



# PLAC

## 2017 SPRING CONFERENCE

April 19 - 21, 2017

The Four Seasons  
Las Vegas, NV

## WEDNESDAY, APRIL 19

### REGISTRATION OPEN

11:00 a.m. - 4:30 p.m.

Four Seasons Foyer

### PLAC 101

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

Mesquite

### WOMEN'S GATHERING

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

Desert Willow Room

### WELCOME RECEPTION

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

Fountain Terrace

## THURSDAY, APRIL 20

### CONTINENTAL BREAKFAST

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

Four Seasons Prefunction

## **WELCOME & PROGRAM INTRODUCTION**

Four Seasons Ballroom

8:00 a.m. - 8:05 a.m.

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

Hugh F. Young, Jr., Esq., President, *Product Liability Advisory Council*

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

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

## **DAUBERT AMENDMENT IN FLORIDA**

8:05 a.m. - 8:20 a.m.

Douglass B. Lampe, Esq., *Ford Motor Company*

Wendy F. Lumish, Esq., *Bowman and Brooke LLP*

## **USE AND ABUSE OF CONSOLIDATED TRIALS IN MDL'S - THE ISSUE OF OUR AGE**

8:20 a.m. - 8:45 a.m.

Terri S. Reiskin, Esq., *Dykema Gossett PLLC*

The Honorable Gerald E. Rosen, Eastern District of Michigan (Retired), *JAMS*

## THE WEAPONIZATION OF PARALLEL CLAIMS IN PREEMPTION CASES

8:45 a.m. - 9:10 a.m.

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

## THE WEAPONIZATION OF RECALLS AND FAILURE TO RECALL

9:10 a.m. - 9:45 a.m.

Jonathan A. Berkelhammer, Esq., *Ellis & Winters LLP*

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

## THE WEAPONIZATION OF OFF-LABEL USE ISSUES

9:45 a.m. - 10:10 a.m.

Kirk G. Warner, Esq., *Smith Anderson Blount Dorsett Mitchell & Jernigan, L.L.P.*

## BREAK

10:10 a.m. - 10:30 a.m.

## **THE WEAPONIZATION OF ADMISSIBILITY OF COMPLIANCE/510K CLEARANCE AS A DEFENSE TO PUNITIVE DAMAGES**

**10:30 a.m. - 10:50 a.m.**

Jeffrey Singer, Esq., *Segal McCambridge Singer & Mahoney, Ltd.*

## **THE WEAPONIZATION OF GLOBAL REGULATORY COMPLIANCE**

**10:50 a.m. - 11:10 a.m.**

Peter J. Pliszka, Esq., *Fasken Martineau DuMoulin LLP*

Thomas Rouhette, Esq., *Hogan Lovells International LLP*

## **A NEW LOOK AT GENERATIONAL ISSUES IN THE JURY SETTING**

**11:10 a.m. - Noon**

Marygrace Schaeffer, *DecisionQuest*

## **LUNCH**

**Noon - 1:15 p.m.**

Acacia Ballroom

## **MOCK JURIES AND JURY RESEARCH – VIEWS OF THE VARIOUS STAKEHOLDERS**

**1:15 p.m. – 1:45 p.m.**

John C. Childs, Esq., *Georgia-Pacific LLC*

David Osterman, Esq., *Goldberg Segalla LLP*

## **MOCK JURIES AND JURY RESEARCH – WHAT WORKS AND WHAT DOESN'T IN TRADITIONAL LITIGATION**

**1:45 p.m. – 2:45 p.m.**

Sarah E. Murray, *Trial Craft*

Mark R. Phillips, Ph.D., *Trial Partners, Inc.*

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

Gary A. Wolensky, Esq., *Buchalter*

## **BREAK**

**2:45 p.m. – 3:00 p.m.**



## EXPLORING THE BOUNDARIES – TECHNOLOGY, SOCIAL NETWORKING AND WEB APPS

3:00 p.m. – 3:45 p.m.

Paul E. Benson, Esq., *Michael Best & Friedrich LLP*

Max Bloom, *JuryMatic*

Martha C. Gaythwaite, Esq., *Verrill Dana LLP*

Marygrace Schaeffer, *DecisionQuest*

## USING JURY RESEARCH IN NON-TRIAL SETTINGS

3:45 p.m. – 4:15 p.m.

Paul E. Benson, Esq., *Michael Best & Friedrich LLP*

John R. Lund, Esq., *Parsons Behle & Latimer*

Mark R. Phillips, Ph.D., *Trial Partners, Inc.*

The Honorable Gerald E. Rosen, Eastern District of Michigan (Retired), *JAMS*

## BRINGING IT ALL TOGETHER

4:15 p.m. - 5:00 p.m.

*Panel of Afternoon Presenters*

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

## RECEPTION

6:00 p.m.

Acacia Prefunction

## DINNER

7:00 p.m.

Acacia Ballroom

## FRIDAY, APRIL 21

## CONTINENTAL BREAKFAST

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

Four Seasons Prefunction

## PROGRAM COMMITTEE (OPEN FORUM)

8:00 a.m. - 8:50 a.m.

Palo Verde

## MOVING PLAC INTO THE FUTURE

Four Seasons Ballroom

9:00 a.m. - 10:20 a.m.

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

Hugh F. Young, Jr., Esq., President, *Product Liability Advisory Council*

## BREAK

10:20 a.m. - 10:30 a.m.

## ETHICS PRESENTATION: THE GAME OF CONFLICTS - MANY KINGDOMS, MANY CROWNS, MANY WARS, MANY VICTIMS

10:30 a.m. - Noon

Moderator: James L. McCrystal, Jr., Esq., *Sutter O'Connell Co.*

Dyanna Ballou, Esq., *Rasmussen, Dickey & Moore, LLC*

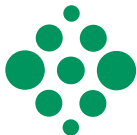
Clayton E. Dickey, Esq., *Rasmussen, Dickey & Moore, LLC*

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