



**#NRRDA2018**  
**#BigIdeasintheBigEasy**  
**Register now for NRRDA's 2018 Annual Conference**

Wednesday, February 28 to Friday, March 2, 2018  
JW Marriott, New Orleans, Louisiana

**BACK BY POPULAR DEMAND**  
**NRRDA is hosting two evening events at no additional charge for attendees!**

Plan on attending the 5<sup>th</sup> annual Founder's Reception and dinner on Wednesday, February 28<sup>th</sup> at the conference hotel, as well as an exciting evening at the world renowned Audubon Aquarium of the Americas on Thursday evening, March 1<sup>st</sup>.

The NRRDA Annual Conference provides the chance to learn and share information in one place. This year's three-day event is full of educational opportunities on a variety of subjects that range from workplace investigations, public relations, chronic pain, employment law updates, accessibility, return to work strategies, and cyber threats on the dark web.

**Back by popular demand** – The Innovative Vendor Presentations. Five vendors were chosen from a pool of interested applicants to present their leading edge product or service during Thursday's afternoon General Session. Each presenter will introduce their products, technologies or services that can save money, reduce the number or severity of claims, manage common risks, and enhance defense litigated matters in the retail and restaurant industry.

There will be a panel of three people asking the questions, followed by a vote by all attendees for the most Innovative Vendor! This will be fast paced, fun and informational! The winner will be announced Friday, March 2<sup>nd</sup> at the morning General Session.

**WHO SHOULD ATTEND?**

Risk Managers ~ Loss Prevention Specialists ~ In-House Counsel ~ Defense Counsel ~ Claims Managers ~  
Third-Party Administrators ~ Litigation Managers ~ Underwriters ~ HR Personnel ~ Insurance Carriers

**COME JOIN US IN NEW ORLEANS, LOUISIANA**

Register online by logging in at [www.nrrda.org](http://www.nrrda.org) and clicking on the Annual Conference tab,  
or call (847) 324-7050 and our staff will assist you.



## CANCELLATION POLICY

All requests for cancellation refunds must be submitted in writing to Celtic Chicago (DebR@celticchicago.com) by February 6, 2018. Registrants who are unable to attend may send a substitute or receive course materials following the conference. Cancellations requested less than three weeks prior to the conference will not be eligible for refunds unless approved by the NRRDA President and Annual Conference Chair, upon a showing of extraordinary circumstances. Extraordinary circumstances include, but are not limited to death, serious illness, accident, or other situation which could not be planned for or prevented by the attendee. A \$50.00 administrative fee will be charged for all cancellations.

## CONFERENCE HOTEL INFORMATION

JW Marriott New Orleans  
614 Canal Street, New Orleans, LA 70130

**HOTEL RESERVATIONS** - To get the NRRDA group rate of \$219 for a single or double room, [click here](#) to reserve your room directly online OR call the hotel at (877) 622-3056 and mention you are attending the NRRDA Annual Conference, February 28 - March 2, 2018, and you will receive the group rate. We encourage you to book through this link or number to guarantee NRRDA continues to receive the discounted group rate.

**AIRPORT SHUTTLE SERVICE** - Official Conference Airport Transportation is provided by Airport Shuttle. [Click here](#) for the NRRDA group rate of \$44 Round Trip or \$24 One Way per person, from Louis Armstrong International Airport to JW Marriott. Look for the Airport Shuttle service white vans with yellow lettering. Airport Shuttle is safe, convenient and economical, delivers you stress-free every time.

## GOLF OUTING (Optional)

Attention golfers, the 2018 NRRDA golf outing is set for the South course at the Bayou Oaks City Park location. The South course is a championship level golf course comprised of a 250-acre footprint. The layout of the course features many of the historic oak trees and existing lagoons that are characteristic of the park. Designed by renowned golf course architect Rees Jones, the par 72 layout can accommodate players of all skill levels. Registration for this optional activity includes transportation, greens fee, breakfast and lunch. The shot-gun start begins **Wednesday, February 28, 2018 at 8:00 am**.

