



**ALFA International**  
THE GLOBAL LEGAL NETWORK

**G I G E C O N O M Y**  
**R E G I O N A L S E M I N A R**



**San Francisco, CA | April 18, 2024**

# SEMINAR PROGRAM SCHEDULE

## Thursday, April 18, 2024

### Program at Fairmont San Francisco Hotel

950 Mason Street | San Francisco, CA | Rooftop Garden & Pavilion Room (Lobby Level)

12:00 P.M. – 1:00 P.M.

#### LUNCH AND REGISTRATION

Rooftop Garden

*Attire is casual; jeans are appropriate. The Rooftop Garden is outdoors so please bring a jacket.*

1:00 P.M. – 5:00 P.M.

#### PROGRAM SESSIONS

Pavilion Room

1:00 P.M. – 1:15 P.M.

#### WELCOME AND OPENING REMARKS

##### *Speakers:*

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

**Brooke Churchman**, Program Chair, HALL & EVANS, LLC, Denver, CO

**Eugene Lee**, Senior Counsel, UBER TECHNOLOGIES, INC., San Francisco, CA, Client Advisory Board Member

**Stephen Myers**, Director & Senior Counsel, MATCH GROUP, Dallas, TX, Client Advisory Board Member

1:15 P.M. – 2:30 P.M.

#### STATE LAW DATA PRIVACY HARMONIZATION, BIPA LITIGATION AND CYBERSECURITY ISSUES IN THE GIG ECONOMY SPACE

##### *Speakers:*

**Brad Reed**, Moderator, FRANTZ WARD LLP, Cleveland, OH

**Heather Kuhn**, Privacy, Cybersecurity and Technology Counsel, GENUINE PARTS COMPANY, Atlanta, GA

**Benjamin Setnick**, Senior Litigation and Intellectual-Property Attorney, MATCH GROUP, Dallas, TX

**Nick Ruble**, BAKER STERCHI COWDEN & RICE LLC, Kansas City, MO

The panel will discuss strategies and methods for developing data privacy practices and policies across multiple state data privacy regimes—beyond just the CPRA. The panel will also address recent litigation risks and developments under the Illinois Biometric Information Privacy Act (BIPA) and the impact of the Illinois Supreme Court's "annihilative" damages decision under BIPA. Finally, the panel will review other trends in data privacy and cybersecurity currently impacting the gig economy such as incident response best practices and addressing data privacy claims through arbitration.

2:30 P.M. – 2:45 P.M.

#### BREAK

Rooftop Garden & Loggia Hallway

# SEMINAR PROGRAM SCHEDULE

2:45 P.M. – 3:45 P.M.

## AI AND THE LEGAL PROFESSION: NAVIGATING OPPORTUNITIES AND CHALLENGES

### *Speakers:*

**Andre Webb**, *Moderator*, GERMAN, GALLAGHER & MURTAGH, P.C., Philadelphia, PA

**Nick Khami**, *Founder-Engineer*, TRIEVE, LLC, San Francisco, CA

**Alan Nolley**, *Senior Litigation Counsel*, FLYNN GROUP, San Francisco, CA

**Sebastian Schneider**, TIEFENBACHER, Heidelberg, Germany

Artificial intelligence is not a new invention, but it may well be the most rapidly evolving technology, disrupting almost all sectors of the economy. This evolution offers both vast opportunities and risks at the same time. From a legal perspective, this presentation is intended to highlight the recent developments of artificial intelligence in the three areas: corporate advice, litigation, and in-house legal counseling. Whereas corporate counsel might fear their replacement by a more efficient software, attorneys with a focus on litigation might have to challenge their trust in images and videos, and in-house counsel might be able to hope for a much more efficient way to search and find data already available in the company. The panel will offer specific examples of AI tools that may ease the burden of litigation while also addressing potential harms of the tools, including how the plaintiff's bar is utilizing AI to assist in litigation.

3:45 P.M. – 4:00 P.M.

## BREAK

Rooftop Garden & Loggia Hallway

4:00 P.M. – 5:00 P.M.

## PULP FICTION: WHEN REALITY TELLS A DIFFERENT STORY (FROM THE LIFE CARE PLAN)

### *Speakers:*

**Bruno Renda**, *Moderator*, FOWLER WHITE BURNETT P.A., Fort Lauderdale, FL

**Joanne Moon**, *Senior Counsel*, UBER TECHNOLOGIES, INC., Chicago, IL

**Lisa Morris**, *CPA, CVA, Partner*, MDD Forensic Accountants, Walnut Creek, CA

**Kristen Allison**, MAYER, LLP, Houston, TX

This session will focus on the uptick of life care plans in non-catastrophic personal injury cases, the foundation elements of a life care plan, and its vulnerabilities. The panel will offer simple, but effective strategies for attacking costly and highly speculative future care and provide tips on opposing the probability that plaintiffs will need the recommended care in the future.

