



11th Annual
**WOMEN IN
PRODUCTS LIABILITY
Workshop**
Friday, November 12, 2010
NEW YORK, NEW YORK

ABA
AMERICAN BAR ASSOCIATION
Section of Litigation

The ABA Section of Litigation Products Liability Committee

Eleventh Annual Regional CLE Workshop

WOMEN IN PRODUCTS LIABILITY

Friday, November 12, 2010

Kaye Scholer LLP, 425 Park Avenue, New York, New York

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Dear Colleagues

We are pleased to invite you to join us for the Eleventh Annual Women in Products Liability Regional CLE Workshop sponsored by the Women in Products Liability Subcommittee of the Products Liability Committee of the Section of Litigation of the American Bar Association. We have once again assembled an exceptional, diverse and well-rounded group of moderators and panelists, including in-house counsel, plaintiffs' counsel, defense counsel and consultants to the legal profession to discuss important topics in the field of products liability litigation. The outstanding CLE and networking opportunities make this workshop one not to be missed. We look forward to seeing you in New York!

NEW YORK, NEW YORK

Breakfast And Opening Remarks

8:00-9:00 A.M.

Social Media and Consumer Product Incident Databases: Navigating Your Legal Practice and Your Clients through the Sea of Social Discourse

9:00-10:15 A.M.

Learn about the latest ways that social media websites are being used to report product problems, create forums for discussing legal issues, and raise issues about networking activities of clients, counsel, judges, and jurors as they might concern discovery and trial; get updated on the CPSC's Searchable Consumer Product Incident Database and the forum it offers to consumers; explore how (and whether) you and your client should respond to reports of product problems on websites, blogs, and other electronic databases or communication platforms; and discuss client counseling on the impact of websites, blogs, and other forums.

Panelists: Sean Beckstrom, North American General Counsel
Graco Children's Products Inc., Atlanta, GA
Cheryl A. Possenti, Partner
Goldberg Segalla LLP, Buffalo, NY
Ken Strutin, Director of Legal Information Services
New York State Defenders Association, Albany, NY

Moderators: Penelope A. Dixon, Shareholder
Carlton Fields, PA, Tampa, FL
Emilie Edling, Associate
Bullivant, Houser, Bailey PC, Portland, OR

Efficiencies: Using Technology to Enhance Your Legal Practice, Prepare Your Case, and Save Your Clients Money

10:30-11:45 A.M.

Learn about new technological developments that you can use to stay ahead of the curve, and work more efficiently and economically. Panelists will discuss technologies that allow you to more effectively collaborate and communicate with clients and witnesses, early case assessment (ECA) technologies that allow you to quickly access and learn the facts of a new case and potential problem areas to be proactive rather than reactive in new engagements, technologies that can help you keep up with your practice and collaborate with colleagues no matter where you are located, and technologies that allow you and your clients to track productivity, lower costs, and keep information at your fingertips.

Panelists: Elizabeth J. Asali, Assistant General Counsel
GlaxoSmithKline, Philadelphia, PA
Laura Kibbe, Senior Vice President Document Review Services
Epiq Systems, eDiscovery Solutions, New York, NY
Farrah Pepper, Of Counsel and Vice Chair,
Electronic Discovery and Information Law Practice Group,
Gibson, Dunn & Crutcher, New York, NY
Allison C. Shields, Esq., President
Legal Ease Consulting, Inc., Long Island, NY

Moderators: Jessica L. Richman, Associate
Montgomery, McCracken, Walker & Rhoads, LLP, Philadelphia, PA
Andrea Tecce, CPA, CFF, Managing Director
Navigant Consulting Inc., Washington DC

Networking Lunch

11:45-1:00 P.M.

Joanne Gray and Beth Kaufman Present the Women in Products Liability Lifetime Achievement Award to
Sheila Birnbaum, Partner and Co-Head of Skadden's Complex Mass Torts & Insurance Group

Keynote Speech: Sheila L. Birnbaum:
The Emergence and Growth of Women Litigators Over the Years

Trial Skills: Technology in the Courtroom and in Mediation

1:00-2:30 P.M.

Gone are the days when trying or mediating a case required a client to lug boxes of documents to a sometimes less than convenient location. The use of technology has become the norm to increase efficiency and flexibility and to give your clients strategic advantages and options when trying or mediating cases. Come listen as panelists discuss new ways to use technology at trial and in mediation to benefit your clients, including the use of shadow juries to provide real time insight into your jury's impressions; the use of technology to overcome both financial and logistical challenges to the availability of witnesses; and the advantages and disadvantages of conducting a virtual mediation.

