

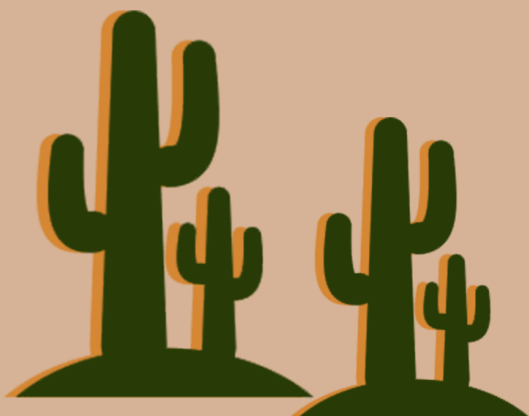
ALFA International Transportation Phoenix Regional Seminar

Friday, November 2, 2018

Gila River Arena

9400 W. Maryland Avenue

Glendale, Arizona 85305



SEMINAR PROGRAM SCHEDULE

Friday, November 2, 2018

Seminar Program Schedule

**On-Site Vehicle Inspection
10:30 – 11:00 a.m.**

**Welcome & Introduction
Tamara Cook, Renaud Cook Drury Mesaros, PA**

**Lunch – BMW Lounge
11:00 a.m. – 12:00 p.m.**

What's New in Trucking Technology: 12:00 – 1:00 p.m.

Speakers: Melanie Cheairs ♦ Brennen Boze (Lorance & Thompson, P.C.)

When it comes to technology in the transportation industry, “[t]echnology is a useful servant but a dangerous master.” This comment was made by noted political scientist Christian Lous Lange during his Nobel lecture in December 1921, but remains relevant in today’s world of electronic control modules, crash avoidance systems, handheld technology, etc. In this session, we will explore what new technologies are available to help improve efficiency, service, and costs within the transportation industry, how these technologies impact the manner in which we investigate accidents, and what methods can be used to ensure digital data will be effectively utilized from the time of your driver’s misadventure to trial.

Broker’s Liability: 1:00 – 2:00 p.m.

Speakers: Daniel Bristol (Hall & Evans, LLC) ♦ Jason Goodnight (Franden, Farris, Quillin, Goodnight & Roberts)

This panel discussion will include recent trends in plaintiff attempts to expand broker liability. We will suggest the true scope of MAP-21 and its individual liability for officers, directors and employees of brokers and those who do business with them, and we will discuss the continued efforts of plaintiffs to label carriers and others as “subcarriers” and “co-carriers” in their attempt to attach FMSCR compliance and carrier duties on non-carriers. Finally, in each area, we will discuss defense strategies to push back on these allegations.

Repelling the Reptile: 2:00 – 3:00 p.m.

Speakers: Nicholas Brauns (Higgs, Fletcher & Mack) ♦ Ross Maddalena (Merrick, Hofstedt and Lindsey, P.S.)

The corporate representative deposition is the most important deposition facing your company. Succumbing to opposing counsel’s reptile approach can devastate not only the case in which the deposition was taken but be used against your company for years to come. This presentation will provide a practical and strategic approach to preparing your representative to fend off a reptilian deposition examination and best protect your company’s policies, procedures and reputation.

Interactive Case Evaluation: What is This Claim Really Worth? 3:00 - 4:00 p.m.
Speakers: Tamara Cook (Renaud Cook Drury Mesaros, PA) ♦ Whitney Broadwater (Naman, Howell, Smith & Lee, P.L.L.C.)

The presenters will take hypothetical fact patterns and discuss strategies and tactics including how to apply comparative fault, joint and several liability, medical liens including Medicare liens, how low impact, low property damage cases can fool experienced lawyers in terms of evaluation, what investigative materials should be requested in every case, how to handle and make aggressive preservation requests.

** Approved for 4 hours of California and Illinois CLE*



**Reception/Happy Hour on the Dos Deck
4:30 p.m.**

**Dinner in the Tower Suite
6:00 p.m.**

**Arizona Coyotes vs. Carolina Hurricanes
Tower Suite
7:00 p.m.**

Speakers



Brennen Boze is a member of the ALFA International firm of Lorance & Thompson P.C. in Houston, Texas. His practice covers a broad range of areas, including transportation litigation, construction defect, personal injury, medical malpractice, dram shop, product liability, insurance coverage analysis, employment law, business and commercial litigation, and appeals. Brennen is a dedicated and successful trial lawyer who is passionate about digging into the details of each case he is presented. He has forged lasting relationships with his clients, while providing a calm and steady hand to help them navigate the legal minefield, and coming up with unique and creative solutions to help them achieve their goals. He is passionate about the law itself, in all its nuances and complexities, and how it impacts every aspect of our lives. From a very young age,

Brennen was destined to be a lawyer, motivated by his love of reading, writing, and debate.



