

TUESDAY

APR  
05

## TUESDAY AGENDA: BUSINESS OF LAW

Moderators: Seth Price, BluShark Digital; Chase Givens, The Cochran Firm; John Romano, Romano Law Group  
Co-sponsored by Plaintiff Support and Torticity

- 7:00am Registration** | *Latour Foyer*
- 7:00am Continental Breakfast**  
Co-sponsored by Plaintiff Support and Torticity | *Exhibit Hall*
- 8:00am Lead Generation from Leading Experts**  
Steve Nober, CAMG; Cason Carter, Broughton Partners;  
Jacob Malherbe, X Social Media | *Latour 5-7*
- 8:45am Efficient Financing for Your Practice**  
Jarret Prussin, Business Funding Group | *Latour 5-7*
- 9:00am How Innovation Will Keep Your Firm Growing**  
Mike Papantonio, Levin Papantonio Rafferty | *Latour 5-7*
- 9:30am Using Money Wisely for Optimal Firm Results in 2022:  
New Funding Options for Mass Tort Lawyers**  
Joe DiNardo and Dean Chase, Plaintiff Support | *Latour 5-7*
- 9:45am Optimize Your Mass Tort Business by Deferring Cost Until  
Time of Settlement** | Daniel Miner, Torticity | *Latour 5-7*
- 10:00am Morning Break**  
Co-sponsored by Plaintiff Support and Torticity | *Exhibit Hall*
- 10:15am Digital Marketing: Conquering the Google Algorithm –  
The Experts Weigh In** | Andrew Orlander, Razor Rank | *Latour 5-7*
- 10:30am Ace in the Hole – Is that You? Leveraging Leadership Messaging to  
the Digital Platforms**  
Zach Hoffman, Exults Digital Marketing | *Latour 5-7*
- 11:00am Strategies for Working Up Cases and the Technology to Streamline  
the Process** | Dov Slansky, Litify; Susan Barfield, Case Works; Cain  
Elliott, Filevine; Igor Selizhuk, SmartAdvocate | *Latour 5-7*
- 12:00pm Networking Luncheon** | Co-sponsored by Plaintiff Support, Torticity,  
and Consumer Attorney Marketing Group | *Lafite 5*
- 1:00pm Paid Search: Maintaining ROI in an Increasingly  
Competitive Environment** | Ben Fiandaca, Scorpion; Luke W Russell,  
Russell Media | *Latour 5-7*
- 1:30pm What Got You Here, Won't Get You There: The X-Factor Behind the  
Fastest-Growing and Most Profitable Law Firms**  
Michael Mogill, Crisp | *Latour 5-7*
- 2:00pm The Art of Intake and Conversion** | Colleen Joyce, Lawyer.com;  
Kale Smith, Podium; Gary Falkowitz, Martindale-Avvo; Maz Ghorban,  
Alert Communications
- 3:00pm Afternoon Break**  
Co-sponsored by Plaintiff Support and Torticity | *Exhibit Hall*
- 3:15pm Turnkey Co-Counseling**  
Michael Blom, The Lake Law Firm | *Latour 5-7*
- 3:30pm How to Lower Your Cost Per Case: A \$50M+ Legal Lead Generation  
Case Study** | Sebastian Westerby, Tort Experts | *Latour 5-7*
- 3:45pm Inclusive and Multicultural Marketing**  
Nicole Cordero, Walker Advertising | *Latour 5-7*
- 4:00pm Business of Law Track Adjourns**
- 5:00pm First-Time Attendee Networking Forum and Reception**  
Co-sponsored by Levin Papantonio Rafferty | *La Tache*
- 5:00pm Women in Legal Leadership Networking Reception**  
Co-sponsored by Litify | *Montrachet 1*
- 5:00pm MTMP's Inclusion Initiative Reception**  
Co-sponsored by Russell Media | *Montrachet 2*
- 6:00pm Opening Night Gala at XS Nightclub**  
Co-sponsored by Exults Digital Marketing | *XS Nightclub at Encore*
- 8:15pm MTMP's Inclusion Initiative Dinner**  
Co-sponsored by Lawful Good | *Petrus*

TUESDAY

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## TUESDAY AGENDA:

