



# PLAC

## 2017 FALL CONFERENCE

October 18 - 20, 2017

The Four Seasons Dallas  
at Las Colinas

# WEDNESDAY, OCTOBER 18

## REGISTRATION OPEN (BREAKFAST ON YOUR OWN)

Las Colinas East

8:00 a.m. - 4:30 p.m.

## MAKING THE MOST OF TABLET DEVICES IN YOUR PRACTICE

Cottonwood

9:00 a.m. - 10:00 a.m.

BYOD to this informative session filled with tips, tricks, traps, and new ideas for your personal devices.

Jeffrey E. Richardson, Esq., *Adams and Reese LLP*

## BREAK

10:00 a.m. - 10:15 a.m.

## DATA BREACHES AND CYBERSECURITY PLANNING – BEST PRACTICES IN MANAGING THE RISK

10:15 a.m. - 11:00 a.m.

Effective CyberSecurity planning is hard work, from breach identification to remediation to crisis management. Lawyers are now involved in every step of the process.

Jeffrey A. Cohen, Esq., *Carlton Fields*

Amy E. Furness, Esq., *Carlton Fields*

## MEMORY TRAINING FOR LAWYERS

11:00 a.m. - Noon

Supercharge your practice, and your career, by recalling names, faces, and key facts. Real practical skills to improve your memory on demand. This is a must-see session.

Scott Bornstein, *Nationally-Recognized Memory Expert*

## NETWORKING LUNCH

Lantana

Noon - 1:00 p.m.

## HOW TO GET SOCIAL MEDIA EVIDENCE ADMITTED AT TRIAL

Cottonwood

1:00 p.m. - 1:45 p.m.

You found it, it's relevant, and it's powerful. But can you get that social media evidence authenticated at trial? The answers are more complex than you would imagine.

Claire F. Rush, Esq., *Rush & Sabbatino, PLLC*

## USING LITIGATION GRAPHICS AND STORYTELLING TO MAXIMIZE PERSUASION

1:45 p.m. - 2:30 p.m.

It used to be the PowerPoint supported your presentation, but today it IS the presentation. Find out how to maximize visual persuasion by combining storytelling techniques with your litigation graphics.

Kenneth J. Lopez, Esq., Founder/CEO, *A2L Consulting*

## WHAT THE CLIENT IS REALLY LOOKING FOR (AND WHY YOU'RE AFRAID TO ASK)

2:30 p.m. - 3:15 p.m.

A 360-degree view of what the client really expects based on an open and frank discussion between in-house and outside counsel. How to find common ground to make the counsel relationship a winning legal team.

Chris Egner, Esq., *Continental Tire the Americas LLC*

Lance W. High, Esq., *Caterpillar Inc.*

Michael J. Keating, Esq., *Emerson Electric Co.*

Thomas N. Vanderford, Jr., Esq., *Hyundai Motor America*

Moderator: Gary A. Wolensky, Esq., *Buchalter*

## OTHER WEDNESDAY ACTIVITIES

### PLAC GOLF EVENT

8:00 a.m. - 2:00 p.m.

### CORPORATE ROUNDTABLE AND ANNUAL MEETING OF PLAC'S CORPORATE MEMBERS

Cottonwood

3:30 p.m. - 4:15 p.m.

### WOMEN'S GATHERING

Lantana South

4:30 p.m. - 5:30 p.m.

### PLAC WELCOME RECEPTION

Pavillion

5:30 p.m. - 7:00 p.m.

## THURSDAY, OCTOBER 19

### REGISTRATION

Four Seasons Ballroom Foyer

7:00 a.m. - 5:00 p.m.

### CONTINENTAL BREAKFAST

Lantana

7:00 a.m. - 8:00 a.m.

### WELCOME, PLAC REPORT, PROGRAM INTRODUCTION

Four Seasons Ballroom

8:00 a.m. - 8:20 a.m.

Steven A. Burkhart, Esq., PLAC Chair, *BIC Corporation*

Hugh F. Young, Jr., Esq., President, *PLAC*

David I. Rosenbaum, Esq., Conference Co-Chair, *Rawle & Henderson LLP*

Kelli J. Stallard, Esq., Conference Co-Chair, *DibbsBarker*

## **SCOTUS UPDATE AND PREVIEW**

**8:20 a.m. - 9:00 a.m.**

It's a new day for a new Court. Learn what cases are on the docket and how the new alignment of Justices is likely to affect their outcome. Nobody has a better focus on the Court and how it will impact your practice.

Lauren R. Goldman, Esq., *Mayer Brown LLP*

## **EUROPEAN UNION UPDATE – PRIVACY AND MORE**

**9:00 a.m. - 9:30 a.m.**

BREXIT or not, the EU regulators are hard at work. Privacy practice in the EU is unlike any place else – find out how to navigate this unique set of rules and protect your client.

