

**ACADEMY OF TRUCK ACCIDENT ATTORNEYS**  
**2024 Annual Symposium**  
September 25 - September 27, 2024  
Grand Hyatt • Nashville, TN

**GENERAL SESSION**

<b>Wednesday, September 25, 2024 - GRAND HALL D-E</b>		
10:30am – 1:00pm	Conference Registration	
11:30am – 12:30pm	Women’s Caucus Luncheon – Sponsored by <b>The SPI Group</b>	Brickyard AB
<b>MODERATOR: Kate Harvey-Lee</b>		
TIME	TOPIC	SPEAKER
12:50pm - 1:00pm	Welcome and Introduction	Kate Harvey-Lee Joe Fried Michael Leizerman
1:00pm - 1:10pm 10 min	Inspirational Client Stories Video	Institute for Safer Trucking
1:10pm – 1:50pm 40 min	The Diverse Mindset – Why it Matters so Much to Effective Lawyering	Karen Koehler
1:50pm - 2:30pm 40 min	The “Amazon-ization” of the Trucking Industry – How the Industry is Changing and How to Spot Hidden Defendants (this is a primer for the Amazon breakout)	Joe Fried
2:30pm – 3:05pm 35 min	Why All This Matters – How Knowing the Trucking Rules Changes Everything from Liability to Damages	Maxey Scherr
3:05pm - 3:25pm 20 min	Refreshment Break Sponsored by <b>CloudLex</b>	Grand Hall ABC & Foyer
3:25pm – 4:05pm 40 min	Key Updates and Emerging Trends in Trucking Litigation	Michael Leizerman
4:05pm – 4:20pm 15 min	Sponsor speaker	The Forge Companies
4:20pm - 4:50pm 30 min	Dealing with The Latest Defense Obstructionist Tactics	Robert Collins
4:50pm - 5:20pm 30 min	Building Cases Around What Makes Us Alike, While Honoring What Makes Us Different	Andy Young
5:20pm – 6:20pm	Welcome Reception Sponsored by <b>The Forge Companies</b>	Grand Hall ABC & Foyer

<b>Thursday, September 26, 2024 - GENERAL SESSION - GRAND HALL D-E</b>		
7:30am–8:30am	Breakfast in Exhibit Hall & Foyer Sponsored by <b>The SPI Group</b>	
<b>MODERATOR: Andy Young</b>		
TIME	TOPIC	SPEAKER
8:30am - 9:05am 35 min	When Product Safety Systems Fail: Liability of Manufacturers for Failure of Forward Collision Avoidance and Automatic Emergency Braking Systems	Kent Emison
9:05am - 9:35am 30 min	Can You Hold a Trucking Company Liable for Failure to Incorporate Advanced Safety Systems Like Collision Avoidance, Automatic Emergency Braking, and Driver Safety Monitoring	Michael Cowen
9:35am – 10:05am 30min	Using “Other Similar Incident” Evidence in Trucking Cases	Stuart White

**Thursday, September 26, 2024 - GENERAL SESSION - GRAND HALL D-E**

TIME	TOPIC	SPEAKER
10:05am - 10:25am 20 min	Refreshment Break Sponsored by <b>Forensic Human Factors</b>	Grand Hall ABC & Foyer
10:25am– 11:20am 55 min	Telematics: What You Need to Know, the Data and How to Get It! Lecture plus Demonstration of Direct Examination of Expert	Christy Childers/ Adam Grill
11:20am– 11:55am 35 min	Work Zone Cases: What You Need to Know	Michael Leizerman
11:55am– 12:25pm 30 min	Unlimited Coverage: Insurance Company Direct Negligence in Approving Red Flag Drivers	Morgan Adams
12:25pm – 1:30pm	Lunch Sponsored in General Session Sponsored by <b>Physician Life Care Planning</b>	General Session & Foyer
<b>MODERATOR: Michael Leizerman</b>		
TIME	TOPIC	SPEAKER
1:30pm – 2:10 pm 40 min	Panel on Mediating Trucking Cases – What Works, What Doesn't and How Decisions are Being Made. The View in the Other Room	Rodney Max Cedar Abadie (20 min each)
2:10 pm - 2:40 pm 30 min	Tales from the Dark Side: Learning from a Recovering Defense Lawyer – What We Can All Do Better	Shannon Frankel
2:40 pm - 3:10 pm 30 min	Ethical Considerations in Trucking Cases – From Discovery to Mediation and Trial	Danny Ellis
3:10 pm – 3:30pm 20 min	Refreshment Break Sponsored by <b>Hona</b>	Grand Hall ABC & Foyer
3:30 pm – 4:05pm 35 min	The Modern Motor Carrier: Compartmentalization and Outsourcing; the Assetless Motor Carrier	Deena Buchanan
4:05pm – 4:15pm 10 min	Sponsor Speaker	Jack Meligan The SPI Group
4:15pm – 4:45pm 30 min	Artificial Intelligence in Commercial Trucking	Kurt Maahs
4:45pm – 5:15pm 30 min	Using Systems to Successfully Manage a Volume of Trucking Cases	Marty Futrell
5:15pm – 6:15pm	New Trucking Lawyers Division Meeting & Reception <b>Sponsored by RGK Consultants</b>	North Coast AB
6:30pm – 8:30pm	Group Outing Sponsored by <b>Scherr Law Firms</b> <b>Preferred Capital Funding &amp; Trial Lawyer Nation</b>	City Winery Nashville

**Friday, September 27, 2024 - GENERAL SESSION - GRAND HALL D-E**

7:30am – 8:30am	Breakfast in Exhibit Hall & Foyer Sponsored by <b>Evidence Solutions</b>	Grand Hall ABC & Foyer
<b>MODERATOR: Bryan Bradley</b>		
TIME	TOPIC	SPEAKER
8:30am – 9:00am 30 min	Building the Direct Punitive Damage Claim Against a Motor Carrier	Pete Kestner
9:00am – 9:35am 35 min	Dump/Garbage Trucks/Cement Mixer Cases	Jordan Jones
9:35am – 10:15AM 40 min	Voir Dire: Getting the Best Jury for Your Commercial Truck Case in a Diverse and Divided World	Stefano Portigliatti
10:15am – 10:25am 10 min	Trucks - Rolling Treasure Troves of Data: ECMs, Cell Phones, ELDs & Other Digital Evidence Critical to Your Case	Scott Greene Evidence Solutions
10:25am - 10:45am 20 min	Refreshment Break Sponsored by <b>Dynamic Safety</b>	Grand Hall ABC & Foyer

**Friday, September 27, 2024 - GENERAL SESSION - GRAND HALL D-E**

TIME	TOPIC	SPEAKER
10:45am - 11:20am 35 min	Bus Cases – Overview	Kevin Swenson
11:20am - 11:55am 35 min	Negligent Monitoring/Supervision Claims	Briant Mildenhall
11:55am-12:30pm 35 min	Dealing with Common Defenses in Trucking Cases	Tim Whiting
12:30pm – 1:30pm	Lunch Sponsored in General Session Sponsored by <b>Legacy International</b>	General Session & Foyer
<b>MODERATOR: Joe Fried</b>		
1:30pm - 2:10pm 40 min	Understanding Pain and How to Prove It	John Romano
2:10pm – 2:50pm 40 min	Negotiation Strategies for Trucking Cases	Sach Oliver
2:50pm – 3:50pm 60 min	Trial Panel – Lessons Learned – 3 trials – 15 min presentations/5 min questions and commentary each	Mike Chaloupka Evan Garcia Sam Mason
3:50pm – 4:00pm	Closing Remarks	