## SERVICE PROJECT (Optional)

Building upon last year's support, we will be volunteering again as a group, **Wednesday, February 28, 2018 from 8:30 am-1:00 pm**. This year **we have room for 30 volunteers** at the Second Harvest Food Bank on a first come, first serve basis; sign up with your registration. The work that you will be doing is in their Community Kitchen, which is climate controlled. NRRDA will provide bus transportation from the conference hotel. All volunteers must wear closed toed shoes! If any volunteer is wearing flip flops or sandals, they will not be permitted to work! For more information on the Second Harvest Food Bank, visit [no-hunger.org](http://no-hunger.org).



## **DINNER OUTING – Price Included in Registration Fee!**

NRRDA will host an exclusive tour of the Audubon Aquarium of Americas followed by dinner in the reef. This event is within walking distance of the conference hotel. Dinner and drinks (one drink ticket included, followed by cash bar) will be served and New Orleans Jazz will provide the entertainment! Located on the Mississippi River adjacent to the French Quarter, Audubon Aquarium of the Americas immerses you in an underwater world. The colors of a Caribbean reef come alive in their walk-through tunnel, while the penguins and southern sea otters enchant you with their antics. Casual dress code.

Audubon Aquarium of Americas  
1 Canal Street, New Orleans, LA 70130  
[audubonnatureinstitute.org/aquarium](http://audubonnatureinstitute.org/aquarium)

## **A NOTE ABOUT NRRDA EVENTS**

As you may have previously experienced, the NRRDA Annual Conference is an inclusive collaborative event that is quite different than other conferences. So we may meet our goal of fostering fun and networking-conducive environment, the NRRDA Board of Directors has requested no firm or sponsor schedule an educational event during NRRDA Functions. If you would like to host a gathering at the conclusion of scheduled events (After 9:00 pm on Wednesday, after 9:30 pm on Thursday or after 12:15 pm on Friday), you are certainly welcome to do so. If you plan an event that competes with an official NRRDA function, you will not be allowed to attend the 2019 Annual Conference.

We trust you understand our goal is to create an event that welcomes all participants and encourages interaction among all attendees. If you have any questions, please contact the NRRDA office.



## 2018 NRRDA ANNUAL CONFERENCE SCHEDULE

### #NRRDA2018

### #BigIdeasintheBigEasy

## FEBRUARY 28 - MARCH 2, 2018

## NEW ORLEANS, LOUISIANA

### Wednesday, February 28

<b>Golf Outing</b>	Bayou Oaks at City Park
7:00 am	Departure from hotel lobby
8:00 am	Shot-gun start
1:30 pm	Return to hotel lobby
<b>Service Project</b>	Second Harvest Food Bank of New Orleans
8:00 am	Departure from hotel lobby
8:30 am	Service project
1:00 pm	Return to hotel lobby

<b>6:30 – 7:00 pm</b>	<b>New Member Reception</b>
<b>7:00 – 9:00 pm</b>	<b>Founder's Reception and Dinner</b>

**REGISTER AND STAY!**  
*Founder's reception expanded to include dinner, music and dessert!*

### Thursday, March 1

<b>8:00 – 8:30 am</b>	<b>Breakfast</b> <b>Industry-led Breakfast Round Tables</b>
<b>8:30 – 8:40 am</b>	<b>Morning Announcements &amp; Welcome – Bob Kopka, NRRDA President</b>
<b>8:40 – 9:40 am</b>	<b>GENERAL SESSION</b> <b>Traumatic Brain Injury or Traumatic Feign Injury?</b> Our expert neuropsychologist and defense attorney will make sure nothing gets Bayou! Come learn about the parade of symptoms, tests, tools, tips and learn how to jazz up your next TBI defense. Moderator: Scott W. Bermack; Speaker: Douglas P. Gibson, PsyD, MPH, ABPP
<b>9:40 – 9:50 am</b>	<b>Break</b>
<b>9:50 – 10:50 am</b>	<b>GENERAL SESSION</b> <b>Tips for Successfully Navigating through a Public Relations Storm</b> Taking a few examples of recent public relations challenges from the news, such as United Airlines video of passenger removed, the Chipotle food adulterations, the Target cyber-breach and others, breaking them down into categories of problems, provide real-life examples that risk managers can use to execute a PR campaign. Moderator: Robert J. Kopka; Panelists: Rachel York Colangelo; Jay Gates; Kristen Wilson

