



Strictly Automotive

Innovation and Evolution in Automotive Issues

Receive tools and tips for navigating
challenging communications with NHTSA

Hear the latest developments
regarding autonomous vehicles from
an engineering standpoint

Practical tips on crisis management
and supporting your clients' needs

Insightful and engaging presentations
by automotive industry leaders

September 14-15, 2017

Detroit Marriott Troy Hotel

Troy, MI

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to build
your practice ■



Learn from in-house counsel for automotive manufacturers and component part suppliers about how they handle the emerging issues in today's litigation. We are back in Michigan for our Strictly Automotive Seminar and have leading in-house counsel, experts, and trial counsel from both sides of the border presenting on issues of importance to the defense of the auto industry. Strictly Automotive is the only DRI seminar dedicated solely to automotive product-related issues and concerns. Make plans to join colleagues, clients, and old friends for two days of indispensable CLE.



Glenn M. Zakaib
Program Chair



Anne M. Talcott
Committee Chair



Jodi Dyan Oley
Program Co-Vice Chair



Nicholas (Nick) C. Pappas
Committee Vice Chair



Anthony M. Ruffolo
Program Co-Vice Chair



John (Jack) J. Laffey
Law Institute

PRESENTED BY **DRI's Product Liability Committee's Automotive Specialized Litigation Group**



See what others have to say about DRI seminars



What You Will Learn

- How the advanced automotive technologies here now and yet to come will affect your ability to defend your case
- Evidentiary issues, exhibits, experts, and trial strategies
- Cybersecurity and emerging automotive technologies
- Immediate response accident investigation and reconstruction




Get Started

- 1 Review the brochure and identify sessions of interest to you
- 2 Share this brochure with colleagues
- 3 **Register online** or complete the **form in the back**
- 4 Download the DRI App  and  and make use of its features to get the most out of this program
- 5 Share on social media   

Maximize Your DRI Seminar Experience

No one gets you connected like DRI.

- Use the DRI App to customize your schedule, view course materials, and communicate with fellow attendees and speakers.
- Access the **DRI Product Liability Committee Community** to network with individual members. Share articles, post blogs, and connect with others on the latest trends in your area of practice.
- Discover the  **DRI Client Connection**—meet in-house and claims professional registrants and speakers.

PROGRAM SCHEDULE

WEDNESDAY, SEPTEMBER 13

6:00 p.m. **Registration**

6:00 p.m. **Networking Reception**

SPONSORED BY **Hill Ward Henderson**
Rimkus Consulting Group Inc.

THURSDAY, SEPTEMBER 14

7:00 a.m. **Registration**

7:00 a.m. **Continental Breakfast**

SPONSORED BY **Exponent**

8:00 a.m. **Welcome and Introduction**

John (Jack) J. Laffey, *Laffey Leitner and Goode LLC*, Milwaukee, WI

Glenn M. Zakaib, *Cassels Brock & Blackwell LLP*, Toronto, ON


8:05 a.m. **Steering Clear of Cybersecurity Issues with Emerging Trends in Automotive Technology**

Hear a discussion of cybersecurity, privacy, and ethical data collection issues that must be considered with the rapid development of vehicle technology, including the legal implications of autonomous and advanced smart vehicle technology and privacy considerations when collecting and using data.

MODERATOR

 **Beth T. Hill**, *FordDirect*, Dearborn, MI

PANEL

 **James G. Derian**, *Delphi Automotive Systems LLC*, Troy, MI

 **Dennis C. Garcia**, *Microsoft Corporation*, Chicago, IL

Click on any speaker name to view bio.

8:55 a.m. **Designing and Testing Autonomous Vehicles: What the Engineers Are Doing and Thinking**

We will explore autonomous vehicles from an engineering standpoint. What is an autonomous vehicle and how will vehicles evolve to reach this state? What are the challenges in programming and then testing automated vehicle technologies and the legal and ethical issues that arise?

Krzysztof Czarnecki, PEng, *University of Waterloo*, Waterloo, ON

9:45 a.m. **Refreshment Break**

10:05 a.m. **Canada Versus United States: What's Hot and What's Not**

Focus on key verdicts and trends from the past year and pending cases from both sides of the border, with an eye toward how these decisions and cases may affect the litigation landscape in the auto industry.

