ALFA International

THE GLOBAL LEGAL NETWORK

Beyond the Digital Terrain: Evolving Challenges and Risks in the Tech Era

2026 GIG ECONOMY & EMERGING TECH PRACTICE GROUP SEMINAR

JULY 22-24, 2026 | THE PENDRY PARK CITY | PARK CITY, UTAH

www.ALFAInternational.com

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Technology and innovation keep reshaping how we work, manage risk, and think about responsibility. The 2026 ALFA International Gig Economy & Emerging Tech Seminar brings together professionals to unpack the legal, regulatory, and practical challenges at the fast-moving intersection of technology and the modern workforce.

The ALFA International Gig Economy & Emerging Tech Practice Group cordially invites you to the 2026 Seminar that will take place in scenic Park City, Utah, from July 22–24, 2026.

Attendees will dive into how recent court rulings are stretching traditional product liability concepts to include app-based platforms, what ongoing developments around Prop 22 and Section 230 mean for leading tech companies, and how data from apps can help clarify facts, credibility, and liability in technology-related claims.

Join us as we venture beyond the digital terrain in the stunning alpine playground of Park City to explore the challenges of the new era of work.

Kehl Friesen
2026 Program Chair, Gig Economy & Emerging Tech Practice Group Seminar
BAKER STERCHI COWDEN & RICE LLC
Kansas City, Missouri

2025-2026 GIG ECONOMY & EMERGING TECH PRACTICE GROUP LEADERSHIP

Grace Garcia
Chair, ALFA International Board of Directors
MORRISON MAHONEY LLP
Fall River, Massachusetts

Jason Goodnight
Chair, Gig Economy & Emerging Tech Practice Group
FRANDEN | FARRIS | QUILLIN | GOODNIGHT | ROBERTS + WARD
Tulsa, Oklahoma

Kehl Friesen
2026 Program Chair, Gig Economy & Emerging Tech Practice Group Seminar
BAKER STERCHI COWDEN & RICE LLC
Kansas City, Missouri

Jacqueline Altman
Marketing Chair, Gig Economy & Emerging Tech Practice Group
NAMAN HOWELL SMITH & LEE, PLLC
WACO, TEXAS

WHAT IS ALFA INTERNATIONAL?

ALFA International is the premier network of independent law firms. Founded in 1980, ALFA International was the first and continues to be one of the largest and strongest legal networks. We have 140 member firms throughout the world. Our 80 U.S. firms represent 95 of the 100 largest metropolitan areas. Our 60 international firms are located throughout Europe, Asia, Australia/New Zealand, Africa, Canada, Mexico and South America.

ALFA International's mission is to provide high quality, cost efficient legal services wherever our clients need them. The ALFA International model enables our members to use their local expertise to deliver highly effective legal solutions, often drawing upon the collective wisdom and experience of other member firms. ALFA International clients benefit from a geographically comprehensive network of exceptional law firms and accomplished trial and business counsel. Our member firms meet high standards to be part of the ALFA International network and are well respected by their peers in the legal and business community.

ABOUT PARK CITY

Tucked into the lofty, forested slopes Pendry Park City provides the perfect haven – and launching point – for a mountain getaway. Just 36 miles from Salt Lake City International Airport, Pendry Park City is a contemporary mountain enclave bringing the mastery of Utah's awe-inspiring landscape to new heights. Located in the Canyons Village, it is a California-inspired gateway to the very best of Utah. Canyons Village is a contemporary cousin to Park City's historic Main Street, where dining, shopping, entertainment and mountainside fun take on a new dimension! A stroll here is a must to capture the special spirit that is Park City and its renowned nod to the past and the present.

5:30 p.m. – 6:00 p.m.

EARLY REGISTRATION

The Ballroom Foyer
Pendry Park City

3:00 p.m. – 5:00 p.m.

FACULTY REHEARSAL

Junior Ballroom

*All moderators are encouraged to use this time to set-up a meeting with their panelists to review their session materials.

6:00 p.m. – 6:30 p.m.

