

FROM BABY BOOMERS TO MILLENNIALS: ANALYZING HOW THE CONCEPTS OF CONSUMER & EMPLOYEE LOYALTY HAVE TRANSFORMED IN EACH GENERATION

Date:

Thursday, February 25, 2021

Time:

12:00 p.m. – 1:00 p.m. CDT

About this Webinar:

To remain competitive, businesses must continuously earn and maintain the loyalty of its consumers and employees. This requires that companies understand, anticipate, and cater to the differing needs and behavioral habits of each generation. By identifying and explaining why each generation chooses to remain loyal to specific brands, companies, and employers, this interactive webinar will address tactical ways for companies to attract and retain consumer and employee loyalty, across the generations.

Moderator:

CALLIE E. COPELAND is an attorney with ALFA International member firm, Lorange Thompson, P.C., in Houston, Texas. Her practice consists of defending personal injury matters, including commercial transportation litigation, product and premises claims, commercial matters and contract disputes. Callie graduated from Texas A&M University, with a degree in English, a minor in Business Administration and a certificate for Professional Writing. She earned her J.D. from South Texas College of Law in Houston, Texas. During law school, Callie served as an Officer and then as a Director for the Board of Advocates, competed in various moot court tournaments for the nationally recognized South Texas College of Law varsity advocacy program. She also received the CALI award for Academic Excellence in Mediation, Theory and Practice and became a certified mediator. In addition, Callie completed two internships with the Harris County District Attorney's Office in the 176th District Court and the Human Trafficking Division. Currently, Callie is a member of the ALFA International Future Leaders Forum and is an active committee member within the Transportation and Women's Initiative Practice Groups.

Presenters:

MICHAEL J. JOYCE is an attorney with ALFA International client, Life Time, Inc., the "Healthy Way of Life Company," a leading provider of health and wellness member experiences that has designed, built, and operates nearly 150 premium athletic resorts in the U.S. and Canada. Mike has had the unique experience of working for Life Time for the first 14 years of his legal career. He spent his first three years with the company as a law clerk while receiving a J.D. and M.B.A from the University of St. Thomas, graduating in 2010, at which time he began his career as an in-house attorney. He's currently Assistant General Counsel and Director. During his tenure at Life Time, Mike has spent significant time supporting a variety of transactions, including commercial and M&A, and more recently joint venture and financing. Mike has also provided a breadth of support, including inequity matters, dispute management and, most recently, he also supports the consumer side of the business by drafting member contracts and policies, reviewing marketing materials, navigating operational legal compliance, and generally, partnering with, protecting and propelling an entrepreneurial, fast-paced and ever-evolving business. Lastly, Mike has managed multiple staff members as well as a law clerk program.

LATRICE LEE is Corporate Counsel for Lowe's Companies, Inc., an ALFA International client based in Mooresville,

NC. Her current practice is focused on counseling and mitigating operational and reputational risk for the company while balancing the needs of the business and company objectives for consumer lawsuits, which may include product liability, premises liability or allegations of discrimination and harassment. She was previously in private practice at Polsinelli, PC, in Kansas City, Missouri, where she focused her practice on assisting employers with a wide variety of employment and human resources issues, including preparing employee handbooks, non-compete and restrictive covenant agreements, responding to EEOC Charges of Discrimination and inquiries from governmental agencies, as well as defending against lawsuits that included federal and state claims of discrimination and harassment based on race, gender, sexual orientation, age, disability, religion, and national origin as well as retaliation and violations under the Family and Medical Leave Act and the Fair Labor Standards Act. Latrice is on the Board of Directors for both the McCrorey YMCA and NCCU Law School Alumni. She is also a member of Alpha Kappa Alpha Sorority, Inc. and the Junior League of Charlotte. She is a *cum laude* graduate of North Carolina Central University School of Law.

JOHN R. TARPLEY is a shareholder residing in the Nashville office of ALFA International member firm, Lewis Thomason. John has practiced in Nashville since graduating from the University of Tennessee College of Law. He joined the firm in 1989 after clerking with an appellate judge and serving as an Assistant Attorney General for the State of Tennessee. He is a leader in the firm's Commercial Transportation and Complex Litigation Practice Group. As a certified mediator, he is called regularly to mediate and arbitrate a wide range of disputes. He has been inducted into the Tennessee Academy of Mediators. John is a former president of the Tennessee Bar Association, the Nashville Bar Foundation and of the American Bar Association's Tort, Trial and Insurance Practice Section. He also is a former chair of the Board of Editors of the ABA Journal. Likewise, he is a member of the ABA's Standing Committee on the Federal Judiciary, which conducts evaluations of all nominees for federal judgeships. He is active in the community and formerly served as the president of the Music City Chapter of the March of Dimes and as a member of the leadership team of Leadership Nashville. John is an active member of ALFA International and the 2020 recipient of the *ALFA International Nathan Fishbach Attorney of the Year Award*.