**10:50 – 11:10 am**      **Break**

**11:10 am – 12:10 pm**    **BREAKOUT SESSION A**

Attendees may select one of the following breakouts:

- 1.      **Becoming a Super Sleuth – Conducting Effective Workplace Investigations****

This presentation will discuss best practices and recent legal developments in the ever-changing world of workplace investigations. Through video vignettes, the presentation will identify strategies for gathering facts, preparing for and conducting interviews, assessing credibility, and communicating findings. This presentation will also discuss related risks, including potential ethical issues.

Panelists: Robert O. Binkley, Jr.; Burton D. Garland Jr.; Danielle Goodgion
- 2.      **The Not So Big Easy – Creative Return to Work Strategies****

Being able to get an injured worker back to work early is known to dramatically reduce the overall exposure of a workers' compensation claim. However, the process is not quite so easy. Allow our panel to assist in helping you establish, or improve, your return to work program to drive down your overall exposure.

Moderator: Matthew C. LaFave, Esq.; Panelists: Dena Abdallah; Virginia Baba; Kelly Lawless
- 3.      **Modern Approaches to Premises Cases****

This panel will use case examples as the platform for an interactive discussion meant to introduce the audience to additional approaches to premises cases that may have been overlooked or not even know about. There will be an emphasis on using technology within premises (such as surveillance video) as well as that at the disposal of experts during their investigation and analyses on premises cases (3D scanning, crash test dummy testing, simulations/animations).

Panelists: Barret Albritton; Jaclyn Chapman; Douglas Morr
- 4.      **ADA Accessibility: From Brick & Mortar to the World Wide Web Is Your Business Compliant?****

More than 50 million Americans with disabilities are potential customers of retail businesses, restaurants, hotels and other types of traditional brick and mortar public establishments. Those same 50 million Americans are also potential customers of web based businesses. Since 1990, the Americans with Disabilities Act has required businesses to remove barriers from older buildings and to design and build new facilities to improve accessibility. There are extensive federal regulations on that topic but none, as of yet, that specifically address accessibility issues on the internet. Does that mean only brick and mortar establishments need to be ADA compliant? Not necessarily. Join us for an hour to learn what you need to do to get and remain compliant with ADA requirements.

Moderator: Madeline Baio; Panelists: Jason Boyd, PE; Kurt Leisure; Kathy Wahlbin

**12:10 – 1:20 pm**      **Lunch with Keynote Speaker Bret Pinson**  
**Claiming Innovation**

While many leaders and organizations claim to be innovative and want more innovation, very few are actually successful at creating innovation. In this interesting and engaging presentation, Bret Pinson, President of Pinson & Associates, will help attendees not only understand the value and implications of innovation, but how leaders and organizations can apply best practices and researched methodologies to truly innovate. With Mr. Pinson's gift of storytelling, he will share real world examples of how organizations from major corporations to small entrepreneurial organizations have succeeded in bringing innovation to the marketplace and in the process transformed themselves and the world.

**1:20 – 1:25 pm**      **Break**

1:25 – 2:25 pm

## BREAKOUT SESSION B

Attendees may select one of the following breakouts:

- 1. Employment Law Update: How Have Employers Fared Under the Trump Administration, Resulting Administrative Activity, Court Decisions and What Tweets to Expect in 2018**

As fast as a finger can tap out 140 characters, Trump Administration policies, legislation (and tweets!) have impacted employers and their daily business activities. A panel of experts will examine how industry and other employers have fared under the often-chaotic Trump Administration, examine the reactions of courts and administrative agencies, and muse on what to expect in 2018. The panel will focus on polarizing issues including Class Action Litigation, Immigration, Wage and Hour Laws, and EEOC Guidance.

