

Thursday, July 24

Navigating Ethical Boundaries in Regulatory Practice



Mark R. Brengelman, Esq.

Mark R. Brengelman, PLLC

Mark Brengelman holds Bachelor's and Master's degrees in Philosophy from Emory University and his law degree from the University of Kentucky. Working as an Assistant Attorney General in Kentucky in the area of administrative law, Mark was the assigned counsel and prosecuting attorney to numerous health professions licensure boards. He retired from state government and switched sides to represent licensees, but later continued his work with government agencies representing under contract two licensure boards having now worked for all three branches of state government and a local municipality's ethics commission.

Having been a presenter for over fifty organizations and private companies, Mark is a frequent participant in continuing education including FARB and nine of its current or former governing members.



Bradley Guye

Ethics and Boundaries Assessment Services (EBAS)

Bradley Guye is a seasoned professional with over 15 years of experience, specializing in compliance solutions. As the business development manager at Ethics Boundaries Assessment Services (EBAS), he spearheaded initiatives to expand the EBAS program, helping organizations uphold ethical standards in professional licensing and credentialing. Guye's expertise extends into the realm of anti-doping compliance, where he has worked closely with International Federations to ensure adherence to World Anti-Doping Code requirements. His comprehensive understanding of ethical evaluation and global compliance highlights his ability to align organizational practices with integrity and regulatory excellence.



Dr. Norman Ouzts

National Board of Chiropractic Examiners (NBCE) and Ethics and Boundaries Assessment Services (EBAS)

Dr. Norman Ouzts is the CEO of the National Board of Chiropractic Examiners. Dr. Ouzts had served on the South Carolina Board of Chiropractic Examiners, the South Carolina Chiropractic Association, the Federation of Chiropractic Licensing Boards, Chairman of the Chiropractic Summit, and Founding President of the Pro-Active Healthcare of South Carolina. Norman Ouzts, D.C., is a business executive with the mission to establish and maintain uniform high standards of excellence in the chiropractic profession and chiropractic regulation. He assumed leadership of the NBCE in 2017. Dr. Norman Ouzts is a licensed chiropractor with over 25 years of experience.

Best Practices for Regulators in Uncertain



Jennifer Garrett

Wisconsin Department of Safety and Professional Services

Jennifer Garrett is the deputy secretary at the Wisconsin Department of Safety and Professional Services, the cabinet agency responsible for occupational regulation. A gubernatorial appointee, she oversees external relations and policy, and she works to implement regulatory innovations to advance executive branch priorities. Under her leadership, DSPS has implemented voluntary workforce surveys for physician, dental and behavioral health renewals. She also implemented an interdisciplinary advisory council to clarify practice rules for licensed professionals working in emerging health care delivery settings. Prior to joining the administration, Jennifer worked in public affairs at the University of Wisconsin-Madison School of Nursing. She has a bachelor's degree in English and communication from Purdue University in West Lafayette, Indiana, and a J.D. from the Mauer School of Law at Indiana University-Bloomington.



Chris Grecco

Element Market Research

In addition to co-founding Element and helping to manage day-to-day and strategic operations, Chris Grecco plays a lead role in conducting qualitative and quantitative research studies for clients. His research interests center on health-related businesses, new media and technology, lodging, and retail. Over the course of his 30-year career he has worked on both the supplier and client sides. Chris holds BA degrees in both Sociology and Broadcasting and an MA in Sociology, with an emphasis on research methods and statistics. With varied skills, he can conduct everything from virtual focus groups with oncologists to large-scale customer segmentation and discrete choice studies among hotel guests.



Veronica Meadows, CAE

Council of Landscape Architectural Registration Boards (CLARB)

Veronica Meadows is the Chief Strategy Officer for the Council of Landscape Architectural Registration Boards. Veronica is responsible for the management and refinement of CLARB's strategy system in addition to the oversight of the organization's governance, membership, communications, and advocacy functions to promote stakeholder engagement and empower partners to defend commonsense regulation and licensure of landscape architecture in the public's interest. Her career in association management spans over 20 years and includes experience in marketing, communications, customer and public relations, strategic planning, leadership development and strategic governance systems. Meadows also serves as the Vice President on the Executive Board of the Federation of Associations of Regulatory Boards (FARB).