Nicholas Brauns is a member of the San Diego, California ALFA member firm of Higgs Fletcher & Mack. His practice focuses on catastrophic loss and contract claims, and he has significant experience counseling clients with respect to cargo claims, regulatory compliance issues, and driver employment-related issues. Nick has assisted transportation clients defending product liability claims, as well as administrative actions brought by state and local administrative agencies. He has successfully litigated cases on behalf of small and large businesses and motor carriers through jury verdict in both San Diego and Los Angeles. Nick is a member of the Risk Management Association of San Diego and the Defense Research Institute. He has been recognized by *Super Lawyers* as a “Rising Star”

each year since 2015 and is a recipient of *San Diego Daily Transcript’s* Top Young Attorney Award. He has also co-authored, “*Life After the Excess Verdict: Two Cases Take Very Different Paths*” and was a speaker at the ALFA Mini-Transportation Seminar for the Southwestern Region.



Daniel Bristol is special counsel with the firm Hall & Evans, LLC located in Denver, Colorado. With more than 12 years of experience, Daniel has successfully defended trucking companies in complex, high-stakes litigation including wrongful death claims, brain injury cases, and pedestrian accidents. He also handles subrogation and cargo matters for the trucking industry and practices in state and federal trial and appellate courts. Daniel is a member of the Colorado Motor Carriers’ Association and the Defense Research Institute. He has been recognized by *Colorado Super Lawyers* as a “Rising Star” for general litigation.



Whitney Broadwater is a member of the firm Naman, Howell, Smith & Lee, P.L.L.C. out of Austin, Texas. Her practice areas include transportation litigation, personal injury/wrongful death, premises liability, products liability, employment law, insurance defense, appellate, and commercial litigation. Whitney’s practice now focuses on both civil litigation and appellate law, ranging from national and multi-national corporations in defending products liability, casualty, and commercial motor vehicle accident suits to representing small businesses and individuals in litigation involving contract and business disputes. Prior to joining Naman Howell, Whitney served as a briefing attorney for Chief Justice Catherine Stone of the Fourth Court of Appeals of Texas. Because of her experience

with appellate procedures, she has successfully prevented potentially costly mistakes at the trial level, assisting clients in a wide variety of matters on appeal. Whitney is also an active member of the Austin Young Lawyers Association and the William S. Sessions American Inn of Court.



Melanie R. Cheairs is a shareholder at the ALFA International firm of Lorance & Thompson P.C. located in Houston, Texas. Her Litigation and Trial practice focuses on the Hospitality and Transportation Industries where she represents a broad array of Regional and National Hotel and Restaurant Chains, and Transportation Companies in their liability and employment matters. Melanie was recently awarded the prestigious ALFA International, Nate Fishbach Attorney of the Year Award, for outstanding service to the ALFA International Organization. She served a three year term on the ALFA Board of Directors, from 2013-2016 and currently she serves on both the ALFA International Marketing Committee, and as the Marketing Chair for the Hospitality & Retail Law Practice

Group, following terms as Program and Practice Group Chair of the Hospitality Practice Group. Melanie is also active on the Steering Committees of both the Transportation and Women's Initiative Practice Group and participates in the National Association of Professional Women. Melanie is a frequent author and speaker on matters of importance to her industry clients.



Tamara Cook is a shareholder with the Phoenix, Arizona ALFA International member firm Renaud Cook Drury Mesaros. For more than 25 years Tamara has successfully defended clients across the country in the areas of commercial transportation, product liability, and employment matters. She has advised owners and managers on complex business transactions, from litigating liability claims for the trucking industry to managing employee whistle-blower complaints. She has proven herself adept at counseling many of the nation's largest transportation clients in areas such as risk management, operational safety, and audit support/consultation, among others. Tamara is an active member of the Arizona Women Lawyers Association, the Trucking Industry Defense Association (TIDA), and the

Defense Research Institute. She also serves as Arizona's Vice Chair of the Commercial Transportation Litigation Committee for the American Bar Association, and previously served as chair of ALFA International's Transportation Practice Group. She works closely with clients to ensure they remain informed about key facets of transportation industry law, and frequently publishes/ speaks on related topics.



Jason Goodnight is a partner with the ALFA member firm of Franden, Farris, Quillin, Goodnight & Roberts out of Tulsa, Oklahoma. His practice areas include product liability, transportation, oil & gas litigation and subrogation. Jason litigates matters in state and federal court in Oklahoma, Arkansas, Kansas, and Texas. His practice emphasizes the defense of manufacturers in product liability litigation and the representation of transportation and oil & gas companies in catastrophic accidents. Jason is an active member of ALFA International's Transportation and Product Liability & Complex Torts Practice Groups.



Ross Maddalena is a shareholder at the firm of Merrick, Hofstedt and Lindsey, P.S. in Seattle, Washington. He has a diverse defense practice, including defense of lending institutions, property owners, real estate professionals and commercial matters. Ross defends clients in breach of contract and lease claims and a variety of business litigation matters. In addition, he defends clients in product liability claims and catastrophic personal injury actions. Ross practices in the Superior Courts of Washington State as well as the Eastern and Western Federal District Courts of Washington and the Ninth Circuit Court of Appeals. He is also an active member of the Washington Defense Trial Lawyers Association and the ALFA Business Litigation practice group.