BRIDGEWAY

CONNECTIONS

Summer 2005 Volume 16 Number 2

Conquering Compliance Confusion

The Challenge

Implementing and enforcing an effective compliance policy are two of the most difficult tasks faced by General Counsel today. They are heaped on to the already heavy burden of budgeting, managing staff and outside counsel, and serving as a strategic advisor to the executive team. Fortunately, best practices help mitigate the confusion surrounding the development of an effective and successful compliance program. At the top of the list is a centralized, enterprise-wide compliance framework that integrates information silos.

The good news is that a robust compliance program can transcend mere endurance. It can reshape business processes that cut costs and improve business efficiency. And technology is the catalyst that makes it all possible.

The Right Approach

The first step is establishing compliance standards and procedures for your organization. Technology automates those procedures and reduces risk. For example, would you like a system that automatically checks and verifies that one of your entities still has the required number of independent directors after a board member retires? Or, how about one that ensures that the number of outside affiliations for new nominated directors is in compliance? The right software solution provides one relational centralized repository for your information to help you meet the challenge of managing your entities and keeping them compliant.

Risk management is another minefield. High-level personnel of the organization must be assigned overall responsibility to oversee compliance, and corporate counsel is under the microscope to demonstrate consistency and leadership in managing corporate risks. Proactive management of government and regulatory requirements helps identify gaps so you can modify your compliance program when needed. Would a system that automatically generates an alert when the level of risk exposure exceeds the reserve funds be helpful? You bet it would!

Best Practices

The importance of technology's contribution cannot be overstated. Today, all areas of a company that are subject to Sarbanes-Oxley require monitoring, and technology can help you be vigilant. Software can provide internal on-line audits and electronic reminders to monitor compliance – definitely a corporate best practice. Technology is a robust supplement to human review, providing more secure and more efficient results.

Reduce risk by providing visibility into compliance processes. Creating records retention policies is one thing – demonstrating that you are enforcing them is another. Preserve the business documents you need, such as safety reviews or distribution agreements, and remove with confidence the ones you don't. When in-house counsel closes a file, automatically create a date to review documents at the end of the specified retention period.

According to Cathi Collins, Bridgeway's Vice President of Sales Operations, "When you align technology with your corporate initiatives, you can immediately benefit from one of the hallmarks of an effective compliance program – you will be able to demonstrate that you have provided your compliance officer with adequate resources and tools needed to get the job done."