Richard Woolf, PT

Federation of State Boards of Physical Therapy (FSBPT)

Richard Woolf, PT, has worked for the Federation of State Boards of Physical Therapy (FSBPT) since 2008 and began to serve as Vice President of Professional Standards in 2019. Previously, he worked closely with the volunteers in the development of the National Physical Therapy Examination. Prior to joining FSBPT he worked as the Director of Rehabilitation at a hospital in the State of Arizona. He is also a Certified Strength and Conditioning Specialist with the National Strength and Conditioning Association. He received his Master of Physical Therapy from Northern Arizona University, his Doctorate of Physical Therapy from A.T. Still University-Arizona School of Health Sciences, and his Master of Business Administration from the Raymond A Mason School of Business at the College of William & Mary.

Friday, July 25

From Structure to Strategy: How Colorado is Rethinking Regulation and Setting the Standard for Public Protection



Patty Salazar

Director for the Department of Regulatory Agencies (DORA)

Patty Salazar was appointed by Colorado Governor Jared Polis as Executive Director for the Department of Regulatory Agencies (DORA) in January 2019. As DORA's Executive Director, she leads the state's umbrella regulatory authority and consumer protection agency which has oversight of more than 50 industries, whose work is supported by nearly 700 employees and more than 50 boards, commissions and advisory committees with more than 350 appointees.

Patty has served at the agency since 2015 in various executive leadership roles including as the State Bank and Financial Services Commissioner and as DORA's Deputy Executive Director with then-Executive Director Joe Neguse under the administration of Governor John Hickenlooper. Prior, she was an appointee in the administration of California Governor Jerry Brown at the California Department of Business Oversight (currently the Department of Financial Protection and Innovation) where she served as a deputy commissioner of external affairs. Earlier in her career, Patty has served as a consultant to various clients on community relations and strategies related to local, state and federal policy with a primary focus on consumer protection and breaking down barriers to socio-economic equality.

Patty earned a Master of Public Administration from the University of Southern California. With more than 20 years of legislative and regulatory experience, she is the recipient of the 2019 Latinas First Foundation Trailblazers Award and the 2021 Council of State Governments 20 Under 40 Leadership Award. She also serves on

the Denver Library Commission and is a Trustee of the Board of Women's Foundation of Colorado.

Planning for Regulatory Boards



Veronica Meadows, CAE

Council of Landscape Architectural Registration Boards (CLARB)

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The Defense Perspective in Regulatory Discipline



Mark R. Brengelman, Esq.

Mark R. Brengelman, PLLC

Mark Brengelman holds Bachelor's and Master's degrees in Philosophy from Emory University and his law degree from the University of Kentucky. Working as an Assistant Attorney General in Kentucky in the area of administrative law, Mark was the assigned counsel and prosecuting attorney to numerous health professions licensure boards. He retired from state government and switched sides to represent licensees, but later continued his work with government agencies representing under contract two licensure boards having now worked for all three branches of state government and a local municipality's ethics commission.

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Best Practices for Sunset Review: Celebrating Regulatory Effectiveness



Jeff Shumway

Utah Office of Professional Licensure Review

Jeff Shumway helped launch the Office of Professional Licensure Review in July 2022. Prior to accepting that role, Jeff worked with The Bridgespan Group and Social Finance where he advised major nonprofits, philanthropies, and government agencies. As director of the Office of Professional Licensure Review, Jeff leads a team of employees who take a critical look at all state licensure requirements to inform the state legislature on necessary changes and updates to those requirements. Jeff holds a degree in public policy from the Harvard Kennedy School of Government and a degree in Economics from Brigham Young University. Having been a presenter for over fifty organizations and private companies, Mark is a frequent participant in continuing education including FARB and nine of its current or former governing members.