CLIENT SOCIAL ROUNDTABLE

Pendry Plaza

6:00 p.m. – 6:30 p.m.

ALL ALFA INTERNATIONAL ATTORNEY MEETING

Junior Ballroom

*All ALFA International attorneys are required to attend.

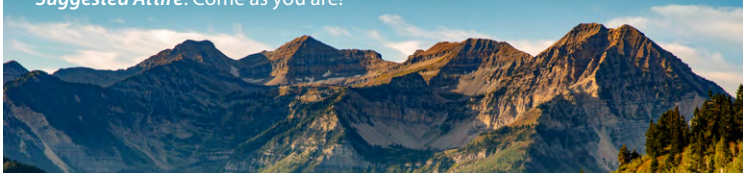
6:30 p.m. – 9:30 p.m.

WELCOME RECEPTION, BUFFET DINNER & REGISTRATION

Pendry Plaza

Welcome to the Rockies! Spend the evening reconnecting with old friends and networking with new acquaintances while enjoying the views of the Wasatch Range. The night will begin with a cocktail hour followed by a buffet dinner on the Plaza.

Suggested Attire: Come as you are!



THURSDAY, JULY 23

8:00 a.m. – 9:00 a.m.

BREAKFAST BUFFET

KITA Restaurant

9:00 a.m. – 12:15 p.m.

PROGRAM SESSIONS

Junior Ballroom

9:00 a.m. – 9:10 a.m.

INTRODUCTORY REMARKS

Grace Garcia
Chair, ALFA International Board of Directors
MORRISON MAHONEY LLP
Boston, Massachusetts

Jason Goodnight
Chair, Gig Economy Practice Group
FRANDEN | FARRIS | QUILLIN | GOODNIGHT | ROBERTS + WARD
Tulsa, Oklahoma

Kehl Friesen
2026 Program Chair, Gig Economy Practice Group Seminar
BAKER STERCHI COWDEN & RICE LLC
Kansas City, Missouri

Jessica Zaroski Bauer
Chief Executive Officer
ALFA INTERNATIONAL
Chicago, Illinois

9:10 a.m. – 10:00 a.m. **GENERAL SESSION**

The "Abc's" of Digital Forensic Investigation

This panel will provide a practical overview of how cell phone data can be used to evaluate and verify claims in a variety of disputes. Designed for professionals working in the gig economy space, the session will focus on real-world examples that show how location data, app activity, and communications can clarify timelines, credibility, and liability. The panel will be a guided discussion to highlight legal, evidentiary, and privacy considerations with a digital forensics consultant explaining the technology in clear, accessible terms. Attendees will gain a better understanding of what data may exist, how it is collected and preserved, and how it can support or challenge a claim. The goal is to equip the audience with practical knowledge to make more informed decisions when digital evidence may be at issue.

Matt McColgan
Moderator
GERMAN, GALLAGHER & MURTAGH, P.C.
Philadelphia, Pennsylvania

Josh Lorencz
Principal Consultant –Digital Forensics
RIMKUS
Northlake, Texas

Mark Dietz
Associate General Counsel
DHL EXPRESS (USA), INC.
Plantation, Florida

Kristin Esposito
Senior Insurance Litigation
DOORDASH
Chicago, Illinois

Madison Preston
NAMAN HOWELL SMITH & LEE, PLLC
Austin, Texas

10:00 a.m. – 10:10 a.m. **BREAK**

10:10 a.m. – 11:00 a.m. **GENERAL SESSION**

Understanding the Numbers—Case Law and Legislative Updates on Prop 22 and Section 230

This panel will review and analyze recent case law and legislative actions related to Prop 22 litigation in California and Section 230 of the Communications Decency Act of 1996. Calls for reforming Section 230 continued to gain steam in 2025 with several legislative repeal efforts being pursued in Congress. However, federal courts continue to broadly enforce its liability protections. The panel will discuss the status of current Section 230 repeal efforts and the most recent case law interpreting the scope of Section 230 liability protections for platforms in the past year.

