

## Full Agenda by Track

**May 2, 2023**

### Trial Skills Workshop: Direct to Closing

8:00 a.m.–9:00 a.m. Registration & Continental Breakfast

9:00 a.m.–10:00 a.m. Session 1: The Power of Listening  
Listening exercises in small groups.

Scott Borison  
Duran Keller  
Ronald Wilcox

10:15 a.m.–11:45 a.m. Session 2: Sociometry - Finding Commonality  
Learn how commonality helps case preparation

Scott Borison  
Duran Keller  
Ronald Wilcox

11:45 a.m.–12:45 p.m. Lunch

1:00 p.m.–2:00 p.m. Session 3: Learning the Client's Story Part 1  
How to learn your client's story

Scott Borison  
Duran Keller  
Ronald Wilcox

2:15 p.m.–3:15 p.m. Session 4: Learning the Client's Story Part 2  
Practice for learning your client's story

Scott Borison  
Duran Keller  
Ronald Wilcox

3:15 p.m.–3:30 p.m. Break – Coffee Break

3:30 p.m.–4:30 p.m. Session 5: Learning the Defendant's Story  
Learning the defendant's story

Scott Borison  
Duran Keller  
Ronald Wilcox

**May 3, 2023**

7:30 a.m. Registration Open

8:00 a.m.–9:00 a.m. Breakfast

9:00 a.m.–10:00 a.m. Session 6: Finding the Most Important Story for your Case

Scott Borison  
Duran Keller  
Ronald Wilcox

10:15 a.m. –11:45 a.m. Session 7: Closing Statements Part I  
Attendees will be on their feet to give a closing and receive feedback. Effective storytelling will be discussed. Learn how the use of stories creates powerful closings.

Scott Borison  
Duran Keller  
Ronald Wilcox

11:45 a.m.–12:45 p.m. Lunch

1:00 p.m.–2:00 p.m. Session 8: Closing Statements Part 2  
Attendees will be on their feet again and give closings after feedback.

Scott Borison  
Duran Keller  
Ronald Wilcox

2:15 p.m.–3:15 p.m. Session 9: Closing Statements Part 3 Another Round of Closings  
Attendees will be on their feet again and give closings after feedback.

Scott Borison  
Duran Keller  
Ronald Wilcox

3:15 p.m.–3:30 p.m. Coffee Break

3:30 p.m.–4:30 p.m. Session 10: Wrap-Up Session

Everyone will share what they have learned and how they will use what they learned to better present their cases.

Scott Borison  
Duran Keller  
Ronald Wilcox

## Class Action Workshop

**May 2, 2023**

8:00 a.m.–9:00 a.m. Registration & Continental Breakfast

**9:00 a.m.–10:00 a.m. Session 1: Ramirez and State Courts**

Become familiar with the impact of Ramirez on a class action practice and how to build a state law practice for class claims

Blythe Chandler

Sophia Rios

**10:15 a.m. –11:45 a.m. Session 2: Emerging Areas in Class Actions**

Become familiar with emerging areas in class actions, including classes with members that are not subject to arbitration clauses

Yana Hart

Roger Mandel

Daniel Schlanger

Moderated by Shennan Kavanaugh

11:45 a.m. –12:45 p.m. Lunch

**1:00 p.m.–2:00 p.m. Session 3: Arbitrations: Beat It**

How to avoid arbitration

Leah Nicholls

Elizabeth Ryan

John Soumilas

**2:15 p.m.–3:15 p.m. Session 4: Class Mediation – Using Settlement Counsel to Achieve the Best Outcome**

Using detailed breakdown of mediation success in a recent high-dollar UDAP class action, we will focus on the settlement counsel model for mediation. Over the years, our team has successfully mediated major class actions. We will focus on several critical steps to success, including staffing the settlement team, timing, and creating and successfully communicating risk assessments.