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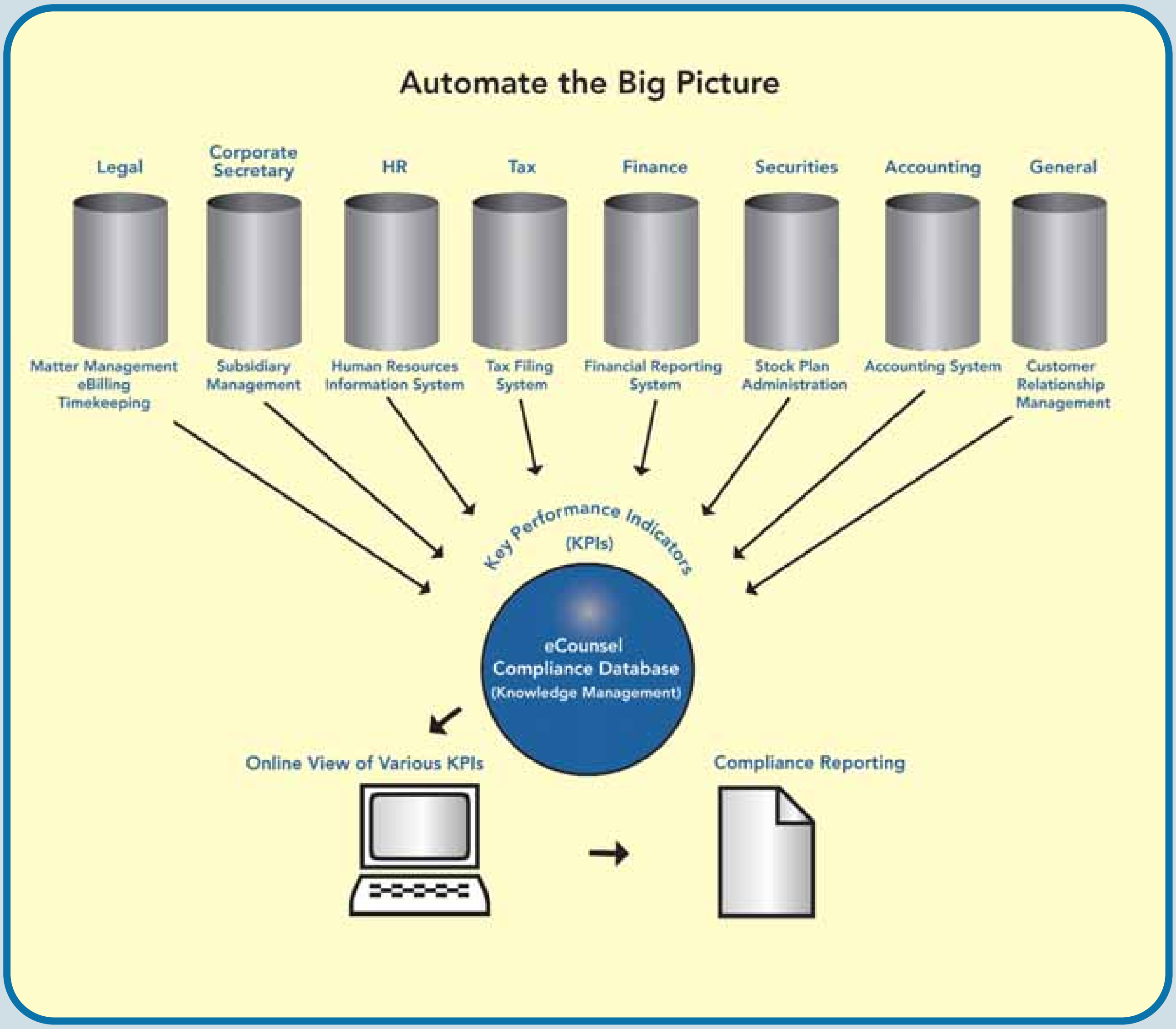
The Big Picture

The compliance officer is responsible for monitoring all silo areas of compliance and communicating the "big picture." The power of technology helps manage knowledge and compliance by reaching back into each silo and bringing forward key performance indicators (KPIs) that are reporting thresholds. Automatic alerts notify the compliance officer of the encroachment or breach of those thresholds. This type of automation makes it easy to bring accurate, timely information to the Board and executive management.

The Price Tag

Assess the cost of your compliance program by tracking costs in each area of compliance related to legal and industry regulations as well as Sarbanes-Oxley requirements. Technology will do more than verify that you have financial controls for all aspects of your compliance program. You can monitor budgets automatically, sound the alarm when you near a budget threshold, verify that invoices are from authorized vendors, and reveal burn rates (actual and budgeted costs compared with project status). Such clarity will help you sub-certify financials with peace of mind.



The Result

Blane Erwin, Bridgeway's Vice President of Strategic Initiatives, explains, "Aligning your people and processes with technology is a best practice that brings powerful results. You will know that your governance program is in sync with stock exchange listing requirements. You can leverage outside counsel involvement for maximum resource allocation. You can optimize efficiency by streamlining your business processes. There are endless possibilities, but one thing is for sure. Automation that can span the silos of compliance within a corporation can make your compliance program more effective, reliable, and secure."

Bridgeway Opens its Heart & Home to Hurricane Katrina Victims

The 2005 hurricane season is far from over, and many Gulf Coast residents are in desperate need of help. This year alone, 15 storms have swept the region, but one storm in particular has changed many lives forever.

Hurricane Katrina devastated Louisiana, Mississippi, and Alabama, leaving thousands of evacuees in shelters throughout Houston. Bridgeway's corporate headquarters has opened its heart and home to victims of Katrina.

From donating several truckloads of food and clothing to encouraging employee volunteers, Bridgeway is determined to help.