Robert L. Love, *Borden Ladner Gervais LLP*, Toronto, ON

Heather Russel Fine, *Griesing Law LLC*, Philadelphia, PA

11:00 a.m. **NHTSA Update and Interaction with the Industry**

Representatives of NHTSA and OEMs present on the challenges ahead and how to work together to implement promising new technologies. Learn about the latest regulatory updates applicable to the auto industry and how changes will affect the role of the regulator.

MODERATOR | **Erika Z. Jones**, *Mayer Brown LLP*, Washington, D.C.

PANEL

 **George Feygin**, *Nissan North America Inc.*, Franklin, TN

Kerry Kolodziej, *National Highway Traffic Safety Administration*, Washington, D.C.

12:00 p.m. **Lunch (on your own)**

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1:30 p.m. **Connected and Autonomous Vehicles: Issues and Legal Implications for Regulators, OEMs, Suppliers, and Consumers**

Explore the liability environment for HAV and ADAS vehicles and how the stand-alone performance and the integration with other systems in the connected automated vehicle can affect liability and liability allocation among various system or technology suppliers.

Bryce C. Pilz, *University of Michigan Law School*, Ann Arbor, MI

Brian S. Westenberg, *Miller Canfield Paddock and Stone PLC*, Troy, MI

2:20 p.m. **When the Product Doesn't Match the Promise: Are We Doing or Saying Too Much?**

Selling enhanced safety in cars raises product liability issues involving private litigants, NHTSA, and potentially other government agencies. Learn about litigation and regulatory issues created by advertising and promotional efforts and hear suggestions on how to promote a safer product.

MODERATOR | **Robert A. Shields**, *Wilson Turner Kosmo LLP*, San Diego, CA

PANEL

Bard David Borkon, *Bowman and Brooke LLP*, Minneapolis, MN

 **John Gersch**, *Toyota Motor North America Inc.*, Plano, TX

 **Todd J. Hartley**, *Nissan North America Inc.*, Franklin, TN

3:10 p.m. **Refreshment Break**

SPONSORED BY **Sutter O'Connell**

3:30 p.m. **Immediate Response Accident Investigation and Reconstruction: The Importance of a Contemporary Response to Incidents**

When reconstructing a vehicle accident, the physical evidence plays a critical role. Hear a discussion of what information can be gathered, how it is collected, why it is important in

the reconstruction phase of the investigation, and the reliability of the evidence for trial.

Sean A. Doyle, PE, *S-E-A Limited*, Stow, OH

4:20 p.m. **Exhuming the Deceased and Advanced Investigative Techniques for Millennials**

We will analyze the legal and practical considerations of exhuming the deceased, including case studies and juror perceptions. We will analyze the most recent investigative techniques of millennial-based data, including discovery methods and tactics to obtain the same and associated ethical concerns.

MODERATOR | **Michael A. McCaskey**, *Swanson Martin & Bell LLP*, Chicago, IL

PANEL

Nasstaran Tara Ruhparwar, *Squire Patton Boggs LLP*, San Francisco, CA

Sridhar Natarajan, MD, *Exponent*, Phoenix, AZ

5:10 p.m. **Automotive SLG Committee Meeting**
(open to all)

6:00 p.m. **Networking Reception**

SPONSORED BY **Accident Reconstruction Engineering Consultants Inc. ESI**

7:30 p.m. **Dine-Arounds** | Join colleagues and friends at selected restaurants for dinner (on your own). More details on-site.

FRIDAY, SEPTEMBER 15

7:00 a.m. **Registration**

7:00 a.m. **Continental Breakfast**

8:00 a.m. **Announcements**

Jodi Dyan Oley, *Eckert Seamans Cherin & Mellott LLC*, Philadelphia, PA

 **Anthony M. Ruffolo**, *Honda Canada Inc.*, Markham, ON

8:05 a.m. **The Silver Lining of Consent Orders**

Being a party to a consent order with the government raises difficult challenges. Companies can, however, view it as an opportunity

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to improve their own internal processes and move forward.

