

# 2024 WHAT THE HAIL? CONFERENCE



**FEBRUARY 8 - 9, 2024**

**IRVING CONVENTION CENTER  
IRVING, TX**

## CONFERENCE INFORMATION AND AGENDA

**Location:** Irving Convention Center at Las Colinas  
500 W. Las Colinas Blvd., Irving, Texas

**Parking:** Free (arrive early as parking garage entrance will get crowded)

**Wifi:** Network: “Guest-Wi-Fi” (no password)  
[Thanks to our Wi-Fi Sponsor Cavalry Construction]

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### Wednesday Agenda

6:00pm – 9:00pm      **Welcome Reception (open to all attendees; drinks and dinner served)**  
Reservoir at Toyota Music Factory  
330 W Las Colinas Blvd.  
Irving, TX 75039

### Thursday Agenda

7:30 – 8:30      Registration  
    -- pick-up name tags  
    -- participate in back-pack school supplies charity project  
    -- sign-up for CE credit (if you did not do so during online registration)  
    -- visit sponsor booths

8:30 – 8:40      Welcome and Introductions  
                         Steven Badger, Zelle LLP

8:40 – 9:00      Yes, There Is Hail Damage – But When Did It Happen?  
                         Travis Ebisch and Justin Donaldson, Nelson Forensics

9:00 – 9:20      Striking Experts – When To and When Not To  
                         Eric Bowers, Zelle LLP

9:20 – 9:40      Dents Don't Equal Damage - A Metallurgical Deep Dive into Dented Metal  
Hail Claims  
                         Brad Plank, Plank MME

9:40 – 10:00      Concurrent Causation – The Doctrine You Must Understand  
                         Shannon O'Malley, Zelle LLP

10:00 – 10:20 ----- **BREAK**  
[Thanks to our Water Bottle Sponsor: Unified Building Sciences]

10:20 – 10:40 Concrete Cancer and the Central Texas Pool Crisis  
Bradley East, Polaris Forensics

10:40 – 11:00 The Roof’s Wet – Is it Really? Validating Moisture Surveys  
Brett Lochridge, Unified Building Sciences (UBS)

11:00 – 11:20 Dealing With Narcissists and A-Holes  
Jennifer Gibbs, Zelle LLP

11:20 – 11:40 The \$39 Hail/Wind Report – There Is A Better and More Reliable Option  
Howard Altschule, Forensic Weather Consultants

11:40 – 12:00 Metallurgist Plank Is Right – And I Can Prove It  
Steve Patterson, Roof Tech USA

12:00 – 1:20 -----LUNCH-----  
[Thanks to our Lunch Sponsor: Nelson Forensics]

1:20 – 1:40 The Thorough Claim Inspection – Don’t Half-Assess It  
Jarrod Burns, BSC Forensics

1:40 – 2:00 What’s New With 542? A  
Kristin Cummings, Zelle LLP

2:00 – 2:20 Is Your ISO Board Really “*Damaged*”?  
Richard Windham, UBSE

2:20 – 2:40 Five Recent Texas Cases You Need To Know About  
Jimmy Holbrook, Zelle LLP

2:40 – 3:00 BUR and Mod Bit Impact Testing – Identification of Damage  
Troy White, KWA Engineering & Building Science Company, Inc.

3:00 – 3:20 -----BREAK-----

3:20 – 3:40 That’s Fogged Up, Brah!” – Forensic Assessment of Alleged Wind Damage to  
Windows and Doors  
Jon Williams, Grindley Williams Engineering

3:40 – 4:00 Solar Farm Hail Damage: The Perfect Storm  
Tim Dowden and Heidi Aragon, JS Held

4:00 – 5:00 *What The Hail Is Going On?* – An Update From Deep In The Trenches  
Steven Badger, Zelle LLP

5:00 – 6:00 Cocktails and Conversations With Sponsors

6:00 – 11:00 **TOTALLY 80'S PARTY** [Pavilion at Toyota Music Factory]

## **Friday Agenda**

8:30 – 8:40 Welcome and Introductions

Steven Badger, Zelle LLP

8:40 – 9:00 Calculating “But For” Revenue in Business Income Losses

Ross Belsome, Ahuja & Clark PLLC

9:00 – 9:20 Tools of the Trade – Line Item Or No Line Item?

Gary Boyd and Jeanne Curtis, Boyd Bone Dry

9:20 – 10:00 Top Ten Tips On Appraisal

Todd Tippett and Lindsey Bruning, Zelle LLP

10:00 – 10:20 -----BREAK-----

10:20 – 10:40 Historical Imagery – Investigating Pre-Loss Building Conditions

Boyd Beadles, Josh Ziegler, and Chad Fuller, Cavalry Construction

10:40 – 11:00 2038 *What the Hail?* Conference -- When Will This Ever End? Big Picture Solutions

Steven Badger, Zelle LLP

11:00 – 12:00 Ask All The Experts – An Open Forum Free For All

All Consultants; Moderated By Steven Badger



Thank you to our  
**2024 WHAT THE HAIL?**  
**CONFERENCE SPONSORS**



Certified Public Accountants



STRATEGIC PROCESS. MEASURED RESULTS.



A Century of Forensic Innovation

