



**2024 OACTA Annual Meeting  
November 14-15, 2024  
The Hyatt Regency, Columbus, Ohio**

**PROGRAM AGENDA**

**Thursday November 14th**

8:00am – 8:30am **Registration / Continental Breakfast / Exhibits Open**

8:30am - 8:45am **Welcome**

**Paul W. McCartney, Esq.**, OACTA President  
**Christine M. Duraney, Esq.**, OACTA Annual Meeting Chair  
**Mitchell A. Tobias, Esq.**, OACTA Annual Meeting Moderator

8:45am - 9:45am ***"Defense Tactics for Settlement Negotiation and Mediation"***

**60 MINUTES**

**Frank A. Ray, Esq.**  
Frank A. Ray Co., LPA

*Frank has served as a well-respected private mediator since 2014. He uses his 41 years' of experience as a trial and appellate attorney to assist parties in achieving resolution in a broad spectrum of civil litigation matters to avoid the risks and uncertainties of a trial. In this presentation, he will focus on settlement negotiations and tactics for defense counsel involved in mediations.*

9:45am - 10:00am **Networking & Break with Exhibitors**

10:00am - 11:00am ***"Appellate Issues after a Reptile Theory Verdict"***

**60 MINUTES**

**Elisabeth C. Arko, Esq.**  
Tucker Ellis LLP

*Elisabeth will use her recent experience as appellate counsel in a Federal sex-trafficking case to discuss how Reptile Theory tactics used to inflame jurors can serve as the basis for appeal.*

11:00am - Noon ***"LegAI Transformations: How Lawyers Must Adapt to Rapid AI Developments to Meet Their Ethical, Legal, and Business Obligations"***

**60 MINUTES**

**Laura Clark Fey, Esq.**  
Fey LLC  
*Sponsored by DRI*

*Artificial Intelligence, particularly generative AI, is changing the legal profession. Rapidly.*

*During this presentation, Laura will first discuss key ways in which AI is being used by in-house and outside counsel. Then, she will provide practical recommendations for identifying and addressing legal, ethical, and business risks posed by AI tools. Next, she will talk about evolving risks posed by threat actors armed with AI tools, including generative AI tools, which are increasingly being used to target money, IP, and sensitive personal data, as well as reputation and market value. She will conclude by providing recommendations on how lawyers can help their organizations reduce risks posed by AI-supported threat actors, and, in the process, enhance corporate compliance with evolving laws and regulations.*

Noon - 1:30pm

**OACTA Legal Excellence Awards Luncheon & Annual Business Meeting**

1:30pm - 3:00pm

**"Reptile Theory – Pre-trial & Trial Strategies for Defense Counsel"**

90 MINUTES

**Joseph W. Pappalardo, Esq.**

Gallagher Sharp, LLP, Of Counsel

*Since publication of Reptile by David Ball and Don Keenan in 2009, plaintiffs' counsel in a wide range of practice areas have used Reptile tactics to maximize damage awards. The Reptile, using physiological and psychological principles, seeks to invoke fear and an emotional reaction in jurors by focusing on the threat to the community posed by the behavior of the defendant, the needless risk, and danger, and violation of safety rules. This presentation will discuss approaches to counter the Reptile, how to reason with jurors by showing the unfairness of the tactics, and, in appropriate instances, turn the Reptile against the plaintiff. It will also include guidance on how to prepare corporate representatives for deposition in a Reptile environment.*

3:00pm – 3:30pm

**Networking & Break with Exhibitors**

3:30pm – 4:30pm

**"Jury Selection Strategy"**

60 MINUTES

**Nick Polavin, Ph.D.**

Senior Jury Consultant, IMS Legal Strategies

*A successful voir dire is critical for seating a jury that can be fair to the defendant. To do that, attorneys need to get jurors to open up and discuss opinions and experiences that may influence them in the case. This presentation will focus on strategies to get jurors talking, maximize cause challenges, and to fight back against reptile tactics starting in voir dire*

4:30pm - 5:00pm

**Networking & Break with Exhibitors**

5:00pm - 6:00pm

**OACTA Networking Reception**

**Dine-Arounds**

**Friday, November 15th**

7:30am - 8:15am

**Mentor / Mentee Breakfast  
Women in the Law Committee Breakfast**

- 8:00am - 8:25am **Continental Breakfast / Exhibits Open**
- 8:25am - 8:30am **Welcome**
- 8:30am - 9:30am **"Ethical Considerations when Defending against Reptile Theory"**  
60 MINUTES – APC / ETHICS
- Samuel A. Meadows, Esq.**  
**Zachary R. Durant, Esq.**  
Reminger Co., LPA
- Sam and Zach have experience defending cases wherein plaintiff's counsel employs the Reptile Theory. In this presentation, they will discuss some of the unique ethical considerations that arise in these cases and will offer practical guidance for maintaining professionalism while zealously defending them.*
- 9:30am - 10:30am **"Update on recent SCOTUS and Ohio Supreme Court Decisions"**  
60 MINUTES
- Michael J. Hendershot, Esq.**  
Office of Ohio Attorney General Dave Yost
- An update of recent SCOTUS and Ohio Supreme Court civil decisions on topics of interest to the defense bar including insurance coverage and declaratory judgments, employment cases, and defense of personal injury, construction, and business cases.*
- 10:30am - 10:45am **Networking & Break with Exhibitors**
- 10:45am - 11:00am **Exhibitor Door Prizes**
- 11:00am - 12:30pm **"Effective Crisis Communications for Attorneys and their Clients: Because the Court of Public Opinion is Always in Session"**  
90 MINUTES
- Bruce Hennes**  
CEO of Hennes Communications
- Attorneys are not always equipped with the crisis communication tools needed to safeguard reputations, and the traditional "no comment" approach can be more damaging than helpful. This presentation will introduce a strategic framework for addressing public scrutiny during sensitive legal situations, helping attorneys manage issues before they escalate into full-blown crises. Attendees will gain actionable insights into how to control the narrative and protect their clients in high-stakes legal environments, both before and after trial.*
- 12:30pm **Adjournment**

TOTAL: 540 MINUTES (9 hrs)  
INCLUDES: 60 MINUTES (1.0 hr) APC + 480 MINUTES (8.0 hrs) GENERAL