THURSDAY  
OCTOBER 27, 2016

HYATT REGENCY  
4000 SUMMIT BOULEVARD  
ATLANTA, GEORGIA 30319

REGISTER ONLINE  
HTTPS://GMTA.SITE-YM.COM/EVENTS/EVENTDETAILS.ASPX?ID=844907&GROUP

SESSIONS INCLUDE:

- Assessing witness credibility
- The latest in available onboard technology and its effect on accident investigation and litigation
- Update on FMCSRs, what’s new and what’s coming; wellness programs; fatigue; and sleep apnea
- The dreaded call: Initial loss notice, response, early handling, and assessment
- Evaluating and defending traumatic brain injury claims
- FMCSA compliance audits/reviews and safety rating upgrades

Please note, if you attended last year, GA does not give credit for classes taken in the same renewal period (2 yrs.)

6.9 FLORIDA CE CREDITS  
7 GEORGIA CEU CREDITS PENDING
AGENDA

THURSDAY, OCTOBER 27

7:30 – 8:30am
Registration & Breakfast

8:30 – 8:35am
Introduction

8:35 – 9:25am
Session 1 – Truck Mechanics 101 and Advanced Technology
An interactive panel discussion about the critical components of a tractor-trailer, the latest in available technology, and their effect on truck accident investigation and litigation.

Panel: Setara Foster | Tom Gillen | Jim Hrycay | Gary Johson | Mike Petersen
Mike Grimely (moderator)

9:25 – 10:15am
Session 2 – Preparing for the Expected and the Unexpected: Are you ready?
Learn about the newest and proposed FMCSRs; best practices for hiring, training, and supervision of drivers; driver fatigue and sleep apnea; and implementing wellness programs – and participate in an interactive discussion on how those things can affect your bottom line, as well as truck accident investigation and litigation.

Panel: Ayana Collins | John Eads | Steven Garrish | Michael Kitchens | Michael Nischan
Mitch Frost (moderator)

10:15 – 10:35am
Break

10:35 – 11:25am
Session 3 – The Dreaded Call: From Initial Loss Through Early Assessment
An interactive panel discussion about best practices for the early stages of a new loss, including receipt of the initial notice; coordinating the rapid response; preservation of evidence; and early evaluation of liability, damages, and potential for pre-suit settlement.

Panel: Mark Hurley | Andy Isakoff | Heath Stewart | Matt Stone | Don Taylor
John Messersmith (moderator)

11:25am – 12:15pm
Session 4 – How to Assess Witness Credibility
Learn from an industry leader how to assess verbal and nonverbal behavior during a non-accusatory interview to identify whether an individual is being truthful or deceptive and whether an individual is withholding or fabricating relevant information. By the end of this session, you will have the basic tools and a model for your future investigative interviews.

Presenter: Joe Buckley

12:15 – 1:15pm
Lunch, move to breakout sessions

1:20 – 2:10pm
Session 5 – Critical Issues in the Truck Accident Case (Choose Track A or B)

Track A
Identifying, Evaluating, and Defending Traumatic Brain Injury (TBI) Claims
An interactive discussion about the proliferation of TBI claims in litigation, steps to evaluate the merit (or lack of merit), and approaches to defending these claims to achieve a better outcome.

Panel: Douglas P. Gibson
John Messersmith

Track B
FMCSA compliance audits/reviews and safety rating upgrades
A discussion about what to expect during a compliance audit, how to prepare for and participate in the audit to improve the outcome, and how to position your company to upgrade its safety rating.

Panel: James Landrum | Rob Moseley
Michael Nischan

Break (move to general session room)

2:10 – 2:30pm
Session 6 – Defending the Truck Accident Lawsuit
An interactive panel discussion about typical claims and new trends in truck accident cases, including problems encountered in preparing and defending these cases, strategy considerations, what to expect in discovery and depositions, and use of experts; this session will include a live cross-examination of a trucking company representative highlighting the dangers of an ill-prepared witness and the benefits of a properly prepared witness.

Panel: Ed Cotton | Neal Moore | Jerry Waddell | John Eads (moderator)

2:20 – 3:10pm
Session 7 – Resolution of the Truck Accident Claim
An interactive panel discussion about pre- and post-suit alternative resolution, including strategy for responding to time-limited settlement demands, what to do when you have too many claims but not enough insurance, offers of judgment, settlement negotiations, and mediation.