# NUTS & BOLTS OF MASS TORTS

Moderators: Kathryn Avila and Josh Harris, Levin Papantonio Rafferty

Co-sponsored by Consumer Attorney Marketing Group

- 7:00am Registration** | *Latour Foyer*
- 7:00am Continental Breakfast**  
Co-sponsored by Consumer Attorney Marketing Group  
*Exhibit Hall*
- 8:15am Welcome from Mike Papantonio**  
Mike Papantonio, Levin Papantonio Rafferty | *Latour 1*
- 8:30am Mass Torts 101: What You Need to Know to Get Started**  
Seth Katz, Burg Simpson; Elizabeth Graham, Grant & Eisenhofer  
*Latour 1*
- 9:00am Step 1: Marketing for Cases the CAMG Way**  
Steve Nober, CAMG | *Latour 1*
- 9:30am Step 2: Acquiring the Cases**  
Melanie Muhlstock, Parker & Waichman; Alexander Shunnarah,  
Alexander Shunnarah Trial Attorneys | *Latour 1*
- 10:00am Morning Break**  
Co-sponsored by Consumer Attorney Marketing Group | *Exhibit Hall*
- 10:15am You've Got Cases – What's Next?**  
Emmie Paulos, Levin Papantonio Rafferty; Ned Mulligan,  
Cohen & Malad | *Latour 1*
- 11:00am Managing Large Case Dockets and SOL**  
Madeline Pendley, Levin Papantonio Rafferty; Ellen Relkin,  
Weitz & Luxenberg; Lea Morris, Epiq | *Latour 1*
- 11:30am Work the Case or Refer It Out – What to Know**  
Kim Adams, Levin Papantonio Rafferty; Kelly Hyman,  
The Hyman Law Firm | *Latour 1*
- 12:30pm Networking Luncheon**  
Co-sponsored by Consumer Attorney Marketing Group,  
Plaintiff Support, and Torticity | *Lafite 5*
- 1:30pm Who Are the Vendors That Can Help?**  
Moderator: Seth Price, BluShark Digital; Speakers: Steve Nober,  
CAMG; Ben Fiandaca, Scorpion; Damon Barr, Broughton Partners;  
Jacob Malherbe, X Social Media; Scott Hardy, Top Class Actions;  
Susan Jones Knappe, A Case for Women | *Latour 1*
- 2:30pm Case Study of a Mass Tort Project: 3M Earplugs**  
Brian Barr, Levin Papantonio Rafferty; Jennifer Hoekstra,  
Aylstock Witkin Kreis & Overholtz | *Latour 1*
- 3:00pm Afternoon Break**  
Co-sponsored by Consumer Attorney Marketing Group  
*Exhibit Hall*
- 3:15pm Lien Resolution: Basics You Need to Know**  
Chris Paulos, Levin Papantonio Rafferty; Gary Goldberg, ARCHER  
*Latour 1*
- 3:45pm Settlement Strategies** | Chris Tisi, Levin Papantonio Rafferty;  
Anne Andrews, Andrews & Thornton; Michelle Parfitt, Ashcraft &  
Gerel; Fidelma Fitzpatrick, Motley Rice | *Latour 1*
- 4:45pm Nuts & Bolts Track Adjourns**
- 5:00pm First-Time Attendee Networking Forum and Reception**  
Co-sponsored by Levin Papantonio Rafferty | *La Tache*
- 5:00pm Women in Legal Leadership Networking Reception**  
Co-sponsored by Litify | *Montrachet 1*
- 5:00pm MTMP's Inclusion Initiative Reception**  
Co-sponsored by Russell Media | *Montrachet 2*
- 6:00pm Opening Night Gala at XS Nightclub**  
Co-sponsored by Exults Digital Marketing | *XS Nightclub at Encore*
- 8:15pm MTMP's Inclusion Initiative Dinner**  
Co-sponsored by Lawful Good | *Petrus*

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## TUESDAY AGENDA: CLASS ACTIONS

Moderators: Virginia Buchanan and Bill Cash III, Levin Papantonio Rafferty

Co-sponsored by Epiq

**2:00pm Using Defendants' Discovery Tactics to Support Class Certification**

Elizabeth Fegan, Fegan Scott; Katrina Carroll, Lynch Carpenter; Jonathan Jagher, Freed Kanner London & Millen  
*Lafleur 2*

