



ALFA International
THE GLOBAL LEGAL NETWORK

**GIG ECONOMY
REGIONAL SEMINAR**



San Francisco, CA | April 13, 2023

SEMINAR PROGRAM SCHEDULE

Thursday, April 13, 2023

Program at Omni San Francisco Hotel

500 California Street | San Francisco, CA | North Beach & Union Square Rooms

12:00 P.M. – 1:00 P.M.

LUNCH AND REGISTRATION

North Beach

Attire is casual; jeans are appropriate.

1:00 P.M. – 5:00 P.M.

SEMINAR PROGRAM

Union Square

1:00 P.M. – 1:15 P.M.

WELCOME AND OPENING REMARKS

Speakers:

Jessica Zaroski Bauer, CEO, ALFA INTERNATIONAL, Chicago, IL

Nicholas Brauns, Program Chair, HIGGS FLETCHER & MACK, LLP, San Diego, CA

1:15 P.M. – 2:30 P.M.

PREPPING THE CORPORATE WITNESS

Speakers:

Peter Doody, Moderator, HIGGS FLETCHER & MACK, LLP, San Diego, CA

Jason Goodnight, FRANDEN | FARRIS | QUILLIN | GOODNIGHT | ROBERTS + WARD, Tulsa, OK

Samuel Kitchens, Senior Corporate Counsel, MATCH GROUP, Dallas, TX

Steve Wood Ph.D., Senior Litigation Consultant, COURTROOM SCIENCES, INC., College Station, TX

Winnie Yeung, Director, Litigation and Claims, LIME, Miami, FL

This will be an interactive session featuring mock testimony of a corporate witness. Gig economy companies face unique challenges in presenting their often young representatives who must explain complicated technology concepts as well as humanize tech companies. The mock testimony will be followed by a conversation with ALFAI lawyers, who will share their tales from the trenches and best practices on how to work with your corporate representatives to effectively portray your company while not alienating a jury.

2:30 P.M. – 2:45 P.M.

BREAK

Union Square Foyer

SEMINAR PROGRAM SCHEDULE

2:45 P.M. – 3:45 P.M.

ENFORCING AND BUILDING CASE LAW THROUGH ARBITRATION

Speakers:

Pablo Orozco, *Moderator*, NILAN JOHNSON LEWIS PA, Minneapolis, MN

Brooke Churchman, HALL & EVANS, LLC, Denver, CO

Eugene Lee, *Senior Counsel*, UBER TECHNOLOGIES, INC., San Francisco, CA

Neha Palani, *Lead Counsel*, AIRBNB, Burlingame, CA

Federal and state law typically empowers companies to facilitate arbitration as an effective alternative to civil proceedings. However, gig economy companies have recently faced challenges to aspects of the arbitration process, including interpretations of the scope of the agreements or the extension of arbitration provisions to non-signatories. The Gig Economy Coalition has already coordinated efforts to build positive case law in challenging jurisdictions, shaping aspects of this ever-changing space for the greater benefit of the industry. This panel will focus on some of that collaboration and highlight key learnings from these efforts.

3:45 P.M. – 4:00 P.M.

BREAK

Union Square Foyer

4:00 P.M. – 5:00 P.M.

RESOLUTION STRATEGIES

Speakers:

Brad Telfeyan, *Moderator*, LEWIS THOMASON, Nashville, TN

Jacqueline Altman, NAMAN HOWELL SMITH & LEE, PLLC, Waco, TX

Kristin Esposito, *Senior Counsel*, DOORDASH, Chicago, IL

Lauren Shapiro, *Director*, UBER TECHNOLOGIES, INC., San Francisco, CA

This will be a dynamic session where the panel will discuss resolution strategies on micro and macro levels. What levers can we use to advance the industry: strategic use of jurisdictions? What ADR strategies have been most effective? And what does the landscape of tort reform look like for gig economy companies in the future?

5:00 P.M.

