

**SOUTHERN TRIAL LAWYERS ASSOCIATION**

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# 32<sup>nd</sup> Annual Conference

**THE RITZ-CARLTON, NEW ORLEANS**

**FEBRUARY 19-23, 2020**

Held During Mardi Gras in New Orleans  
Exclusively for Plaintiff's Personal Injury Trial Lawyers



**SOUTHERN  
TRIAL LAWYERS  
ASSOCIATION**

# Conference Schedule

## LESSONS LEARNED IN THE COURTROOM

### WEDNESDAY, FEBRUARY 19

**5:00 p.m. – 6:00 p.m.**  
Board of Governors Meeting

**7:00 p.m. – 8:30 p.m.**  
Welcome Reception

### THURSDAY, FEBRUARY 20

**8:30 a.m.**

Registration and Continental Breakfast in the Exhibit Hall

**9:00 a.m. – 1:15 p.m.**

Moderator: STLA President **Elizabeth Middleton Burke**, Mt. Pleasant, SC

**9:00 a.m.**

Best Lessons Learned as a Southern Trial Lawyer

**Vincent J. Glorioso, Jr.**, New Orleans, LA

**9:15 a.m.**

Creating a Trial Story: Three Approaches That Work

**Phillip Miller**, Nashville, TN

**9:30 a.m.**

Traumatic Brain Injury Litigation

**Brett Turnbull**, Birmingham, AL

**9:45 a.m.**

How The Morality Based Trial Story Connects With Jurors, Drives Decisions and Motivates Jurors To Action

**Larry V. Roberts**, Johnson City, TN

**10:00 a.m.**

Civil Litigation on Behalf of Human Trafficking Survivors

**Gregory Zarzaur**, Birmingham, AL

**10:15 a.m.**

Expert Testimony Before and During Trial

**J. Cullens**, Baton Rouge, LA

**10:30 a.m. – 10:45 a.m.**

Break

**10:45 a.m.**

Inherent Conflict in the Tripartite Relationship – Client/Insured, Insurance Staff Counsel, and Insurance Carrier

**Edward T. McAfee**, Savannah, GA

**11:15 a.m.**

From the Newsroom to the Courtroom: What the Practice of Law Can Learn from the Art of Journalism

**Wes B. Allison**, Charleston, SC

**11:30 a.m.**

Workplace Injuries and Deaths: How OSHA Investigations Can Help (and Hurt) Your Case

**Yvonne S. Godfrey**, Atlanta, GA

**11:45 a.m.**

Litigating Aquatic Incidents and Pool Drownings

**Michael Haggard**, Coral Gables, FL

**12:00 p.m.**

Inoculating Against Bad Facts: Brilliant Trial Strategy or Misguided Dogma?

**Quentin Brogdon**, Dallas, TX

**12:15 p.m.**

Go Fishing with Your Client (You Can't Make the Jury Care About Your Client If You Don't Know Them)

**Sam McGee**, Charlotte, NC

**12:30 p.m.**

Legal Ethics Update and Maintaining Professionalism in the Current Political Environment

**Kevin E. Martingayle**, Virginia Beach, VA

**1:00 p.m.**

Trial Tips

**Frank Branson**, Dallas, TX

**1:15 p.m.**

Adjourn



## FRIDAY, FEBRUARY 21

### 8:30 a.m.

Continental Breakfast in the Exhibit Hall

### 9:00 a.m. – 12:00 p.m.

Moderator: **O. Mark Zamora**, Atlanta, GA

### 9:00 a.m.

Power Persuasion Using Technology

**Justin Kahn**, Charleston, SC

### 9:15 a.m.

Litigation Involving Bullying in the 2020's

**Eric G. Kahn** and **Heidi R. Weintraub**,  
Springfield, NJ

### 9:30 a.m.

Understanding the Psychology  
of Jury Decisions

**Jeffrey Harris**, Savannah, GA

### 9:45 a.m.

Streamlining Personal Injury Client Intake  
From the Moment a Potential Client  
Contacts the Firm

**Blake Ledbetter**, Decatur, GA

### 10:00 a.m. – 10:15 a.m.

Break

### 10:15 a.m.

Juul and Other E-Cigarette Litigation

**Todd J. O'Malley**, Scranton, PA

### 10:30 a.m.

Claims Against Drunk Drivers

**Mark Link**, Tucker, GA

### 10:45 a.m.

Bulletproofing Your Client for Deposition  
**Sagi Shaked**, Miami, FL

### 11:00 a.m.

Legal Ethics and Online Marketing

**Kenneth Hardison**, Raleigh, NC

### 11:45 a.m.

Toxic Torts

**Joey James**, Florence, AL

### 12:00 p.m.

Adjourn

## SATURDAY, FEBRUARY 22

### 8:30 a.m.

Continental Breakfast in the Exhibit Hall

### 9:00 a.m. – 12:30 p.m.

Moderator: **Gary Jackson**, Durham, NC

### 9:00 a.m.

Jury Selection: Getting Right to the Point

**Hoyt Tessener**, Durham, NC

### 9:15 a.m.

Uncompromising the Great Compromise  
of Workers' Compensation—New Routes  
Around the Exclusive Remedy Doctrine

**Vernon Sumwalt**, Charlotte, NC

### 9:30 a.m.

Deposition Obstruction (Theirs,  
and How to Beat It!)