Nadia Dahab

Eric English

David Sugerman

3:15 p.m.–3:30 p.m. Coffee Break

**3:30 p.m.–4:30 p.m. Session 5: Ethics of Fee Petitions**

How to get paid in a class case and avoid ethical pitfalls

Anna Haac

Eric Lechtzin

Craig Marchiando

**May 3<sup>rd</sup> 2023**

7:30 a.m. Registration Open

8:00 a.m.–9:00 a.m. Breakfast

**9:00 a.m.–10:00 a.m. Session 6: Privacy Claims and Data Breaches**

Become familiar with emerging claims in the privacy and data breach area

Doug Cuthbertson

An Truong

**10:15 a.m. –11:45 a.m. Session 7: Arbitrations: Embracing it**

How to set up and run an effective mass arbitration

Yana Hart

Michael Kind

David Sugerman

11:45 a.m. –12:45 p.m. Lunch

**1:00 p.m.–2:00 p.m. Session 8: Class Action Damages Through Expert Testimony**

How to effectively use experts under the new rule to prove damages at class certification in light of the requirements of *Transunion v. Ramirez*

Stuart Rossman

Brian Warwick

**2:15 p.m.–3:15 p.m. Session 9: Class Trials**

How to apply lessons learned from past class trials

Lauren Brennan

Beth Terrell

3:15 p.m.–3:30 p.m. Coffee Break

**3:30 p.m.–4:30 p.m. Session 10: Hottest, and Worst, Plaintiff Class Actions of 2022-2023**

Chris Collins

Robert Murphy

Casey Nash

**Auto Practicum**

**May 2, 2023**

8:00 a.m.–9:00 a.m. Registration & Continental Breakfast

**9:00 a.m.–10:00 a.m. Session 1: Mining for More Gold: Finding Additional Claims in Your Existing Caseload**

List case types and key factors to look for in determining good cases from your existing caseload

Nathan Deladurenty

Sophia Romero

Drew Sarrett

Moderated by Jennifer Hendrickson

**10:15 a.m. –11:45 a.m. Session 2: Adding Class to Your Caseload: Identifying Class-worthy Cases in your Auto Fraud Caseload**

Identify types of claims/statutes asserted in auto context and key factors to look for in determining good cases for each class

Joshua Feygin

Ronald Frederick

Amey Park

11:45 a.m. –12:45 p.m. Lunch

**1:00 p.m.–2:00 p.m. Session 3: Take or Pass: Vetting the Potential Client and the Case**

Determine if there is sufficient evidence to take the auto case

Angel Rose Kwaterski

John O’Neal

**2:15 p.m.–3:15 p.m. Session 4: Math for Auto Fraud Attorneys**

How to handle math issues associated with auto fraud cases

Daniel Blinn

Christina Gill Roseman

Moderator: James Hurt

3:15 p.m.–3:30 p.m. Break – Coffee Break

**3:30 p.m.–4:30 p.m. Session 5: Defending the Defenders: Representing and Protecting Servicemembers**

Identifying methods of protecting service members who are more likely to be targeted by or subject to losses due to auto fraudsters

Gregory Babbitt

Drew Sarrett

Moderated by Sarah Timmers

**May 3<sup>rd</sup> 2023**

7:30a.m. Registration Open

**8:00 a.m.–9:00 a.m. Breakfast and Legislative Update**

Daniel Dwyer

Christine Hines

**9:00 a.m.–10:00 a.m. Session 6: Win your Case through Written Discovery: Advanced Discovery Topics**

Tackling the difficult discovery challenges that arise during litigation

Elliot Conn

John Cole Gayle, Jr.

Moderated by: Corey McGaha

**10:15 a.m. –11:45 a.m. Session 7: How to Prepare your Case for Arbitration**

Gain tips and insights on how to prep your case for arbitration

John Hendrickson

Tashia Zeigler

11:45 a.m.–12:45 p.m. Lunch

**1:00 p.m.–2:00 p.m. Session 8: Finding and Getting that Money: Judgment, Awards, and Locating Sources of Payment**

Identifying how to recover in auto fraud cases—sources, resources, tips, tactics, etc. This session will provide ethics credit.