Timothy C. Smith, Esq., *Harden, Wells & Smith LLP*

## **WHAT LITIGATORS NEED TO KNOW ABOUT CORPORATE COMPLIANCE PROGRAMS – FROM MONITORING TO REMEDIATION**

**9:30 a.m. - 10:40 a.m.**

Every company deals with it. See how corporate compliance programs are the new front line in the management of product risk. What are the key elements to an effective compliance program and why do they matter? Learn why partial-compliance gets you no credit under new DOJ guidelines and why privilege claims are unlikely to protect your internal investigation and compliance activities.

Sara Kay Wheeler, Esq., *King & Spalding*

## **BREAK**

**10:40 a.m. - 11:00 a.m.**

## KEYNOTE SPEAKER

11:00 a.m. - Noon

Inc. Magazine said the following about Jeannette: “*The Glass Castle* is a memoir, a true story about a girl who grows up in an unconventional, quirky, and poor family. What makes the book so enthralling (it has spent more than seven years on the NYT bestseller list) is the fact that, despite her almost unbelievable upbringing, she continues to find things to be thankful for.”

Jeannette Walls, *Author*

## LUNCH

Lantana

Noon - 1:30 p.m.

## GENOMICS – WHAT IT IS, WHAT IT MEANS, AND WHY YOU SHOULD CARE

Four Seasons Ballroom

1:30 p.m. - 3:30 p.m.

Advances in gene sequencing technology are rapidly changing how litigators should view established theories of product risk, proof of causation, and damages. Learn from those on the front-line what this means and how you can turn this powerful science in your favor.

Kirk T. Hartley, Esq., *LSP Group LLC*

David H. Schwartz, Ph.D., *Innovative Science Solutions LLC*

E. Paige Sensenbrenner, Esq., *Adams and Reese LLP*

## BREAK

3:30 p.m. - 3:45 p.m.

## HOT ISSUES IN CIVIL LITIGATION – EFFECTIVE COLLABORATION TECHNIQUES ON BEHALF OF CORPORATE MANUFACTURERS

3:45 p.m. - 4:45 p.m.

The practice of product litigation continues to morph in key areas. Not only is good law gained in many areas under attack, but how manufacturers handle risk is changing. Learn what issues are percolating and what in-house and outside counsel can do about it.

Hugh F. Young, Jr., Esq., President, *PLAC*

### Criminal Consequences of Regulatory Non-Compliance

Ruth G. Malinas, Esq., *Plunkett & Griesenbeck, Inc.*

### Cyber-Liability

Thomas E. Rice, Esq., *Baker Sterchi Cowden & Rice, L.L.C.*

### The Trial of the Future

Craig L. Winterman, Esq., *Herzfeld & Rubin, P.C.*

### Pennsylvania Jury Instructions

James M. Beck, Esq., *Reed Smith LLP*

William J. Ricci, Esq., *Ricci Tyrrell Johnson & Grey, PLLC*

## RECEPTION

Lantana

6:00 p.m.

## DINNER

Lantana

7:00 p.m.

# FRIDAY, OCTOBER 20

## REGISTRATION

Four Seasons Ballroom Foyer

7:00 a.m. - Noon

## CONTINENTAL BREAKFAST

Lantana

7:00 a.m. - 8:00 a.m.

## PERSONAL JURISDICTION AFTER

### **BRISTOL-MYERS SQUIBB CO. V. SUPERIOR COURT – WHAT IT ALL MEANS AND WHY IT IS A BIG DEAL**

Four Seasons Ballroom

8:00 a.m. - 9:00 a.m.

In an 8-1 decision the Supreme Court settled years of debate and dramatically changed the landscape for where and how state court litigation is managed. Learn what the opinion means, what issues were deferred to another day, and how to make the most of this new day in civil litigation.

Thomas H. Dupree, Jr., Esq., *Gibson, Dunn & Crutcher LLP*

## BREAKOUT SESSIONS

9:00 a.m. - 10:00 a.m.

### Criminal Consequences of Regulatory Non-Compliance

Lantana North

Ruth G. Malinas, Esq., *Plunkett & Griesenbeck, Inc.*

### Cyber-Liability

Lantana South

Thomas E. Rice, Esq., *Baker Sterchi Cowden & Rice, L.L.C.*

## The Trial of the Future Carpenter

Craig L. Winterman, Esq., *Herzfeld & Rubin, P.C.*

## New Member Welcome Committee Four Seasons Ballroom

Steven A. Burkhart, Esq., PLAC Chair, *BIC Corporation*

Craig A. Livingston, Esq., *Livingston Law Firm*

## Program Planning Committee Fairway

### **BREAK**

**10:00 a.m. - 10:15 a.m.**

### **ETHICS PRESENTATION**

Four Seasons Ballroom

**10:15 a.m. - Noon**

Ethical issues are encountered everywhere in the management of product risk. See the most common, and most dangerous, brought to life in Hollywood vignettes.

Nancy J. Marshall, Esq., *Deutsch, Kerrigan & Stiles, L.L.P.*

Joseph L. McReynolds, Esq., *Deutsch, Kerrigan & Stiles, L.L.P.*

### **CONFERENCE CONCLUDES**

**Noon**

*PLAC would like to thank the sponsors of this conference for their generous support.*

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