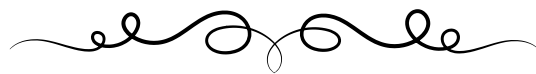




Southern Academy of Legal Studies in Business
2026 Annual Conference
San Antonio, TX



February 25 - February 27, 2026



Southern Academy of Legal Studies in Business 2026 Annual Conference *San Antonio, TX*

SpringHill Suites
524 South St. Mary's
San Antonio, TX 78205



There is no place like San Antonio! Maybe that's why our members have voted year after year to have our annual conference in the Alamo City. We have planned a great balance of legal conundrums, stimulating conversations, and award-winning cantinas.

HIGHLIGHTS

Wednesday Mixer beginning at 6:00PM - Bombay Bicycle Club

Thursday Lunch Provided by McGraw Hill

THURSDAY Annual SALSB Business Meeting

Friday Lunch Provided by SALSB

Friday Dinner at 6:00PM - Guadalajara Grill



Join Us!

Conference Mixer & Dinner

February 25th at 6:00PM

Bombay Bicycle Club

607 Hemisfair Blvd
San Antonio, TX 78212

SALSB EXECUTIVE COMMITTEE

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Hon. Laura Sullivan
Sam Houston State University
Huntsville, Texas

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Sam Houston State University
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Sam Houston State University
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connect®

Case Analysis Exercises are available in McGraw Hill Connect!



Case Analysis Exercises (CAEs) are highly interactive, automatically graded online exercises in Connect that provide students the opportunity to dive into real-world cases. Learners are presented with the facts of a real case, asked to evaluate relevant evidence, and apply their knowledge of the law to decide on the judgment. Students are then challenged to take their knowledge of the law a step further by using their critical thinking skills to assess a similar legal scenario.

There are over 60 Case Analysis Exercises available for ALL McGraw Hill Business Law titles to excite and engage your business law students.


Activity Name	Activity Type	Time on Task	Difficulty Level
<input type="checkbox"/> Case Analysis: Contracts - Kast v. Kraft	Case Analysis Exercises	5-10 min	Medium
<input type="checkbox"/> Case Analysis: Contracts - Lawrence v. Fox	Case Analysis Exercises	5-10 min	Medium
<input type="checkbox"/> Case Analysis: Contracts - Leonard v. PepsiCo, Inc.	Case Analysis Exercises	5-10 min	Medium
<input checked="" type="checkbox"/> Case Analysis: Contracts - Lucy v. Zehrer	Case Analysis Exercises	5-10 min	Medium

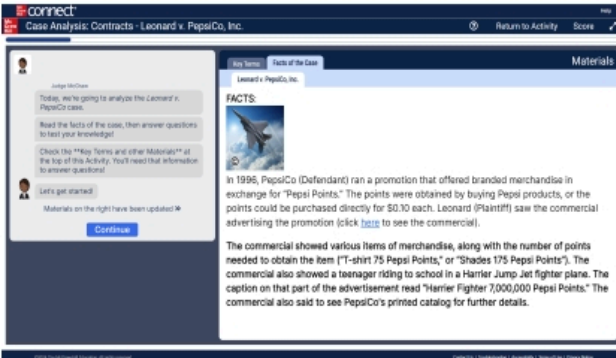
Descriptions:
In this activity, you will assess your knowledge of contract law and understanding of the Lucy v. Zehrer case.

Bloom's Level:
Applying

Keywords:
Offer, Objective Intent, Consideration, Contracts

Scoring:
 Accuracy Completion

Selected Activity:

[Student Preview](#) [Activity Details](#)



Case Analysis: Contracts - Leonard v. PepsiCo, Inc.

Key Terms: Leonard v. PepsiCo, Inc.

FACTS

In 1995, PepsiCo (Defendant) ran a promotion that offered branded merchandise in exchange for "Pepsi Points." The points were obtained by buying Pepsi products, or the points could be purchased directly for \$0.30 each. Leonard (Plaintiff) saw the commercial advertising the promotion (click [here](#) to see the commercial).