**2:30pm Defending Class Actions in the Wake of *TransUnion***

Paul Bland and Ellen Noble, Public Justice  
*Lafleur 2*

**3:00pm The Latest on Mass Arbitrations as an Alternative to Class Actions**

Daniel Bryson and Patrick Wallace, Milberg Coleman Bryson Phillips Grossman  
*Lafleur 2*

**3:30pm Economic Justice Banking Claims**

Hassan Zavareei, Tycko & Zavareei  
*Lafleur 2*

**4:00pm Pitfalls of Seeking Multiple Remedies in Class Action Litigation When One Can Negatively Impact the Outcome of the Other in a Settlement Context**

Ed Gentle, Gentle Turner Sexton & Harbison  
*Lafleur 2*

**4:30pm Are Digital Payments Right for Your Next Settlement?**

Loree Kovach, Epiq  
*Lafleur 2*

**4:45pm Tuesday Class Actions Track Adjourns**

**5:00pm First-Time Attendee Networking Forum and Reception**

Co-sponsored by Levin Papantonio Rafferty  
*La Tache*

**5:00pm Women in Legal Leadership Networking Reception**

Co-sponsored by Litify  
*Montrachet 1*

**5:00pm MTMP's Inclusion Initiative Reception**

Co-sponsored by Russell Media  
*Montrachet 2*

**6:00pm Opening Night Gala at XS Nightclub**

Co-sponsored by Exults Digital Marketing  
*XS Nightclub at Encore*

**8:15pm MTMP's Inclusion Initiative Dinner**

Co-sponsored by Lawful Good  
*Petrus*



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About the Agenda**

WEDNESDAY

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## WEDNESDAY AGENDA: CLASS ACTIONS

Moderators: Virginia Buchanan and Bill Cash III, Levin Papantonio Rafferty

Co-sponsored by Top Class Actions

- 2:00pm How to Maximize Efficiency in Document Production and Review** | Jean Martin, Morgan & Morgan  
*Latour 5-7*
- 2:30pm Use of Statistical Evidence at Class Certification**  
Adam Zapala, Cotchett Pitre & McCarthy  
*Latour 5-7*
- 3:00pm The Opioid Wars: Vanquishing the Dark Forces – Complex Litigation Strategies**  
Laura Fitzpatrick, Simmons Hanly Conroy | *Latour 5-7*
- 3:30pm The Professional Demise of Tom Girardi: Best Practices in Mass & Class Litigation – Avoiding a Girardi Fallout**  
Jay Edelson, Edelson PC | *Latour 5-7*
- 4:00pm Class Certification Wars: Countering Defendants' Latest Attempts to Defeat Class Certification**  
James Pizzirusso, Hausfeld  
*Latour 5-7*
- 4:30pm Mastering Conjoint Analysis in Class Action Litigation**  
Melissa Weiner, Pearson Simon & Warshaw; Edwin Kilpela, Lynch Carpenter | *Latour 5-7*
- 5:00pm Control Your Legitimate Claim Rate!**  
Scott Hardy, Top Class Actions; Steven Weisbrot, Angeion Group  
*Latour 5-7*
- 5:15pm Wednesday Class Actions Track Adjourns**
- 5:30pm Networking Cocktail Reception**  
Co-sponsored by Scorpion | *Exhibit Hall*
- 6:45pm Evening Entertainment with Illusionist David Blaine**  
Co-sponsored by Scorpion | *Lafite 5*

### Levin Papantonio Rafferty's Class Action Leaders



Virginia Buchanan



Bill Cash



Matt Schultz



Kim Adams



Brenton Goodman

WEDNESDAY

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## WEDNESDAY AGENDA: PARALEGAL SKILLS