Jeff Levine
Moderator
MATHENY SEARS LINKERT & JAIME LLP
Sacramento, California

Brad Reed
Moderator
FRANTZ WARD LLP
Cleveland, Ohio

Justin Evenson
Senior Counsel
UBER TECHNOLOGIES, INC.
San Francisco, California

Samuel Kitchens
Sr. Director, Sr. Counsel–Litigation
GODADDY
Dallas, Texas

11:00 a.m. – 11:10 a.m.

ALFA INTERNATIONAL HQ UPDATE

This session will provide an overview of many new and some improved offerings available at ALFAI as well as resources and opportunities available to our clients.

Jessica Zaroski Bauer
Chief Executive Officer
ALFA INTERNATIONAL
Chicago, Illinois

11:10 a.m. – 11:20 a.m. **BREAK**

11:20 a.m. – 12:10 p.m. **GENERAL SESSION**

Swiped, Booked, or Delivered—and Then Harmed: Product Liability in the Age of Platform Commerce

This presentation examines a landmark 2025 Missouri appellate decision and its significant implications for how courts treat rideshare and gig economy applications under product liability law. The Missouri Appellate Court established a new two-part framework: (1) a mobile app can qualify as a product if the facts alleged show sufficient similarities to a tangible product; and (2) the plaintiff must allege the harm resulted from a defect in the app itself—its design or functionality—rather than from the company's broader business model or services.

The Broader Implications: The presentation walks through what this ruling means going forward—including potential direct liability against Gig Economy and Technology companies facilitated by alleged platform design failures. It also surveys similar holdings from Kansas, California, Texas, and Florida, as well as contrasting decisions, and reviews how Illinois, Washington, and Texas courts have approached these issues.

Josh Davis
Moderator
BROWN & JAMES, P.C.
St. Louis, Missouri

Melissa Rose-DeMartini
Counsel, Insurance Litigation
DOORDASH
San Francisco, California

Joseph Ballard
Senior Corporate Counsel
SHIPT, INC.
Birmingham, Alabama

Lindsey Friehoff
BAKER STERCHI COWDEN & RICE LLC
Kansas City, Missouri

12:10 p.m. – 12:15 p.m.

CLOSING REMARKS

Jason Goodnight
Chair, Gig Economy Practice Group
FRANDEN | FARRIS | QUILLIN | GOODNIGHT | ROBERTS + WARD
Tulsa, Oklahoma

Kehl Friesen
2026 Program Chair, Gig Economy Practice Group Seminar
BAKER STERCHI COWDEN & RICE LLC
Kansas City, Missouri

12:15 p.m. – 1:15 p.m.

LUNCH YOUR WAY—BOXED OR BUFFET STYLE

KITA Restaurant

Take a break from the morning sessions and refuel with a casual lunch to fit your day! Whether you grab a boxed lunch to-go or enjoy the buffet spread, this is the perfect chance to keep the energy going for the afternoon activities.

1:30 p.m. – 5:30 p.m.

OPTIONAL GROUP ACTIVITY

SLIDE INTO OLYMPIC HISTORY!

Get ready for an unforgettable afternoon at Utah Olympic Park, where Park City's Olympic legacy comes to life. Explore the iconic venues and dive into the stories behind sports with visits to the Alf Engen Ski Museum and the Olympic Legacy Museum. Then it's time for the grand finale: buckle in for an exciting bobsled run, driven by a professional driver—an authentic taste of Olympic speed you'll be talking about long after the trip.

Suggested Attire: Comfortable, casual clothing and closed-toed shoes.

6:30 p.m. – 9:30 p.m.

