<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuesday, May 16, 2017</td>
<td><strong>Registration</strong> <em>(Sebastian Registration)</em></td>
<td>11:00 AM – 7:00 PM</td>
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<td></td>
<td><strong>Quest Reception and Exposition Hall</strong> <em>(Sebastian KL)</em></td>
<td>Held in the expo hall, the DATIA 2017 Welcome Reception, sponsored by Quest Diagnostics, is also a great opportunity to network and meet new friends – as well as to reconnect with old friends. You can also casually meet some of the over 70 product and service providers and receive introductions to how they can help you exceed your clients’ expectations.</td>
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<td><strong>DATIA Shuttle Bus to Pointe Orlando</strong> <em>(Transportation Lobby)</em></td>
<td>7:00 PM – 12:00 AM</td>
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<tr>
<td>Wednesday, May 17, 2017</td>
<td><strong>Registration</strong> <em>(Sebastian Registration)</em></td>
<td>7:00 AM – 4:30 PM</td>
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<tr>
<td></td>
<td><strong>Conference Opening and Welcome Address</strong> <em>(Sebastian J)</em></td>
<td>8:00 AM – 8:15 AM</td>
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<td></td>
<td><strong>The Real Truth About Success: What the 1% Do Differently and Why They Won't Tell You</strong>*(Sebastian J) Garrison Wynn, CSP</td>
<td>Prepare to laugh and learn as a decade of Wynn Solutions research reveals what makes owners and managers of top-performing businesses so effective - and it's not what you'd expect. If you enter this keynote session expecting to learn all about best practices and superior strategy, you'd better read the title again. Garrison Wynn delivers a high-impact program that answers two monumental questions: How do you get people to do what you want them to do? And how can you get better results from the challenging people you encounter along the way? With an emphasis on what you can actually walk out of the session with and achieve tomorrow, this session shows you how to weather the perfect storm while still looking really good in a raincoat!</td>
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<td><strong>Drug Testing Industry Update</strong> <em>(Sebastian J) Barry Sample, Quest Diagnostics, Inc.</em></td>
<td>9:15 AM – 10:15 AM</td>
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<td><strong>DOT Federal Update</strong> <em>(Sebastian J) Patrice Kelly, Department of Transportation, ODAPC</em></td>
<td>10:15 AM – 10:30 AM</td>
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<td></td>
<td><strong>Break</strong></td>
<td>10:30 AM – 11:00 AM</td>
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<tr>
<td></td>
<td><strong>DOT Federal Update</strong> <em>(Sebastian J) Patrice Kelly, Department of Transportation, ODAPC</em></td>
<td>10:30 AM – 11:45 PM</td>
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</tbody>
</table>
11:45 PM – 12:30 PM  **HHS Federal Update** *(Sebastian J)*  
*Charles LoDico, HHS*  
In this session, participants will be provided with comprehensive information regarding complying with HHS drug and alcohol testing regulations. Charles will provide information on recent regulatory changes and will also take questions from attendees. This is a great opportunity to meet face-to-face with Charles and to gain a firsthand understanding about the factors driving current regulations and compliance factors.

12:30 PM – 3:15 PM  **Exposition Hall with Lunch** *(Sebastian KL)*

3:15 PM – 4:15 PM  **Concurrent Sessions**  
**Employer Mock FMCSA Audit** *(Sebastian J)*  
*Joe Reilly, Joe Reilly & Associates, Inc.*  
*Lisa Ruehle, Workplace Drug Testing Consultant*  
See a mock audit to understand what an employer faces when an auditor arrives to review the drug and alcohol-testing program. You will see the common deficiencies found in an audit and what steps the employer can take for corrective action. The employer will need to find a good C/TPA to fulfill the services needed for compliance. The auditor might call on a collector from the audience to examine the collection site best practices. Join us for this educational and entertaining session.

**In Search of Better Productivity Hacks for Business and Life** *(Sebastian I½)*  
*Tim Thoelecke, InOut Labs*  
Sometimes it feels as if we are spinning our wheels, working ineffectively, and working on the wrong things. At the end of the day, we are stressed, overweight, unhealthy and overwhelmed. This talk will address a number of “hacks” that can help you focus and be more effective at everything you do. Gleaned from productivity and health and fitness experts such as Roger Seip, Tim Ferriss, Ben Greenfield, Napoleon Hill, Brian Tracy, Kevin Kruse and many others, you will pick up ideas that will help you get more out of both your work and personal life.