**Elizabeth Todd**, Morganton, NC

### 9:45 a.m.

Making it Rain in the Desert: A Playbook for  
Significant, Fast Settlements in Individual  
Employment Litigation

**Josh Van Kampen**, Charlotte, NC

### 10:00 a.m.

Investigating the Boom Truck Defect Case

**Jamin Hogan**, Alpharetta, GA

### 10:15 a.m. – 10:30 a.m.

Break

### 10:30 a.m.

Effective Cross-Examination

**Robert Phillips**, Rock Hill, SC

### 10:45 a.m.

Turning Their Training Against Them  
in a Commercial Vehicle Case

**Chris Glover**, Atlanta, GA

### 11:00 a.m.

Talcum Powder Litigation

**Lindsey Cheek**, New Orleans

### 11:15 a.m.

TBD

### 11:30 a.m.

Storytelling Through the Use of Effective  
Demonstrative Exhibits

**Stephen Lowry**, Savannah, GA

### 11:45 a.m.

Mediation Statements and Winning Over  
the Mediator

**Dick Swift**, Palestine, TX

### 12:00 p.m.

Tobacco Litigation

**Troy Jones**, Knoxville, TN and **Bill Ogle**,  
Daytona Beach, FL

### 12:15 p.m.

Water Contamination

**Rhon Jones**, Montgomery, AL

### 12:30 p.m.

Adjourn

# Featured Events

## War Horse Gala

**THURSDAY, FEBRUARY 20 • 6:30 P.M. – 9:30 P.M.**  
**THE RITZ-CARLTON, NEW ORLEANS**

You are cordially invited to participate in a special evening with lawyers and their families from throughout the South. This elegant celebration honors some of the nation's most outstanding trial lawyers as we present the War Horse Award, the Lighthouse Award, and the Eagle Award. Tickets are \$199 each and must be purchased when you register (tickets will not be available onsite). This is a black-tie event (dark suits acceptable) and masks can be worn for the reception.



### WAR HORSE AWARD

**TERRY RICHARDSON, MT. PLEASANT, SOUTH CAROLINA**

War Horse Award honorees are nominated by STLA members in recognition of extraordinary contributions to the cause of Justice. Acknowledged leaders in their communities and in active practice for more than thirty years, they have demonstrated an outstanding skill as a trial advocate and shown exceptional commitment to furthering the cause of justice. A solid bronze casting designed by renowned wildlife artist Pierre Pierce depicting a reared stallion symbolizes the remarkable careers of these War Horses of the South.



### LIGHTHOUSE AWARD

**JOSEPH A. FRIED, ATLANTA, GA**

The Professor W. McKinley Smiley, Jr. Lighthouse Award is presented annually to America's most outstanding lawyer in the field of academics, legal scholarship and advocacy teaching and training. This award recognizes lifelong devotion to the noble profession of trial law. Honorees stand out as mentors to young lawyers and professional peers, thus the award's name "Lighthouse Award" — the light that shines from the lighthouse provides guidance and direction to those weathering the storm. W. McKinley Smiley, Jr., for whom the award is named, embodied all that the award seeks to uphold.



### EAGLE AWARD

**MONA LISA WALLACE, SALISBURY, NC.**

The Tommy Malone Great American Eagle Award recognizes an individual who has a calling to help others. This person is a powerful example of the bold pursuit of excellence and justice. Such an individual is one who inspires others and is a living symbol of integrity, strength, bravery, justice, freedom, pride, devotion, excellence, friendship and to many a hero!

## 14<sup>TH</sup> ANNUAL MEDIVISUALS CRAWFISH BOIL AT MARCHÉ

SPONSORED BY MEDIVISUALS, THE CENTERS, PHYSICIAN LIFE CARE PLANNING, AND THORNHILL LAW FIRM  
FRIDAY, FEBRUARY 21, 12:30PM — 3:30PM

What started in an alleyway in the French Quarter, quickly grew in popularity and has moved to different locations to accommodate a growing attendance. Join other attendees for great food and a good time New Orleans style. Dress is casual. Open to STLA members and significant others. Tickets for other guests and exhibitors are \$50 each.

## BALCONY PARTY AT GALATOIRE'S

FRIDAY, FEBRUARY 21, 6:00 P.M. — 9:00 P.M.  
SPONSORED BY PHYSICIAN LIFE CARE PLANNING

Spend the evening in the Balcony Room at Galatoire's Restaurant, one of New Orleans oldest and finest establishments located on Bourbon Street. Founded in 1905 by Jean Galatoire who brought recipes and traditions inspired by his French homeland to create an internationally-renowned restaurant. There will be appetizers and an open bar, and we'll throw Mardi Gras beads from the private balcony overlooking Bourbon Street. One ticket is included with registration. Guest tickets and exhibitor tickets must be purchased in advance and are \$100 each.