Panelists: Dennis D. Strazulo; Lisa Unger
- 2. Unmasking the Truth Behind Chronic Pain: A Neuropsychological Perspective**

Our neuropsychologist and behavioral medicine experts will provide an in depth analysis of chronic pain including proper diagnosis, patient profiling, factors affecting the pain experience, symptom validity, malingering and somatization.

Panelists: Douglas P. Gibson, PsyD, MPH, ABPP; Gail Sommers, PsyD
- 3. Cyber Threat Intelligence: Quantifying the Dark Web & Associated Risk**

Exploring soft/hard dollar costs hidden in the constant evolution of cyber-crime.

Moderator: Frank Cochran; Panelists: Jessica Daehler; Jaqueline Day; Mark Lopes
- 4. Engineering the Risk out of Flooring and Walkways**

Retail customers and restaurant goers are constantly inundated with stimuli vying for their attention. When these stimuli are combined with challenging environmental factors, a recipe for disaster is created. This presentation by a forensic engineer who designs and tests parking lots and walkways, and two attorneys - one who manages claims for a major retailer and the other who defends against claims for insurance and retail who have litigated a number of slip, trip and fall accidents in retail settings - takes a close look at mitigating some of the risk out of flooring and walkways. The elements discussed will include walkway design, flooring surfaces, codes and standards, cleaning and maintenance, coefficients of friction and more! Join this conversation that focuses on making your customers' dining and shopping experiences injury-free.

Panelists: Jason Boyd, PE; Brian Kane, Esq.; Douglas Stipanovich, Esq.

2:25 – 2:35 pm

**Break**

2:35 – 3:35 pm

## GENERAL SESSION

### **Convenience: Not So Easy – Food and Retail Delivery Considerations in the Big Easy**

Panel discussion will cover a fairly wide range of topics related to restaurant and retail deliveries and pick-ups including the increasing use of autonomous vehicles, insurance coverage and liability issues related to same, and possible future effects on businesses in the industry.

Moderator: Mony Yin, Esq.; Panelists: Kevin Blake, Esq.; Karen Saab-Dominguez, Esq.; Kendra Schropp

3:35 – 3:45 pm

**Break**

(continued)

**3:45 – 4:45 pm**

**Innovative Vendor Presentations**

Presenters:

1. **Winning your Litigation by Taking a Much Closer Look** – Michael R. Manley - Rimkus Consulting Group, Inc.
2. **JuryPro: Harvesting Social Media to Shape Jury Pools** – Garrett McGinn - DigiStream Investigations
3. **Using Technology to Reduce Total Cost of Risk** – Brian Rosen - Gleason Technology, Inc.
4. **SmartPartner - The 24/7 Partner You Can Trust** – Amy Don - CoventBridge Group
5. **Digital DNA** – Mark Rice - Inquest Solutions, Inc.

**4:45 – 5:30 pm**

**NRRDA Business Meeting and Board of Directors Elections**

**7:00 – 9:30 pm**

**Dinner Outing – Audubon Aquarium of the Americas**

Audubon Aquarium of the Americas, 1 Canal St, New Orleans, LA 70130

**Friday, March 2**

**8:00 – 8:45 am**

**Breakfast**

**8:45 – 8:50 am**

**Morning Announcements**

**Board of Directors Election Results Announced**

**Innovative Vendor Award Winner Announced**

**8:50 – 9:50 am**

**GENERAL SESSION**

**Risk Managers Panel: Risk Manager Nightmares**

Risk managers from retail and restaurant companies will discuss various topics that will generate a great Q&A session, including incident report best practices, PR and social media responses, gender bathrooms, and other topics that keep them up at night.