Panel: Cheryl Bridgham | Hon. M. Gino Brogdon, Sr. | Mike Grimley | Tracy Yaun
Matt Stone (moderator)

3:10 – 4:00pm
Adjourn & Cocktail Reception

4:00pm
**Cheryl Bridgham | Southern Freight, Inc.**

Cheryl is the Director of Safety at Southern Freight, Inc., a national full truckload carrier based in Atlanta, Georgia. Cheryl oversees all claims and accident litigation for the company and supervises a staff responsible for recruiting, hiring, and training of drivers. Before joining Southern Freight, Cheryl was in charge of hiring, training, and driver orientation at Drug Transport. Cheryl earned her BA in Business from Green Mountain College in Vermont. She is a NATMI-Certified Director of Safety and Vice Chair of the Safety & Security Council at GMTA.

**Hon. M. Gino Brogdon, Sr. | Henning Mediation**

Gino currently works as a Lead Mediator for Henning Mediation & Arbitration. His background as a trial lawyer, litigator and judge yields comprehensive perspective and understanding on how to solve problems. He arbitrates class action suits, civil rights cases and commercial and corporate turf wars involving Forutne 500 companies. Gino also handles wrongful death, medical malpractice suits, personal injury claims and business disputes. A prevalent trial consultant in multi-million dollar cases, Gino’s expertise encompasses trial strategy, jury selection, witness examination and effective jury persuasion. Gino is a sought-after international speaker, media correspondent and law school and legal skills lecturer. He’s presented over 700 speeches, seminars, and lectures throughout his career.

**Joe Buckley | John E. Reid and Associates, Inc.**

Joseph P. Buckley III is a forensic interviewer, detection of deception examiner, lecturer and consultant. Mr. Buckley is President of John E. Reid and Associates in Chicago, Illinois. He has been with the firm since 1971. He is co-author of four books: *The Investigator Anthology; Criminal Interrogation and Confessions; Essentials of The Reid Technique*; and, *A Field Guide to The Reid Technique*, as well as numerous articles and papers. He is a contributing author to *The Encyclopedia of Police Science* and *The Encyclopedia of Security Management*. He is a member of the International Association of Chiefs of Police, the American Society for Industrial Security, as well as numerous other professional organizations. Mr. Buckley has lectured extensively to law enforcement, government and business groups.

**Ayana Collins | Epic Insurance Brokers**

Ayana is a dedicated health and wellness professional with over 10 years of proven success in designing, implementing and managing wellness programs of all sizes. Ayana is a subject matter expert and is a contributor, public speaker and author on a variety of fitness, disease prevention and health awareness topics. Topics include stress management, chronic disease management, and weight management. Ayana advises large and small organizations on wellness program management specific to clients’ needs. She provides guidance with regard to best practices for program design, implementation and evaluation. She also serves as a liaison between third-party wellness vendors and clients, and as a health and wellness resource. Ayana holds a Master of Science in Sports Administration from Georgia State University and a Master of Science in Clinical Epidemiology & Health Service Research from Wake Forest University.

**Ed Cotton | ProSight Specialty Insurance**

Ed is a Claims Specialist with ProSight Specialty Insurance and has more than 20 years of experience in the transportation field. He currently oversees claims and litigation against motor carriers. Before joining ProSight in July of 2015, Ed worked for 17 years at Canal Insurance Company in Greenville, SC. Ed was in management for his last 13 years at Canal and, during his last seven years, was the Major Case Unit Manager, where he supervised a staff that handled all fatal and catastrophic casualty losses from first notice to final resolution and oversaw the company’s Rapid Response Team. Before joining Canal, Ed worked in the trucking industry as a claims adjuster, both in-house and in the field. Ed earned his BS in Financial Management from Clemson University.

**John Eads | Wilson Elser**

John Eads, regional managing partner of Wilson Elser’s Michigan office, has defended high-exposure cases for nearly 25 years, specializing in medical and legal malpractice, transportation and general liability as well as large Michigan No-fault cases. He also handles environmental matters, business and employment disputes, contract actions, E&O liability and municipal/school liability cases. John represents major utilities and national retailers and is eminently qualified to defend and evaluate high-demand injury cases. His clients include insurers, commercial businesses and trucking companies, among others.

