


YOUR DISTINGUISHED FACULTY




Laura Baker
Law Offices of John Day P.C.,
Brentwood




Harry Stephen Gillman
Pryor, Priest, Harber,
Floyd & Coffey,
Knoxville



Brandon Bass
Law Offices of John Day P.C.,
Brentwood




Sean Hunt
The Hunt Law Firm,
Memphis



Eric M. Beasley
Law Office of Eric M. Beasley, P.C.,
Goodlettsville




Michael Johnson
Howard Tate Sowell Wilson
Leathers & Johnson, PLLC,
Nashville



Rebecca Blair
The Blair Law Firm,
Brentwood



Chuck Mangelsdorf
MGC Insurance Defense,
Nashville



Frank P. Clark
Leitner, Williams, Dooley &
Napolitan, PLLC,
Chattanooga



Melanie Stewart
Heaton & Moore, P.C.,
Memphis




Ryan Clark
Lewis, Thomas, King,
Krieg & Waldrop, P.C.,
Nashville




Chris Tardio
Gideon, Cooper & Essary, Nashville



Daniel Clayton
Kinnard, Clayton & Beveridge,
Nashville



Kimberly White
CaseMetrix, LLC,
Atlanta, GA



James Exum
Leitner, Williams, Dooley &
Napolitan, PLLC,
Chattanooga

For full bios, visit
www.mleesmith.com/TN-PIL

This program features a faculty of leading defense and plaintiffs’ attorneys, explaining the very latest developments in personal injury law and sharing trial experiences.

This conference covers:

- Case law update
 - Motion practice
 - Social media
 - Trial skills
 - UM/UIM
 - Liens and subrogation
- Product liability law
 - Trucking accidents
 - Voir dire
 - Ethics
 - Appellate practice

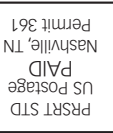
At this two-day CLE event, you will receive a comprehensive update on:

- Negotiating with insurance adjusters
- Truck accident litigation – trial strategies for both the plaintiff and the defense
- Best practices in uninsured motorist cases
- Voir dire – first impressions, team building, and primary objectives
- Review of recent personal injury cases
- Preserving your case for appeal

9 reasons to attend the Personal Injury Law Conference for Tennessee Attorneys:

1. **Quality presenters.** Your presenters are all authorities in the field of personal injury law.
2. **Balance.** You’ll hear from both plaintiffs’ attorneys as well defense attorneys.
3. **Practical information.** You’ll get information you can put to use in your practice right away.
4. **Dynamic interaction.** You’ll be encouraged to ask questions and present your own situations for discussion.
5. **Timely information.** You’ll get up to date on the latest developments in the area of personal injury law.
6. **Useful materials.** You’ll receive a notebook of materials as well as online access to conference materials.
7. **Convenient location.** The Nashville School of Law is located just off I-65, near the downtown Nashville area, and provides you with plentiful, free parking.
8. **Internet access.** The Nashville School of Law has free wireless Internet access in its classrooms, allowing you to stay in touch with your office.
9. **CLE.** You can earn one-half of your annual CLE credit, including one dual hou

When: September 20-21, 2018
Where: Nashville



Here’s what your colleagues said about last year’s **Personal Injury Law Conference for Tennessee Attorneys**:

“Great speakers who were all experts in their respective areas.”

“This was an excellent seminar, with very useful materials and knowledgeable speakers.”

“Loved the entire program – materials were very helpful, especially the new cases involving various areas of the law”

“Great seminar! The content was on point for my area of practice, and the speakers were engaging!”

“Very useful and practical seminar. Loved the location and snacks! The binder of materials is very organized and very helpful!”

For registration assistance or to register additional attendees, call 800-727-5257 or visit us online at mleesmith.com/TN-PIL

2018
Personal Injury
Law Conference
For Tennessee Attorneys

THURSDAY - FRIDAY, SEPTEMBER 20-21 | NASHVILLE



Web: mleesmith.com/TN-PIL
Phone: 800-727-5257
Email: eventsales@blr.com

REGISTRATION IS EASY!

M. Lee Smith
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EARN
CLE
CREDIT

15 hours
of CLE
(12 hours of
general and 3
hours of DUAL)

- A \$50 fee applies to ALL conference cancellations.
- Registrants are responsible for the entire program fee for a cancellation made after 5:00 p.m. three weeks prior to the event (whether or not you attend the program or fail to cancel).
- An alternate may attend in place of the original registrant.