Amy Beth Clark-Downing

Sebastian Korth

Susan Yeck

Moderated by Alyssa Au

**2:15 p.m.–3:15 p.m. Session 9: Hot Topic Tables: Roundtable Conversations**

Attendees will join in-depth, roundtable discussions on topics covered in the Auto Practicum

Roundtable Moderators:

John O’Neal

Ronald Frederick

## Spring Training

### Business of Consumer Law: Planning for Profitability

**May 4, 2023**

7:00 a.m. Registration Open

8:00 a.m.–9:00 a.m. Light Continental Breakfast and Leg Update

**9:00 a.m.–10:30 a.m. Session 1: Where am I Headed: Figuring out your Big Picture Business Goals**

Figure out where you want to be in three years, five years, and ten years vis-a-vie your consumer law practice

Aaron Swift

Courtney Weiner

**10:45 a.m.–11:45 a.m. Session 2: Staffing your Firm to Achieve your Big Picture Goals**

Determine what staffing and HR resources are needed to make your law firm more efficient

Stacy Bardo

Michael Cardoza

Craig Rothburd

12:00 p.m.–1:15 p.m. Business Lunch

**1:30 p.m.–2:30 p.m. Session 3: Trade-offs and Challenges: Virtual vs. In-person**

Determine how to set up your ideal office and what processes and functions to keep in-person and what others to digitize or make virtual

James Kowalski

Barbara Leon

Subhan Tariq



**2:45 p.m.–3:45 p.m. Session 4: Intake: Picking and Finding the Right Client Avatar for Your Firm**

Figure out who you want your ideal clients to be and how to set up your intake system to find them

Russell Dombrow

John Heenan

4:00 p.m.–5:00 p.m. Case Consultation Clinic

**May 5, 2023**

7:30 a.m. Registration Open

8:00 a.m.–9:00 a.m. Continental Breakfast – and Women’s Breakfast

**9:00 a.m.–10:00 a.m. Session 5: Ethics Session: How to Ethically Market Your Firm**

Learn how to create a marketing plan that fits within your state’s ethical guidelines

Joshua Bienstock

Deborah Cohn

Moderated by: Angie Robertson

**10:15 a.m.–11:45 a.m. Session 6: Different Types of Marketing**

Be able to differentiate between the different types of marketing and understand the costs and benefits of employing them

Tara Keller

Andrew Sickles

Aaron Swift

11:45 a.m.–1:00 p.m. Plenary Lunch

**1:15 p.m.–2:15 p.m. Session 7: Case Study of a Successful Marketing Plan and Budget**

Learn how to set up a marketing plan and determine ROI

Michael Cardoza

Chelsea Ortega

**2:30 p.m.–3:30 p.m. Session 8: How to Get Paid**

Determine what tools you can employ to get paid

Robert Murphy

Daniel Ware

**FCRA Track: Building a Winning Case**

**May 4, 2023**

7:00 a.m. Registration Open

8:00 a.m.–9:00 a.m. Continental Breakfast – and Legislative Updates

**9:00 a.m.–10:30 a.m. Session 1: How to Obtain Evidence of the Violations in an FCRA Case**

Obtaining admissible evidence in support of your violations

Sylvia Bolos

Matthew Loker

Robert Sola

Moderated by Abel Pierre

10:30 a.m.–11:00 a.m. Coffee Break

**10:45 a.m.–11:45 a.m. Session 2: How to Get Evidence to Prove Willfulness**

Obtaining evidence and using it to prove willfulness

Jody Lopez-Jacobs

Matthew Osborne

Susan Rotkis

Moderated by Siobhan McGreal

12:00 p.m.–1:15 p.m. Business Lunch

**1:30 p.m.–2:30 p.m. Session 3: Establishing Economic and Credit Damages Caused by the FCRA Violations**

Securing admissible evidence of causation and damages of economic loss

Justin Baxter

Michael Rapp

Susan Stocks

Moderated by Tara Keller

**2:45 p.m.–3:45 p.m. Session 4: Proving Emotional Distress and Reputational Damages Caused by the FCRA Violations**

Securing admissible evidence of causation and damages of emotional distress and reputational damages