**Setara Foster | Ferguson Frost Moore & Young**

Setara is an Associate in the Birmingham, Alabama office of Ferguson Frost Moore Young. She graduated from the University of Texas and the Cumberland School of Law, Samford University. Setara has successfully represented clients in personal injury, consumer, commercial fraud, and medical malpractice suits. Setara has been named a “Top 40 Under 40 Lawyer” by The National Black Lawyers. She has spoken at numerous organizations related to the trucking and transportation industry, including the Claims & Litigation Management Alliance (CLM).
MITCH FROST | FERGUSON FROST MOORE & YOUNG
Mitch is a founding Partner in the Birmingham, Alabama office of Ferguson Frost Moore Young. He graduated from the University of Alabama and the Cumberland School of Law, Samford University. Mitch has tried many wrongful death and personal injury cases. He spends most of his time defending high exposure personal injury litigation and is regularly retained by major excess insurance carriers. He is also retained as appellate counsel in many high exposure cases as they approach trial to assist with legal issues and to preserve the record for appeal. As a member of the firm’s Rapid Response Team, he has investigated and defended long distance and local transport companies when accidents cause injuries or fatalities on Alabama’s highways. Mitch is a member of the Federation of Defense and Corporate Counsel (FDCC) and numerous other organizations related to the trucking and transportation industry, including the Trucking Industry Defense Association (TIDA) and the Claims & Litigation Management Alliance (CLM).

STEVEN GARRISH | SLEEPSAFE DRIVERS
Steven is a 20-year veteran of the Transportation & Logistics industry. He graduated from Georgia Southern University in 1996 with a BBA in Logistics and Intermodal Transportation, later earning his MBA from John Brown University in 2013, with emphasized studies in Leadership and Ethics. Steven is a board member of ATA’s Safety Management Council, NPTC’s Board of Governors, and is a NATMI-Certified Director of Safety. Steven’s work experience includes 15 years with JB Hunt Transport Company, Inc., in which he held a variety of roles in: Human Resources Operations and Safety. For the last 5 years up through September of 2015, Steven worked at Walmart with the Private Fleet, holding three positions in safety during his tenure, including Senior Director–Private Fleet Safety, where he led safety efforts for the Walmart Private Fleet, which is comprised of nearly 8000 truck drivers nationwide.

DOUGLAS GIBSON, PSY.D., MPH, ABPP | MEDPSYCH OF VIRGINIA
Doug is Board Certified in Rehabilitation Psychology (ABPS) and Health Psychology (ABPP). In 2005, after earning his Master of Public Health/Epidemiology (M.P.H.), Doug joined the faculty at Virginia Commonwealth University Medical Center as an associate professor of psychiatry and surgery. During this time, Doug remained a commissioned officer (United States Army) and served as lead behavioral science officer for the Virginia Army National Guard. Following several deployments and numerous consultations on sensitive cases, Doug commissioned as an officer with the Central Intelligence Agency in 2012, where he now serves as the first behavioral medicine and neuropsychologist within the Agency’s Office of Medical Services. He also consults to the office of security, special operations and other components as an intelligence officer. Doug is the owner and president of MedPsych of Virginia, a private practice specializing in behavioral medicine and neuropsychological consultation in Reston, Virginia.

TOM GILLEN | SAIA MOTOR FREIGHT
Tom is the Regional Safety Manager with Saia LTL Motor Freight and a NATMI-Certified Director of Safety. He has worked in various positions in the transportation industry over the last 37 years, from entry level to terminal manager. Tom’s breadth of real-life experiences has allowed him to understand safety and its importance from multiple angles, as well as the challenges of implementing protocols and safety procedures in the transportation workplace while maintaining compliance with many federal and state entities. Based in Atlanta, Tom covers safety implementation, training, documentation and issues that arise with safety for 1800 employees at 10 transportation terminals in four states. He has served as Saia’s corporate representative in multiple lawsuits, including depositions and court appearances. Recently, Tom has been involved with Saia’s early implementation of trucks with cutting edge safety technology, including both forward facing and in-cab cameras with LYTX and Bendix Systems.