## KREWE OF TUCKS WATCH PARTY AT PALACE CAFÉ

SPONSORED BY COLLISION SPECIALISTS, INC. AND MSA MEDS  
SATURDAY, FEBRUARY 22, 1:00 P.M. — 4:00 P.M.

Join us for our exclusive parade watching party at Palace Café, the classic New Orleans restaurant located on Canal Street along the parade route. Help us cheer on those STLA members riding on the Krewe of Tucks float and celebrate the end to a successful conference with great food and an open bar. STLA conference registrants, exhibitors, sponsors and guests are welcome to attend.

## WANT TO RIDE IN THE KREWE OF TUCKS?

As an STLA registrant, you have a unique opportunity to ride on a float in the Krewe of Tucks on Saturday, February 22. The parade rolls at 12:00 p.m. You will be picked up in the morning from the Ritz-Carlton and taken to load onto the float, then dropped off afterwards up the street from the hotel. Offered separate from the conference, the fee is \$1,575 per person and includes costume, throws, and party. If canceled due to inclement weather and date change, there will be no refunds. For more information, email [info@kreweoftucks.com](mailto:info@kreweoftucks.com) or call Julie McKinney at 504-415-3939 and be sure to say you are inquiring about riding on the STLA float.

# MESSAGE FROM THE PRESIDENT



With the 2020 Annual Mardi Gras Conference almost upon us - and back on its traditional weekend - I wanted to take a step back to contemplate what makes STLA different and, in my estimation, more fulfilling than the other trial lawyer organizations we are all a part of.

As trial lawyers, we have the privilege of joining any number of professional organizations, but the biggest difference between the STLA and other trial lawyer associations is our barrier of entry. Not only must you be accomplished and invited, but our unwritten rule for qualification for membership is that you be someone with whom we all would enjoy having dinner. That is a high bar to clear.

The result is a distinguished and fun group of people who genuinely care about one another personally and professionally. The members of STLA are my friends. We have gotten to know each other's spouses, significant others and children. They are the folks you reach out to in good and bad times. We celebrate each other's successes and contributions to our profession while providing a sympathetic ear when things don't turn out the way we had expected.

For this reason, STLA is different and more special than the other trial lawyer organizations I am a member of, and why it is so important to attend our Mardi Gras Convention and Fall Board Retreat. When we are able to be together, we continue to grow these relationships. And when trial lawyers are nurtured and supported by those we surround ourselves with, we can't help but do better for our clients.

So please, make a commitment to us, your friends, and register today for the 2020 Mardi Gras Convention. I'll be sure to save a spot for you beside me at the Palace Café to celebrate and toast STLA at the Krewe of Tucks Parade as we march into our 32nd year.

*Elizabeth Middleton Burke*

STLA PRESIDENT



# Seminar Registration

## THREE WAYS TO REGISTER:

**ONLINE:** Go to [www.southerntriallawyers.com/mardigras2020](http://www.southerntriallawyers.com/mardigras2020)

**PHONE:** Call 850-926-4599

**MAIL:** Send registration form with check payable to STLA to 1700 N. Monroe Street, Suite 11-178, Tallahassee, FL 32303. Credit cards will only be accepted for online registration or by phone.

NAME
FIRM NAME
GUEST'S NAME
ADDRESS
CITY/STATE/ ZIP
PHONE

Conference registration includes Continuing Legal Education, Welcome Reception for you and your guest, Continental Breakfast Thursday-Saturday, one ticket for the Friday night party at Galatoire's (guest tickets must be purchased), MediVisuals Crawfish Boil and Krewe Watch Party for you and your guest. War Horse Gala tickets are NOT included in registration and must be purchased separately in advance.

STLA Member Registration .....	\$575.....	\$	<input type="text"/>
STLA Non-Member.....	\$775.....	\$	<input type="text"/>
War Horse Gala.....	\$199 each X	\$	<input type="text"/>
Galatoire's Guest (one ticket included with registration).....	\$100 each X	\$	<input type="text"/>

**TOTAL AMOUNT DUE**

Enclosed is my check for the total due. To pay by credit card, register online or by phone.

### CANCELLATION POLICY

Registration and refund requests must be made in writing by February 1, 2020. A refund of the full registration fee, minus a \$100 administrative fee, will be given if cancellation is received by this date. No refunds will be granted after this date, but the materials link will be emailed following the conference or a substitute may attend.

# Accommodations

## HOTEL RESERVATIONS

The Ritz-Carlton New Orleans, 921 Canal Street, New Orleans, LA 70112

We've arranged for a block of rooms at The Ritz-Carlton New Orleans for attendees at the discounted rate of \$349/night. The STLA rate will only be available until January 23, 2020, or until the room block is full. You must be registered to make a hotel reservation. **After registering for this event, you will receive an email with a link for making hotel reservations.**

