

INVITED FACULTY

Augustus F. Brown | Mr. Brown has a personal injury practice concentrating on motor vehicle collisions, professional negligence, defective products, negligent highway design, construction, and criminal defense litigation. He serves on AAJ's Board of Governors, is a Sustaining member of AAJ, and a member of the National Association of Criminal Defense Lawyers. Mr. Brown is a frequent speaker for the MTLA and the National College of Advocacy (NCA). He is a partner in the law firm of Brown, Brown & Young in Bel Air, Maryland.

Martha Marie Eastman | Ms. Eastman concentrates her practice in the areas of nursing home negligence and medical negligence. She is the past chair of AAJ's Nursing Home Litigation Group and the author of Establishing Relief for the Most Innocent of All Aids Victims: Liability for Perinatal Transmission of AIDS. Ms. Eastman is a frequent speaker and teacher on issues regarding nursing home abuse and neglect, as well as trial advocacy, deposition techniques, and medical negligence. The Eastman Law Office is in Louisville, Kentucky.

Dennis C. Elias, Ph.D. | Dr. Elias has over 30 years of litigation consulting, clinical practice, and forensic neuropsychological experience. He is a member of the American Society of Trial Consultants, a frequent speaker for AAJ and holds a Diplomate and Fellow of the American Board of Forensic Examiners and the American Board of Psychological Specialties (Forensics). He is the Senior Litigation Consultant and President of Litigation Strategies, Inc. in Phoenix, Arizona.

Carrie R. Frank | Ms. Frank concentrates her practice in the areas of products liability and personal injury. She has authored numerous articles and spoken on auto design defects and trial skills. She is a partner in the Arvada, Colorado law firm of Gilbert, Frank, Ollanik & Komyyatte, P.C, whose practice concentrates on automobile defect litigation cases where consumers are seriously injured or killed in car accidents because of automobile design or manufacturing defects.

Patricia F. Kuehn, J.D., M.A. | Ms. Kuehn concentrates her practice in jury behavior research and related consulting services. She holds a master's degree in social psychology with an emphasis on jury behavior and is licensed to practice law. Ms. Kuehn designs, conducts, and analyzes research including focus groups, damages evaluations, and mock trial simulations. She uses her knowledge of juror decision making and more than 10 years of trial consulting experience to advise clients on strategic jury selection, case strategy, case theme development, and courtroom persuasion. Ms. Kuehn is based out of Chicago, Illinois.

William P. Lightfoot, course advisor | Mr. Lightfoot limits his practice to personal injury claims, and is nationally recognized for his representation of individuals who are burned, especially children burned by hot water. Mr. Lightfoot serves on AAJ's NCA Board of Trustees and is a former Council Member at Large for the District of Columbia, where he chaired the Committee on Judiciary. He has practiced law for over 20 years and is with the firm of Koonz, McKenney, Johnson, DePaolis & Lightfoot in Washington D.C.

Richard P. Matthews | Mr. Matthews, a member of the California Bar and former insurance litigator, is a trial consultant who works in both civil and criminal matters. Mr. Matthews works in case analysis, courtroom presentation skills, thematic development, focus group research, communication strategy, juror selection and voir dire, and post verdict juror research. Mr. Matthews leads the San Francisco, California office of Decision Analysis.

Kelly E. Naylor, Ph.D. | Dr. Naylor is a licensed clinical psychologist with more than 10 years of experience in psychological research and clinical practice. She specializes in conducting focus groups to develop, test, and improve case presentations and trial exhibits, jury survey development and data analyses, and the application of jury and psychological research in legal proceedings. Dr. Naylor's practice is located in Golden, Colorado.

Dara Quattrone | Ms. Quattrone concentrates her practice in motor vehicle collisions, claims against public entities, architectural and medical negligence, products liability, consumer fraud and toxic tort cases. She is certified as a civil trial attorney by the New Jersey Supreme Court and the National Board of Trial Advocacy. Ms. Quattrone is with the firm of Westmoreland Vesper and Quattrone in West Atlantic City, New Jersey.