MIKE GRIMLEY | GALLOWAY JOHNSON TOMPKINS BURR & SMITH
Mike is Managing Director of the firm’s Pensacola, Florida office and has over 25 years of experience in representing trucking companies and their carriers in a wide variety of litigation. He has tried numerous jury and bench trials throughout the State and Federal Courts in Florida, Louisiana, Texas (ad hoc) and Alabama (ad hoc). As a coordinating member of the firm’s 24/7 Rapid Response Team, Mike regularly handles multi-vehicle accidents involving multiple deaths and serious injuries with multi-million dollar damages, serious injury cases, and cases involving multi-party mediations. He serves as trusted counsel to his trucking and transportation clients, regularly coordinating their emergency response needs throughout the firm’s geographic footprint and beyond.

JAMES HRYCAY | HRYCAY CONSULTING ENGINEERS
Jim is a Principal Engineer in the Windsor, Ontario office of HRYCAY Consulting Engineers, a multi-discipline firm which provides services in the areas of motor vehicle accident investigation and analysis, civil and municipal design, and computerized 3D visualization. Jim specializes and is frequently called upon to serve as an expert throughout the United States and Canada in the fields of motor vehicle accident investigation, engineering analysis, and transportation safety. He has worked on a broad range of projects, including highway and roadway design, bridge design, and heavy construction projects and he has participated in international investigations of transportation and traffic issues relating to accident causation, vehicle kinematics and dynamics, roadway design and maintenance, and occupant kinematics.

MARK HURLEY | CUSTARD INSURANCE ADJUSTERS
Mark joined Custard Insurance Adjusters in 1999 and has held the position of Atlanta Branch Manager/Senior Claim Investigator since 2007. He received undergraduate degrees in Criminal Justice and Psychology from The George Washington University. Mark began his career in the Homicide Division of the U.S. Attorney’s Office in Washington, D.C. before transitioning into the insurance field, working eight years as a private investigator in Boston, Massachusetts. In his current role at Custard, he oversees all commercial transportation claims and investigative field operations. In addition, Mark is a member of the Georgia Motor Trucking Association (GMTA) and Atlanta Claims Association.
ANDY ISAKOFF | NATIONAL INTERSTATE INSURANCE COMPANY
Andy is Director of Claims Services at National Interstate Insurance Company and is responsible for the national and enterprise-wide management of multiple functional areas, including training, compliance/auditing, subrogation, claims intake and the runoff programs. He is also responsible for vendor management and all aspects of litigation management, including selection and oversight of outside counsel. Andy previously worked as a claims attorney in the multi-state division of Progressive Insurance Company. Andy earned his JD from the University of Toledo College of Law.

GARY JOHNSON | LYTX INC
Gary Johnson is the Director of Risk and Compliance Management at Lytx. In this capacity, he provides service consulting and innovated program solutions that fit their client’s risk and compliance needs. In addition, Gary works with clients to structure enterprise risk management programs and other alternative risk solutions that benefit the transportation industry. Mr. Johnson has 30 years of extensive experience in the transportation industry with emphasis on the fields of occupational safety, personal injury, and employee management. Gary has also spent time as an Adjunct Instructor for Century College where he educated new industry professionals on Federal Motor Carrier Administration Rules and Regulations in addition to instruction on the understanding of the FMCSA’s Compliance Safety Accountability (CSA) program.

MICHAEL KITCHENS | HOWARD SHEPPARD, INC.
Mike is the Safety Director at Howard Sheppard, Inc., a family-owned motor carrier that operates more than 350 power units throughout the continental United States and specializes in the transportation of kaolin, liquid, dry bulk, packaged freight, and containerized freight. His job duties include overseeing the Safety Department and monitoring and ensuring compliance with all applicable federal, state, and local laws, rules, and regulations. He develops and implements safety initiatives, including comprehensive motor carrier safety and loss control programs, to control and prevent loss events, including vehicle accidents, personal injuries, cargo and other preventable losses. Mike is responsible for coordinating the investigation of losses, including rapid response to serious injury and fatality accidents. Before moving into the private sector, Mike worked as an Officer in the Motor Carrier Compliance Division (MCDD) of the Georgia Department of Public Safety for more than a decade.