 **Alan L. DeGraw**, *FCA US LLC*, Auburn Hills, MI

8:50 a.m. **Avoiding the Blind Spots: Evidentiary Issues, Exhibits, Experts, and Trial Strategies**

A panel of distinguished judges will discuss complex trial strategies relating to emerging technologies, including *Daubert* considerations, motions in limine, spoliation, computer-generated and social media evidence, and exhibits.

MODERATOR | **Patrick G. Seyferth**, *Bush Seyferth & Paige PLLC*, Troy, MI

PANEL

The Honorable Stephen J. Murphy III, *US District Court for the Eastern District of Michigan*, Detroit, MI

The Honorable Lita Masini Popke, *Third Judicial Circuit Court of Michigan*, Detroit, MI

9:50 a.m. **The Ethics of Class Actions: Navigating the Complex Landscape**

Class actions are on the rise, including those against automakers and suppliers. These actions present complex ethical issues relating to adequacy of representation, conflicts of interest, settlements, and more. Learn to navigate the complex landscape of class actions without making an ethical wrong turn.

Agnieszka McPeak, *University of Toledo College of Law*, Toledo, OH

10:50 a.m. **Refreshment Break**

SPONSORED BY **Huie Fernambucq & Stewart LLP**

11:10 a.m. **Appellate Advocacy: Tips and Pitfalls for Pursuing or Defending Appeals of Your Automotive Case**

Learn from experienced appellate counsel and an appellate judge about what works and what doesn't when handling appeals in your cases. Hear about traps for the unwary, as well as tips for writing and arguing to appellate judges.

Mary Massaron, *Plunkett Cooney PC*, Bloomfield Hills, MI

The Honorable Bridget Mary McCormack, *Michigan Supreme Court*, Lansing, MI

12:00 p.m. **Surviving the Storm: Crisis Management and Providing the Support Your Clients Need**

In-house experts will discuss how to manage product recalls, regulatory investigations, and class action lawsuits, and how to minimize their effects on clients. The panel will provide advice to external legal advisors on effectively supporting their in-house automotive clients in a crisis management situation.


MODERATOR

 **Anthony M. Ruffolo**, *Honda Canada Inc.*, Markham, ON

PANEL

 **James Cain**, *General Motors Company*, Detroit, MI

 **Erinn D. DePorre**, *General Motors Company*, Detroit, MI

 **Jonathan Schulz**, *Autoliv ASP Inc.*, Auburn Hills, MI

1:15 p.m. **Adjourn**

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GENERAL INFORMATION

In-House Counsel

In-house counsel are eligible for free registration to DRI seminars. In-house counsel are defined as licensed attorneys, who are employed exclusively by a corporation or other private sector organization for the purpose of providing legal representation and counsel only to that corporation, its affiliates and subsidiaries. In order to qualify for free registration, the individual must also be a DRI member and a member of DRI's Corporate Counsel Committee. Offer excludes the DRI Annual Meeting.

Claims Executives

Any member of DRI employed as a claims professional by a corporation or insurance company, who spends a substantial portion of his or her professional time hiring or supervising outside counsel in the representation of business, insurance companies or their insureds, associations or governmental entities in civil litigation, will be entitled to free attendance at any DRI program. **Limited to one seminar per calendar year.** Offer excludes DRI Annual Meeting.

CLE Accreditation

This seminar has been approved for MCLE credit by the State Bar of California for up to **11.50** hours, including **1** hour of ethics credit. Accreditation has been requested from every state with mandatory continuing legal education (CLE) requirements. Certificates of attendance will be provided to each attendee. Attendees are responsible for obtaining CLE credits from their respective states. Credit availability and requirements vary from state to state; please **check the DRI website at dri.org** for the latest information for your state.



A limited number of discounted hotel rooms have been made available at **Detroit Marriott Troy, 200 W. Big Beaver Road, Troy, MI 48084** ([click here](#) to view hotel photos).