5:00 P.M.

## THANK YOU AND CONCLUDING REMARKS

### *Speakers:*

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

**Brooke Churchman**, *Program Chair*, HALL & EVANS, LLC, Denver, CO

# S O C I A L   E V E N T



**SAN FRANCISCO GIANTS**

**V.**



**ARIZONA DIAMONDBACKS  
BASEBALL GAME**

**PRIVATE SUITE AT ORACLE PARK  
24 Willie Mays Plaza | San Francisco**

**5:00 P.M. - 10:00 P.M.  
6:45 P.M. First Pitch**

Attendees will have on-field access on the warning track for batting practice. Ballpark favorites and beverages will be served, along with amazing bay views!



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# SPEAKERS



**KRISTEN ALLISON** is an attorney at Mayer, LLP, the ALFA International member firm in Houston, Texas. Kristen is a native Houstonian whose love of the legal profession and passion for helping others began at a young age. Kristen attended Texas A&M University, where she earned a bachelor's degree in psychology and a minor in Spanish. In college, she competed on the Triathlon team. After college, she attended the University of Houston Law Center where she became involved in the Advocacy Program as a mock trial advocate and board director. While in law school, Kristen interned for the Honorable Frances Stacy in the Southern District of Texas and then clerked at a prominent plaintiff's personal injury firm. After law school, she joined that firm as an associate. It is this experience that sets Kristen apart from others as she has worked on each side of the "v." in personal injury and construction defect cases. Currently, Kristen provides services in personal injury litigation, including auto accidents, premises liability, Dram Shop (liquor liability), gig economy, wrongful death and industrial workplace injuries, products liability, and construction defect.



**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.

# SPEAKERS



**BROOKE CHURCHMAN** is a member with Hall & Evans, LLC, ALFA International's member firm in Denver, Colorado and Montana. Brooke's practice focuses on defending personal injury matters, including commercial transportation litigation, auto claims, premises claims, and employment matters. Brooke also represents niche businesses that operate app-based technology and marketplace platforms in the gig economy. She graduated from the University of Oklahoma with a B.S. in Zoology and earning her J.D. 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. Brooke was named by 5280 Magazine as a top lawyer in Transportation and has been (and is) selected for inclusion in Colorado's "Rising Stars." Brooke is a member of ALFAI's Future Leaders, Transportation, Gig Economy and Hospitality & Retail practice groups.



**NICK KHAMI** is a founder of Trieve. His background is primarily in product-related software engineering. Trieve offers a specific solution to legal professionals looking to get the highest possible quality search over their production loadfiles and other document inventories. Nick is an expert in AI Information Retrieval technology and techniques and is always open to sharing his experiences.



**HEATHER KUHN** is Privacy, Cyber and Technology Counsel at Genuine Parts Company where she handles tech contracts; privacy, cyber and AI compliance programs; and breach response. She is very engaged in the privacy and security communities and is an officer for the Privacy and Technology Section of the Georgia Bar. Heather is also an active member of IAPP's KnowledgeNet Atlanta chapter and holds 3 privacy certificates (FIP, CIPP/US and CIPT). Heather is currently enrolled at Georgia Tech pursuing her Master of Science in Cybersecurity degree and is co-teaching both Privacy Law and Cybersecurity Law at Georgia State University College of Law. Prior to law school, Heather had 10 years of professional experience covering government, non-profit and for-profit sectors. This experience includes working in business operations, teaching high school math and directing grassroots advocacy efforts. Heather is based in Atlanta, Georgia with her husband and five kids.

# SPEAKERS



**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. Eugene serves on ALFAI's Gig Economy Practice Group Client Advisory Board.



**JOANNE MOON** is a Senior Counsel at Uber Technologies, Inc. She manages a team of in-house attorneys and works closely with outside counsel to defend the company in litigation in the Northeast region of the country, which presents many novel and exciting legal issues. Joanne earned a bachelor's from the University of Illinois at Urbana-Champaign and her law degree from the DePaul University College of Law. In her free time, Joanne enjoys exploring Chicago with her husband and their 3-year-old daughter, experimenting with new recipes, and trying new restaurants.



**LISA MORRIS** joined MDD in 1998. In 2003, she left to work for The Hartford, assisting in the start of their internal forensic accounting program and gaining valuable knowledge of the adjustment process from an insurance company perspective. In 2008, she returned to MDD Forensic Accountant's San Francisco office, and she is now a Partner at the firm. A seasoned forensic accounting professional, Lisa has worked on assignments involving lost profits, cyber risks, personal injury & wrongful death, business interruption, builders' risk and soft costs, business valuations, fraud & investigations, fidelity claims, physical damages and product liability & recall. She has provided litigation support related to commercial disputes and has been recognized as an expert witness in various courts and arbitrations on the West Coast. Lisa graduated from California State University – Hayward with a Bachelor of Science in Business Administration degree with an emphasis in accounting.