OUTDOOR RECEPTION & DINNER

Poolhouse Bar & Grill

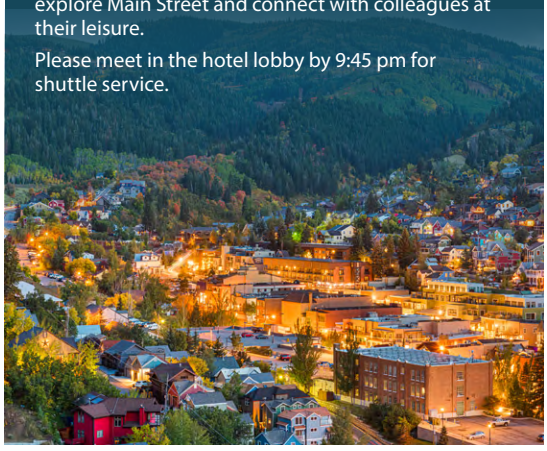
After a day of adventure in the mountains, come back together at the Poolhouse — a stylish rooftop setting with sweeping mountain views and a relaxed alpine atmosphere. Swap stories from the day, reconnect with colleagues, and unwind while taking in the lively energy of Canyons Village. The evening will begin with a cocktail hour, followed by a buffet dinner.

10:00 p.m. – 12:00 a.m.

THE NIGHT IS YOURS — PARK CITY AFTER HOURS

After the day wraps up, head into downtown Park City for an informal after-hours experience. Enjoy the energy of Main Street, connect with colleagues, and explore the area at your own pace. ALFA International will provide transportation to and from downtown. The evening will be unstructured, allowing guests to explore Main Street and connect with colleagues at their leisure.

Please meet in the hotel lobby by 9:45 pm for shuttle service.



ALFA International
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FRIDAY, JULY 24

9:00 a.m. – 11:00 a.m.

FAREWELL BRUNCH BUFFET

Outdoor Terrace

Join us for a farewell brunch buffet to close out the seminar! Take one last opportunity to catch up with colleagues, reflect on the week's highlights, and enjoy the beautiful mountain setting before everyone heads home.

2026 SPEAKER BIOS

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.

JOSEPH BALLARD serves as Senior Corporate Counsel at Shipt, Inc., where he manages Shipt's national litigation portfolio and oversees the company's insurance and claims management teams. Additional responsibilities at Shipt include responding to governmental investigations and audits, and working with cross-functional business teams to assess growth opportunities and associated risks. Prior to joining Shipt, Joseph defended companies and individuals with a focus on auto, class action, premises liability, product liability, and workers' compensation.

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 strategic thought leader of the organization, working closely with the Board of Directors and the various ALFAI committees. She manages headquarters staff and maintains constant communication with association members. Jessica oversees the member recruitment, development and retention programs as well as the marketing and business development initiatives for the organization. Prior to joining ALFA International, she worked in the marketing department of the Chicago-based law firm 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.

JOSH DAVIS is a principal at Brown & James, the ALFA International member firm in St. Louis, Missouri, and one of the region's leading insurance defense litigators. His practice sits at the intersection of traditional insurance litigation and the evolving legal landscape shaped by transportation networks, gig economy platforms, and emerging technologies. Across Missouri, Illinois, Kansas, Arkansas, and Oklahoma, Josh defends insurers and emerging companies against their most consequential claims — catastrophic injury, coverage disputes, and high-stakes property damage. He brings particular depth to representing leading gig-based platforms and transportation enterprises, where novel liability questions and evolving insurance structures demand both legal precision and commercial fluency. From accident scene to verdict, Josh manages every phase of litigation with the hands-on intensity his clients expect — directing accident scene response and inspection, developing expert strategy, and advocating in the courtroom. He has been recognized by Super Lawyers Missouri & Kansas every year since 2013 and earned his law degree from Saint Louis University School of Law.

MARK W. DIETZ is Associate General Counsel for the DP DHL group of companies in the US and will be celebrating his 20th year with DHL in March 2024. He received his Bachelor of Arts degree from Fairfield University in Connecticut and his JD from Western New England College in Springfield Massachusetts. In his role as Associate GC, Mark's primary responsibilities include the management of all non-employment litigation across the US for 5 DHL business units. Mark was in private practice in Connecticut for 10 years before leaving for warmer weather and joining DHL in Florida. He is admitted to practice law in Connecticut and is also admitted in Florida as House Counsel. Mark is also currently serving on the ALFAI Transportation Practice Group Client Advisory Board.