Cancellation Policy

Guarantee: If you are not completely satisfied, we will refund 100% of your registration fee-no questions asked.

Get up-to-date information on the latest and most significant developments affecting your clients and practice. Reserve your seat at the **2018 Personal Injury Law Conference for Tennessee Attorneys**. Your registration includes the two-day conference, pages of valuable course materials, lunch both days, morning and afternoon snacks, and up to 15 hours of CLE credit , including 3 hours of DUAL.

Offer code: MLXX82

2018 Personal Injury Law Conference For Tennessee Attorneys

Attend this two-day satisfaction-guaranteed event to enhance your professional skill set while gaining valuable CLE credit—12 hours of general CLE and 3 hours of dual CLE.

WHAT ATTORNEYS WILL LEARN:

- The latest trends in product liability law
- How to use medical records effectively when negotiating with an insurance company
- How to prove emotional injuries – parasitic and stand-alone claims
- How a defendant’s conduct may affect an uninsured motorist carrier’s liability
- How to deliver a “mini-opening” during voir dire
- How to finalize Medicare liens and request waivers/reductions
- What is the proper procedure to prove medical bills
- The top mistakes attorneys make in truck cases
- How attorney’ conduct may fall below minimum ethical standards

Agenda

FOR FULL AGENDA DETAILS, VISIT MLEESMITH.COM/TN-PIL

THURSDAY, SEPTEMBER 20

Latest Trends in Product Liability Law 8:00 A.M. TO 9:00 A.M.

Let Mr. Clark walk you through the latest trends in personal injury and wrongful death lawsuits against motor vehicle manufacturers alleging unintended acceleration, airbag failures, inadvertent vehicle movement, defective passive and active restraint systems, and seatbelt failures.

BREAK 9:00 A.M. TO 9:15 A.M.

Legal Ethics and Attorney Speech 9:15 A.M. TO 10:45 A.M.

- Rules of Professional Conduct
- Case law/ethics opinions
- Conflicts of interest
- Attorney fees and charges
- Legal ethics and social media
- What Lawyers Can and Cannot Say....
 - Online - Law Firm Website, Personal and Professional Blogs, Social Networking Sites, Free Legal Advice Forums, etc.
 - About Judges
 - To and About Opposing Counsel

Tennessee Tort Law: Case Update 10:45 A.M. TO 11:45 P.M.

Mr. Bass will review recent cases from the Supreme Court of Tennessee and the Tennessee Court of Civil Appeals that affect the practice of Tennessee tort lawyers. He will give the case’s holding and explain its significance. His written materials give an excellent overview of the latest cases.

11:45 P.M. TO 12:45P.M. (LUNCH INCLUDED WITH REGISTRATION)

Being BRAVE: The Art and Heart of Being a Trial Lawyer 12:45 P.M. TO 1:45 P.M.

Based upon study and observation of highly regarded trial lawyers, Daniel Clayton will share characteristics these lawyers have in common that is at the very core of their success. In Being Brave, Daniel will cover areas ranging from preparing for trial, communicating with the jury, and knowing when enough is enough.

Social Media in Litigation 1:45 P.M. to 2:45 P.M.

The use of social media has exploded in the last 10 years, changing the landscape of civil litigation. In today’s age of chat groups, Twitter, and Facebook, social media can be a treasure trove of relevant information for both the plaintiff and defense. The majority of attorneys may not be using social media to their benefit. Collecting and preserving social media poses significant challenges and evidentiary issues that are not always understood or clearly defined by the courts. While social media has changed the way we live, connect, and communicate, the laws and guidance from the courts have been slow to develop. Let Mr. Exum and Mr. Clark give you some tips on how to obtain relevant information from social media and use it to your advantage.

BREAK 2:45 P.M. TO 3:00 P.M.

Effective Practices in Voir Dire 3:00 P.M. to 4:00 P.M.

- The rules – peremptory challenges, challenges for cause, and quick cites
- Right to conduct voir dire
- Who cannot serve?
- Disqualification by relationship or interest in case
- Not allowed to exact pledge or make contract with jury
- The “mini-opening”
- First impressions
- Team building
- The road (less traveled)
- Primary objectives

Effectively Communicating with Adjusters: Plaintiff & Defense Perspectives 4:00 P.M. TO 5:00 P.M.