Moderators: Julia Metts, Esq., MTMP

Co-sponsored by MASSIVE

- 9:30am Finding Balance Between Your Single Event Cases and Your Mass Tort Cases: 10 Ways to Keep It All Together**  
Susan Staggs, O'Mara Law Group; Laura Freeborn, OnderLaw; Reenee Gangopadhyay, Walton Telken  
*Lafleur 2*
- 10:00am Beating Burnout: 10 Strategies to Increase Productivity and Decrease Stress**  
Rowena Silvera, The Hirsch Law Firm; Christy Hurt and Hannah Trevino, Aylstock Witkin Kreis & Overholtz  
*Lafleur 2*
- 10:45am Complaints: 10 Things You Need to Know About Short Form, Long Form, and How to File**  
Kathryn Avila, Esq., Levin Papantonio Rafferty; Teresa Kapelle, Fibich Leebron Copeland & Briggs; Reenee Gangopadhyay, Walton Telken  
*Lafleur 2*
- 11:30am 3M: Successfully Preparing for the Next Wave of 3M Trials**  
Madeline Pendley, Esq. and Sarah Merced, Levin Papantonio Rafferty; Hannah Trevino, Aylstock Witkin Kreis & Overholtz  
*Lafleur 2*
- 12:00pm Luncheon Featuring the 2022 Trial Lawyer Hall of Fame Induction Ceremony, Clarence Darrow Award, and Keynote Address by Drew Brees**  
Co-sponsored by Broughton Partners  
*Lafleur 2*
- 1:45pm Vendor Speed Dating: Vendors You Need to Know Now!** Zach Hoffman, Exults Digital Marketing; Nataliya Blidy, SmartAdvocate; Colleen Joyce, Lawyer.com; Nicole Cordero, Walker Advertising; David Johnson, Filevine  
*Lafleur 2*
- 2:30pm Plaintiff Fact Sheets: 10 Ways to Get the Information You Need**  
Becca Timmons, Esq. and Ana Rodriguez, Levin Papantonio Rafferty; Christy Hurt, Aylstock Witkin Kreis & Overholtz  
*Lafleur 2*
- 3:15pm Afternoon Break**  
Co-sponsored by Case Works  
*Exhibit Hall*
- 3:30pm Trauma-Informed Communication: 10 Tips for Communicating with Clients, Their Trauma, and the Case**  
Carissa Phelps, Esq., Levin Papantonio Rafferty; Rochelle Guiton, Esq., D. Miller & Associates  
*Lafleur 2*
- 4:30pm What to Expect Once You've Actually Settled: The Post Settlement Process Timeline**  
Randy Nordstrom and Ryan Weiner, MASSIVE  
*Lafleur 2*
- 5:00pm Paralegal Skills Track Adjourns**
- 5:00pm Happy Paralegal Hour**  
Co-sponsored by Fibich Leebron Copeland & Briggs  
*Lafleur 1*
- 6:00pm Networking Cocktail Reception**  
Co-sponsored by Scorpion  
*Exhibit Hall*
- 6:45pm Evening Entertainment with Illusionist David Blaine**  
Co-sponsored by Scorpion  
*Lafite 5*



## WEDNESDAY AGENDA:

## MASS TORT PROJECTS

**Moderators: Emmie Paulos and LaRuby May, Levin Papantonio Rafferty;  
Andy Childers, Levin Papantonio Rafferty/Childers Schlueter & Smith**

**7:00am Registration** | *Latour Foyer*

**7:00am Continental Breakfast** Co-sponsored by CAMG | *Exhibit Hall*

**8:00am Baby Formula: Preemies Continue to Die** | Mike Papantonio, Troy Rafferty, Andy Childers & Sara Papantonio, Levin Papantonio Rafferty; Stephen Reck, Paul Levin & Jose Rojas, Levin Rojas Camassar & Reck; John Romano, Romano Law Group; Deborah Dixon, Dixon Diab & Chambers; Diane Watkins, Wagstaff & Cartmell | *Lafite 5*

**9:00am View from the Bench: How Mass Tort Judges View the Outlook for 2022** | Moderator: Prof. Jaime Dodge, Emory University School of Law; Speakers: Hon. Karen Caldwell (District Judge, E.D. Ky.); Hon. Robert Dow Jr. (District Judge, N.D. Ill.); Hon. Lorna Propes (Circuit Judge, Cook Co. Ill.); Hon. Gary Bergosh (Circuit Judge, Escambia Co. Fla.); Troy Rafferty, Levin Papantonio Rafferty; Victoria Davis Lockard, Greenberg Traurig | *Lafite 5*