Moderator: Kurt Leisure; Panelists: Jay Gates; Patrick Sterling

**9:50 – 9:55 am**

**Break**

**9:55 – 10:55 am**

**GENERAL SESSION**

**Portion Control: Putting Your Litigation Costs on a Diet**

The panel will have a discussion about various cost saving measures to use when defending a retail and restaurant establishment, including when to handle a claim internally, when to bring in outside defense counsel, whether to implement a regional counsel program, retaining medical billing code experts and what factors to consider when retaining high-costs experts.

Panelists: Robert Ballard, Esq.; Carly M. Celmer, Esq.; Jessica Cook; Shaun Jackson

**10:55 – 11:00 am**

**Break**

**11:00 am – 12:00 pm**

**GENERAL SESSION**

**Risk Transfer: Indemnity & Hold Harmless – Are you Sure?**

More and more we are seeing vendors and contractors wiggle out of indemnity and hold harmless agreements. This session will discuss the common pitfalls of indemnity agreements and how to enforce your risk transfer agreements with vendors and contractors.

Panelists: Jacqueline H. Canter, Esq.; Brian Chance; John Kemppainen; Caryn Siebert

**12:00 – 12:15 pm**

**Closing Remarks**

Robert J. Kopka, NRRDA President





## CONFERENCE SPEAKERS:

**Dena Abdallah** – US Foods

**Barret Albritton** – Spears, Moore, Rebman & Williams, PC

**Virginia Baba** – PetSmart, Inc.

**Madeline Baio** – Goldberg Segalla LLP

**Robert Ballard, Esq.** – Zurich North America

**Scott W. Bermack** – Ropers Majeski Kohn Bentley, PC

**Robert O. Binkley, Jr.** – Rainey, Kizer, Reviere, & Bell, PLC

**Kevin Blake, Esq.** – Bennett, Bricklin & Saltzburg, LLC

**Jason Boyd, PE** – CED Technologies, Inc.

**Jacqueline H. Canter, Esq.** – Marshall Dennehey Warner Coleman & Goggin

**Carly M. Celmer, Esq.** – Clyde & Co.

**Brian Chance** – ECBM, LP

**Jaclyn Chapman** – Bloomin' Brands, Inc.

**Frank Cochran** – McGriff, Seibels & Williams, Inc.

**Rachel York Colangelo** – Magna Legal Services

**Jessica Cook** – The Cheesecake Factory, Inc.

**Jessica Daehler** – McGriff, Seibels & Williams, Inc.

**Jacqueline Day** – Control Risks

**Amy Don** – CoventBridge Group

**Burton D. Garland, Jr.** – Ogletree, Deakins, Nash, Smoak & Stewart PC

**Jay Gates** – RMH Franchise Holdings, Inc.

**Douglas P. Gibson, PsyD, MPH, ABPP** – MedPsych of Virginia, Inc.

**Danielle Goodgion** – Texas de Brazil

**Shaun Jackson** – El Pollo Loco

**Brian Kane, Esq.** – Burns White LLC

**John Kempainen** – Rynearson, Suess, Schnurbusch & Champion

**Robert J. Kopka** – Kopka Pinkus Dolin, PC

**Matthew C. LaFave, Esq.** – Crowe LaFave, LLC

**Kelly Lawless** – ReEmployability, Inc.

**Kurt Leisure** – The Cheesecake Factory, Inc.

**Mark Lopes** – Liberty Advisor Group

**Michael R. Manley** – Rimkus Consulting Group, Inc.

**Garrett McGinn** – DigiStream Investigations

**Douglas Morr** – SEA, Ltd.

**Bret Pinson** – Pinson & Associates

**Mark Rice** – Inquest Solutions, Inc.

**Brian Rosen** – Gleason Technology, Inc.

**Karen Saab-Dominguez, Esq.** – Goldberg Segalla LLP

**Kendra Schropp** – On the Border Mexican Grill & Cantina

**Caryn Siebert**

**Gail Sommers, PsyD** – MedPsych of Virginia, Inc.

**Patrick Sterling** – Texas Roadhouse

**Douglas Stipanovich, Esq.** – Dick's Sporting Goods

**Dennis D. Strazulo** – Freeman Mathis & Gary, LLP

**Lisa Unger** – Markel Corporation

**Kathy Wahlbin** – Interactive Accessibility

**Kristen Wilson** – Nordstrom

**Mony Yin, Esq.** – Bennett, Bricklin & Saltzburg, LLC





## REGISTRATION FORM

### Online Option

Register online by logging in at [www.nrrda.org](http://www.nrrda.org). Go to the Annual Conference tab. Click on the link for the Annual Conference Registration.

