



Declaration of Candidacy

Candidates for election as Second Vice President or Director Elected Nationally must complete this form and submit it to the Executive Director at the principal headquarters of DRI by 5:00 PM (CDT) on July 1st of the year in which the election is held.

National Director Requirements - Directors Elected Nationally or by Region must be Individual Members of the Corporation admitted to the practice of law. Each such director must meet the following qualifications at the time of election: (a) The candidate shall have been a DRI member for a total of at least five (5) years, and (b) The candidate shall have been a member of at least one DRI substantive law committee for at least three (3) years, and (c) The candidate must have registered for and attended at least one (1) DRI Annual Meeting within the previous three (3) years, and, within the three (3) years prior to the final day of the Annual Meeting, the candidate must have 1) registered for and attended at least two (2) DRI seminars, or 2) registered for and attended one (1) DRI seminar and one (1) DRI Regional Meeting.

Position sought

X Second Vice President* ☐ Secretary- Treasurer ☐ National Director

*If you have declared your candidacy for Second Vice President and are not the successful candidate, will you consider the Secretary - Treasurer Officer position?

X Yes ☐ No

Name Lana A. Olson

Firm/Company Lightfoot, Franklin & White, LLC

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Born (location) Gainesville, FL

Education Florida State University (1995); Cumberland School of Law, Samford University (1998)

Awards and achievements:

<u>Recognition</u>	<u>Organization</u>	<u>Year(s)</u>
Top 250 Women in Litigation	Benchmark Litigation	2017-18
Litigation Star	Benchmark Litigation	2018
Mid-South Super Lawyer in Environmental Litigation	Super Lawyers®	2014-17
Rising Star	Super Lawyers®	2011-13
Best Lawyer in Environmental Litigation	Best Lawyers in America®	2011-17
Davis Carr Outstanding Committee Chair Award, Women in the Law	DRI	2015

Areas of practice Toxic torts and environmental litigation, product liability, catastrophic injury and business litigation

Years as a defense attorney 20 years

Employment history Law Clerk to the Honorable Sam C. Pointer, Jr., Chief Judge of the Northern District of Alabama (1998-99); Lightfoot, Franklin & White, LLC (Associate 1999-2006; Partner 2006-present)

Noteworthy defense work:

Defense verdict in less than 30 minutes

First chaired a million dollar products liability claim involving an 18-wheeler rear-end incident resulting in debilitating back injuries. Successfully defended the moving equipment rental company from plaintiff's claims of defective lights and inadequate warnings.

Assistant General Counsel (2012-2017) for a leading truck component supplier

Managed all facets of the company's legal and compliance matters, from day-to-day consultation to complex pieces of litigation.

Lead defense counsel in the arbitration of a multi-million dollar personal injury case

The arbitrator found in favor of the defense on the issue of comparative fault, resulting in a 90% reduction of the award.

Represented a Fortune 100 company in class action and individual lawsuits

Defended railcar owner against personal injury and property damage claims resulting from a train derailment, as well as assisting in the related NTSB investigation.

Successfully defended environmental contamination claims

Represented manufacturing facility in lawsuits involving hundreds of plaintiffs suing for environmental contamination (air, soil, vapor, groundwater, etc.) from trichloroethylene.

Successfully resolved numerous class action, mass joinder and multi-plaintiff lawsuits

Defended client against personal and property damage claims resulting from alleged exposure to various wood-treating chemicals, including creosote, pentachlorophenol and arsenic.

Professional affiliations:

<u>Organization</u>	<u>Year(s)</u>
Federation of Defense and Corporate Counsel	2015-present
International Association of Defense Counsel	2011-present
Alabama Defense Lawyers Association	1999-present
American Bar Association	1999-2017
Lawyers for Civil Justice	2013-16
Litigation Counsel of America	2008-15

DRI member since 2000 (18 years)

Please describe your previous involvement in DRI, including but not limited to, leadership positions held. Projects contributed to, Committee memberships, presentations given, and written materials authored. Special accomplishments should also be noted.