Alexandra Rudolph | Ms. Rudolph is a litigation consultant who concentrates her practice in focus groups, including conducting and moderating in addition to being involved in all aspects of the research design and methodology. Ms. Rudolph is an active member of ASTC and is with Zagnoli McEvoy Foley, LLC in Chicago, Illinois.

Marcus Z. Shar | Mr. Shar represents plaintiffs in medical negligence cases and lectures to lawyers, judges, medical and lay groups throughout the United States. He is a Fellow of the American College of Trial Lawyers and a Diplomate of AAJ's NCA. Mr. Shar is a past member of AAJ's NCA Board of Trustees and a past cochair of AAJ's Curriculum Development Committee. Mr. Shar is a partner in the firm of Shar, Rosen & Warshaw, L.L.C., located in Baltimore, Maryland.

Jacob Vigil | Mr. Vigil concentrates his practice in the areas of medical negligence, products liability, and catastrophic injuries. Mr. Vigil is the current cochair of the AAJ Medical Negligence Information Exchange Group. He is also past president of the New Mexico Trial Lawyers' Association and a past member of AAJ's Board of Governors. The Vigil Law Firm, P.A. is in Albuquerque, New Mexico.

Diane F. Wyzga | Ms. Wyzga is an R.N., J.D. and professionally trained storyteller who works as a trial and ADR consultant. She helps attorneys develop their critical listening and persuasive communication skills using the techniques and principles of storytelling to translate images into action. With over 20 years' experience, Ms. Wyzga founded Lightning Rod Communications to train attorneys to identify, shape and effectively deliver their stories using language with passion and precision. She concentrates her practice in compelling oral and written communications, case story, structure and theme, witness preparation, focus groups, and opening statements.

AGENDA

Thursday, September 27

REGISTRATION
7:30 am–8:00 am (*Continental breakfast*)

MORNING SESSION
8:30 am–1:30 pm (*Lunch will be served*)

The Trial Lawyer's Approach to Focus Groups

Live Concept Focus Group Demonstration

Synthesizing the Information Learned

Structured Focus Group Lecture and Demonstration

Analyzing and Using Focus Group Information

- Theming Identification
- Identifying and Dealing with Land Mines
- Developing Your Voir Dire

Meet Your Group and Brainstorm Your Case—Concept Focus Group Strategy

Visual Storytelling: Persuasive Openings Using Focus Group Feedback

AFTERNOON SESSION
1:45 pm–6:00 pm

Concept Focus Groups (*Participant 1*)

Synthesizing the Information (*Participant 1*)

Concept Focus Groups (*Participant 2*)

Synthesizing the Information (*Participant 2*)

NETWORKING RECEPTION
6:00 pm–7:00 pm

Friday, September 28

MORNING SESSION
8:00 am–1:15 pm

Brainstorming Your Case—
Concept Focus Group Strategy

Concept Focus Groups (*Participant 3*)

Synthesizing the Information (*Participant 3*)

Concept Focus Groups (*Participant 4*)

Synthesizing the Information (*Participant 4*)

AFTERNOON SESSION
2:15 pm–6:15 pm

Brainstorming Your Case—Concept Focus Group Results and Structured Focus Group Strategy

Saturday, September 29

MORNING SESSION
9:00 am–1:15 pm

Structured Focus Groups (*Participant 4*)

Synthesizing the Information (*Participant 4*)

Structured Focus Groups (*Participant 3*)

Synthesizing the Information (*Participant 3*)

AFTERNOON SESSION
2:30 pm–6:45 pm

Structured Focus Groups (*Participant 2*)

Synthesizing the Information (*Participant 2*)

Structured Focus Groups (*Participant 1*)

Synthesizing the Information (*Participant 1*)

Sunday, September 30

MORNING SESSION
8:30 am–11:30 am

(*Full American breakfast buffet served*)

Roundtable Discussions and Educating the Public

- Interpreting the Information
- Developing Universal Themes
- Developing the Story
- Making Sense of the Results
- What AAJ Is Learning: Reframing the Debate

<input type="radio"/> REGISTER ME FOR AAJ's CASE WORKSHOP PROGRAM! (C021) September 27–30, 2007 Hyatt Regency Louisville Louisville, KY	Special Savings Discount by Aug. 17, 2007: AAJ members – \$2955 Fee after Aug. 17, 2007: AAJ members – \$3495 <i>Paralegals: Get a 50% discount when you attend with an AAJ member from your firm with the same address.</i>
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This program is open to AAJ Regular, Sustaining, Life, and President's Club members only.