THANK YOU AND CONCLUDING REMARKS

Speakers:

Jessica Zaroski Bauer, *CEO*, ALFA INTERNATIONAL, Chicago, IL

Nicholas Brauns, *Program Chair*, HIGGS FLETCHER & MACK, LLP, San Diego, CA

SOCIAL EVENT



COCKTAILS & DINNER

5:00 pm

WAYFARE TAVERN
558 Sacramento Street



ALFA International
THE GLOBAL LEGAL NETWORK

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SPEAKERS



JACQUELINE ALTMAN is a partner with Naman Howell Smith & Lee PLLC, the ALFA International member firm in Waco, Texas. Jacqueline's practice centers on civil litigation and appeals, focusing primarily on matters involving transportation, personal injury defense, and patent litigation. In addition to her practice, Jacqueline is an adjunct writing professor at Baylor University School of Law and coaches both moot court and mock trial. Prior to entering private practice, she served as a Law Clerk to the Honorable K. Nicole Mitchell in the U.S. District Court for the Eastern District of Texas, Tyler Division. Jacqueline received her B.S. in Chemistry from the University of California, Irvine, in 2010, and her J.D. from Baylor University School of Law in 2014.



JESSICA ZAROSKI BAUER joined ALFA International (ALFAI) in 2004 as a Coordinator of Events & Member Services. She then worked for several years as a Marketing Manager, Chief Events Officer and Chief Operating Officer. After 17 years with the association, she accepted her current role as Chief Executive Officer. In this position, she is the organization's strategic thought leader, working closely with the Board of Directors and the various ALFAI committees. In addition, she manages headquarters staff and maintains constant communication with association members. Jessica oversees the member recruitment, development and retention programs and the organization's marketing and business development initiatives. Prior to joining ALFAI, she worked in the marketing department of the Chicago-based law firm of Gardner, Carton & Douglas, LLP (now Faegre Drinker Biddle & Reath). She is a graduate of the University of Iowa Tippie College of Business (Go Hawkeyes!) and is an avid college football fan. In her spare time, Jessica can be found enjoying family time with her husband, Harry, and her two young daughters, Greta and Vivian.



NICHOLAS BRAUNS is a transportation attorney with Higgs, Fletcher & Mack, LLP, the ALFA International member firm in San Diego, California. His practice focuses on assisting commercial carriers and their employees with catastrophic loss and regulatory compliance issues, including successfully defending their interests through trial. Nick's clients include commercial carriers with operations throughout the lower 48 states, as well as regional and local carriers based in Southern California. With three of his last four jury trials since 2018 being against practitioners of the "Trojan Horse" method, Nick is happy to share his first-hand experience identifying and defending against these new tactics by the plaintiff's bar.

SPEAKERS



BROOKE CHURCHMAN is special counsel with Hall & Evans, LLC, the ALFA International member firm in Denver, Colorado. Brooke's practice centers on civil litigation with matters involving transportation, premises liability, employment, oil and gas, professional liability and insurance. She recently relocated to Colorado after practicing civil litigation in Austin, Texas. Before entering private practice, she served as a Law Clerk to the Honorable Judge Raymond Moore in the U.S. District Court for the District of Colorado and as assistant general counsel with the Oklahoma Department of Public Safety.



PETER DOODY is a partner with Higgs, Fletcher & Mack, LLP, the ALFA International member firm in San Diego, California, and specializes in defending cases brought against product manufacturers, transportation companies and premises owners. Pete has extensive jury trial experience, and he is a member of the American Board of Trial Advocates (ABOTA), which requires 20 jury trials to verdict as first chair. Pete serves as San Diego regional trial counsel for consumer product manufacturers and interstate motor carriers. He has significant experience defending serious personal injury cases. In his practice, he strives to reach resolutions but is always prepared and ready for trial if a case cannot be settled.



KRISTIN ESPOSITO is a litigator and trial attorney by trade and has experience as both a plaintiff's and defense attorney concentrating on major casualty losses, including medical/professional liability and malpractice as well as transportation and trucking defense. She has a wealth of experience in trying, arbitrating and negotiating hundreds of claims and lawsuits. Kristin is now an in-house attorney for her second gig economy company, DoorDash, and has taken several cases to verdict as a first chair, as well as overseen trial strategy from the in-house perspective.



JASON GOODNIGHT is a shareholder of Franden | Farris | Quillin | Goodnight | Roberts + Ward, the ALFA International member firm in Tulsa, Oklahoma. Jason has spent the last 15 years primarily defending corporations in product liability and catastrophic personal injury cases across the country.