"Bridgeway is one big family and it cares for people in general," said Matt Wagner, Bridgeway customer support representative and relief effort volunteer. "Some companies only care about the bottom line. While Bridgeway understands the bottom line, it also knows that it is part of a bigger community."

Residents and companies throughout the Houston area banded together to provide food, clothing, shelter and badly-needed relief funds. As part of that commitment, Bridgeway matches employee donations and volunteer days.

Teresa O'Donnell, product marketing manager at Bridgeway and a former nurse, found hope as a volunteer for victims in the Astrodome. "I have definitely received more than I have given," she said. "There is so much hope and resilience in the people of New Orleans, and I am proud to be a part of the good being done."

Bridgeway's corporate headquarters in Houston has also opened its doors to two displaced companies. Spare offices and extra supplies will give them the boost they need to get back up and running.

"I think companies are in a unique position to be able to contribute more than individuals," said Bridgeway President Pat O'Donnell. "I am proud to be leading a company with employees who take action."

With so many Houstonians providing aid, Bridgeway is only a small part of the city's relief effort, but it has pledged continued support for Katrina survivors. In the months to come, Bridgeway will remain in close contact with its customers who have been affected by the storm and will continue to offer assistance.

2005 Training Classes

User Conference

Phoenix, Arizona

September 26, 2005

Secretariat Beginners
Secretariat Advanced
eCounsel Advanced
Smart Invoice

Secretariat Desktop

October 17 – 18, 2005
December 8 – 9, 2005

Secretariat Enterprise End-User

November 21 – 22, 2005

Secretariat Enterprise System Administrator

November 23, 2005

eCounsel System Administrator

October 20 – 21, 2005

Suite System Administrator

October 24 – 25, 2005

Secretariat Database Structure

(pre-requisite to Report Builder class)

November 2, 2005

Secretariat Report Builder

November 3 – 4, 2005

Dates are subject to change and new classes may be added as needed. Classes are held at Bridgeway headquarters in Houston, Texas unless otherwise indicated.

your Bridgeway team

Professional Services Group

Brad Thompson

As Director of Professional Services, Brad brings 15 years consulting experience in technology and operations management, along with experience in business development and manufacturing project management. He holds an AAS in Electronic Technology from Wharton County College, a Bachelor of Science in Computer Engineering from the University of Houston, and an MBA in Marketing from the University of St. Thomas. Brad's hobbies include television production, motorcycle racing, and church activities.

Kim Sheffield

Now Administrative Coordinator for Professional Services at Bridgeway, Kim previously served as Project Support Specialist at Logica, Inc. and in administrative support at Enron International. She attended Southwest Texas State University, and enjoys gardening, landscaping, interior decorating, and home improvement.

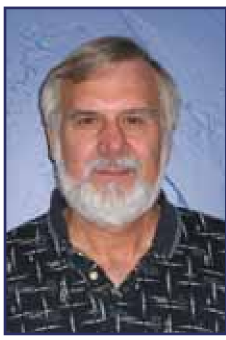
Scott Coletti

Scott serves as Professional Services Implementation Consultant at Bridgeway, and holds an MBA from Wilkes University in Wilkes Barre, PA. Past experience includes roles in claim management and software project management. Scott enjoys MAC computers, cooking, and bicycling.

Customer Support

Veronica Jarvis

Veronica is Bridgeway's new Customer Support Representative. She brings a passion for customer satisfaction along with 14 years experience as a Systems Support Specialist for Surface Systems,Inc. in St. Louis. She holds a Bachelor of Science in Information Systems Technology from the University of Phoenix. Veronica is a school volunteer and is very involved with her children's activities and her church. She also enjoys movies, reading, and sports.



Jerry Hanys

Jerry directly helps Bridgeway clients everyday as a Customer Support Representative. He earned an MBA from Texas A&M University at Kingsville, and has more than 15 years experience in providing client support for financial, marketing and product configuration applications. Jerry's hobbies include camping and playing the guitar.

Department Transfers

Matt Scott

Matt Scott has transferred from Sales to the Professional Services Group. As Technical Analyst, Matt will provide technical assistance for software implementations and refine processes for successful transfer of client data into the Bridgeway database.