**STEPHEN MYERS** is a Director & Senior Counsel of Litigation at Match Group, where he handles consumer, business, and employment litigation matters for Match Group's global portfolio of brands, including, among others, Tinder®, Match®, Hinge®, and OkCupid®. Prior to joining Match Group, Stephen worked as a litigation and labor and employment attorney for Southwest Airlines, and, prior to that, as a litigation associate at the international law firm Norton Rose Fulbright. Stephen received his undergraduate and law degrees from the University of Texas at Austin. Stephen serves on ALFAI's Gig Economy Practice Group's Client Advisory Board.

# SPEAKERS



**ALAN C. NOLLEY, JR.**, serves as Senior Litigation Counsel for Flynn Group, America's largest restaurant franchisee, which owns and operates over 2,300 restaurants nationwide. Alan represents the Company in a wide range of litigation involving business, commercial and tort disputes and provides legal support for its operations, including strategic counsel on pre-litigation, risk management and contract issues. Alan is an experienced trial lawyer who has managed all aspects of litigation and has played a lead role in trials, as well as arbitration. Prior to joining Flynn Group in 2021, Alan was in private practice in the San Francisco office of a regional law firm where he served on its "parachute" trial team.



**BRAD REED** is a partner at Frantz Ward LLP, the ALFA International member firm in Cleveland, OH. Brad works on a wide range of corporate, transactional, regulatory, data privacy/cybersecurity, employee benefits and gig economy matters. Specifically, his practice focuses on working with hospitals, physicians, and other health care providers regarding complex regulatory and compliance issues. Brad regularly advises clients with respect to HIPAA compliance, Medicare and Medicaid reimbursement, health care fraud and abuse regulations, and medical staff management issues. He also works on a wide range of various data privacy and cybersecurity issues, financial services regulations, ERISA compliance, service provider and vendor agreement negotiations, and other commercial contracts for clients in numerous industries and sectors. Additionally, he has experience handling ERISA, general litigation and intellectual property matters. He assists in investigating data security incidents and advises clients with respect to data breach reporting, mitigation and responses. He regularly prepares breach risk assessments and notifications under HIPAA and various state data breach notification laws.



**BRUNO RENDA** is a shareholder at Fowler White Burnett P.A., the ALFA International member firm in Fort Lauderdale, Florida. Bruno is a civil trial lawyer dedicated to defending businesses and individuals in matters involving catastrophic personal injury arising from alleged conventional and professional negligence, product liability and toxic torts and gig economy. Bruno dedicates the majority of his practice to defending commercial motor carriers and commercial drivers in high damages, high exposure motor vehicle accidents with complex legal, scientific and medical issues. Bruno is well versed in the Federal Motor Carrier Safety Act (or FMCSA), and other federal, state, and local regulations governing interstate and intrastate motor carriers and commercial drivers.



# SPEAKERS



**NICK RUBLE** is a member of Baker Sterchi Cowden & Rice LLC, the ALFA International member firm in Kansas City, Missouri. Nick represents companies of all sizes and industries in employment and labor, personal injury, creditor's rights, gig economy and commercial disputes at all stages of litigation or alternative dispute resolution. Throughout his career, Nick has employed creative tactics to reach positive outcomes for his clients in mediation, arbitration, and in state or federal court.



**BENJAMIN SETNICK, CIPP/US**, is the Director, Senior Counsel for litigation & IP at Match Group. He is part of a team that is responsible for advising Match Group's many online dating service brands regarding all manner of legal, regulatory, and intellectual-property risks, and representing the company in litigation and enforcement matters. Benjamin's experience working with data privacy issues goes all the way back to his time as a network security architect prior to attending law school.



**DR. PETER SEBASTIAN SCHNEIDER** is partner at Tiefenbacher, the ALFA International member firm in Germany. Tiefenbacher offers full service legal advice for both corporate advice and litigation. Sebastian's practice focusses on corporate, M&A and similar transactions, including real estate portfolio acquisitions and therefore real estate, construction, and rental law. In addition, Sebastian is a key contact for the startup advice center at Heidelberg University and his clients include promising start up companies from the technology sector. As common in this field, he advises both investors and entrepreneurs on navigating in the gig economy with its challenges and disruptions to the classic labor law environment.



**ANDRE WEBB** is a partner at German, Gallagher & Murtagh, P.C., the ALFA International member firm in Philadelphia, Pennsylvania. Andre defends insured and self-insured entities in a variety of litigation matters. Prior to joining the firm, Andre was Trial Counsel for a large Insurance Company where he handled a wide variety of cases, including premises liability, product liability, dram shop/liquor liability cases and motor vehicle accidents, including UM/UIM claims. He represents niche businesses that operate app-based technology and marketplace platforms in the gig economy. Andre has considerable jury trial experience in Philadelphia and surrounding counties. Andre has also handled appellate matters before the Pennsylvania Superior Court.