For Plaintiff’s Counsel

- Setting the tone with a customized demand letter
- Dealing with inconsistencies in the Complaint, medical bills, discovery responses & depo testimony
- Focusing on objective value drivers
- Establishing credibility
- Acknowledging deficits while focusing on strengths
- Playing the venue game
- Maximizing egregious citations

For Defense Counsel

- Setting initial reserves
- Approaching insurer’s form reports differently
- Planning an effective deposition
- Implementing post-mediation strategies
- Establishing value drivers
- Avoiding the “call of shame” while obtaining additional authority
- Effectively presenting a settlement offer

FRIDAY, SEPTEMBER 21

Insurance Liens and Subrogation 8:00 A.M. TO 9:00 A.M.

- First-party benefits – no-fault personal injury protection (PIP), additional personal injury protection (A-PIP), and uninsured/underinsured motorist coverage
- Tortfeasor’s coverage: Determining coverage, excess coverage, other “deep pockets,” i.e., respondeat superior
- Colossus
- Medicaid/Medicare liens
- Hospital liens
- Workers’ compensation liens
- Determining priority and negotiating the value of liens

Rule 12 Motions and the Proper Pleading of Affirmative Defenses 9:00 A.M. TO 10:00 A.M.

- Rule 8 requirements for pleading affirmative defenses
- What is required for comparative fault defenses
- What to do when a nonparty is blamed
- Taking advantage of Tenn. Code Ann. 20-1-119’s extension of the SOL
- Statute of limitations, insufficiency of service of process, and other commonly plead defenses
- Waiver of defenses
- How to use Rule 12 to defend against insufficiently plead defenses

MORNING BREAK 10:00 A.M. TO 10:15 A.M.

Uninsured and Underinsured Motorists 10:15 A.M. TO 11:15 A.M.

- Uninsured v. underinsured motorist
- Identify policies which may apply to afford UM coverage to the plaintiff
- Determine which policies do not apply
- Always attempt to serve the uninsured motorist with process
- Always notify and serve all UM carriers with process
- Damages
- Serve the uninsured motorist carrier in the manner prescribed by statute
- What if liability limits are offered?
- Dismissal of UM carrier
- Protect the UM carrier’s subrogation interest
- Other states

Effective Motion Practice 11:15 A.M. TO 12:15 P.M.

- How to request and secure default judgment
- Issuing or opposing a motion for summary judgement
- Issuing motions after the verdict
- When you can move to withdraw or amend an admission
- Getting a judgement as a matter of law

LUNCH 12:15 P.M. TO 1:15 P.M. (INCLUDED WITH REGISTRATION)

Deposing Medical Witnesses 1:15 P.M. to 2:15 P.M.

- Preparing for medical depositions
- Key questions you need to be asking
- Techniques for deposing medical treaters versus medical experts
- Attacking the medical witness in a deposition
- Using the deposition at trial

AFTERNOON BREAK 2:15 P.M. TO 2:30 P.M.

Ethical Issues Arising in Personal Injury Cases 2:30 P.M. TO 4:00 P.M.

- TN Rules of Professional Conduct
- Accepting Representation
- Communication with the Client
- Case investigation
- Case evaluation
- Attorney’s Fees

Truck Accident Litigation 4:00 P.M. TO 5:00 P.M.

Truck injury cases are “bigger” than traditional auto accidents – they involve multiple parties, heightened regulations, intensive investigations, and more severe injuries. Mr. Mangelsdorf will discuss some recent trends in trucking litigation law, involving both personal injury and wrongful death. He will walk you through issues such as driver fatigue, the liability of the driver and the motor carrier, electronic logging devices, and the duty to preserve evidence. You’ll learn:

- Top mistakes attorneys make in truck cases
- Truck accident witness strategies for both the plaintiff and the defense
- Trial strategies for both the plaintiff and the defense

WHEN AND WHERE

**Thursday and Friday
September 20-21, 2018**

Nashville School of Law

4013 Armory Oaks Dr., Nashville

- Convenient to 1-65 and 1-440
- FREE PARKING and FREE WIFI

For directions, visit:

mleesmith.com/TN-PIL

Registration begins at 7:30 a.m. The conference begins at 8:00 a.m. and concludes at 5:00 p.m. each day. There will be morning and afternoon breaks, and 1 hour for lunch, which is included with registration.

CLE CREDIT

15 hours CLE

(12 hours of general and 3 hours of DUAL)

CONFERENCE FEES

\$497 for entire program

(\$70 off for additional attendees from same firm)

\$347 for one day only

\$247 for materials only

\$50 early bird discount until August 10.



Learn more and register at www.mleesmith.com/TN-PIL