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.

JUSTIN EVENSON serves as Senior Counsel with Uber Technologies, Inc., and has oversight of Safety and Insurance Volume Litigation for the Western United States. Justin's team focuses on Uber Rides litigation, with an emphasis on claims from riders and third parties. Having led the safety and insurance litigation strategy for Uber after the passage of Proposition 22 in California, Justin's core focus is minimizing exposure for the company while furthering business goals. Justin is actively involved in multiple initiatives at Uber, including supporting the Diversity and Inclusion Task Force, providing oversight to the onboarding of defense counsel on a national level and actively representing Uber at legal seminars, conferences and educational events. Prior to joining Uber, Justin practiced insurance defense for various firms in San Diego, California. Justin earned his BA in Political Science from the University of California, Santa Barbara, and his JD from California Western School of Law.

KEHL FRIESEN is a member of Baker Sterchi Cowden & Rice LLC in Kansas City, Missouri, where he represents a multitude of clients in matters involving personal injury, product liability, gig economy, premises liability, employment, and general liability matters. Kehl practices in a wide variety of industries, including automotive, construction, hospitality, healthcare, insurance, and medical devices. Kehl has achieved successful verdicts in federal and state courts. Kehl was listed as a Best Lawyers: Ones to Watch in America in 2023 and 2024, received an Up & Coming Award from Missouri Lawyers Media in 2021 and has been recognized as Missouri and Kansas Super Lawyers Rising Star since 2022. After graduating from the University of Kansas School of Journalism, Kehl earned his J.D. from the University of Missouri-Kansas City. Kehl is a member of ALFA International's for the Hospitality & Retail, Gig Economy, Product Liability & Complex Torts, and Future Leaders practice groups.

LINDSEY FREIHOFF is an attorney with Baker Sterchi Cowden & Rice LLC in Kansas City, Missouri. She is a zealous advocate for her clients, achieving success in defending various practice areas of insurance defense, personal injury, premises liability, municipal liability, employment law, professional malpractice and various first-party claims. She has experience in each step of the litigation process to guide her clients through case evaluation to a successful resolution. Her background includes federal court externships

with the Honorable Stephen Bough of the Western District of Missouri and the Honorable Carl J. Barbier of the Eastern District of Louisiana, as well as membership in the Journal of Public Interest and Moot Court during law school. These experiences support her commitment to excellence in trial advocacy and brief writing.

JASON GOODNIGHT is a partner with Franden | Farris | Quillin | Goodnight | Roberts + Ward, the ALFA International member firm in Tulsa, Oklahoma. Jason primarily litigates matters in state and federal court in Oklahoma, Arkansas, Kansas, Missouri, and Texas. He focuses his practice on product liability, transportation, oil & gas litigation and subrogation matters.

GRACE V.B. GARCIA, a Partner in the Boston office of ALFA International member firm Morrison Mahoney LLP, concentrates her practice in the areas of product liability, construction law – including personal injury, construction defect, and contractual - OSHA, commercial litigation, employment litigation, premises liability and Americans with Disabilities Act (ADA) cases. Grace currently serves as Chair of ALFA International's Board of Directors, and is a former Chair of both ALFA International's Construction Practice Group and Women's Initiative Practice Group. Grace has an AV Preeminent Rating from Martindale Hubbell and in 2020 she was honored by Massachusetts Lawyers Weekly with its "Circle of Excellence" after being honored in 2013 as a "Top Women of Law." Grace has over 25 years of trial practice and litigation experience and has obtained successful outcomes on behalf of her clients in both state and Federal Court trials. She also has successfully argued before the Appeals Court. Beyond ALFA, she is actively involved in many professional groups, and is the Immediate Past-President of the Massachusetts Bar Association. Grace is also a past President of the Massachusetts Defense Lawyers Association and past DRI State Representative for Massachusetts. She is a routine lecturer on defending brain injuries, risk transfer and indemnity issues, best discovery practices and deposition techniques, and OSHA.