### Mail Option

Mail the registration form with a check payable to the National Retail and Restaurant Defense Association to:  
NRRDA c/o Denise Illing  
8120 Lehigh Ave., Suite 100  
Morton Grove, IL 60053

### Phone Option

Call NRRDA's office at 847-324-7050 to provide credit card payment information.

## CONFERENCE FEES

All payments are made in USD. No refunds after 2/6/18 (see cancellation policy on page 2).

### Early Registration until December 15, 2017

- \$150 Member/Nonmember Industry – restaurant/retail/insurance
- \$650 Member Attorney/Vendor
- \$760 Nonmember Attorney/Vendor

### Regular Registration December 16, 2017 - January 31, 2018

- \$150 Member/Nonmember Industry – restaurant/retail/insurance
- \$695 Member Attorney/Vendor
- \$795 Nonmember Attorney/Vendor

### Late Registration after February 1, 2018

- \$175 Member/Nonmember Industry – restaurant/retail/insurance
- \$750 Member Attorney/Vendor
- \$860 Nonmember Attorney/Vendor

### Wednesday Golf Outing –

- \$150 Fee includes transportation, greens fees, cart rental, breakfast and lunch  
Shot-gun start: 8:00 am

### Wednesday Service Project –

- No additional charge for conference attendees
- I will volunteer  
Start time: 8:00 am - 1:00 pm

### Wednesday Evening Founders' Reception –

- No additional charge for conference attendees
- I will attend

### Thursday Evening Dinner Outing –

- No additional charge for conference attendees
- I will attend

### Guest Ticket: Wednesday Reception & Thursday Outing –

- \$100 Attendee spouse or significant other

Print name of guest: \_\_\_\_\_

## BREAKOUT SESSIONS

### Breakout A – Thursday, March 1 at 11:10 am - 12:10 pm: CHOOSE ONE

- 1. Becoming a Super Sleuth – Conducting Effective Workplace Investigations
- 2. The Not So Big Easy – Creative Return to Work Strategies
- 3. Modern Approaches to Premises Cases
- 4. ADA Accessibility: From Brick & Mortar to the World Wide Web Is Your Business Compliant?

### Breakout B – Thursday, March 1 at 1:25 - 2:25 pm: CHOOSE ONE

- 1. Employment Law Update: How Have Employers Fared Under the Trump Administration, Resulting Administrative Activity, Court Decisions and What Tweets to Expect in 2018
- 2. Unmasking the Truth Behind Chronic Pain: A Neuropsychological Perspective
- 3. Cyber Threat Intelligence; Quantifying the Dark Web & Associated Risk
- 4. Engineering the Risk out of Flooring and Walkways

### Please print clearly:

NAME \_\_\_\_\_

EMAIL \_\_\_\_\_

BADGE NAME AND CITY IF DIFFERENT FROM CREDIT CARD BILLING ADDRESS \_\_\_\_\_

FIRM/COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_

## PAYMENT METHOD

Credit Card: \_\_\_\_\_ Total: \$ \_\_\_\_\_

- MasterCard
- Visa
- American Express

CREDIT CARD NUMBER \_\_\_\_\_ EXPIRATION DATE \_\_\_\_\_ SECURITY CODE \_\_\_\_\_

NAME AS IT APPEARS ON CARD \_\_\_\_\_

BILLING ADDRESS OF CREDIT CARD \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_