**10:00am Paraquat: The Latest Developments** | Moderator: Jan Durrani, Levin Papantonio Rafferty; Speakers: LaRuby May, Levin Papantonio Rafferty; Sarah Shoemake Doles, Carey Danis & Lowe | *Lafite 5*

**10:30am Morning Break** | Co-sponsored by Case Works | *Exhibit Hall*

**10:45am Hall of Fame Panel: Advice for the Next Generation of Trial Lawyers** | Moderator: John Eddie Williams, Williams Hart; Speakers: Mike Papantonio, Levin Papantonio Rafferty; Michael Burg, Burg Simpson; Hon. David Herndon (Ret.), Herndon Resolution; Jayne Conroy, Simmons Hanly Conroy; Eric Kennedy, Weisman Kennedy & Berris; Mark Lanier, The Lanier Law Firm | *Lafite 5*

**12:00pm Luncheon Featuring the 2022 Trial Lawyer Hall of Fame Induction Ceremony, Clarence Darrow Award, and Keynote Address by Drew Brees** | Co-sponsored by Broughton Partners | *Latour 1-4*

**1:45pm Zantac Litigation Update** | Daniel Nigh and Madeline Pendley, Levin Papantonio Rafferty; Tracy Finken, Anapol Weiss; Adam Pulaski, Pulaski Kherkher; Mike McGlamry, Pope McGlamry | *Lafite 5*

**2:00pm BREAKOUT SESSION – Monetize Your Law Practice**  
Jarret Prussin and Steve Rabinovici, Business Funding Group | *La Tache*

**2:15pm Talc Project Update and Texas Two-Step – A New Defense Strategy: How We Got Here, What to Do About It, and Strategies to Protect Yourself from It**  
Chris Tisi, Levin Papantonio Rafferty; Linda Lipsen, American Association for Justice; Hon. Melanie Cyganowski (Ret.), Otterbourg; David Molton, Brown Rudnick; Leigh O'Dell, Beasley Allen; Michelle Parfitt, Ashcraft & Gerel; Lisa Busch, Weitz & Luxenberg | *Lafite 5*

**3:00pm BREAKOUT SESSION – NEC Infant Formula Litigation Update**  
Andy Childers, Sara Papantonio & Stephen Luongo, Levin Papantonio Rafferty; Stephen Reck, Levin Rojas Camassar & Reck; Diane Watkins, Wagstaff & Cartmell; Patrick Luff, Luff Law Firm; Wendy Fleishman, Lieff Cabraser Heimann & Bernstein; Matthew Sill, Fulmer Sill | *Margaux 2*

**3:15pm Afternoon Break** | Co-sponsored by Case Works | *Exhibit Hall*

**3:30pm PFAS Litigation Update** | Ned McWilliams and Wesley Bowden, Levin Papantonio Rafferty; Robert Bilott, Taft Stettinius & Hollister; Gary Douglas and Rebecca Newman, Douglas & London; Christina Cossich, Cossich Sumich Parsiola & Taylor; Scott Summy, Baron & Budd | *Lafite 5*

**4:00pm Elmiron Litigation Update** | Paul Pennock, Morgan & Morgan; Parvin Aminolroaya, Seeger Weiss; Virginia Anello, Douglas & London | *Lafite 5*

**4:30pm Exactech Hip, Knee, and Ankle Recall Litigation Update**  
Daniel Nigh, Levin Papantonio Rafferty; Rayna Kessler, Robins Kaplan; Joseph Saunders, Saunders & Walker | *Lafite 5*

**5:00pm Bard Hernia Mesh Litigation Update** | Michael London, Douglas & London; Brett Vaughn, Hollis Law Firm | *Lafite 5*

**5:30pm Wednesday Mass Tort Projects Track Adjourns**

**5:30pm Networking Cocktail Reception** | Co-sponsored by Scorpion | *Exhibit Hall*

**6:45pm Evening Entertainment with Illusionist David Blaine**  
Co-sponsored by Scorpion | *Lafite 5*

THURSDAY

APR  
07

## THURSDAY AGENDA:

# MASS TORT PROJECTS

**Moderators: Emmie Paulos and LaRuby May, Levin Papantonio Rafferty;  
Andy Childers, Levin Papantonio Rafferty/Childers Schlueter & Smith**

