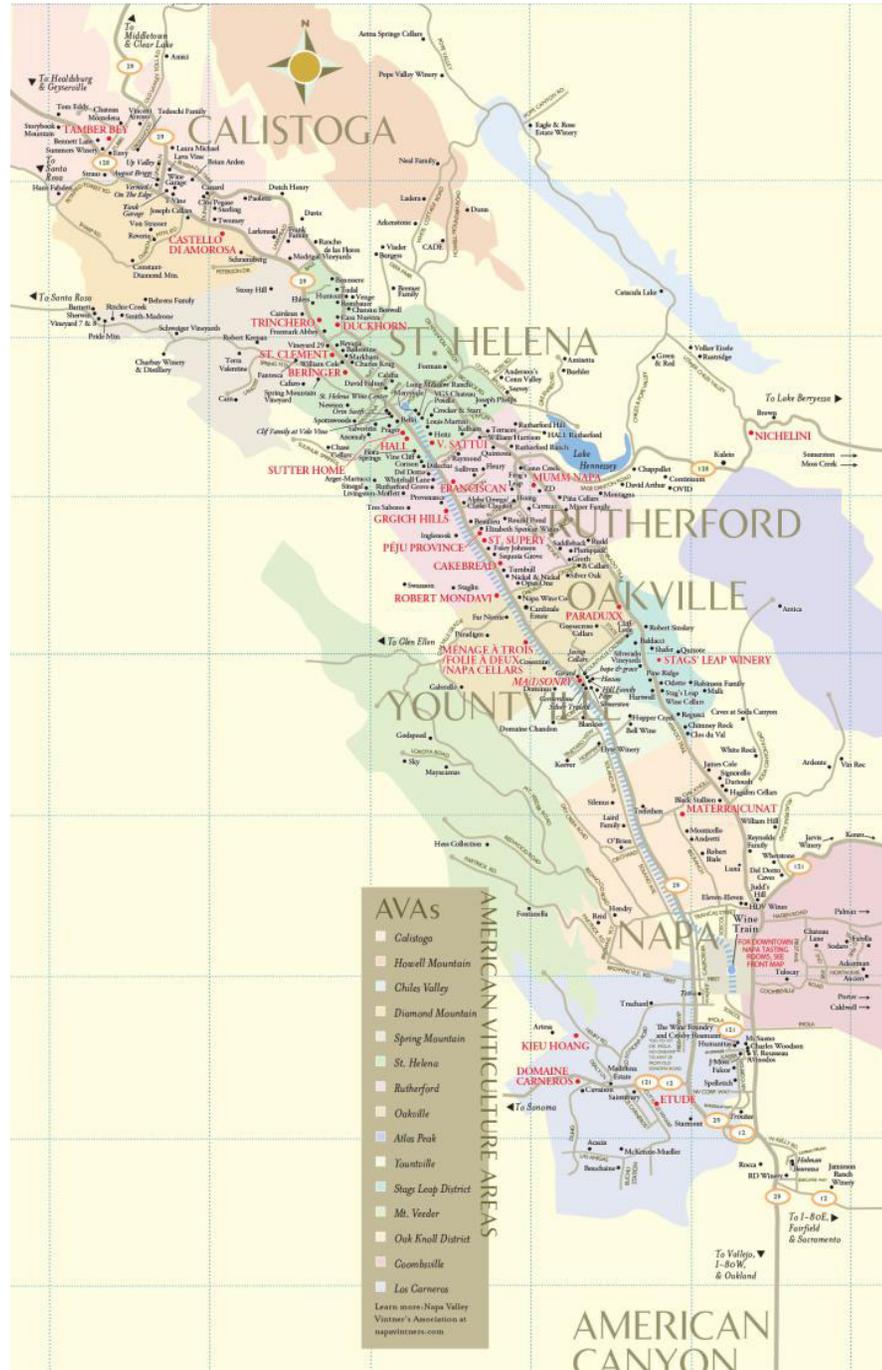


The last stop on your tour is Merus Estate, a boutique winery on an old prohibition era ranch. Merus began as the quintessential "garage wine," made by Merus founders Erika J. Gottl and Mark Herold in the two-car garage behind their home in the town of Napa. The wine won international renown starting with its first vintage in 1998. In 2007, Merus became part of the Foley Family Wines group and shortly thereafter moved to its current location in a historic ranch tucked into a canyon on the east side of the valley.