BEGIN AN AAJ MEMBERSHIP

Yes! Begin my AAJ membership with introductory dues of \$100 (enclosed) for my first year. This qualifies me for the member registration fee for the Case Workshop Program.

I certify by my signature below that I am an attorney who, for the most part, based on caseload and time, represents the plaintiff in civil litigation or represents the defendant in criminal litigation.

Signature: _____ Date: _____
Bar Date: Month _____ /Year _____ (M281 5NCM)

ADDITIONAL INFORMATION

• Please indicate what type of case you will be working on during this program. (e.g., medical negligence, automobile collision, products liability, premises liability, contract dispute, etc.):

Case Type _____

• Before the program you will be asked to provide a case summary for faculty review including specific case information such as the stage of the case, the plaintiff's and defendant's legal theories and best arguments to prevail, and what you want to get out of the focus groups. **You should plan to bring two key exhibits with you for analysis and critique on site.**

PAYMENT INFORMATION

Name _____ AAJ ID # _____

Preferred First Name for Badge _____

Firm _____

Address _____

City/State/ZIP _____

Office Phone _____ Office Fax _____

E-mail _____

Check is enclosed (*payable to AAJ Education Fund*)

Charge \$ _____ to my:   

Card # _____ Exp. Date _____

Signature _____

REGISTER TODAY!

Four easy ways to register:

- | | | |
|--|---|---|
| 1. Online: www.justice.org/education/caseworkshop | 2. Phone: 800-622-1791 or 202-965-3500, ext. 612 | 4. Mail: AAJ Education Fund
PO Box 3717
Washington, DC 20007 |
| | 3. Fax: 202-625-7084 | |

Cancellations received in writing by September 13, 2007, will result in a refund less a 10% administrative charge. Cancellations received September 14-26, 2007, will result in a voucher for the entire registration fee which may be applied toward any AAJ Education college or seminar held within one calendar year of the date of issue. No refunds or vouchers for cancellations received after September 26, 2007. Mail or fax your cancellation to the Registrar. 1MMB 1EXC 1OVG

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The Leonard M. Ring Law Center
1050 31st Street, NW
Washington, DC 20007

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AAJ EDUCATION PROGRAMS

- Rules of the Road Seminar**
September 15-16 • Atlanta, GA
Grand Hyatt Atlanta in Buckhead
- Trial Advocacy College: Depositions**
September 15-17 • Long Beach, CA
Hilton Long Beach and
Executive Meeting Center
- Nursing Home Seminar**
September 27-28 • Las Vegas, NV
Mirage Las Vegas
- Trial Advocacy College: Damages**
October 5-8 • Keystone, CO
Keystone Resort & Conference Center
- Weekend with the Stars Seminar**
December 8-9 • New York, NY
Sheraton New York Hotel & Towers
- Trial Advocacy College: Advanced Depositions**
January 11-14 • New Orleans, LA
Chateau Sonesta
- Pharmaceutical Seminar**
February 16-17 • Las Vegas, NV
Wynn Las Vegas

For more information,
visit www.justice.org/education

REGISTER BY AUGUST 17, 2007
and Save \$540



Formerly the Association of Trial Lawyers of America

AAJ'S CASE WORKSHOP PROGRAM

SEPTEMBER 27-30, 2007 • HYATT REGENCY LOUISVILLE • LOUISVILLE, KY

REGISTER BY AUGUST 17, 2007
and Save \$540

"The focus groups give you a window into the layperson's thought process—the way they receive and act on information...."

Thanks—this is the best money I ever spent. And, the organization and timing were excellent."

