

Maritime Law Association of the United States

Spring Meeting of the Committee on Marine Insurance and General Average

Wednesday, May 3, 2017

Seward & Kissel, LLP

One Battery Park Plaza

New York, New York 10004

9:00 – 10:30 a.m.

Officers

Andrew C. Wilson, Esq., Chair
Andrew D. Kehagiaras, Esq., Vice-Chair
Michelle T. Castle, Esq., Secretary
Jonathan S. Spencer, Board Liaison

Julia M. Moore, Esq., Newsletter Chair
John M. Woods, Esq., Chair Subcommittee on Hull and
P&I Insurance
John F. Ryan, Esq., Chair Subcommittee on Cargo Insurance
Rodney Q. Fonda, Esq., Chair Subcommittee on General Average
Olaf Aprans, Esq. Young Lawyers Committee Liaison

- **Opening remarks- Chair**
- **Presentation of Newsletter-Julia M. Moore**
- **Subcommittee reports**
- **AIMU Update:** Recent activities and issues of interest related to AIMU, by John A. Miklus, President, American Institute of Marine Underwriters (AIMU)
- **Update on the York-Antwerp Rules**, by Jonathan S. Spencer, Average Adjuster The Spencer Company
- **Crisis Management for Attorneys and Their Clients**, by Bruce M. Hennes, Managing Partner, Hennes Communications; Thomas Wynne, Vice President and General Counsel, The Interlake Steamship Company and SeaStreak, LLC . [CLE Credit 1.25 hours/materials posted on website]

These days, most legal controversies are settled prior to trial. As a result, the court of public opinion has arguably become the most important battleground affecting not only good will and market share, but legal bargaining power and settlement negotiations. Facebook, Twitter, Instagram, Snapchat and YouTube are now the places where a reputation built up over years of good work can be shattered in an instant. [Think United Airlines....] This presentation, combined with materials posted on the MLA website, will address the critical importance of managing this battleground, based on the advice of a consultant in this field and the application of that advice in a real-life situation.

The Program:

- 9:15 am **Managing the Court of Public Opinion:** Practical Considerations & Applications:
Speaker: Bruce Hennes, Hennes Communication
- 9:45 am **Case Study: The SeaStreak Ferry Allision:** Speaker: Thomas Wynne, General
Counsel, SeaStreak, LLC
- 10:15 am **Questions & Answers**

Contributions from all those in attendance will be welcome throughout the proceedings. If you plan on attending, please email Michelle.Castle@mendes.com, so the Committee may make necessary seating arrangements. **Dial-in Number (712) 775-7000 Meeting ID- 518741#. Please note the main presentation will be primarily visual using cards/visual equipment accompanied by in-person narration.**