Take advantage of the group rate of **\$179 Single/Double** in one of two ways:

- 1) Reserve online: [Click here](#) or visit dri.org and go to the **DRI Strictly Automotive Seminar page** and click on the "Book hotel" button.
- 2) Or **contact the hotel directly at 248.680.9797** and mention the **DRI Strictly Automotive Seminar**.

The hotel block is limited and rooms and rates are available on a first-come, first-served basis. You must make reservations by **August 22, 2017**, to be eligible for the group rate. Requests for reservations made after **August 22, 2017** are subject to room and rate availability.

Registration Policy

Save \$100 when you register by August 22, 2017. (See the registration form for pricing.) The registration fee includes course materials, continental breakfasts, refreshment breaks, networking receptions, and access to the DRI App. If you wish to have your name appear on the registration list distributed at the conference and receive the course materials in advance, DRI must receive your registration by **August 22, 2017** (*please allow 10 days for processing*). Registrations received after **August 22, 2017**, will be processed on-site.

Refund Policy

The registration fee is fully refundable for cancellations received on or before **August 22, 2017**. Cancellations received after **August 22** and on or before **August 29, 2017**, will receive a refund, less a \$100 processing fee. Cancellations made after **August 29** will not receive a refund, but a \$100 certificate good for any DRI seminar within the next 12 months will be issued. All cancellations and requests for refunds must be made in writing. Fax (312.795.0747) or email (seminars@dri.org) to DRI's Accounting Department. Processing of refunds will occur within four weeks after the date of the seminar. All refunds will be processed in the same method that the payment was received. Substitutions may be made at any time without charge and must be submitted in writing.

Discounts

Group Discount The first and second registrations from the same firm or company are subject to the fees outlined previously. The registration fee for additional registrants from the same firm or company is **\$775**, regardless of membership status if received on or before **August 15, 2017**. After **August 15**, the group rate is **\$875**. All registrations must be received at the same time to receive the discount.

Travel Discounts DRI offers discounted meeting fares on various major air carriers for **DRI Strictly Automotive Seminar** attendees. To receive these discounts, please contact Direct Travel, DRI's official travel provider, at 800.840.0908. As always, to obtain the lowest available fares, early booking is recommended.

- The taping or recording of DRI seminars is prohibited without the written permission of DRI.
- Speakers and times may be subject to last-minute changes.
- A small portion of your room rate offsets the costs of the seminar.
- DRI policy provides there will be no group functions sponsored by others in connection with its seminars.

Hotel Accommodations


FACULTY *Click on any name to view bio.*

Bard David Borkon, Bowman and Brooke LLP, Minneapolis, MN

 **James Cain**, General Motors Company, Detroit, MI


Krzysztof Czarnecki, PEng, University of Waterloo, Waterloo, ON

 **Alan L. DeGraw**, FCA US LLC, Auburn Hills, MI

 **Erinn D. DePorre**, General Motors Company, Detroit, MI


 **James G. Derian**, Delphi Automotive Systems LLC, Troy, MI


Sean A. Doyle, PE, S-E-A Limited, Stow, OH

 **George Feygin**, Nissan North America Inc., Franklin, TN

Heather Russel Fine, Griesing Law LLC, Philadelphia, PA

 **Dennis C. Garcia**, Microsoft Corporation, Chicago, IL

 **John Gersch**, Toyota Motor North America Inc., Plano, TX

 **Todd J. Hartley**, Nissan North America Inc., Franklin, TN

 **Beth T. Hill**, FordDirect, Dearborn, MI

Erika Z. Jones, Mayer Brown LLP, Washington, D.C.

Kerry Kolodziej, National Highway Traffic Safety Administration, Washington, D.C.