JAMES LANDRUM | FMCSA
Jim serves as the Georgia Division’s Federal Program Manager of the Federal Motor Carrier Safety Administration. He oversees five federal investigators and 15 state investigators. He previously served as the Hazardous Material Specialist for Georgia and Alabama. As the hazardous material specialist, he conducted investigations involving companies transporting, shipping and receiving hazardous material. He also conducted in-depth investigations on cargo tank manufactures and inspectors. Jim has served as a member of the Georgia Department of Public Safety Motor Carrier Compliance Division, as a law enforcement officer and investigator.

JOHN MESSERSMITH | KALBAUGH PFUND & MESSERSMITH
John is the president and managing partner of KPM Law and is based in the firm’s Richmond, Virginia office. John graduated from Virginia Tech and the University of Richmond School of Law and focuses his practice in the areas of motor carrier transportation, para transit/ambulance and coverage matters. John is responsible for coordinating rapid response for catastrophic accidents and overseeing litigation throughout the mid-Atlantic. John maintains an AV® Peer Review Rating from Martindale-Hubbell, is a member of several organizations related to the trucking and transportation industry, including the Claims & Litigation Management Alliance (CLM), Trucking Industry Defense Association (TIDA) and Transportation Lawyers Association (TLA).

NEAL MOORE | FERGUSON FROST MOORE & YOUNG
Neal is a partner in the Birmingham, Alabama office of Ferguson Frost Moore Young. Neal has spent his career defending and trying cases involving personal injury and death. As a member of the firm’s Rapid Response Team, he has investigated and defended long distance and local transport companies when accidents cause injuries or fatalities on Alabama’s highways. He also handles complex product liability matters, working closely with professionals in industrial and commercial enterprises to defend claims of allegedly defective devices and equipment, and has developed expertise in defending cases involving burn injuries. Neal also has specialized knowledge in the financial regulations governing lenders and debt collectors and serves in the firm’s Financial Services Litigation Group.

ROB MOSELEY | SMITH MOORE LEATHERWOOD
Rob is a partner in the Greenville, South Carolina office of Smith Moore Leatherwood. He leads the firm’s Transportation and Logistic Industry Group. He represents trucking companies, brokers and logistics companies, and their insurers in disputes involving commercial transportation accidents, federal and state safety regulations, commercial insurance coverage disputes, freight claims, and other issues involving trucking companies. Rob also concentrates his practice on providing advice to trucking and logistics companies on proactively assessing and addressing risk both internally and externally, drafting and managing contractual relations, labor and employment issues, and planning for growth and development. He has tried over 80 cases to jury verdict in federal and state courts of unlimited jurisdiction. Rob serves as national counsel for several insurance companies and regional and national motor carriers, managing active litigation in 20-30 states at any given time. He is member of and held leadership roles in numerous organizations related to the trucking and transportation industry.
MICHAEL NISCHAN | EPIC INSURANCE BROKERS

Michael is Vice President of Transportation & Logistics Risk Control. He is responsible for the transportation risk control practice of EPIC Insurance Brokers and Consultants, working out of the Southeast Region office in Atlanta. With more than 20 years of experience in law enforcement, private industry management and consulting, he has a genuine understanding of what it takes to operate a fleet safely and profitably. He helps motor carriers achieve and exceed regulatory requirements, develops management and training programs, implements operational controls to enhance efficiency and educates all members of an organization on compliance and security measures. He is an instructor with the North American Transportation Management Institute (NATMI) and provides professional training courses on behalf of the Georgia Motor Trucking Association (GMTA).

MIKE PETERSEN | CHEMICAL SOUTH TRANSPORT, INC

Mike is the Maintenance & Safety Director for Chemical South Transport, Inc. He is committed to exceptional standards in these areas. He is actively involved with the Georgia Motor Trucking Association, participating in truck safety inspections, driver outreach and promoting compliance within the trucking industry. As a retired Army veteran, his attributes have been fine-tuned over the 20+ years that he served. He has been called upon by professionals to serve as a subject matter expert on trucking safety and mechanical repair.

