

AAJ 2007 Winter Convention

Advocacy Track (available on audio)

- T01 Depositions and Discovery—Part 1**
- 01 Slaying the Corporate Defendant Through Nonparty Discovery
Jeff S. Gibson
- 02 Discovery Plan and Witness Goals *Paul J. Scoptrur*
- 03 Witness Preparation—Lay and Expert Witnesses... *Karen K. Koehler*
- 04 Deposition Techniques—Lay and Expert Witnesses.....*John Elliott Leighton*

- T02 Depositions and Discovery—Part 2**
- 05 Depositions for Dummies—New Techniques Making It Simple
Mark R. Kosieradzki; Thomas J. Vesper
- 06 Discovery Strategy: Effective Use of Rules 30(b)(5), 30(b)(6), and 34
Carl L. Solomon
- 07 Dealing with the Rambo Litigator *Lisa P. O'Donnell; Lance M. Sears*
- 08 How to Effectively Use Your Depositions in Trial .. *Mark S. Mandell*

- T03 Juror Bias from Discovery to Trial**
- 09 Juror Psychodynamics—Beyond OJB*Amato A. DeLuca*
- 10 Understanding and Using Social Science and Polling Data in Voir Dire and in Your Trial Story
Lisa Blue, Ph.D., J.D.; Chris Mather; William P. Lightfoot
- 11 Persuading Conservative Juries.....*R. Rex Parris*

- T04 Communicating with the Jury**
Framing Your Message
- 12 Framing Your Message for the Jury.....*James B. Lees, Jr.*
- 13 Persuasion for the Toughest Audience in the World:
The Millennium Jury.....*Randi McGinn*
- 14 Using Graphics to Persuade *Phillip H. Miller*
- 15 How to Relate to Today's Juries—Is Being Human Enough?
Gregory S. Cusimano (Available on-site only)
- 16 Innovative Techniques for Creating Persuasive Demonstrative Exhibits for Trial.....*Guy O. Kornblum*

- T05 A New Approach to Damages**
- 17 Case in Chief: Lay Damages Witnesses.....*Donald H. Beskind*
- 18 Direct and Cross of Experts in Catastrophic Damage Cases
Donna R. Davis
- 19 Recovering Damages for Noneconomic Losses
Sylvester "Sly" James, Jr.
- 20 Closing Argument: Motivating the Jurors on the Plaintiff's Side to Fight for Your Client in the Jury Room *Edward M. Ricci*

- T11 Advocating for Hurricane Victims—Obtaining Just Compensation from Insurance Companies (Mass Disaster Insurance Relief)**
- 46 Lessons Learned from an Uninvited Guest—Hurricane Ivan Insurance Claims
Samuel W. Bearman

Specialized Track (available on audio and video)

- T06 Overcoming the Obstacles in Medical Negligence Cases**
- 21 The War on Medical Expert Witnesses..... *Christian D. Searcy*
- 22 Spoliation of Medical Records..... *Glynn W. Gilcrease, Jr.*
- 23 Document Organization, Storage, and Retrieval *Howard S. Richman*
- 24 Melanoma.....*James J. Leonard, Jr.*
- 25 Fetal Distress Signs and Failure to Perform a Cesarean Section
Sandra H. Robinson

- T07 Using Your Trial Experience to Win Business Tort Cases**
- 26 Panel: Transitioning to Business Torts: Marketing Yourself, Recognizing Good Cases, and Avoiding Ethical Pitfalls
Elizabeth Ann "Betty" Morgan; Howard L. Nations; Debra G. Speyer
- 27 Recovering for the Wrongful Death of a Company.....*Bert Black*
- 28 A Primer in Representing Clients in Securities Cases.. *Joseph P. Borg*
- 29 Damages in Business Torts *Harley S. Tropin; Richard A. Pollack*
Questions and Answer Session *All Speakers*

- T08 Battling Big Pharma**
- 30 Ethics of Mass Torts Settlements..... *Michael R. Hugo*
- 31 Clinical Communications Departments: The Back Door Promotion
James F. Szaller
- 32 When Drug Sales Representatives Go Too Far .. *Ramon Rossi Lopez*
- 33 Litigation Updates: ReNu; Guidant/Medtronic; Body Parts Litigation
Neil D. Overholtz; Barry M. Hill; Fred Thompson, III
- 34 Litigation Updates: Ortho Evra; Trasylol
Troy D. Chandler; Robert M. Kisselburgh

- T09 Proving Your Clients' Injuries in Connective Tissue and Whiplash Cases**
- 35 Discovery and Cross-Examination of the DME.....*Leslie C. Nixon*
- 36 Demonstrative Evidence on a Shoestring Budget *Gary B. Pillersdorf*
- 37 The Fine Art of Jury Selection in Neck, Back, and Connective Tissue Cases
Christopher O'Brien
- 38 New Approaches to Establishing Connective Tissue Damages
Diana Santa Maria; Nicholas D.A. Suite, M.D.

- T10 Holding Nursing Homes and Assisted Living Facilities Accountable**
- 39 Deposing the Administrator and Getting the Smoking Gun...*Staci M. Yandle*
- 40 Corporate Shell Games and Punitive Damages: Where Do the Bucks Really Stop and How Do You Prove It? *Carl Bettinger*
- 42 How to Obtain and Use Surveys *Feliz Angelica Rael*
- 43 Dehydration and Malnutrition *Bonnie Lynn Berube*
- 44 How Assisted Living Facility Cases Are Similar to and Different from Nursing Home Cases *Lisa J. Sansone*
Question and Answer Session

- T12 Litigation at Sunrise (2 CDs)**

AAJ Seminars

PACKAGES INCLUDE CD-ROM REFERENCE MATERIALS; AUDIO CD PACKAGE INCLUDES IPOD AUDIOBOOK AND MP3 FORMATS

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- Litigating Catastrophically Injured Infant Cases***
12.75 hours of legal education
February 2007 (4271)
- Protecting the Public: Pharmaceutical and Medical Device Litigation***
10 hours of legal education
November 2006 (42610)
- Litigating Trucking Cases: from Discovery to Trial**
11.7 hours of legal education
October 2006 (4268)
- The Ever-Changing Defendant: Holding the Nursing Home Industry Accountable***
11.1 hours of legal education
October 2006 (4266)
- Psychology of Persuasion: What You Need to Know to Win for Your Clients in Today's Environment***
12.5 hours of legal education
September 2006 (4265)
- Thinking Inside the Box: Jury Selection and Opening Statement**
12.6 hours of legal education
April 2006 (4263)
- Overcoming Juror Bias: Applying Juror Bias Principles—from Discovery to Closing with Gregory Cusimano and David Wenner***
12.9 hours of legal education
March 2006 (4262)

*Available exclusively for AAJ Regular, Sustaining, Life, and President's Club members

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