All the wines you will experience on your tour are impeccably crafted without compromise, giving Napa Valley the pristine reputation it has today.

# NAPA VALLEY MAP



# W HOTEL MAP

**THIRD FLOOR  
FUNCTION SPACE**

STRATEGY

CHILL LOUNGE

WORKROOM 1 2 3

PREFUNCTION 3

GREAT ROOM 2

GREAT ROOM 1

PREFUNCTION 4

STUDIO

OPEN TO BELOW

HOWARD STREET

THIRD STREET

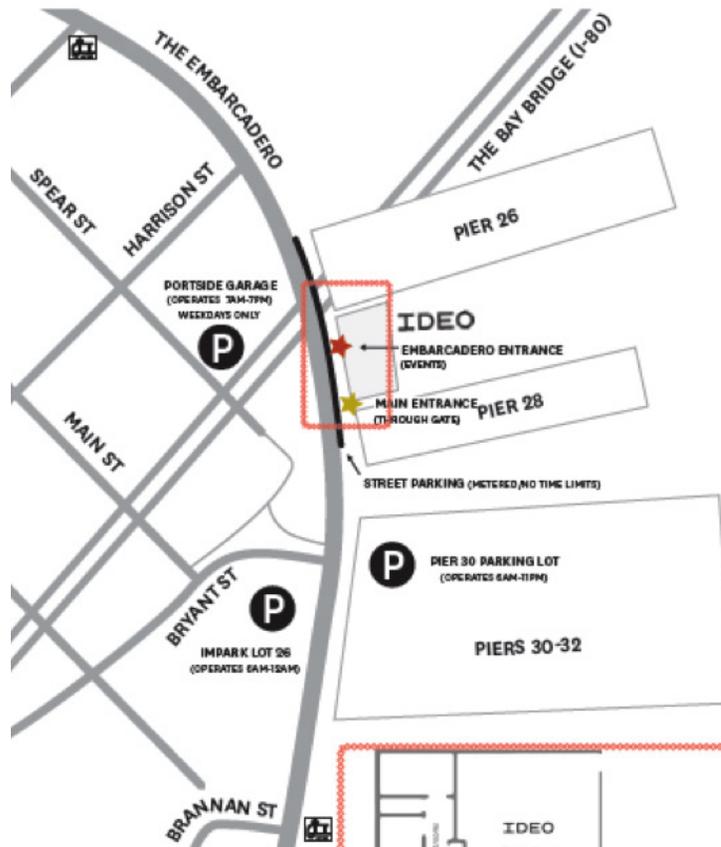
**WHERE TO FIND US:**  
181 3rd Street, San Francisco, California 94103, United States, (415) 777-5300  
[Whotels.Com/SanFrancisco](http://Whotels.Com/SanFrancisco)

# GETTING TO IDEO – MAP

## GETTING TO

**IDEO**  
San Francisco

Pier 28 Annex  
501 The Embarcadero  
San Francisco, CA



**IDEO** | legal design

## BY CAR

The office is easily accessible by both Hwy 101 and Hwy 280. The entrance is directly on the Embarcadero.

For tailored driving directions, click to access [Google Maps](#).

## PARKING

Street parking is available directly in front of the office on the Embarcadero.

7am-6pm (\$3.50/hr)  
6pm-11pm (\$0.50/hr)  
No parking is allowed after midnight

### Parking Lot Alternatives

1. Pier 30 (\$10/day)
2. Portside Garage (\$16/day)
3. IMPARK Lot 26 (\$18/day)

## PUBLIC TRANSPORTATION

### CALTRAIN

From the Fourth and King St. stop, the office is a 20 minute walk along the water on the Embarcadero. Or continue on Muni.

### MUNI

Board the KT, E, or N lines. From the Caltrain station, cross King St. The stop is on the King St. median and get off at either the Folsom St. or Brannan St. stops and walk along the Embarcadero to our office.

An easy reference is to walk towards where the Bay Bridge crosses above the Embarcadero.



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