Committee Memberships:

Women in the Law
Toxic Torts and Environmental Law
Employment Law
Drug & Medical Device

Product Liability
Trucking
Trial Tactics

Leadership Positions in DRI:

<u>Position</u>	<u>Year(s)</u>
DRI National Director	2015-18
Philanthropic Activities Committee Chair and Vice-Chair	2016-18 2015-16
Women in the Law Committee Chair and Vice-Chair	2013-15 2011-13
Women in the Law International Seminar Chair	2015
Women in the Law Seminar Chair and Vice-Chair	2011 2010
Toxic Torts & Environmental Law Seminar Chair and Vice-Chair	2014 2012-13
Annual Meeting Steering Committee	
-Substantive Law Committee Chair	2014
-Blockbuster CLE Program Chair	2011
Publications Board	2011-13
Corporate Counsel Roundtable Steering Committee	2013-15
Strategic Planning Committee	2009-10

Publications:

For the Defense - DRI Membership – It's Personal (May 2016)

Recurring article – “From the Board” – in the Retail & Hospitality e-Newsletter

DRI Defense Series – A Young Lawyer's Guide to Defense Practice, Chapter
Entitled “Don't Be a Scarlett O'Hara: Start Thinking About Business Development
Now” (2015)

For the Defense – Ten Things I Wish I'd Known About Business Development
(July 2013)

For the Defense –Ten Things I Wish I’d Known Before My First Expert Deposition
(Nov 2011)

For the Defense - Ten Things I Wish I’d Known Before My First Deposition
(April 2008)

For the Defense – Ten Things I Wish I’d Known Before My First Trial
(Sept 2007)

Presentations:

FDCC – “Responding to PR Nightmares” Webinar (2018)

DRI Diversity for Success Seminar – Presentation “An Un-level Playing Field: America’s Gender-Based Wage Gap, Binds of Discrimination, and A Path Forward” (2017)

FDCC- “The Art of Marketing” Seminar (2017)

DRI Mid-Atlantic/Southeast/Southern Regional Meeting – Women in the Law Panel Discussion (2017)

Louisiana Association of Defense Counsel Meeting – Presentation on Work/Life Balance for Women Lawyers (2016)

DTCI (Defense Trial Counsel of Indiana) Annual Meeting – Presentation on “Why Gender Equality is Good for Everyone, Including Men” (2016)

DRI Employment Law Seminar, Speaker: “Business Development for the Employment Lawyer” (2015)

DRI Toxic Torts and Environmental Law Seminar, Speaker: “What You Need to Know About the Plaintiffs’ Attorney Information Exchange Group (AIEG)” (2015)

DRI Annual Meeting, Moderator, “Inside the Supreme World of the Supreme Court” with CNN senior analyst Jeffrey Toobin (2014)

Speaker: “Effectively Leveraging Affinity Groups,” DuPont Women Lawyers Network Meeting (2014)

Speaker: “Business Development for Lawyers,” DRI International Seminar (2014)

Women in the Law Seminar, Moderator, “Secrets From the Dark Side: Tips and Insights from the Plaintiffs’ Bar” (2016)

Moderator, "Affirmative Recovery Programs: How to Change Your Law Department from a Cost Center to a Profit Center," presented at DRI's Corporate Counsel Roundtable (2014)

Moderator, Mainstage Presentation: "Reinvent the Way You Practice Law: Six Experts in 90 Minutes," presented at the 2013 DRI Annual Meeting (2013)

Speaker: "The Best in Trial and Courtroom Techniques in Trucking Litigation," 2013 Transportation Megaconference XI (2013)

Speaker: "Collision Mitigation Technology: The Future is Forward- Looking," presented at the American Bar Association, TIPS Fall Leadership Meeting/Commercial Transportation Litigation Committee (2013)

Speaker at the Alabama Defense Lawyer's Association's Annual "Deposition Boot Camp"

Other:

<u>Description</u>	<u>Year(s)</u>
Board Liaison to the Retail and Hospitality Committee	2015-18
Attended WITL Media Training	2014-15
DRI Nominating Committee Member	2011
Member-at-Large Guest, DRI Board of Directors Meeting	2011
Founding member of DRI's Women in the Law Committee	2010
Attended DRI Speaker Training	2008

List any leadership roles in other defense organizations.

<u>Organization</u>	<u>Year(s)</u>
FDCC Professional Women's Forum, Seminar Committee	2017
ABA Business Litigation Committee, Subcommittee Vice-Chair	Mid-2000s

Describe your goals if you are elected to the above position.