**PHMSA Update** *(Sebastian I¾)*  
*Byron Coy, Pipeline and Hazardous Materials Safety Administration (PHMSA)*  
In this in-depth session, attendees will hear first-hand from the PHMSA on important updates affecting their drug and alcohol testing programs. In addition, attendees will have the unique opportunity to ask their most pressing questions directly. If you are involved in PHMSA drug and alcohol testing, you won't want to miss this session.

4:15 PM – 4:30 PM  **Break**

4:30 PM – 5:30 PM  **Concurrent Sessions**  
**Forensic Testing vs. Medical Procedure** *(Sebastian I½)*  
*Betye Bailey, Intoximeters*  
*Adam Bell, Intoximeters*  
This session will educate medical facility staff on the differences between a forensic testing procedure, such as a DOT alcohol or drug test, and a medical procedure. There is common misconception in the industry, particularly in large hospital systems, that because the test is performed in a medical facility it is medical, and therefore must comply with HIPAA. The presentation will include best practices, record keeping, and cultivating a “defensible” or “forensic” mindset, rather than a “medical” mindset while performing DOT tests.

**eCCF Best Practices** *(Sebastian J)*  
*Charlie Sullivan, Quest Diagnostics*  
*Barry Sample, Quest Diagnostics*  
Join this in-depth session to learn firsthand practical advice on how to implement eCCFs into your drug and alcohol testing business. The benefits of eCCFs are vast, however many service providers are still unsure about how to implement this technology into their current operating procedures. Used for non-DOT testing for many years, the processes have been more formalized as part of DOT and HHS regulations. Don't miss this session to streamline your collection process to achieve better efficiencies.
FRA Update (Sebastian I 3/4)
Jerry Powers, Federal Railroad Administration (FRA)
In this in-depth session, attendees will hear first-hand from the FRA on important updates affecting their drug and alcohol testing programs. In addition, attendees will have the unique opportunity to ask their most pressing questions directly. If you are involved in FRA drug and alcohol testing, you won't want to miss this session.

7:00 PM – 10:00 PM  
Alere Conference Networking Event (Gatlin Terrace)
Make a memorable night out under the stars of Orlando. Celebrate and mingle with colleagues as you enjoy cocktails, great food, merriment and networking. At this highly anticipated annual industry-networking event, you will have a chance to meet and mingle with other industry professionals in a vibrant and matchless setting. Make new friends, new networking contacts, and new business. Stay tuned for more information on this event – including the theme – and what to wear.

Thursday, May 18, 2017

7:30 AM – 3:00 PM  
Registration (Sebastian Registration)

8:30 AM – 9:30 AM  
Concurrent Sessions
If It's Legal, Why Test? Addressing the Marijuana Bully in the Workplace (Sebastian J)
Jo McGuire, Five Minutes of Courage
Chuck Marting, Colorado Mobile Drug Testing, LLC
As employers grapple with changing marijuana laws, they often want to alter policies, change testing cut-off levels, remove THC from the drug-screen, or learn how to recognize impairment. These and other challenges provide excellent opportunities for DATIA members to offer professional guidance, reliable responses and creative solutions. Do you have the answers to address these issues? Two seasoned Colorado experts will put you at the top of the game when it comes to legal marijuana.

Effective Client Business Reviews: Using Current Trends for Meaningful Engagement (Sebastian I ½)
Nina French, The Current Consulting Group, LLC
In person time with a key client is both expensive for your company and hard to get. This session shows you how to increase and improve client engagement by effectively using drug and alcohol drug testing trends. This session provides useful techniques for business owners, account managers and sale people in a client-facing role. Key takeaways include the importance of periodic business reviews in client retention, the costs of client retention versus the cost of acquiring a new client, using industry trends in an effective review – not just giving statistics, real examples – legal marijuana, expanded panels, eCCF, client testing patterns, and measuring the success of a business review.

Above and Beyond TPA Best Practice (Sebastian I ¾)
Elizabeth Moss, National Safety Compliance, Inc.
David Raslowsky, National Safety Compliance, Inc.
Being a valued C/TPA in this industry takes a strong partnership with your customers, knowledge of the agencies you serve, and a hands-on approach with all facets of the testing process and procedures. Third Party Administrators are no longer just a “tool” for the employers to use, they can be an extremely valuable partner not only in drug and alcohol testing rules and regulations, but also as “mock” auditors helping the employer identify their deficiencies. Participants will leave this session with new ideas on how to partner better with clients.