John (Jack) J. Laffey, Laffey Leitner and Goode LLC, Milwaukee, WI

Robert L. Love, Borden Ladner Gervais LLP, Toronto, ON

Mary Massaron, Plunkett Cooney PC, Bloomfield Hills, MI

Michael A. McCaskey, Swanson Martin & Bell LLP, Chicago, IL

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The Honorable Bridget Mary McCormack, Michigan Supreme Court, Lansing, MI

Agnieszka McPeak, University of Toledo College of Law, Toledo, OH

The Honorable Stephen J. Murphy III, US District Court for the Eastern District of Michigan, Detroit, MI


Sridhar Natarajan, MD, Exponent, Phoenix, AZ

Jodi Dyan Oley, Eckert Seamans Cherin & Mellott LLC, Philadelphia, PA


Nicholas (Nick) C. Pappas, Frost Brown Todd LLC, Indianapolis, IN

Bryce C. Pilz, University of Michigan Law School, Ann Arbor, MI

The Honorable Lita Masini Popke, Third Judicial Circuit Court of Michigan, Detroit, MI

 **Anthony M. Ruffolo**, Honda Canada Inc., Markham, ON

Nasstaran Tara Ruhparwar, Squire Patton Boggs LLP, San Francisco, CA

 **Jonathan Schulz**, Autoliv ASP Inc., Auburn Hills, MI

Patrick G. Seyferth, Bush Seyferth & Paige PLLC, Troy, MI

Robert A. Shields, Wilson Turner Kosmo LLP, San Diego, CA

Anne M. Talcott, Schwabe Williamson & Wyatt PC, Portland, OR

Brian S. Westenberg, Miller Canfield Paddock and Stone PLC, Troy, MI

Glenn M. Zakaib, Cassels Brock & Blackwell LLP, Toronto, ON

View faculty bios on the Strictly Automotive Seminar webpage; click on "View speakers" button.



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June 21–23
Young Lawyers
The Westin Austin Downtown,
 Austin, TX

June 22–23
Marijuana Law
Hotel 1000, Seattle, WA

July 20–21
Class Actions
The Westin Washington DC City Center, Washington, DC

September 7–8
Cybersecurity and Data Privacy
Westin Michigan Avenue, Chicago, IL

September 14–15
Nursing Home/ALF Litigation
Atlanta Marriott Marquis, Atlanta, GA

November 2–3
Asbestos Medicine
The Cosmopolitan of Las Vegas, Las Vegas, NV

December 7–8
Insurance Coverage and Practice Symposium
Sheraton New York Times Square Hotel, New York, NY

December 7–8
Professional Liability
Sheraton New York Times Square Hotel, New York, NY

Publications for Your Practice

Members can access committee newsletters and seminar course materials via **DRI Online** at dri.org.

Newsletter *Strictly Speaking* (12 times a year)

Visit the **Product Liability Committee page** on dri.org for information about the committee and related resources.

Commercial Litigation focus in *For The Defense*

April, November 2017 (upcoming)

November 2016

November 2015

Defense Library Series

Product Liability Defenses—update (coming in 2017)



Diversity and Inclusion in DRI: A Statement of Principle

DRI is the largest international membership organization of attorneys defending the interests of business and individuals in civil litigation.

Diversity is a core value at DRI. Indeed, diversity, which includes sexual orientation, is fundamental to the success of the organization, and we seek out and embrace the innumerable benefits and contributions that the perspectives, backgrounds, cultures, and life experiences a diverse membership provides.

Inclusiveness is the chief means to increase the diversity of DRI's membership and leadership positions. DRI's members and potential leaders are often also members and leaders of other defense organizations. Accordingly, DRI encourages all national, state, and local defense organizations to promote diversity and inclusion in their membership and leadership.

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Strictly Automotive Seminar

September 14-15, 2017

Detroit Marriott Troy Hotel | Troy, MI

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Are you a first-time attendee at this DRI seminar? Yes No

How many attorneys _____ What is your primary
are in your firm? _____ area of practice? _____

REGISTRATION FEE

Registration fee includes seminar attendance, networking events, course materials, and access to the DRI App. DRI will email a link to download the course materials to all registrants two weeks in advance of the seminar.

	On or before Aug. 22, 2017	After Aug. 22, 2017	
<input type="checkbox"/> Member	\$875	\$975	<i>For inclusion on the preregistration list and to receive course materials in advance, register by August 22, 2017.</i>
<input type="checkbox"/> Nonmember	\$1,110	\$1,210	
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<input type="checkbox"/> Group Discount*	\$775	\$875 (*as defined on page 5)	

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