Angela Flores

Angela has transferred from the Customer Support group to the Product Management team. As Product Manager, Angela will help define and deliver Bridgeway products and functionality based on client needs and the corporate legal marketplace.

Sales & Marketing

Susan Battelstein

Susan is the Regional Sales Manager for Bridgeway's Southern Region. She has practiced law in various areas including criminal law, entertainment law, and transaction work, and has experience in litigation support and e-discovery. She worked at NBC in New York for many years, and sold legal website development and marketing for the West Group. Susan attended New York University, and holds a law degree from New York Law School. She loves movies (especially courtroom dramas) and ballets.

Andrea Woronuk

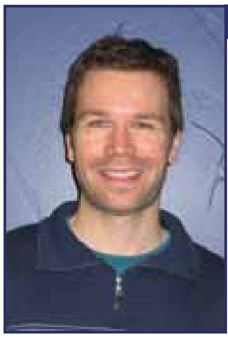
Before joining Bridgeway as Marketing Coordinator, Andrea handled corporate communications for Labatt Food Service in San Antonio. She holds a Bachelor of Arts in Mass Communications and Public Relations from Texas State University where she was an honor student and reporter. Originally from Calgary, Alberta, Andrea is a huge hockey fan, and enjoys camping, history, languages and travel. Meet Andrea at our upcoming user conference, where she will be snapping photos and manning the reception desk.

Accounting

Dorian Rozas

Dorian joined Bridgeway as our new Controller with more than ten years financial experience. Formerly Controller for LogicaCMG's North American energy and utilities division, Dorian holds a Bachelor of Business Administration from Sam Houston State University with a double major in Management and Finance. His hobbies include camping, fishing and running around in his Jeep Wrangler with the top down!

Development



Nils Jonsson

Nils brings ten years experience building enterprise business applications for the financial services industry to his role as Senior Developer at Bridgeway. He studied linguistics and music at Rice University, and enjoys songwriting, composing, performing, and listening to classical music and jazz. Nils loves to spend time with his wife and three young children.

Product management

Lizz Marek

Lizz is Bridgeway's new Senior Documentation Specialist. She attended Houston Community College and has interesting and varied experience as a certified legal secretary (eight years), technical writer (11 years), and radio disc jockey (12 years). Lizz enjoys reading and word games, and she is a passionate Foodie!

did you Know?

CustomerConnect

Exciting News! Clients are flocking to Bridgeway's CustomerConnect extranet. The site has expanded beyond an exchange for report templates to include downloadable documentation, on-demand training videos, and – coming soon – downloadable software patches. CustomerConnect helps Bridgeway stay in touch with our clients and better understand your needs. And it is free!

To register for CustomerConnect, go to http://CustomerConnect.bridge-way.com, click on the "Register" link in the upper right hand corner, and follow the prompts. CustomerConnect is truly a community for all Bridgeway clients.

did you Know?

Secretariat 7.2

… you can globally change sort order values for the positions tab and/or your titles module?

Use the Global Sort Order Change Wizard (while running the web technology) to change a specific title sort order value in the titles module and/or on the positions tab to all current or historical entity records. The wizard will then create a confirmation page so you can review your changes before clicking Finish.

… you can create Filing Tasks in the calendar module of Secretariat?

Create a new task in the calendar module. Select the Filing Task checkbox at the bottom of the screen, and then complete the additional fields. You can track your filings by jurisdiction with each task that is created.

eCounsel 7.2

… you can post multiple invoices at one time?

Log in to eCounsel as a system administrator, open the Invoice Module and right click on the View field at the top of the screen. Left click on Edit Sql and you will see a screen to add a new sql view. Click the New button to add a new row for entering data. In the Display Value column, type in the name of your view (for example, Approved Invoices). In the SQL Clause view, type in $APPROVED$ and then click OK, and change your view to the new view you created. You will see a list of invoices that are fully approved and ready for posting. Select one at a time, or all at once. Finally, click the Post button on the right side of the screen.

… there are wizards available in eCounsel?

The system administrator must first enable the Wizard Module through Preferences\System Settings\Web Server Setup, and then turn on each wizard for each role. Open up the Wizard Module, highlight the wizard and click the Edit button on the right side of the screen. Then select the role(s) for which the wizard should be visible.