Brian Tobias

Colorado Office of Policy, Research & Regulatory Reform

Brian Tobias has served as the Director of the Colorado Office of Policy, Research and Regulatory Reform since 2017, and has over 20 years of experience in Colorado's sunrise, sunset and mandatory continuing education review processes, as well as the state's Regulatory Notice and Cost-Benefit Analysis Program. This experience, combined with his academic background in political science and the law, make him uniquely qualified to effectively pursue good public policy recommendations that protect the public while maintaining a fair and competitive marketplace.

Looking Back to See Ahead: Trends in Litigation and Legislation



Meredith McCoy

Venable LLP

Meredith McCoy provides experienced guidance to individuals and organizations in their efforts to participate in public policy and the political process. Meredith works with clients to understand their goals and make tailored recommendations for how changes in the legal and regulatory landscape may affect their plans. As a former attorney for the Federal Election Commission, Meredith brings the unique experience and perspective of a regulator to her work with Venable's clients. She is skilled at providing practical, user-friendly guidance that helps clients make informed decisions and achieve their objectives.

Licensure Exams Demystified: What Regulators Need to Know



Eric D'Astolfo
Pearson VUE

As vice president of professional business development – professional market segment, Eric D'Astolfo leads the team responsible for new business, account management, and client satisfaction in the professional licensure, certification, academic, and federal government markets. He also oversees the team responsible for the Department of Defense (DoD) and correctional testing channel initiatives. Eric has 25 years of experience in both the K–12 and certification testing industries, including test development, business development, and program management. In prior roles at Pearson VUE, Eric has served as a senior business development manager, where he led Pearson VUE's expansion into both the Canadian market and the emerging distance education market. Prior to Pearson VUE, Eric served in a variety of leadership roles with The Princeton Review Canada, Harcourt Publishers, the American Board for Certification of Teacher Excellence (ABCTE), and Scantron Corporation. An active contributor to industry associations and committees, he has served as both conference chair of the Innovations in Testing conference in 2015 and also as a member of the Board of Directors for the Association of Test Publishers (ATP) in 2017.

Crisis Communications for Regulators: Building an Effective Government Affairs Program



Dionne Brown-Bushrod, MSW, LCSW-C
Association of Social Work Boards (ASWB)

Dionne Brown-Bushrod is a licensed certified clinical social work professional with over three decades of contributions to the profession. Brown-Bushrod Director of Education Programs for the Association of Social Work Boards. Leading up to her current role, Brown-Bushrod excelled as a trainer specializing in social work ethics, intimate partner violence, and anti-oppressive practices and created a private practice certificate program based in social work regulation and ethics. At ASWB, Brown-Bushrod directs the Approved Continuing Education (ACE) program, the accrediting body for continuing competence for social work licensees. Brown-Bushrod is dedicated to empowering social workers through continuing education and professional development. She obtained a B.A. in Social Work and Psychology from the University of Maryland Baltimore County and a Master of Social Work from the University of Maryland School of Social Work.



Cara Sanner

Association of Social Work Boards (ASWB)

Cara Sanner is the Director of Regulatory Services at the Association of Social Work Boards where she has worked since 2011. Sanner is a co-leader for the association's governmental affairs efforts and oversees regulatory services programming including the management of regulatory data systems and curated content, and the provision of technical assistance and outreach to member jurisdictions and stakeholders. Sanner supports ASWB efforts to champion the development and adoption of a U.S. interstate social work licensing compact. Sanner is co-author of *Environmental Justice and Resiliency in an Age of Uncertainty* (2022), and numerous publications on social work regulation. Sanner holds a B.A. in Social Science from Michigan State University and is currently a graduate student studying public administration at Virginia Polytechnic Institute State University.

