



PLAC SPRING CONFERENCE

March 25-27, 2020 – Scottsdale, AZ

Wednesday, March 25

8:00am – 1:00pm	GOLF OUTING
9:00am – 1:00pm	BOARD OF DIRECTORS MEETING
11:00am – 2:00pm	WOMEN’S SPA EVENT
Noon – 5:00pm	REGISTRATION
3:30pm – 4:30pm	FUTURE LEADERS PANEL
3:30pm – 4:30pm	CASE SELECTION COMMITTEE BUSINESS MEETING
4:30pm – 5:30pm	WOMEN’S NETWORKING RECEPTION
5:30pm – 7:00pm	WELCOME RECEPTION
7:00pm	DINE-AROUNDS (<i>reservation times vary – sign up required</i>)

Thursday, March 26

7:00am – 5:00pm	REGISTRATION
7:00am – 7:50am	CONTINENTAL BREAKFAST
8:00am – 8:10am	WELCOME & OPENING REMARKS

Kimberly Condon
Executive Director
PLAC

Cheryl A. Bush, Esq.
Conference Chair
Bush Seyferth PLLC

8:10am – 9:00am	A ROUNDTABLE ON CORPORATE RISK ASSESSMENT AND STRATEGIC CRISIS MANAGEMENT
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Steven A. Burkhart, Esq.
Vice President and General Counsel
BIC Corporation

Edward Glynn
Principal
Ernst & Young

Jonathan Murphy, Esq.
Kawasaki Motors Corp., U.S.A.

Ryan Stiles, Esq.
Polaris Industries, Inc.

Michael C. Zogby, Esq.
Faegre Drinker Biddle & Reath

9:10am – 10:00am **AI OVERVIEW, AND NEW PROBLEMS & STANDARDS**
An overview of what Artificial Intelligence (AI) is; how and where AI is being used; how AI is different (software that writes software); new legal standards being proposed for AI (transparency, explainability, and post-sale monitoring/patching), and old legal standards with new AI twists (ensuring ethical, non-biased algorithms).

Michael G. King, Esq.
Hennelly & Grossfeld LLP

10:00am – 10:15am **BREAK**

10:15am – 11:15am **LIABILITY STANDARDS & AI**
A panel discussion of how existing liability standards apply to AI, what new legal standards are being proposed (including transparency, explainability, and post-sale monitoring/patching), recent calls for regulation, and recommendations for this changing liability and regulatory landscape.

Timothy H. Goodman, Esq.
Thompson Hine LLP

Jackie Haydock, Esq.
Digital Health Attorney
Microsoft

Stefan Mallen, Esq.
Litigation & Arbitration Associate General Counsel
Emerson Electric

11:15am – 12:15pm **AI & REDUCTION OF BIAS/DISPARATE IMPACT**
AI bias can result from the data being used, how the algorithm is trained, the presence/absence of human oversight, and how “fairness” is algorithmically defined (individually, by group, by process, by results, or a combination). The panel will discuss the sources of bias and ways to reduce bias and disparate impact. The stakes are high: biased AI could amplify bad decisions, making them systemic and far-reaching; ethical AI, however, could help expose and reduce bias and improve decision-making – “if you want bias out, get the algorithm in.”

Timothy H. Goodman, Esq.
Thompson Hine LLP

Kim Hughes, Esq.
Global Product Safety, Regulatory Compliance, and Device Software
Engineering and Reliability Counsel
Microsoft

12:15pm – 1:15pm **LUNCH**

1:15pm – 2:00pm **JURIES – CORPORATE PANEL**
A panel of in-house counsel discuss the trends they are seeing at trial and how their companies are addressing these issues.

Wendy F. Lumish, Esq. - Moderator
Bowman and Brooke LLP

Philippa V. Ellis, Esq.
Assistant General Counsel
The Home Depot

Thomas N. Vanderford, Jr., Esq.
Associate General Counsel, Executive Director – Litigation
Hyundai Motor America

Victoria Webster, Esq.
Legal Counsel
Yamaha Motor Corporation, U.S.A.

2:00pm – 2:15pm **BREAK**

2:15pm – 4:15pm **JURIES – MOCK TRIAL**
Jury consultants Drs. Rick Fuentes and Mathilee Pathak will lead an interactive mock jury presentation focusing on specific ideas to better reach today's juries.

Richard R. Fuentes, Ph.D.
R&D Strategic Solutions

Maithilee K. Pathak, Ph.D., J.D.
R&D Strategic Solutions

Kevin E. Hexstall, Esq.
Marshall, Dennehey, Warner, Coleman & Goggin

4:15PM – 5:00PM **INTERNATIONAL RECALLS & MANAGEMENT OF SUPPLIERS' GLOBAL GUIDELINES**

Roberta Feiten Silva, Esq.
Souto Correa Advogados Associados

Chris Harvey
Director of Recall Solutions
Stericycle ExpertSOLUTIONS

6:00pm – 7:00pm **RECEPTION**
7:00pm **DINE-AROUNDS** (*sign up required*)
9:00pm – 10:30pm **PLAC NIGHTCAP** (*drinks & dessert*)

Friday, March 27

8:00am – Noon **REGISTRATION**
8:00am – 8:50am **CONTINENTAL BREAKFAST**
8:00am – 8:50am **PROGRAM COMMITTEE BREAKFAST MEETING**
8:00am – 8:50am **CORPORATE ROUNDTABLE BREAKFAST**

9:00am – 9:45am **A PEEK INSIDE STANDARD JURY INSTRUCTION COMMITTEES:
HOW THE SAUSAGE GETS MADE**

Pattern jury instructions are utilized in the majority of states. The procedures by which these instructions are proposed, adopted and subsequently modified are as varied as the instructions themselves. This panel of chairs and members of state committees responsible for drafting pattern instructions will provide insight into the process and provide guidance for lawyers interested in seeking the adoption and/or modification of a particular pattern instruction. The presenters will also address the impact of plain English instructions, and will discuss an American Law Institute effort to improve jury deliberations utilizing instructions based upon cognitive science.

Robert T. Adams, Esq.
Shook, Hardy & Bacon LLP

Jeffrey A. Cohen, Esq.
Carlton Fields

M.C. Sungaila, Esq.
Haynes and Boone, LLP

9:45am – 10:00 am **Break**

10:00am – Noon **JURIES – FINAL ANALYSIS**
Drs. Fuentes and Pathak will discuss the results of their interviews with the mock jury and lead a Q&A session with the audience.

Richard R. Fuentes, Ph.D.
R&D Strategic Solutions

Maithilee K. Pathak, Ph.D., J.D.
R&D Strategic Solutions

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