Gary Goldberg

David Humphreys

Stephanie Tater

Luke Wallace

4:00 p.m.–5:00 p.m. Discovery Clinic

**May 5, 2023**

7:00 a.m.–8:00 a.m. Early Risers Morning Walk

7:30 a.m. Registration Open

8:00 a.m.–9:00 a.m. Continental Breakfast – and Women’s Breakfast

9:00 a.m.–10:00 a.m. Session 5: Ethics Session: How to Ethically Market Your Firm

**10:15 a.m.–11:45 a.m. Session 6: Factors to Consider in Case Valuation**

Determine what factors to consider when valuing your FCRA case

Hans Lodge

Tony Love

Elizabeth Wagner

Moderated by Justin Baxter

11:45 a.m.–1:00 p.m. Plenary Lunch

**1:15 p.m.–2:15 p.m. Session 7: Case Study of Case Valuation**

Determine the value of “A”, “B” and “C” cases

Suzanne Begnoche

Justin Holcombe

Pat McNichol

**Moderated by:** Robert Sola

**2:30 p.m.–3:30 p.m. Session 8: Avoiding Bad Outcomes**

How to select and value cases to avoid a bad outcome for your client

Anthony Chester

John Goolsby

Michelle Drake

## FDCPA Track: FDCPA in the 21st century

**May 4, 2023**

7:00 a.m. Registration Open

8:00 a.m.–9:00 a.m. Light Continental Breakfast and Leg Update

**9:00 a.m.–10:30 a.m. Session 1 Issue Spotting Claims in Light of Regulation F**

How to use Reg F to find FDCPA claims

Carolyn Coffey

Angie Robertson

Jim Savage

Moderated by Carla Sanchez Adams

10:30 a.m.–11:00 a.m. Coffee Break

**10:45 a.m.–11:45 a.m. Session 2 Issue Spotting FDCPA Claims in the Mortgage Context**

Spot FDCPA claims that arise in the mortgage context

Bryant Dunivan

Christina Henry

Moderated by Andrea Bopp Stark

12:00 p.m.–1:15 p.m. Business Lunch

**1:30 p.m.–2:30 p.m. Session 3 Dealing with Challenges associated with Medical Debt**

Spot claims associated with medical debt

Emma Catherine

Yongmoon Kim

Moderated by Keith Hagan

**2:45 p.m.–3:45 p.m. Session 4 Hear from the Defense Side: Addressing Cutting Edge Defenses**

Anticipate common defenses raised by debt collectors

Dayle M. Van Hoose

Brian D. Roth

Moderator: John Steinkamp

4:00 p.m.–5:00 p.m. Case Consultation Clinic

**May 5, 2023**

7:30 a.m. Registration Open

8:00 a.m.–9:00 a.m. Continental Breakfast – and Women’s Breakfast

9:00 a.m.–10:00 a.m. Session 5 Ethics Session: How to Ethically Market Your Firm

**10:15 a.m.–11:45 a.m. Session 6 Discovery Strategy for FDCPA Claims**

How to decide your litigation path for you FDCPA claims

Craig Friedberg

Matt Lein

Moderated by Suzanne Begnoche

11:45 a.m.–1:00 p.m. Plenary Lunch

**1:15 p.m.–2:15 p.m. Session 7 eDiscovery and How Debt Collectors Manage Their Data**

How to discover information related to electronic collection practices like emailing, texting, etc.

Brian Bromberg

Phillip Robinson

Moderator: Emanwel Turnbull

**2:30 p.m.–3:30 p.m. Session 8 FDCPA Developments**

Become familiar with the latest developments in FDCPA Case Law

April Kuehnhoff

David Phillips

Moderated by April Kuehnhoff