When Regulatory Boards Misbehave



Adam Grayson

Grayson and Grayson, LLC

Adam Grayson is a founding partner of Grayson & Grayson, a Missouri civil litigation firm. Adam has extensive experience in the areas of Healthcare Law, Administrative Law, Regulatory Compliance, Complex Personal Injury Law, and other litigation matters. He has represented Missouri licensure Boards for over twelve years including the Missouri Board of Registration for the Healing Arts, Missouri Nursing Board, Missouri Dental Board, Missouri Board of Pharmacy, Missouri Board of Podiatric Medicine, Missouri Real Estate Commission, and the Missouri State Board of Optometry. He has handled their litigation before the Administrative Hearing Commission, Circuit Courts, the Supreme Court, and various Federal Courts. In addition to litigation, he has also assisted boards through general counsel matters, sunshine laws, and rulemaking. Adam also represents other state agencies including the Missouri Department of Health and Senior Services - Division of Cannabis Regulation as their litigation counsel. Adam has a B. A. from Southwest Baptist University and received his J.D. from Saint Louis School of Law.



Mai Lin Petrine

Federation of State Massage Therapy Boards (FSMTB)

Mai Lin Petrine is the Director of Legal and Regulatory Affairs at the Federation of State Massage Therapy Boards (FSMTB). In this in-house counsel role, she works closely with the executive management team in areas of policy formulation, contract management, legislative advocacy, and risk management. Prior to joining the FSMTB, Mai Lin was an associate attorney at The Atkinson Firm, in Northbrook, IL. She received her law degree at the University of Miami and her undergraduate degree from Northwestern University. She was on the Editorial Board of the University of Miami Law Review and previously served as a litigation attorney at Lord, Bissell & Brook (now known as Locke Lord LLP) in Chicago, IL representing several Fortune 500 companies in jurisdictions across the United States. Mai Lin is an expert at communicating in multiple venues for a variety of audiences and at managing relationships with a diverse range of constituents and stakeholders. Mai Lin brings the perfect blend of intellect, tenacity and empathetic leadership to all her professional engagements and accomplishments.

Policymaker Panel: State Legislators



Senator Maria Collett

Pennsylvania State Senate

Senator Maria Collett represents the 12th Senatorial District across parts of Montgomery County, Pennsylvania. Sen. Collett is a lifelong advocate for working families. Following a successful career as a Deputy Attorney General in Camden County, New Jersey advocating for the rights of children, Sen. Collett pursued her passion for healthcare by transitioning to nursing. After graduating from nursing school, she found tremendous purpose and pride caring for patients at the bedside, working as a Level I trauma nurse, in pediatric home health, and in long-term care with aging adults. With the goal of serving her community on an even larger scale, Sen. Collett successfully ran for office in 2018, becoming the first Democrat elected to the seat. Sen. Collett has a BA in English Literature from the University of Maryland at College Park, a JD from Rutgers University School of Law, and a BSN from Drexel University.



Brita Darling

Office of Legislative Legal Services

Brita Darling is a Senior Attorney with the nonpartisan Office of Legislative Legal Services, which serves as both in-house counsel and the bill drafting office for the Colorado General Assembly. During her 19 legislative sessions with the Office, Brita has drafted bills in the areas of education, school finance, and Medicaid, and currently drafts bills concerning insurance, public health, health facilities, consumer protection, and the regulation of professions and occupations. She also serves as a coordinator for new legislator orientation and for the Office's statutory review of new and newly amended executive agency rules.



Representative Matt Soper

Colorado House of Representatives

Matt Soper is a Republican politician who represents Colorado House of Representatives District 54. Soper holds degrees from Colorado Mesa University, the University of Edinburgh School of Law in Scotland, and the University of New Hampshire School of Law. He runs a research and writing business called Oxford Strategies, LLC.



Jennifer Garrett

Wisconsin Department of Safety and Professional Services

Jennifer Garrett is the deputy secretary at the Wisconsin Department of Safety and Professional Services, the cabinet agency responsible for occupational regulation. A gubernatorial appointee, she oversees external relations and policy, and she works to implement regulatory innovations to advance executive branch priorities. Under her leadership, DSPS has implemented voluntary workforce surveys for physician, dental and behavioral health renewals. She also implemented an interdisciplinary advisory council to clarify practice rules for licensed professionals working in emerging health care delivery settings. Prior to joining the administration, Jennifer worked in public affairs at the University of Wisconsin-Madison School of Nursing. She has a bachelor's degree in English and communication from Purdue University in West Lafayette, Indiana, and a J.D. from the Mauer School of Law at Indiana University-Bloomington.