JEFF LEVINE is a partner at Matheny Sears Linkert & Jaime LLP, the ALFA International member firm in Sacramento, California. Jeff has represented individuals as well as international, national, and local companies. He focuses his practice on trucking and transportation, product liability and premises liability. He regularly litigates cases in California State Court and Federal District Court. He has been lead trial counsel in several trials to verdict and has also litigated several appeals.

JOSH LORENCZ is a seasoned leader in digital forensic consulting, brings a degree in finance with over 1,100 hours of advanced digital forensics training. Certified by the National Computer Forensics Institute, Cellebrite, Magnet Forensics, and the International Association of Computer Investigative Specialists (IACIS) as a Mobile Device Examiner, he excels in mobile forensics, cell site location analysis, call detail records, cloud investigations, and data recovery. As a retired Simi Valley Police Department Detective, Mr. Lorencz built a forensics lab and led complex investigations into financial crimes, auto theft crews, crimes against children, and criminal enterprises, including foreign-based residential burglary crews, merging 16 years of law enforcement investigative experience with digital forensics.

MATTHEW MCCOLGAN is a partner with German, Gallagher & Murtagh, P.C., the ALFA International member firm in Philadelphia, Pennsylvania. Matt chairs the firm's transportation practice, where he focuses on defending trucking and transportation companies in cases ranging from catastrophic injuries to property damage and cargo claims. He also handles products and premises liability, as well as other casualty matters. Matt's practice consists not only of defending transportation matters in suit but also of providing 24/7 support to investigate accidents and losses when they occur and counseling clients about how to manage losses pre-suit. His practice covers Pennsylvania at both the state and federal levels. Beyond the billable hour, Matt is a member of the Philadelphia Association of Defense Counsel's Executive Committee and participates on the steering committees for both ALFAI's Transportation and Insurance Practice Groups. Matt is also a member of ALFAI's Future Leaders and Gig Economy Practice Groups, as well as TIDA's Young Professionals Committee.

MADISON PRESTON is a member of Naman Howell Smith & Lee, PLLC, the ALFA International member firm in Austin, Texas. Her practice focuses on civil and commercial litigation, including transportation, personal injury, wrongful death, premises liability, employment disputes, property disputes, construction defect, and general defense liability matters. Madison represents clients in both state and federal courts across Texas.

BRAD REED is a partner with Frantz Ward LLP, the ALFA International member firm in Cleveland, Ohio. Brad works on a wide range of corporate, transactional, regulatory, data privacy/cybersecurity and employee benefits matters. Specifically, his practice focuses on working with hospitals, physicians, and other healthcare 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.

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GENERAL INFORMATION

MEETING LOCATION

Pendry Park City
2417 W High Mountain Road
Park City, UT 84098
Tel: (435) 800-1990
Hotel Website

REGISTRATION

Please contact ALFA International Headquarters to register.

ATTENDANCE IS OPEN ONLY TO MEMBERS OF ALFA INTERNATIONAL AND THEIR INVITED GUESTS AND IS LIMITED TO AGES 21+.

ATTIRE

The attire for the educational sessions throughout the conference, and for the dinners on Wednesday and Thursday night, is business casual. Athleisure attire for the optional activities on Thursday afternoon is suggested.

CLE CREDIT

ALFA International is an approved CLE provider in Illinois, California & Pennsylvania and certifies this program has been approved for three hours of general CLE in these states. However, seminars are designed to meet CLE requirements, regardless of jurisdiction. To receive CLE credit outside of these states, attorneys should apply directly to their state's governing CLE board. Helpful links and information on how to apply for course credit are available on the ALFA International website and staff are available to assist with any concerns.

SPECIAL ACCOMMODATION

If you need any special accommodations including a nursing room, special dietary meals, ADA access or other needs, please reach out to ALFAI staff in advance of the meeting and we will ensure that necessary accommodations are provided.

SEMINAR CONTACT

Halle Sweis
hsweis@alfainternational.com

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