Panelists: Cynthia R. Cohen, Ph.D., Managing Director/Jury Consultant
Verdict Success, LLC, Manhattan Beach, CA

Judge Marina Corodemus (Ret.), Director ADR Practice Area
Corodemus & Corodemus Law, LLC, Iselin, NJ

John Shin, Executive Vice President & General Counsel
Courtroom View Network, New York, NY

Nathaniel A. Vitan, Assistant General Counsel
Altria Client Services Inc., Washington, DC

Megan S. Wynne, Vice President of Legal Affairs
I-Flow Corporation, Lake Forest, CA

Moderators: Laura Owens, Partner
Alston & Bird LLP, Atlanta, GA

Stephanie Rippee, Shareholder

Baker, Donelson, Bearman, Caldwell & Berkowitz, PC, Jackson, MS

Afternoon Break

2:30-2:45 P.M.

Ethical Considerations for Using Technology in Your Practice _____ 2:45-4:00 P.M.

Technology in the practice of law offers many practical conveniences and client development tools for lawyers. With technological innovation, however, lawyers also are presented with new ethical dilemmas. This panel will highlight the ethical implications of blogging, friending, and tweeting, address security considerations with on-line legal services, and suggest steps that should be taken to protect the attorney-client privilege when using technology in your practice. Is a post legal advice? Can you – or your jury consultant – research or “friend” potential jurors on Facebook? Should testimonials from your clients be on your website? Our distinguished panelists will address these questions as they relate to the Model Rules of Professional Conduct, in particular Rules 1.4, 1.6, 8.4 and more.

Panelists: Gregory D. Miller, Director/Shareholder
Podvey, Meanor, Catenacci, Hildner, Coccoziello & Chartman, P.C.
Newark, NJ
Michael T. Poskonka, Vice President
Smith & Carson, Elmwood Park, NJ
Professor Ellen Yaroshesky
Benjamin N. Cardozo School of Law

Moderators: Robin Main, Partner
Hinckley Allen Snyder LLP, Providence, RI
Whitney Frazier Watt, Associate
Stites & Harbison, PLLC, Louisville, KY

Legal Marketing: What Technology Works? _____ 4:00-5:00 P.M.

With 98.6 million daily internet users and the explosion of both social and professional websites - Facebook, Twitter, Linked-in and blogs have become mainstream. How can lawyers reap the rewards of this technology without putting themselves or their firms at risk? And, more importantly, how can social media be used to leverage client referrals, speaking engagements, and traditional networking? The panel will share strategies for creating measurable results using the latest social networking tools including a demonstration of a transformation of one attorney's social media and on-line presence.

Panelists: Mercedes Colwin, Partner
Gordon & Rees, LLP, New York, NY
Kelly Jones, Associate
Harris Beach, PLLC, New York, NY
Jim Smyth, Founder
Ezults, LLC, Warrenton, VA

Moderators: Stephanie G. Flynn, Partner
Gallivan, White & Boyd, P.A., Greenville, SC
Karen Fox, President
The Medical Resource Network, Inc., Portland, OR

Networking reception to follow at 5:00 P.M. at Kaye Scholer LLP

Please contact program co-chairs Amy Sherry Fischer at 405.232.4633, amyfischer@oklahomacounsel.com
or Adrienne Gonzalez at 212.836.7540, agonzalez@kayescholer.com for additional information.

Thank You

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General Information

Registration

Visit http://www.abanet.org/litigation/programs/cle_111210-women-products.html to register on-line or return the registration form with your payment (checks only) to Adrienne Gonzalez at Kaye Scholer LLP, 425 Park Avenue, New York, NY 10022. If you wish to take advantage of the on-line registration, please note that the cut-off date is Monday, November 8, 2010. If you decide to register after this date, you may do so by sending the paper form in or registering on-site.

Registration Cancellations - Online only

Requests for refunds must be made in writing and received no later than **Monday, November 1, 2010**, in the Section of Litigation office. Please fax or email your request to Lesley Roselle at 312-988-6234 or RoselleL@staff.abanet.org. There will be a \$10 administrative fee deducted from the refund. Cancellations received after **Monday, November 1, 2010** will not be refunded; however, the Section will gladly accept substitutions for those unable to attend.

MCLE Credit

Credit has been requested from MCLE states with general requirements for all attorneys. Each state has its own rules and regulations; therefore, certain programs may not receive full credit in some states. Please check with your state for confirmation of the program's approval or contact Lesley Roselle at 312-988-6714 or RoselleL@staff.abanet.org for confirmation of the number of credits approved by any particular state.

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Registration Fees

\$120.00 Section of Litigation members / \$175.00 Non-Section members

Checks for attendance should be made payable to the American Bar Association.

I will attend the meeting and my check for \$_____.00 is enclosed.

Registration fee includes course materials, continental breakfast, lunch, p.m. snack and cocktail reception following the meeting.

Tax Deduction for Educational Purposes

In the United States, an income tax deduction may be allowed for educational expenses undertaken to maintain or improve professional skills. This excludes registration, travel, meals and lodging (see Tres. Reg. 1.162.5) (*Coughlin vs. Commissioners*, 203 F.2d 307)

Business casual dress is encouraged for all participants.

Providing your email address allows you to receive promotions & communication from the Section of Litigation and other ABA entities.