Saturday, July 26

The Atkinson Lecture: The Shifting Regulatory Landscape: Navigating Uncertainty and Opportunity



Evan C. Zoldan

University of Toledo College of Law

Evan Zoldan researches legislation, including legislative power, the legislative process, and statutory interpretation. His work on legislative power questions whether Congress and state legislatures may target named individuals for special treatment. His article on targeted legislation, *The Equal Protection Component of Legislative Generality*, was selected for presentation at the Yale / Stanford / Harvard Junior Faculty Forum at Yale Law School to represent the category of Constitutional Law: Theoretical Foundations. His work on legislation has been cited by both federal and state appellate courts and in briefs, treatises, and scholarly works. Professor Zoldan has appeared in the national media, including the Washington Post, CNN, and Bloomberg News. Professor Zoldan is a past chair of the Association of American Law Schools Section on Legislation and Law of the Political Process.

Professor Zoldan received his law degree, cum laude, from Georgetown University Law Center, where he served as Notes & Articles Editor of Georgetown's Law & Policy in International Business journal. He received his B.A., summa cum laude, from New York University, where he studied political philosophy. After law school, Professor Zoldan served as law clerk to judges on the United States Court of Federal Claims and the District of Columbia Court of Appeals. Before joining the faculty of Toledo Law, he worked as an associate at Kirkland & Ellis LLP and as a trial attorney for the United States Department of Justice.

Modernizing Model Laws: Strategies for Relevance and Impact



Josh Batkin

National Council of Architectural Registration Boards (NCARB)

Josh Batkin serves as the Vice President of Council Relations at the National Council of Architectural Registration Boards where he has the opportunity to put his experience working with state governments on behalf of national organizations, and his passion for engaging stakeholders, to work in support of NCARB's 55 Member Boards. Josh leads the Council department dedicated to supporting the Member Boards, engaging volunteers, fostering relationships with partner organizations and supporting advocacy efforts on behalf of public protection. He joined NCARB in 2017 after more than two decades in government and nonprofit agencies dedicated to public health and safety missions. Before NCARB, he served as the presidentially appointed director of the Office of External Affairs at the Federal Emergency Management Agency (FEMA) where he

led congressional affairs, public affairs, intergovernmental affairs, private sector relations, and strategic communications efforts. Prior to that position, he worked in the U.S. Senate and also led communications and marketing efforts at a nonprofit building safety association. Additionally, he has served as the chief of staff to the chairman of the U.S. Nuclear Regulatory Commission. Josh obtained his M.A. in International Affairs from The George Washington University and his undergraduate degree in political science from Duke University.

Matt Miller

Council of Landscape Architectural Registration Boards (CLARB)



Matt Miller is an association executive with 19 years of experience in managing and leading mission-driven organizations and currently serves as the Chief Executive Officer for the Council of Landscape Architectural Registration Boards (CLARB). At CLARB, Matt manages and collaborates with the staff team in its execution of the annual scope of work approved and funded by the Board of Directors. Matt also serves as a spokesperson for CLARB and as an ex-officio member of the Board of Directors. Previously, Matt's role as Executive Director & CEO at the American Welding Society required the management of a \$40M annual revenue budget, diverse programs, staff development, board relations, and volunteer engagement. Matt earned a Bachelor of Science in Education from Indiana University of Pennsylvania, a Master of Science in Instructional Technology from Duquesne University, and a Master of Science in Nonprofit Management from Robert Morris University. Matt is also a proud veteran of the U.S. Army with service in Operation Desert Storm.