- 7:30am Registration** | *Latour Foyer*
- 8:00am Continental Breakfast** | Co-sponsored by CAMG | *Exhibit Hall*
- 8:30am Women in Legal Leadership Breakfast and Panel Discussion**  
Co-sponsored by A Case for Women, Grant & Eisenhofer, KBA Attorneys, and Milestone; Moderator: Sindhu Daniel, Grant & Eisenhofer; Speakers: Kim Adams, Levin Papantonio Rafferty; Susan Jones Knappe, A Case for Women; Christina Graziano, KBA Attorneys; Laura Fetto, Milestone | *Margaux 2*
- 8:30am How Lawyers Violate Ethical Rules Even in ADR: A Humorous Take on Serious Ethical Issues** | Hon. Sandra Moss (Ret.), Dispute Resolution Institute; Hon. Daniel Stack (Ret.), Alaris ADR; Hon. David Herndon (Ret.), Herndon Resolution | *Lafite 5*
- 9:30am Paragard Litigation Update**  
Erin Copeland, Fibich Leebron Copeland & Briggs; Andy Childers, Childers Schlueter & Smith; Fidelma Fitzpatrick, Motley Rice; Edward Wallace, Wallace Legal Group | *Lafite 5*
- 10:00am Managing the Case in the Public Eye**  
Ben Crump, Ben Crump Law  
*Lafite 5*
- 10:00am BREAKOUT SESSION – Human Trafficking** | Kim Adams, Emmie Paulos, Kathryn Avila & Carissa Phelps, Levin Papantonio Rafferty; Steven Babin, Babin Law; Gregory Zarzaur, The Zarzaur Law Firm; Matthew Bergman, Bergman Draper Oslund Udo  
*Latour 5-7*
- 10:30am Morning Break: Bloody Mary & Mimosa Bar**  
Co-sponsored by Walker Advertising | *Exhibit Hall*
- 10:45am Allergan Litigation Update** | Virginia Buchanan, Levin Papantonio Rafferty; Pete Kaufman, Panish Shea & Boyle; Brian Devine, Seeger Devine | *Lafite 5*
- 11:00am BREAKOUT SESSION – Sexual Assault** | Moderators: Kim Dougherty, Justice Law Collaborative; Bridie Farrell, America Loves Kids; Speakers: Anne Andrews, Andrews & Thornton; Michael Carney, Slater Slater Schulman; Rochelle Guiton, D. Miller & Associates; Christina Graziano, KBA Attorneys | *Lafleur 2*
- 11:15am Philips CPAP Machines Litigation Update**  
Virginia Buchanan and Troy Bouk, Levin Papantonio Rafferty | *Lafite 5*
- 11:30am Boxed Lunches** | Co-sponsored by Broughton Partners  
*Broughton Partners Booth in the Exhibit Hall*
- 11:45am Valsartan Litigation Update** | Daniel Nigh, Madeline Pendley & Sara Papantonio, Levin Papantonio Rafferty; Rosemarie Bogdan, Martin Harding & Mazzotti; Brett Vaughn, Hollis Law Firm | *Lafite 5*
- 2:15pm Investment Fraud Mass Torts: From Robinhood to Your Local Broker** | Michael Bixby, Levin Papantonio Rafferty; Jorge Altamirano, Iorio Altamirano | *Lafite 5*
- 12:45pm Sunscreen Litigation** | Ellen Presby, Ferrer Poirot & Wansbrough  
*Lafite 5*
- 1:15pm Quick Hits on Mass Tort Projects** | *Lafite 5*
- 3M Military Earplugs** | Brian Barr and Troy Bouk, Levin Papantonio Rafferty; Matthew Hosen, Quinn Emanuel  
**Belviq** | Michael London, Douglas & London  
**European Collective Actions**  
Drew Hathaway, Milberg Coleman Bryson Phillips Grossman  
**JUUL** | Chris Paulos, Levin Papantonio Rafferty  
**Proton Pump Inhibitors (PPIs)**  
Cameron Stephenson, Levin Papantonio Rafferty  
**Tenofovir** | Rob Jenner, Jenner Law  
**Strattice Biologic Mesh** | Brian Ketterer, KBA Attorneys
- 3:00pm Conference Adjourns**