

**REGISTER ME FOR AAJ's
RULES OF THE ROAD SEMINAR!**
September 15-16, 2007
Grand Hyatt Atlanta in Buckhead
Atlanta, GA

**Special Preregistration Discount
by August 10, 2007:**
AAJ members – \$545 Nonmembers – \$645
Fee after August 10, 2007:
AAJ members – \$595 Nonmembers – \$695

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 Rules of the Road Seminar.
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)

ADVANCE PURCHASE OF AUDIO/VIDEO RECORDING DISCOUNT (4265)




- I am registering and also want to take advantage of the registrants' preseminar audio/video discount.
 - Audio CD – \$249
 - Video DVD – \$249
 - Both – \$349
- I am unable to attend but would like to order the audio/video package.
 - Audio CD – \$495
 - Video DVD – \$495
 - Both – \$695
 - Reference Materials – \$75

SHIPPING

- All orders must be prepaid.
 Regular (2-3 weeks) – \$15
 Express (2-3 days) – \$35

Order Subtotal _____
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PAYMENT INFORMATION

Name _____ AAJ ID # _____
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 Check is enclosed (*payable to AAJ Education Fund*)
 Charge \$ _____ to my:   
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REGISTER TODAY!

Simply return this form via one of these four easy ways:

- 1. Online:** www.justice.org/education/road
- 2. Phone:** 800-622-1791 or 202-965-3500, ext. 612
- 3. Fax:** 202-625-7084
- 4. Mail:** AAJ Education Fund, P.O. Box 3717, Washington, DC 20027-0217

Cancellations received in writing by September 7, 2007, will result in a refund less a 10% administrative charge. Cancellations received September 8-14, 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 14, 2007. Mail or fax your cancellation to the Registrar. 1MMB 1EXC 1OVG

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AAJ EDUCATION PROGRAMS

- Basic Depositions College**
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Hilton Long Beach and Executive Meeting Center
- Damages College**
October 5-8 • Keystone, CO
Keystone Resort and Conference Center
- Case Workshop**
September 27-30 • Louisville, KY
Hyatt Regency
- Weekend with the Stars**
December 8-9 • New York, NY
Sheraton New York Hotel & Towers
- Nursing Home Seminar**
September 27-28 • Las Vegas, NV
Mirage Las Vegas
- Pharmaceutical Seminar**
February 16-17 • Las Vegas, NV
Wynn Las Vegas

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



Formerly the Association of Trial Lawyers of America

AAJ Education Endowed
 by Power Rogers & Smith

RULES OF THE ROAD

SEPTEMBER 15-16, 2007 • GRAND HYATT ATLANTA IN BUCKHEAD • ATLANTA, GA

“Rules of the Road does not belong on your bookshelf or your desk; it belongs in your mind. Get it there before you even think about your next trial.

It contains two special joys: It teaches something usable on almost every page, and what it teaches is dead-on right.”

—David Ball, Ph.D.

ABOUT THE PROGRAM

This new seminar, based on the acclaimed book *Rules of the Road: A Plaintiff's Guide to Proving Liability* by AAJ members Rick Friedman and Patrick Malone, is essential for plaintiff lawyers.

Learn from the authors and trial lawyers who have applied the teachings in *Rules of the Road* as they share their secrets of trying complex cases to a jury—from the pleading through discovery and trial. Leading the program will be Rick Friedman and Patrick Malone, who have four decades of combined experience preparing and trying cases. They will be joined by a faculty of highly skilled trial lawyers who will demonstrate the “Rules of the Road” technique in action in different types of cases, including:

- Motor vehicle
- Products
- Medical negligence
- Trucking

David Ball, Ph.D., trial consultant and author of *David Ball on Damages: A Plaintiff's Attorney's Guide for Personal Injury and Wrongful Death Cases* and *David Ball on Damages: The Essential Update*, will facilitate the discussion and provide commentary and analysis on the demonstrations.

Who Should Attend

This program is designed for all plaintiff lawyers—including those who have been practicing for several years—looking for innovative, tried-tested approaches to obtain justice for their clients.

This Seminar Is Available on Audio and Video

The *Rules of the Road Seminar* is available on high-quality audio and video recordings that are ideal for extended study in your office, at home, or when traveling—and may be accepted for MCLE in your state. To order, use the form at the back of this brochure and *enjoy an advance order discount* or contact PlayBack Now, AAJ's audio and video provider, at 800-241-7785 or www.iplaybackaaj.com.

Your registration includes:

- 12 hours of leading-edge continuing legal education
- Reference materials
- “Meet the faculty” networking reception
- Complimentary coffee breaks
- 12 NCA credits towards AAJ's Achievement Recognition Program (ARP)

If you have been admitted to the bar for five years or less, you can save 50% on the registration fee when you attend your first AAJ Education program. *Offer applicable only to those who have not already attended an AAJ Seminar or College.*

Paralegal Affiliates: *Get a 50% discount when you attend with an AAJ attorney member from the same firm with the same address.*

Register today!

AGENDA

Saturday, September 15

REGISTRATION

8:00 am–8:45 am

MORNING SESSION

8:45 am–12:30 pm

Welcome and Moderator Introductions

The Rules of the Road

- Defining the Problem
- Solving the Problem
- Identifying the Rules

Constructing the Working List and Choosing the Rules—Brainstorming Session

Using the Rules in Voir Dire

Demonstrations of Voir Dire

Commentary and Analysis

AFTERNOON SESSION

1:30 pm–5:30 pm

What AAJ Is Learning: Reframing the Debate (not for CLE credit)

Using the Rules in Opening

Opening Demonstrations

Commentary and Analysis

Using the Rules in Direct (Lay Witness)

Direct Demonstration

Commentary and Analysis

Using the Rules in the Direct of Your Expert

Questions and Answers

NETWORKING RECEPTION

5:30 pm–6:30 pm



Sunday, September 16

MORNING SESSION

9:00 am–12:15 am

Direct Demonstration with Expert

Commentary and Analysis

Using the Rules in Cross-Examination

Cross Examination Demonstration

Commentary and Analysis

Using the Rules in Closing Argument

AFTERNOON SESSION

1:15 pm–5:00 pm

Closing Argument Demonstrations

Commentary and Analysis

Reforming Tort-“Reform” Jurors with the Rules of the Road

Final Thoughts about the Rules

Brainstorm, Question and Answer Session

TRAVEL & CLE

A limited number of rooms will be held at the Grand Hyatt Atlanta in Buckhead until August 22, 2007. To receive AAJ's special group rate of \$179 single/double occupancy, plus 15% occupancy 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.

Grand Hyatt Atlanta in Buckhead
3300 Peachtree Road
Atlanta, GA 30305

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 404-237-1234.

MCLE Requirements

Earn approximately 12* CLE credits. 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.

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 or assistance relating to a disability, please call 800-622-1791 or 202-965-3500, ext. 612.

INVITED FACULTY

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Paul J. Sceptur
Aiken & Sceptur
Milwaukee, WI

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

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