Alyssa Rayne

National Association of State Boards of Accountancy (NASBA)



Alyssa Rayne is Counsel for Contracts and Regulatory Research at NASBA. Her practice areas focus on contract law and regulatory matters as they pertain to NASBA and the regulation of the accounting profession. In addition to contracts and regulatory matters, Rayne focuses on areas important to the accounting industry such as Artificial Intelligence, Data Privacy, and Private Equity. Prior to joining NASBA, Rayne was Senior Corporate Counsel at MAPCO Express, headquartered in Franklin, TN. Rayne graduated from Belmont University in Nashville, TN, where she majored in political science with a double minor in Business Administration and Spanish. She attended law school at the University of Denver Sturm College of Law.

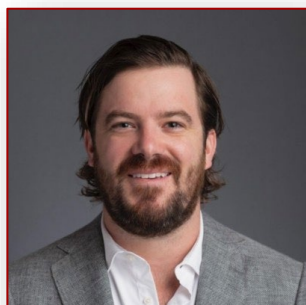
Loper Bright and the Future of Regulatory Deference



Jeffrey P. Gray
Bailey & Dixon, LLP

A trial lawyer with experience in a wide variety of civil and regulatory litigation, Jeff Gray has represented individuals and business entities as both plaintiffs and defendants. In addition to his trial practice, he has argued dozens of cases before the North Carolina Court of Appeals and Supreme Court. His practice is currently focused on government regulatory matters. In addition to representing licensees before the multitude of occupational and professional licensing boards in North Carolina, he personally serves as legal counsel to the North Carolina Private Protective Services Board, the North Carolina Alarm Systems Licensing Board and the North Carolina Board of Landscape Architects and as hearing counsel to the North Carolina Board of Funeral Services and the North Carolina Veterinary Medical Board. He also serves as legislative agent and lobbyist for numerous professional and trade groups and associations.

Data Security and Efficacy: Ensuring Effectiveness in Process and Protection



Scott Bolton
Tyler Technologies

Scott Bolton is currently a Business Development Executive (Platform Solutions Division) at Tyler Technologies. Tyler Technologies provides integrated software and technology services to the public sector. Tyler's end-to-end solutions empower local, state, and federal government entities to operate efficiently and transparently with residents and each other. Scott brings experience from previous roles at Tyler Technologies and SceneDoc (acquired by Tyler Technologies).



David Dennin
Tyler Technologies

David Dennin is currently Business Development Executive at Tyler Technologies. Tyler Technologies provides integrated software and technology services to the public sector. Tyler's end-to-end solutions empower local, state, and federal government entities to operate efficiently and transparently with residents and each other. David brings experience from previous roles Certemy, LERETA, Black Knight Financial Services, and CoreLogic.

Outdated Tools, Emerging Tech: The Legislative Struggle to Regulate AI



Emily Keimig

Venable LLP

Emily Keimig is a trusted counselor who draws on over three decades of experience in the areas of litigation, employment law, and privacy and data security to help clients meet their business objectives. Emily takes a proactive and creative approach to addressing matters related to information/electronic data governance, social media, data privacy and protection, artificial intelligence (AI), and the impact of technology and e-communication in the workplace and beyond. She also routinely advises employment and commercial law on restrictive covenants, trade secret protection, due diligence, executive compensation agreements, and board advice on governance, growth, and transition matters. Emily's clients—who range from startups to Fortune 100 companies in industries that include technology, healthcare, aerospace, mining, agriculture, and retail—appreciate her responsiveness, diversity of experience, empathy, and commitment to helping them achieve their goals.

Fairness and Accessibility Considerations in Regulation: How to Evolve and Maintain Integrity of the Process



Mia Bailey

National Council of Architectural Registration Boards (NCARB)

Mia Bailey is a Test Development Coordinator II at the National Council of Architectural Registration Boards (NCARB), bringing three years of testing industry experience and 20 years in education. Her extensive background in teaching provides a practical perspective in her current role, where she supports volunteer committees and contributes to refining exam content. At NCARB, Mia works closely with dedicated volunteer groups to ensure that exam materials meet high standards and reflect the evolving needs of the architectural profession. She brings a strong focus on access and fairness in assessments, drawing on her classroom experience to support equitable test development practices that reduce barriers for all candidates. These efforts align with FARB's mission to support equitable licensure systems across jurisdictions.