SPEAKERS



SAMUEL KITCHENS is a Director & Senior Counsel for Litigation at Match Group, which, through its portfolio companies, operates a global portfolio of brands designed to help people make meaningful connections, including Tinder, Hinge, Match, and more. Since 2018, Samuel has worked to represent Match Group and its subsidiaries in a wide variety of matters, from major multi-week trials to small claims cases, and everywhere in between. Samuel is a graduate of The University of Pennsylvania School of Law, where he served as Bluebook Editor for *Penn Law Review* and assisted preparing the Nineteenth Edition of the Bluebook. Prior to joining Match Group, Samuel was an associate at Quinn Emanuel Urquhart & Sullivan in New York.



EUGENE LEE is in-house counsel at Uber Technologies, Inc. He is on the insurance litigation team, handling matters primarily in California, Nevada, Oregon and Washington. He is also a member of the Defense Counsel Task Force at Uber, which is tasked with identifying new law firms to include in Uber's defense counsel panel that is committed to diversity and inclusion. Prior to working at Uber, Eugene worked at several large national law firms and worked with various gig economy companies.



PABLO OROZCO is a shareholder of Nilan Johnson Lewis PA, the ALFA International member firm in Minneapolis, Minnesota. He practices in the Labor and Employment group with extensive experience litigating class and collective actions across the country, including wage-and-hour cases in California. Pablo represents clients across industries such as financial institutions, technology, transportation and retail. He serves as a Regional Conference Committee Co-Chair for the National Employment Law Council and previously served as a Board Member for the Minnesota Hispanic Bar Association. Pablo holds a Bachelor's and Master's degree in Political Theory and earned his law degree from UCLA School of Law.



NEHA PALANI is a highly qualified attorney with deep experience in litigation and regulatory matters in the tech space. In her four years at Airbnb, she has led several high-profile dockets, including sensitive tort litigation and consumer class actions, and has developed strategies for many high-volume dockets, such as insurance and consumer arbitration matters. Neha also provides trusted counsel to the business and has engaged heavily in policy and regulatory matters across North America. Prior to Airbnb, Neha was at Kecker, Van Nest & Peters, where she served as defense litigation counsel to several tech companies.

SPEAKERS



LAUREN SHAPIRO is a highly skilled attorney, people manager and leader with more than 18 years of experience concentrating on tort litigation, risk mitigation and insurance coverage in the transportation and tech space. In her current role at Uber Technologies, Inc., where she has been since 2019, Lauren oversees all of Uber's catastrophic loss and interpersonal dispute litigation in the U.S. and Canada and serves as a dedicated counsel to the business. Lauren is an experienced people manager with a focus on team and a mission to build a diverse and inclusive workplace. At Uber, she leads an organization of 14 attorneys and paralegals. Prior to Uber, Lauren was litigation defense counsel for clients in the gig economy space and transportation sector.



BRAD TELFEYAN is a shareholder of Lewis Thomason, the ALFA International member firm in Nashville, Tennessee, where he has a general civil litigation practice. He has been with the firm since 2011. Prior to joining Lewis Thomason, Brad served in the United States Army as an officer and lawyer in the Judge Advocate General's Corps with assignments at Fort Carson, Colorado, and Fort Campbell, Kentucky. His military awards include the Meritorious Service Medal and the Army Commendation Medal.



STEVE WOOD Ph.D. is a Social Psychologist at Courtroom Sciences, Inc., a full-service, national litigation consulting firm in Irving, Texas. Dr. Steve uses his social-psychological expertise to help clients understand the juror decision-making process and maximize the likelihood of favorable case outcomes. He also assists clients with a myriad of case-related activities, including pre-trial research, witness effectiveness training, case theme development, supplemental juror questionnaires and jury selection. His work has been published in various peer-reviewed academic journals, as well as several scholarly magazines.



WINNIE YEUNG is a Bay Area native and a Legal Director at Lime, the global leader in the micro-mobility space. She heads North America Litigation & Global Claims at Lime. She is an experienced multi-stakeholder as a legal expert, business advisor, team builder and crisis manager.