HEATH STEWART | IMPACT COLLISION ANALYSIS

Heath is the principal and founder of Impact Collision Analysis, LLC, a collision reconstruction firm based in Georgia and serving the civil arena since 2006. He has specialized training in commercial vehicles, motorcycles, bicycles, and pedestrian collisions and an expert in traffic collision reconstruction. Heath graduated from the University of Tennessee at Chattanooga with a B.S. in Mechanical Engineering. A former Trooper with the Georgia State Patrol, Heath has been involved in collision investigations for over 16 years. From 2002-06, he worked in the Georgia State Patrol’s Specialized Collision Reconstruction Team (SCRT), where he was tasked with the investigation, reconstruction, and prosecution of several hundred vehicular homicide cases, including pursuit-related fatalities and the Cataco County 84-car fog crash. He holds certifications as a Georgia POST Instructor, Forensic Mapping Specialist, Bosch Crash Data Retrieval (CDR) Technician, and Bosch CDR Analyst.

MATT STONE | SMITH MOORE LEATHERWOOD

Matt is a partner in the Atlanta, Georgia office of Smith Moore Leatherwood. He is a member of the firm’s Transportation Industry Group and leads the Georgia team. Matt focuses on resolving motor vehicle liability claims against companies, drivers and insurers in the transportation industry. He regularly coordinates the rapid response for catastrophic accidents and oversees litigation for insurers and motor carriers. Matt has tried cases in all of Georgia’s federal judicial districts and many of Georgia’s 49 judicial circuits and has represented clients in more than 75 appeals to the state and federal appellate courts in Georgia. He has been named a “Top Rated Lawyer in Transportation” by Corporate Counsel magazine and The American Lawyer and is member of numerous organizations related to the trucking and transportation industry, including the Trucking Industry Defense Association (TIDA), Transportation Lawyers Association (TLA), and the Claims & Litigation Management Alliance (CLM).

DON TAYLOR | RELIANCE STEEL & ALUMINUM CO.

Don is the Director of Fleet Safety & Compliance at Reliance Steel & Aluminum Co., a Fortune 500 company headquartered in Los Angeles, CA. The Reliance family of companies operates commercial vehicles under 42 different USDOT numbers from approximately 300 locations across the U.S. and Alaska. Prior to his employment with Reliance, he was a Sr. Risk Engineer and Team Leader of Zurich Insurance Company’s Transportation Team, which was a team of fleet safety specialists dedicated to loss prevention and control for Zurich’s commercial fleet customers. He also served as a Director of Safety at U.S. Aggregates and is a former police officer. He earned a Bachelor of Arts degree in Business Administration from Southern Utah University and an MBA from Utah State University. He’s worked as a fleet safety professional for approximately 25 years and lives in Southern Utah with his wife and family.

JERRY WADDELL | CARGO TRANSPORTERS, INC.

Jerry is the Safety Director at Cargo Transporters, an asset-based dry-van motor carrier with more than 500 power units and specializing in time-definite truckload service. He has been with Cargo Transporters for the last 17 years and oversees all aspects of safety, compliance, and risk management; he has also served as the company’s representative in litigation. Jerry began his career as a driver for Quality Oil Company in 1975, hauling gasoline, fuel oil and aviation products across NC, SC and VA. In 1985, he moved into the operations sector with another company. He has served as a Member and Past Chairman of the American Trucking Association (ATA) Safety Management Council, Member and Past Chairman of the Truckload Carriers Association (TCA) Safety & Security Division, and Member and Past Chairman of the North Carolina Trucking Association (NCTA) Safety Management Council. Jerry has received numerous honors and awards for his service in the transportation industry, including the ATA’s National Safety Director of the Year Award, the TCA’s Claire C. Casey Award, and the NCTA’s Safety Director of the Year Award. He attended Appalachian State University and is a NATMI-Certified Director of Safety.

TRACY YAUN | BERKLEY SOUTHEAST

Tracy is the AVP of Casualty Claims at Berkley Southeast Insurance Group where she has responsibility over the auto, general liability and litigation and large loss claim departments. She joined Berkley Southeast Insurance Group in 2013 as Corporate Claim Counsel. In that role, she was responsible for compliance, litigation management, coverage issues, vendor management and general legal functions. Prior to Berkley Southeast, Tracy held leadership roles at AIG and Zurich Insurance. While at Zurich, she was one of a handful of employees from around the world to be chosen for Zurich’s Global Associate program. She was relocated to Dublin, Ireland to work with Zurich’s European Head of Claims on various initiatives and projects. Upon her return to the US, she was promoted to an International Claims Home Office Supervisor with responsibility over complex, global claims for Fortune 100 accounts. Tracy holds both an SCLA and CPCU designation.