The commercial showed various items of merchandise, along with the number of points needed to obtain the item ("T-shirt 75 Pepsi Points," or "Shades 175 Pepsi Points"). The commercial also showed a teenager riding to school in a Harrier Jump Jet fighter plane. The caption on that part of the advertisement read "Harrier Fighter 7,000,000 Pepsi Points." The commercial also said to see PepsiCo's printed catalog for further details.

For more information, visit mheducation.com/highered/business-law.html »

AGENDA

09:00-09:30AM **Registration**

09:30-10:30AM **Session A**

Welcome by President Ray Teske

Aubree L. Walton
Professor
Cameron University

**AI Literacy in Business Law Education:
Pedagogical Strategies and Challenges**

Kaimee Kellis
Professor
University of Oklahoma

Lisa Restivo
Professor
Cameron University

Suzanne Clinton
Professor
University of Central Oklahoma

Lucas Loafman
Professor
Texas A&M University-Central Texas

**Business Law Courses: Surviving &
Thriving in Challenging Times**

10:30-10:45AM **Break**

10:45-12:15PM **Session B**

Marty Ludlum
Professor
Jennifer Barger-Johnson
Professor
Darrell Ford
Professor
University of Central Oklahoma

**Pedagogy Note: Using the NFL's Rooney Rule
to Teach Discrimination**

Michael Conklin
Professor
Texas A&M University-Central Texas

Drew Thornley
Professor
Stephen F. Austin State University

**Rethinking the American Legal Profession: A
Case for Dividing Attorneys into Multiple
Categories**

10:45-12:15PM

Session B Continued

Kevin T. White

Professor

University of Texas at Tyler

Deconstructing the Construction of Restrictive Covenants in Short-Term Rental Cases: The Residential-Commercial Dichotomy

Aubree L. Walton

Professor

J.D. Walton

Cameron University

Beyond the Headlines: Using Televised Litigation to Explore the Impact of Witness Credibility on Conflict Resolution

12:15-01:30PM

Lunch

01:45-03:00PM

Session C

Michael Conklin

Professor

Texas A&M University-Central Texas

The Arbitration Web: The Next Evolution in Arbitration Expansion?

Kimberley Kinsley

Professor

Mary Washington University

Regulating AI Therapy Bots

Michael Conklin

Professor

Lucas Loafman

Professor

Texas A&M University-Central Texas

Mohamed v. SHRM: Is Expertise Admissible?

Paul Fulbright

Professor

University of Houston-Downtown

Rumors Greatly Exaggerated: The Entrepreneur's Trade Secrets and Confidential Information in the Age of Artificial Intelligence

Drew Thornley

Professor

Stephen F. Austin University

Law School Should Not Be the Only Path to a Law License

03:00-04:00PM

2026 SALS B Conference Annual Business Meeting

Moderator: Ray Teske, President

Business Meeting Agenda

- 1. Secretary – Brian Elzweig - Approve Minutes from 2025 Annual Business Meeting**
- 2. Vote on Officer Slate**
- 3. President’s Report – Ray Teske**
- 4. Treasurer’s Report – Jennifer Barger-Johnson**
- 5. ALSB House of Delegates Report – Brian Elzweig**
- 6. Journal of Business and Ethics Editor Report – Marty Ludlum**
- 7. Southern Law Journal Editor Report – Diana Brown**
- 8. New Business**
- 9. SALS B 2027 Annual Conference Discussion**
- 10. Adjourn**

DINNER ON YOUR OWN (or in groups)

RECOMMENDATIONS

Casa Rio – 430 East Commerce St, San Antonio, TX 78205

Battalion- 604 S Alamo St, San Antonio, TX 78205

Rosarios – 722 S. St. Mary’s, San Antonio, TX 78205

Dough Pizzeria – 518 S. Alamo St, San Antonio, TX 78205

Chart House - 739 E César E. Chávez Blvd, San Antonio, TX 78205 (Tower of Americas)