When I joined the Board of Directors three years ago, I wanted to positively impact the organization, so that at the end of my term I knew that my contributions made DRI stronger than I found it. I still hold that same desire as I seek the privilege to serve as an officer. I will continue to work to ensure that defense lawyers recognize and utilize DRI for the incredible resource it is at every stage of one's legal career. My demonstrated record of eliciting ideas, developing them into an action plan, and building and inspiring a team to transform those ideas into real services of tangible value to DRI members has well-prepared me to serve as an officer of the organization. To that end, my goals fall into three categories:

INSPIRATION

CLE credits alone are no longer enough to motivate lawyers to join DRI or to engage in the organization. Rather, they must be inspired. The DRI philanthropic efforts prove how inspired members are who actively participate on a global scale through coordinated national and state projects.

There is an ever-increasing passion by DRI and SLDO members to create a positive impact both in the legal community as well as local communities in which members live, work, and engage. There is growing excitement and interest by early-in-career DRI members (DRI's target members) and an increase of engagement by substantive law committees and state and local defense organizations.

DRI's efforts to positively impact our communities through service projects, fundraising, awareness, and "steward leadership" are being noticed by its members, surrounding communities and our sister organizations. The bond this creates – whether at seminars, local events, SLDO programs or the Annual Meeting – is instrumental in cementing lasting relationships that ensure continued membership and connection from DRI members into the future.

The DRI Cares initiative provides a renewed sense of purpose for those who have had the opportunity to participate. At a recent seminar, one attendee commented: *"It was the best part of the conference for me - much-needed food for the soul."*

That sentiment, which has been expressed by many members of the organization, is exactly the kind of inspiration that DRI should embrace as another way to meet the needs and desires of its members beyond its historical offerings. In particular, it will help promote engagement by current members and help grow membership. Whether competitions between groups for donations or activities, organizing an annual day of service by members of the organization, or coordinating projects at every meeting of members, there are multiple ways to appeal to different groups who want an opportunity to give back and engage with each other and the organization. If elected, I would seek to develop this program by ensuring robust and expanded leadership, continued

support from the organization, and increased visibility for the valuable and inspiring work being done.

INNOVATION

“Innovation is about moving forward. If you are not moving forward, you are moving backward. There is no standing still.” — *Pearl Zhu, 100 Creativity Ingredients: Everyone’s Playbook to Unlock Creativity.*

This statement could not be more true for an organization like DRI. As an officer, I would work to inspire innovation throughout all areas of the organization by promoting a fast but smart response to the changing legal market and global world in which we live and work.

The Laurel Road law school loan refinancing program recently announced by DRI is great example of innovation in practice. DRI could formalize a process for submission of innovative ideas to ensure that ideas are not just encouraged but coordinated. For example, DRI could have an idea box (including a “virtual” idea box) at every substantive law committee meeting, state and local organization meeting, and the annual meeting. Similarly, the organization could consider wider utilization of “innovation think tanks” to allow a diverse group of members to meet and collaborate in an engaging, supportive environment. This format allows individuals to apply their ideas, experiences, and perspectives to issues facing DRI in a unique way. The overall experience of a DRI member can be enhanced through innovation in:

- Types of seminars: forward-thinking and focused on hot topics;
- The look and feel of seminars and delivery of legal education of all types: utilizing podcasts and smartphone apps, for example;
- The way we work with our SLDOs, sister organizations and affiliates through coordinated programming and service projects

The Executive Committee could also appoint a Board member to serve as Innovation Director to lead these various initiatives and provide ongoing structure to ensure ideas are being reviewed and acted upon. It is also important to publically recognize the innovative work resulting from this process so that it is shared and championed across the organization.

Finally, a crucial component of the success of pioneering innovation in the organization is training leaders about ways to think creatively and to inspire innovation at every level of the organization. For example, there are excellent programs available to teach leaders how to lead meetings to better inspire creativity and promote outside-the-box thinking. This training could be done at DRI’s Annual Leadership Meeting, Board Meetings, fly-in meetings, and even during seminars. Such proactive training would benefit the organization by focusing on actively training its current and future leaders to improve their leadership skills in the area of innovation.

INSIGHT

DRI's broad reach enables it to make a continued, substantial impact on behalf of the civil defense bar. With its breadth and scope, DRI's varied offerings are truly astounding. However, the many moving parts can often lead to confusion by both members and non-members about all that DRI is doing and the impact that it is making. For example, it is not uncommon to find a DRI leader who lacks insight into the excellent work being done by other areas of the organization. That lack of insight, while perhaps not completely surprising in an organization of DRI's size, can be improved under a coordinated, targeted plan.