Dr. Isabelle Gonthier

PSI

Isabelle Gonthier is PSI's Chief Assessment Officer where she oversees the teams responsible for ensuring overall client and program success, including psychometrics, test development, test publishing, and data forensics across all global markets PSI is serving, as well as account management and business development within the certification market. In an executive leadership role, she draws from her 20+ years of industry experience to help define PSI's business strategies and develop service offerings and technology roadmaps. On a client level, Isabelle is known for her keen ability to blend best practice guidance with smart innovation to set credentialing programs up for success. Dr. Gonthier is a veteran in the testing industry and has been highly engaged in advancing the testing and credentialing field, including serving as NCCA chair and psychometric commissioner and now as the current Chair of the I.C.E. Accreditation Services Council. She has recently been elected to serve on the CNAR Board of Director. She holds the ICE-CCP (Certified Credentialing Professional) certification, demonstrating competence across all professional credentialing activities. Dr. Gonthier earned her Doctorate in Experimental Psychology (Cognitive Sciences) at the University of Ottawa and was awarded the Pierre Laberge award for the most outstanding doctoral dissertation in Science.

Speech or Conduct? The First Amendment and Professional Licensure



S. Wesley Tripp, III

North Carolina Board of Examiners for Engineering and Surveying

Wes currently serves as Board Counsel for the North Carolina Board of Examiners for Engineers and Surveyors. Wes has held this position since November 2023. Wes was named in the 2024 edition of Best Lawyers: Ones to Watch® in America in the categories of Administrative/Regulatory Law and Litigation-Trusts & Estates. He is also recognized among Business North Carolina's Legal Elite™ in the Young Guns category (2022, 2023). After graduating from Campbell University School of Law, Wes served as a law clerk for the Supreme Court of North Carolina as well as the North Carolina Court of Appeals, during which time, he had the opportunity to help draft nearly 50 appellate opinions. He is a cum laude graduate of the University of Tennessee with a bachelor's degree in history and a magna cum laude graduate of Johnson University earning an associate's degree in religious studies.

Maintaining Relevancy During AI and Digital Evolution



Frank B. Meyers

Federation of State Medical Boards

Frank Meyers is an experienced attorney with a deep focus on healthcare regulation, professional licensing, and the evolving role of technology - especially Artificial Intelligence - in these fields. As Deputy Legal Counsel at the Federation of State Medical Boards, he works at the intersection of law, healthcare, and emerging tech, helping shape policies that impact medical professionals nationwide. Since the rise of generative AI, Frank has been actively exploring its potential (and its pitfalls) in regulatory environments. His work examines how AI models—like ChatGPT, Claude, Gemini, and others—can assist in processing public complaints while ensuring accuracy, fairness, and accountability. He’s not just studying AI; he’s helping build practical tools for FSMB’s member boards, balancing innovation with the legal and ethical challenges AI brings. Frank is also a frequent speaker on AI in healthcare and law, having led discussions and panels on the subject—including moderating FSMB’s AI Symposium in Washington, DC. Whether addressing risks like AI "hallucinations" or advocating for ethical AI use in legal practice, he’s committed to ensuring technology serves the public good without compromising professional integrity.



Layle Nelson

CRAFT Media/Digital

Layle Nelson leads the public affairs practice at CRAFT Media/Digital where she advises clients on integrated communications strategies to position their brands and issues. She brings deep experience to developing issue advocacy, reputation, and public education campaigns and in guiding clients through high-stakes issues and reputational challenges. She has particular expertise in creating impactful messaging and narratives around complex issues to engage the public, media and lawmakers. Layle’s work spans a wide range of issues and sectors including health care reform, prescription affordability, financial services reform, legal reform, travel and tourism impacts, trade policy and energy and resource development, among others. Her work has helped protect and enhance industry and company reputations; created award-winning engagement programs; built enduring coalitions to advance policy agendas and public dialogue; and has achieved countless legislative victories at the state and federal levels. Prior to joining CRAFT, Layle was a Senior Vice President at APCO Worldwide where she led the issue advocacy, grassroots and coalition offering.