

Agenda

Saturday, December 15

Registration

7:45 am-8:45 am

Morning Session

8:45 am-12:15 pm

Moderator:

Kathleen Flynn Peterson

Robins, Kaplan, Miller & Ciresi

Minneapolis, MN

Current Attitudes in America: Using Them to Your Advantage at Trial

Dianne Jay Weaver

Weaver & Weaver

Jacksonville, FL

Tools of the Trade: Voice, Language, and Movement

Michael P. Koskoff

Koskoff, Koskoff & Bieder

Bridgeport, CT

Theming Your Case

Charles L. Becton

Fuller, Becton, Slifkin & Bell

Raleigh, NC

How Juries Make Decisions

James B. Lees, Jr.

Hunt & Lees

Charleston, WV

Afternoon Session

1:45 pm-5:30 pm

Moderator:

Mary E. Alexander

Cartwright & Alexander

San Francisco, CA

Making Science Understandable Through the Use of Interactive and Demonstrative Evidence

James Bartimus

Bartimus, Frickleton, Robertson & Obetz

Leawood, KS

Kathleen Flynn Peterson

Robins, Kaplan, Miller & Ciresi

Minneapolis, MN

Can the Small Auto Case Still Be Won?

Paul J. Sceptur

Aiken & Sceptur

Milwaukee, WI

Making the Defendant Your Witness

Christine Spagnoli

Green, Broillet, Taylor, et al

Santa Monica, CA

Storytelling and the Model for Winning at Trial: Rhetoric, Oratory, and Psychology

Russ M. Herman

Herman, Herman, Katz & Cotlar

New Orleans, LA

Turning Back the Assault on the Civil Justice System

Leo V. Boyle

Mehan, Boyle, Black & Fitzgerald, P.C.

Boston, MA

Reception Sponsored by the Jacob D. Fuchsberg Law Firm

5:30 pm-7:30 pm

Sunday, December 16

Networking Continental Breakfast Reception

8:00 am-9:00 am

Morning Session

9:00 am-1:15 pm

Moderator:

Hugh W. Campbell

Rodman & Campbell

Bronx, NY

Who Will Speak for the People?

Jim M. Perdue

The Perdue Law Firm

Houston, TX

Preserving Our Rights

U.S. Senator John R. Edwards (D-NC)

Raleigh, NC

Winning Without Trial: Successful Settlement Strategies

John M. O'Quinn

O'Quinn & Laminack

Houston, TX

Role of the Advocate: Champion of Justice and Catalyst for Change

Gerry L. Spence

Spence, Moriarty & Schuster

Jackson Hole, WY

Making Your Cases Count

Randell C. Roberts

Roberts & Roberts

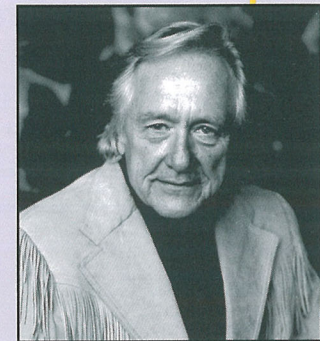
Tyler, TX

Special Invited Guests

Senator John Edwards (D-NC) was sworn into office on January 6, 1999, becoming the 51st North Carolinian in history to serve in the United States Senate. He was a standout Senator in his first term, and *The News and Observer* of Raleigh said “John Edwards earned rave reviews in his freshman year.” The *Wall Street Journal* called him a “superstar,” and *Roll Call* put Senator Edwards on “a list of members who, in a very short period of time, have distinguished themselves on Capitol Hill.” As a new senator, he quickly emerged as a champion for better schools, saving Social Security and Medicare, and a meaningful Patients’ Bill of Rights.



Gerry L. Spence “saw the light” after successfully defending insurance companies for many years, and took on a new direction—representing people. Representing people remains his steadfast commitment. Mr. Spence has authored numerous books including his first novel, *Half-Moon and Empty Stars* (Scribner, 2001), and his most recent work, *Seven Simple Steps to Personal Freedom: An Owner’s Manual for Life* (St. Martin’s Press, 2001). He is the founder and director of the non-profit Trial Lawyer’s College and Lawyers and Advocates for Wyoming, a non-profit public interest law firm.