FTA Update (Sebastian L ½)
Iyon Rosario, Federal Transit Administration (FTA)
In this in-depth session, attendees will hear first-hand from the FTA on important updates affecting their drug and alcohol testing programs. In addition, attendees will have the unique opportunity to ask their most pressing questions directly. If you are involved in FTA drug and alcohol testing, you won't want to miss this session.
9:45 AM – 10:45 AM Concurrent Sessions

What Your Clients Think You Know, But You Don't (But Should) (Sebastian I ½)

Dale Deitchler, Littler Mendelson, PC
Nancy Delogu, Littler Mendelson, PC

Clients think their vendors know and are in current legal compliance concerning a multitude of specimen collection, specimen transfer, testing, medical review and reporting protocols and issues, but your organization may not know the “right” answers or be fully compliant. Vendors should. Once a client makes a referral for testing, vendors control 95+% of the process. That means there should be subject matter experts and precision in client communications in areas such as conflicts of law, how medical marijuana results are reported and whether a MM donor's underlying medical explanation will be reported to the client, which accreditation, certification or licensing bodies must your offered program satisfy and what standards therefore apply (e.g., applicable cut-off concentrations?), acceptable specimens, specimen retention timeframes and whether the specimen is capable of confirmatory re-testing where required and whether on-site testing is permitted. These issues are so important that sophisticated clients will look to negotiate and where possible impose in their service contracts with you representations, warranties and indemnification provisions shifting all liability to their vendors over all aspects of their testing programs they vend for and that the vendor controls. In this session, learn what you should and need to know, don’t just fake it. The stakes are too high otherwise.

Specimen Collections Panel - The Ins and Outs of Getting On-Board with eCCFs (Sebastian J)

Sandy Vanderploeg, Workforce QA
Rick Tennant, Workforce QA
Charlie Sullivan, Quest Diagnostics
Sherri Vogler, Houston Medical Testing Services
Adam Winokur, JetBlue Airways
Kurt Bothner, Formfox, Inc.
Lisa Ruehle, Workplace Drug Testing Consultant

You have been hearing all about eCCFs for Federal testing. It sounds like a great idea. But making it happen for you as a collector or for you as an employer feels overwhelming at times. Where do you start or where can you learn more? Come and hear what employers, laboratories, clinics and even on-site collectors have learned in launching the use of the Electronic Custody and Control Form for Federal testing. There are ALWAYS lessons learned when implementing an innovation like the Federal eCCF. This session will provide you with practical knowledge shared by those who have been working hard to make those 5-part paper CCFs a thing of the past. You will come away knowing how to join the electronic world of drug test collections.

Why Use Hair Testing for Federal Workplace Drug Testing Programs (Sebastian I ¾)

Jim Dyke, Psychemedics Corporation

SAMHSA is in the process of developing hair-testing standards to allow for the use of hair testing for federally mandated drug testing. Discover why the safety oriented trucking industry led the charge for the inclusion of hair as an alternative testing specimen, and hear about the results of an analysis of over 70,000 paired hair and urine test results. This session will tell you everything you need to know about hair testing, and prepare you to take action when the new guidelines are implemented. Corporations, Third Party Administrators, Collection Sites and Program Administrators can all benefit from this timely and informative session.

USCG Update (Sebastian L ½)

Patrick Mannion, U.S. Coast Guard (USCG)

In this in-depth session, attendees will hear first-hand from the USCG on important updates affecting their drug and alcohol testing programs. In addition, attendees will have the unique opportunity to ask their most pressing questions directly. If you are involved in USCG drug and alcohol testing, you won't want to miss this session.
Beyond the Obvious: State Drug Testing Compliance – In the Weeds (Sebastian J)  
Bill Judge, Encompass Compliance Corp.  
Always engaging, Bill will focus on state statutory compliance requirements, regulations and court decisions interpreting the statute and regulations. He'll provide the nuance of the state rules that are often overlooked and that can cost you dearly! Participants will leave with a better understanding of how to understand state laws including their nuances and oddities.

Program Control for Industry Managers and Emerging Leaders (Sebastian I ½)  
George Gilpatrick, Cayhill Swift  
This professional-grade training will provide the first upper-level seminar for effective management and program control. As collection site and TPA businesses grow, managers, owners, and emerging leaders must balance program excellence without being involved in many of the day-to-day tasks. Being able to recognize the indicators of staff performance as a manager, supervisor, or business owner will allow pinpointed training of your team, and ultimately, the success of your business.