Boudro’s on the Riverwalk – 421 E. Commerce St, San Antonio, TX 78205

Paesanos Riverwalk - 111 W Crockett St #101, San Antonio, TX 78205

Range – 125 Houston St, San Antonio, TX 78205

Tre Trattoria - 200 W. Jones Ave, San Antonio, TX 78215 (at the San Antonio Museum of Art)

Jardin - 555 Funston Place, San Antonio, TX 78209 (located in the SA Botanical Garden)

09:00-10:30AM

Session D

Brian Elzweig

Professor

University of West Florida

Lawrence Trautman

Professor

Prairie View A&M University

Michael Conklin

Professor

Texas A&M University-Central Texas

NFT Artists v. The SEC: Reassessing Securities Law in the Age of Digital Art

Drew Thornley

Professor

Stephen F. Austin University

Juror Contact in the Digital Age: The LinkedIn Issue

Michael Conklin

Professor

Texas A&M University-Central Texas

The Harmful Lack of ADR Representation in Film

Clovia Hamilton

Professor

Indiana University

The Digital Doppelganger: Protecting Musicians from Deepfake Damage

10:30 AM-10:45 AM

Break

10:45 AM-12:30PM

Session E

Lawrence Trautman

Professor

Prairie View A&M University

All Your Crypto Are Belong to Us

Brian Elzweig

Professor

University of West Florida

Matthew Mangum

Professor

Texas A&M University-San Antonio

Squishmallows v. Build-A-Bear: A Cute and Cuddly Copyright Exercise

Melissa Baldo

Assistant Professor

Marleen Swerdlow

Professor

Melany Whiting (Villery-Samuel)

Adjunct Professor

Lamar University

Little Pink Houses for You and Me: Government Overreach and the Takings Clause

Session E Continued

Soheila Hosseini
Attorney at Law

Daniel Doss

Professor

Mohamed Ghonimy

Professor

Dan Daniels

Professor

National University

**Harmonizing Digital Privacy, Law Enforcement,
and Accountability within the Encryption
Landscape: Policy and Operational Implications**

David McElreath

Professor

University of Mississippi

Daniel Doss

Professor

National University

Soheila Hosseini

Attorney at Law

**Financial Considerations of the Dangers of Police
Defunding**

Sherri DioGaurdi

Professor

Daniel Doss

Professor

National University

Soheila Hosseini

Attorney at Law

**Artificial Intelligence and Law Enforcement: What
are Legal Issues Involving Predictive Policing?**

12:30-01:30PM

Lunch

01:30-3:30PM

Session F

Lee Tyner

Professor

M. Suzanne Clinton

Professor

Jennifer Barger-Johnson

Professor

University of Central Oklahoma

**Case Study in Affirmative Action: Things Are Not
Always What They Seem**

Marty Ludlum

Professor

Riley D. Shaull

University of Central Oklahoma

**An Examination of Academic Entitlement and the
Frequency of Cheating by American University
Students**

01:30-3:30PM

Session F Continued

Lawrence Trautman

Professor

Prairie View A&M University

Social Media, Law, Meta, Instagram, TikTok, and

Facebook: Unsafe for Pre-Adults

Larry D. Foster II

Professor

University of Houston-Downtown

Stephen Kim Park

Professor

**Fashion And Luxury Branding In The Crosshairs Of
International Trade And Geopolitical Competition**

Rachel Chambers

Professor

University of Connecticut

Edward B. Hymson

Retired/Emeritus

State Bar of New Mexico

**The Effect on Commerce of the Evolving
Interpretations of the “Establishment Clause” and
“Free Exercise of Religion” Provisions of the
Constitution**

Meet in the Lobby for Dinner

We will be dining at:

Guadalajara Grill

301 South Alamo

San Antonio, Texas 78205