—Gerard McEnery
North Haven, CT

AAJ Education Endowed
by Power Rogers & Smith

ABOUT THE PROGRAM

AAJ's Case Workshop Program allows you to bring an active case of your own and have it analyzed by some of the country's leading lawyers and trial consultants, and then present it to focus groups—before it goes to trial. Only AAJ Education offers CLE programs with these benefits.

You'll benefit in many ways:

- Explore key issues in your case
- Pinpoint the strengths of your strategy and expose potential weaknesses
- Develop your trial story
- Network with the faculty and your peers
- Spend the majority of your time in focus groups—all of which are recorded for you to take home
- Take part in innovative strategy planning sessions designed to develop and prepare strategies for your focus group presentation and for your case
- Create themes for your case and develop analogies that will resonate with your jury
- Register an observer for half the regular registration fee

The Focus Group Members

We screen and recruit hundreds of members of the community from several different sources to make up your focus groups. We provide as diverse a group as possible with respect to occupation, gender, ethnic origin, political affiliation, and age.

Who Should Attend

This unique program will benefit lawyers interested in conducting focus groups in their clients' cases. This program is limited to 32 AAJ plaintiff lawyers, and created exclusively for AAJ Regular, Sustaining, Life, and President's Club members only.

Your Registration Includes

- 29 hours of cutting-edge continuing legal education
- "Meet the Faculty" lunch and networking reception
- A copy of your recorded focus groups and synthesizing sessions
- Daily continental breakfasts and complimentary coffee breaks
- Reference Materials on focus groups and theming
- Roundtable discussion breakfast buffet

Registration Details

- This program is open to AAJ Regular, Sustaining, Life, and President's Club members only. AAJ Paralegal Affiliates may attend with an AAJ attorney member from the same firm with the same address.
- Save even more with a **group discount** for your firm. Register two or more lawyers from your firm at the same time, each with an individual case, and **save \$350** on the registration fee for *each* registrant!

You may also register another AAJ Regular Member or Paralegal Member employed by your firm as an **OBSERVER** for half the regular registration fee. (*To calculate the OBSERVER's registration fee, simply divide YOUR registration fee by two.*)

To register, visit www.justice.org/education/caseworkshop or call AAJ Education at 800-622-1791 or 202-965-3500, ext. 612

TRAVEL & CLE

A limited number of rooms will be held at the Hyatt Regency Louisville until September 4, 2007. To receive AAJ's special group rate of \$169 single/double occupancy, plus 15.01% sales tax, complete your housing and/or travel arrangements online at www.exectravel.com/meetings/aaj or download the form at www.justice.org/education/hotelreservation.pdf. Fax the completed form to ETA at 202-785-5256.

Hyatt Regency Louisville
320 West Jefferson Street
Louisville, KY 40202

If you must cancel your hotel reservations, please call ETA at 800-577-7539 or 202-828-0114 weekdays, 8:30 am-6:00 pm ET. If you change your hotel reservations **within 72 hours** before the start of the program, please call the hotel directly at 502-581-1234.

MCLE/NCA Requirements

Earn approximately 29* CLE credits to be applied to your participation in the NCA's Achievement Recognition Program. For more information about AAJ's professional recognition programs, visit www.justice.org/recognition.

AAJ Education programs are routinely accredited by states requiring continuing legal education. We will assist you in obtaining appropriate credit. CLE questions may be addressed by calling the CLE Assistant at 800-622-1791 or 202-944-2877.

* Number of credits may be greater depending on calculation method used by accreditation agency. AAJ is a state bar of California MCLE-approved provider.

Special Assistance

AAJ Education will make every effort to ensure that its meetings are held in facilities that are fully accessible to persons with mobility disabilities. If you plan to attend our program and need special facilities for assistance relating to a disability, please call 800-622-1791 or 202-965-3500, ext. 612.

"The sharing of ideas with other attorneys and trial consultants is really helpful in developing trial strategy and getting fresh looks at [each case] from people with different perspectives. I don't have that opportunity often as a solo practitioner."

—David Pollack
Port Washington, NY