If elected, I would work to create a plan to allow DRI members and non-members alike to better understand DRI's impact. This plan, ideally spearheaded by a Board Committee, would include multiple avenues for the coordinated dissemination of information over time focused on a particular aspect of the organization. Crucial to this plan is educating DRI's leaders so that there is a better opportunity for those leaders, in turn, to better articulate the message to others inside and outside the organization. The essence of the plan is to have one voice with focused messages about what the organization is doing - with an opportunity for leaders to provide thoughts, feedback and ideas. Key to this plan is ensuring that the presentation of information is modern, interactive, and memorable so that it leads to a desire to pass along the message. The use of podcasts or short videos that are both informative and engaging can help inform or reinforce the impact being made by entities within DRI. This information can be used at monthly leadership calls, fly-in meetings, or any other opportunities for groups within the organization to meet. After all, if DRI's leaders are not fully knowledgeable and engaged in what is happening in the organization and the impact that it makes, why should other members or non-members be?

Second, although DRI staff does an excellent job with social media on many fronts, this vehicle remains an underutilized method of education and recruitment by DRI members, especially those in leadership. Utilizing this tool to show the impact that DRI is making and the great work being done by the organization to potential members, as well as current members, will only help increase the commitment to and engagement with DRI.

Finally, DRI is one of the few organizations of its size that does not provide an annual report for its members (and potential members) to highlight the organization's accomplishments over the prior year. With so many moving parts and so much great work being done, it is critical to ensure that this information reaches a broader audience in a cohesive format. When someone seeks to quantify the value of his or her DRI membership, this report would provide an excellent resource to answer that question. To date, the organization has attempted to do this kind of messaging in separate, piecemeal efforts. Having the full view of the organization and its great work would be an excellent way to share this message with a broader audience.

What do you believe is the most important issue confronting the defense bar?

The Rise of the Robot Lawyer: the rapidly evolving legal landscape and the unprecedented disruption created by artificial intelligence. The exponential growth of technology in the legal sector continues to change the role of lawyers in civil litigation. There are many things that lawyers have traditionally done that a machine can now do faster and more cost effectively. And while not everything done by a skilled lawyer is likely to be replaced by a robot, the key to future success and survival as lawyers is the ability to identify and learn the specific areas where technology can serve as a valuable tool, while at the same time promoting and delivering the legal services that computers alone are not able to provide in a creative and valuable way. As noted by Sukant Ratnakar in *Open the Windows*, “Our future success is directly proportional to our ability to understand, adopt and integrate new technology into our work.”

That is where DRI comes in and will play a critical role in assisting members with this inevitable transition. For example, there is no dispute that artificial intelligence is going to impact the future of the practice of law and will impact both inside and outside counsel. Thankfully, DRI’s Center for Law and Public Policy is already investigating the ways it is currently being used and analyzing how it may be used by civil defense lawyers in a valuable way. DRI must continue this type of work so that it can inform and prepare members for what is ahead, as well as provide training and education as technology continues to evolve.

Define the appropriate role for DRI as the national defense bar organization.

First and foremost, DRI should be the go-to organization for issues related to the defense bar and the civil justice system. We must continue to take action on issues that affect our members and clients, with committed focus on full utilization of the Center for Law and Public Policy. Internally, the Organization must continue to provide world class education in new and innovative ways, as both technology and the means by which members seek to obtain their education continue to change. We must be more creative about finding opportunities for members to network and to build the personal relationships that are the heart of DRI. But DRI must be more than just “The Voice of Defense Bar” from an external perspective. While the organization has made great strides, DRI must work even harder to become a role model for what a truly inclusive organization should be - - one that continues to emphasize the promotion and advancement of its diverse members. Finally, giving back to our communities should become a part of the organization’s DNA. DRI should expand and grow its philanthropic efforts so that it can provide more opportunities for members to participate in public service efforts.

Hobbies and/or interests Traveling the world, yoga, reading (especially historical fiction novels), community service work and spending as much time as possible with my amazing and vivacious 7 year old daughter

Family One daughter, Maggie (age 7), a Shih Zu (George Bailey, age 2) and a Maltese (Hoover, age 12)