DOT – Adapting to a New Era (Sebastian I ¾)  
Angela Moore, Alere eScreene  
Ms. Moore's presentation will outline benefits and pitfalls for managing DOT programs in the context of several recent regulatory changes. An overview of recent changes and updates to regulations (NRCME, eCCF) and what is required on the part of the clinic, lab, MRO, and employer to adapt to the changes. Also a prospective look at what is coming in the DOT space (alternative testing, sleep safety) and key considerations for how best to adopt these changes from the perspective of the clinic, lab, MRO, and employer. Lastly, the session will provide overview of the aging DOT population and what our industry can do to influence the health and safety of this workforce.

FAA Update (Sebastian L ½)  
Margie Rustin, Federal Aviation Administration (FAA)  
In this in-depth session, attendees will hear first-hand from the FAA on important updates affecting their drug and alcohol testing programs. In addition, attendees will have the unique opportunity to ask their most pressing questions directly. If you are involved in FAA drug and alcohol testing, you won't want to miss this session.

12:00 PM – 1:15 PM  
DATIA Luncheon (Sebastian K)

1:15 PM – 2:15 PM  
Concurrent Sessions  
Chasing the Best Drug Screening Specimen - An MRO's Sales Development Strategies for TPAs, Service Providers, and Distributors (Sebastian I ½)  
Joe Plaia, Current Consulting Group, LLC  
Sellers and re-sellers of employee screening products and services will learn how to develop sales and marketing strategies that will maximize the use of resources in order to increase sales revenues more rapidly, creating positive cash flow, and increasing profitability. They will be presented with a sales process and tools that will help to sell comprehensive, multi-product solutions, and to grow sales vertically, while improving network marketing opportunities through industry associations and trade groups.

Providing a Safe Workplace and Managing Risk: How to Administer an Effective Drug Testing Program (Sebastian I ¾)  
Faye Caldwell, Caldwell Emerson, PLLC  
This session will provide practical insight on reducing legal risk while administering an effective drug-testing program. Key highlights include an overview of emerging issues in both federal and state laws directly impacting drug-testing programs, including post-accident drug testing, workers’ compensation, and medical marijuana and guidance on how to handle difficult situations.

Around the World in 60 Minutes (Sebastian J)  
Bill Cort, Omega Laboratories - Moderator  
Ignasi Balsells - Spain  
Rod Dale - Australasia
If you're a TPA with clients that do business in other countries around the world, then don't miss out on this very informative session where you will hear from our expert panel representing Australasia, Europe, South America and Northern America on emerging drug trends, new standards and regulations and case law affecting how drug and alcohol testing is conducted. As companies increase their global presence they need to be able to implement their programs globally. But just how do you do this, and more importantly, what are the laws and standards in international markets. Our panel of experts will help shed light on the international drug testing market to give you insight into these answers. We invite you to join us for this trip around the world of drug and alcohol testing.

**FMCSA Update (Sebastian L ½)**
*Juan Moya, Federal Motor Carrier Safety Administration (FMCSA)*
In this in-depth session, attendees will hear first-hand from the FMCSA on important updates affecting their drug and alcohol testing programs. In addition, attendees will have the unique opportunity to ask their most pressing questions directly. If you are involved in FMCSA drug and alcohol testing, you won't want to miss this session.

**2:15 PM – 2:30 PM Break**

**2:30 PM – 3:30 PM The Challenge of State vs. Federal Laws (Sebastian J)**
*Peter Bensinger, BDA/Morneau Shepell*
Consider this – there have been:
- Alarming increases in marijuana drug use in legalized states
- Alarming increases in traffic fatalities in legalized states
- Alarming increases in adolescent use in legalized states
- Problems for employers in legalized states

Peter Bensinger, former Director of the Drug Enforcement Agency, will discuss what has happened; the impact on the public, addiction, youth, highway safety; problems for employers; the need for court intervention to address conflicts; and what to do for national policy. This is a session that you will not want to miss.

**3:30 PM – 4:30 PM Drug Testing Industry Survey Results (Sebastian J)**
*Andrew Current, Current Consulting Group, LLC*
Each year the Current Consulting Group conducts an industry wide survey to determine trends in drug testing. Participants include laboratories, third party administrators, device manufacturers, and more. The results provide insight into the state of the industry, direction of sales, growth, and how marijuana is impacting drug testing. As well, results are compared with past year surveys to give a clear view of the direction of the industry. Join us in the closing session to learn about the growth of mandated and non-mandated testing, the growth of overall sales in the industry, overall profitability of the industry, the status of oral fluid drug testing sales and interest, as well as additional issues, such as international testing and synthetics testing.

**4:30 PM Conference Closing Address (Sebastian J)**

Thank you for attending DATIA’s 2017 Annual Conference and Exposition!