

ACADEMY OF TRUCK ACCIDENT ATTORNEYS
2022 Annual Symposium
 October 6 - October 8, 2022
 Austin Marriott • Austin, TX

Thursday, October 6, 2022 - GENERAL SESSION - Waterloo Ballroom 5th Floor		
10:30am – 1:00pm	Conference Registration	
11:30am – 12:30pm	Women's Caucus Luncheon – Rooms 403-404 on 4 th Floor Sponsored by The SPI Group	
MODERATOR: Michael Cowen		
TIME	TOPIC	SPEAKER
12:50pm – 1:00pm	Welcome and Introduction	Tim Whiting Michael Leizerman Joe Fried
1:00pm – 2:00pm 60 min	The Long Game: Building a Reputation for Success with Trucking Cases	Joe Fried Michael Leizerman
2:00pm – 2:45pm 45 min	Don't Leave Money on the Table: Learn How to Get the Best Settlement in Your Truck Case	Deena Buchanan Pete Kestner
2:45pm – 3:00pm 15 min	Refreshment Break Sponsored by CloudLex	
3:00pm – 3:30pm 30 min	The Truck Lawyer as Safety Advocate	Andy Young
3:30pm – 3:40pm 10 min	Forge Attorney Services: Your Needs, Our Experts, Trusted Advice	Tracee Wagner Forge Consulting
3:40pm – 4:10pm 30 min	Pleading the Right Causes of Action Against the Right Defendants	Morgan Adams
4:10pm – 4:40pm 30 min	Finding the Rules that Apply to Your Case	Robert Collins
4:40pm – 5:40pm 60 min	Using Visceral Images to Persuade Jurors	Cliff Atkinson
5:45pm – 6:45pm	Welcome Reception in Moontower Sponsored by Forge Consulting	

Friday, October 7, 2022 - GENERAL SESSION - TRACK ONE - Waterloo Ballroom 5th Floor		
7:30am – 8:30am	Breakfast in Moontower Sponsored by The SPI Group	
TBI IN TRUCKING CASES MODERATOR: Tim Whiting		
TIME	TOPIC	SPEAKER
8:30am – 9:00am 30 min	What Treaters and Experts You Need to Prove Your Brain Injury Case	Tom Crosley
9:00am – 9:30am 30 min	Telling the Client's Story in a TBI Case	Tom Metier
9:30am – 9:50am 20 min	Refreshment Break Sponsored by Dynamic Safety	
9:50am – 11:50am 120 min	How to Prove a TBI Case from Screening to Testing to Specialists to Common Defenses	Dorothy Clay Sims Dr. Oregon Hunter
12:00pm – 1:15pm	Lunch Sponsored by Physician Life Care Planning	

Friday, October 7, 2022 - GENERAL SESSION - TRACK ONE - Waterloo Ballroom 5th Floor		
NON-CATASTROPHIC CASES		
MODERATOR: Joe Fried		
TIME	TOPIC	SPEAKER
1:15pm – 1:45pm 30 min	Whether and When to Hire Experts	Steve Laird
1:45pm – 2:15pm 30 min	Establishing Rules and Proving Liability Without Retained Experts	LaShonda Council-Rogers
2:15pm – 2:25pm 10 min	Power Tools for Trial Lawyers	Jack Meligan The SPI Group
2:25pm – 2:55pm 30 min	Common Injuries and Proving Causation	Dr. Isabel Huang
2:55pm – 3:15pm 20 min	Break	
3:15pm – 3:50pm 35 min	Motivating Jurors to Allow Big Damages in Non-Catastrophic Cases	Sara Williams
3:50pm – 4:20pm 30 min	Demonstrative Evidence on a Budget	Jordan Jones
4:20pm – 4:50pm 30 min	Working with Treating Physicians	Danny Ellis
5:00pm – 6:30pm	New Trucking Lawyers Division Meeting & Reception OPEN TO LAWYERS NEW TO TRUCKING LITIGATION Sponsored by RGK Consultants	
6:30pm – 9:00pm	GROUP OUTING TO BULL & BOWL Sponsored by Abacus Analytics, Filevine & Trial Lawyer Nation	

Saturday, October 8, 2022 - GENERAL SESSION - Waterloo Ballroom 5th Floor		
7:30am – 8:30am	Breakfast in Exhibit Hall Sponsored by Evidence Solutions	
CUTTING EDGE TRIAL TACTICS		
MODERATOR: Tim Semelroth		
TIME	TOPIC	SPEAKER
8:20am – 8:50am 30 min	What to do Right Away in a Trucking Case	Janelle Bailey
8:50am – 9:00am 10 min	Rolling Treasure Troves of Digital Evidence	Scott Greene Evidence Solutions
9:00am – 9:30am 30 min	Demonstrative Evidence in Trucking Cases	Malorie Peacock
9:30am – 10:00am 30 min	Deposing Police Officers (Proving up Good Opinions, Dealing with/Excluding Bad Opinions)	Sonia Rodriguez
10:00am – 10:15am 15 min	Break	
10:15am – 10:45am 30 min	The Art and Craft of Getting to Trial on the Papers	Rena Leizerman
10:45am – 11:15am 30 min	Examining the Corporate Rep/Safety Director	Troy Chandler
11:15am – 12:00pm 45 min	Harnessing the Power of Focus and Clarity – Winning Bigger by Presenting Less	Joe Fried
12:00pm – 1:00pm	Lunch Sponsored by ChartSquad	

Saturday, October 8, 2022 - GENERAL SESSION - Waterloo Ballroom 5th Floor

**CUTTING EDGE TRIAL TACTICS
MODERATOR: Kate Harvey-Lee**

TIME	TOPIC	SPEAKER
1:00pm-2:00pm 60 min	Ethics Presentation: Ethics of Confidentiality in Settlement Agreements	Joe Ervin
2:00pm – 2:30pm 30 min	Getting Jurors to Cast the Trucking Company as the Villain in Your Trial Story	Michael Cowen
2:30pm – 3:15pm 45 min	TAKE: The Power of Linking Liability to Damages (Even with Admitted Liability)	Michael Leizerman
3:15pm – 4:00pm 45 min	Crafting the Trial Story	Eric Penn Tim Whiting
4:00pm – 4:10pm 10 min	Closing Remarks	