For help with these or any other features contact support at 888.664.0005.

ACC ALLIANCE

Exclusive Savings for ACC Members

NEWS FROM THE ASSOCIATION OF CORPORATE COUNSEL (ACC)

The Association of Corporate Counsel (ACC) Delivers the Most Effective In-house Resources

Get All the Information You Need, All in One Place

ACC's InfoPAKs provide you with in-depth background on some of the most important issues facing in-house counsel. InfoPAKs tap into the in-house legal community's storehouse of knowledge and experience to identify and consolidate the information most pertinent to the needs of in-house counsel. ACC has recently updated some of its most in demand InfoPAKs, including Career Options for In-house Counsel, Alternative Billing, Intellectual Property, and In-house Counsel Standards Under Sarbanes-Oxley.

See the complete list of available InfoPAKs, which are free to ACC members:
http://www.acca.com/vl/infopak.php?documenttype=InfoPAK

Live Online: ACC's Webcasts Keep You Up-to-Date

Get information on the hottest in-house topics with ACC's online Webcasts. Participants can listen to presentations on substantive in-house legal issues and ask questions in real time. If you miss a webcast, the archive has a complete list of webcast replays. From records policy enforcement and international employment contracts to in-house malpractice insurance, ACC makes sure that you have the latest information.

Check out upcoming and archived webcasts at:
http://www.acca.com/networks/webcast

Don't Miss ACC's 2005 Annual Meeting

Time is running out to register for ACC's Annual Meeting, taking place October 17-19 at the Marriott Wardman Park Hotel in Washington DC. The meeting will bring together 2,500 in-house counsel under the theme, "Using Compliance for a Competitive Advantage." Regardless of the size of your law department, where you are in your career, or your role in the law department, the 2005 Annual Meeting will offer programs to enhance your effectiveness, help your company thrive, and help you earn the recognition you deserve. To see the program schedule and to register for the meeting, go to ***http://www.acca.com/am/05/***.

Enhance Your Career With ACC's In-house Jobline

ACC's In-house Jobline is a comprehensive database of job listings and resumes specifically designed for the in-house counsel community. Visit the career center for articles and advice on the in-house profession, compensation and career strategies. If you're in the market for a new position or are looking for career information, make In-house Jobline your first stop. ***http://www.jobline.acc.com***.

New Offer for ACC Members

Bridgeway is pleased to offer ACC members a one-year free subscription to Smart Invoice electronic billing software (a $25,000 value) with purchase of eCounsel for matter management for up to 15 users.

- Single screen approver/reviewer
- Invoice and line item adjustments
- Automatic import and distribution of LEDES invoices
- Single page manual invoice data entry
- Automatic e-mail notifications to Invoice approver/reviewer and law firms
- Cost management reporting

eCounsel

eCounsel is Bridgeway's premier matter management solution designed specifically for high performance legal departments. eCounsel allows secure real-time access to your legal matters anywhere, anytime via the Web. With eCounsel you can track legal matters, assign staff, evaluate outside counsel performance, track trends and manage your legal spending.

It's efficient. It's a best practice. It's smart.

Call 888.272.4699 to learn more.

President's Message

Pat on the Back

We all know that technology is not the answer to everything. Some things are just easier and faster to do manually. And then there are processes that greatly benefit from the application of technology. At Bridgeway, it is our job to know the difference.

It is not hard to find new product ideas. I must hear about five or six every week. My team's challenge is to select new projects that will provide the greatest benefit to the corporate legal department. We look for projects where market need, technical feasibility and ease-to-market intersect favorably.

For the past four years we have concentrated solely on automating corporate legal "best practices." We know that aligning people and processes with technology brings the most powerful results to our clients. One of the major ways we can help you with compliance is by writing systems that will notify you when your compliance rules are out of range. Our software cannot put your company in compliance, but we can help you stay compliant by consistently applying your rules.

I hope to see each of you at our user conference this year in Phoenix, and hear your ideas about new ways we can make compliance easier.

Sincerely,

Pat O'Donnell
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BRIDGEWAY CONNECTIONS

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