About Your Faculty

Mary E. Alexander is ATLA’s current president-elect. A partner in The Cartwright & Alexander Law Firm in San Francisco where she practices personal injury, products liability, and business law, she is a past president of the Consumer Attorneys of California. Prior to her legal career, Ms. Alexander was engaged in scientific research in medical toxicology areas and was director in environmental health at Stanford Research Institute. She serves on the Boards of the San Francisco Trial Lawyers Association and Trial Lawyers for Public Justice.

James Bartimus is a partner in the Leawood, Kansas, firm of Bartimus, Frickleton, Robertson & Obetz, where he concentrates a large part of his practice on representing plaintiffs in medical negligence cases. Mr. Bartimus is a past president of the Missouri Association of Trial Attorneys, an Adjunct Professor at the University of Missouri, Kansas City School of Law, and an Adjunct Faculty member at the University of Missouri,

Kansas City School of Nursing. He is a member of the Board of Trustees of ATLA’s National College of Advocacy.

Charles L. Becton was a judge in the North Carolina Court of Appeals prior to joining the Raleigh, North Carolina, law firm of Fuller, Becton, Slifkin & Bell. A Fellow in the American Board of Trial Attorneys and the International Society of Barristers, he has been included in *The Best Lawyers of America* since 1993. Mr. Becton is the John Scott Cansler lecturer at the University of North Carolina School of Law and a Senior Lecturer in Law at Duke University Law School. He teaches at trial advocacy skills institutes across the country.

Leo V. Boyle is ATLA’s current president. He has also served as the president of the Massachusetts Bar Association and the New England Bar Association. Mr. Boyle is a frequent presenter at educational programs sponsored by various bar organizations includ-

ing ATLA's NCA. Mr. Boyle is with the Boston, Massachusetts, firm of Meehan, Boyle, Black & Fitzgerald, P.C.

Hugh W. Campbell is the current president of the New York State Trial Lawyers Association. Prior to entering private practice, he worked for the Bronx Legal Services. Mr. Campbell is one of the founding members of the Black Bar Association of Bronx County, where he served as president, and he was elected Chair of ATLA's Minority Caucus in 1997. He is a partner in the Bronx, New York, firm of Rodman & Campbell.

Russ M. Herman is a senior partner in the New Orleans, Louisiana, law firm of Herman, Herman, Katz & Cotlar. He is a past president of ATLA and the Louisiana Trial Lawyers Association. Mr. Herman has authored numerous articles, papers, and books, including *Courtroom Persuasion: Winning with Art, Drama & Science* (ATLA Press & CBC, 1997) and stars in the best-selling video series *Courtroom Persuasion: Art, Drama & Science* (ATLA Press, 1992). Mr. Herman is a Diplomate of the American Board of Professional Liability Attorneys, a Fellow of the International Academy of Trial Lawyers, a Trustee and a past president of the Civil Justice Foundation, and a Director of Trial Lawyers for Public Justice.

Michael P. Koskoff specializes in medical negligence litigation. He is a member of the American Board of Trial Advocates, Connecticut's only member of the Inner Circle of Advocates, and a member of Trial Lawyers for Public Justice. A frequent guest commentator on Court TV, Mr. Koskoff is the subject of Barry Werth's book, *Damages*, an in-depth examination of his handling of a medical negligence lawsuit. He is a partner of the Bridgeport, Connecticut, firm of Koskoff, Koskoff & Bieder.

James B. Lees, Jr., is a member of ATLA's NCA Board of Trustees and is a frequent lecturer and teacher of trial tactics throughout the United States. A former Deputy District Attorney in Pittsburgh, Pennsylvania, Mr. Lees has tried more than 200 cases to jury verdict. Mr. Lees owns and operates Hunt & Lees, L.C., located in Charleston, West Virginia, concentrating in trial litigation.

John M. O'Quinn specializes in trial work with an emphasis on personal injury and wrongful death cases with the Houston, Texas, law firm of O'Quinn & Laminack. An Adjunct Professor of Law at the University of Houston College of Law and South Texas Law School, Mr. O'Quinn is a founder of the Trial Lawyers for Public Justice. He has published a number of trial related articles.

Jim M. Perdue is a partner of the firm, Perdue & Clore, LLP, located in Houston, Texas. He is board certified in personal injury litigation by the State Bar of Texas and in civil trial advocacy by the National Board of Trial Advocacy. Mr. Perdue is a member of the Texas and Houston Bar Foundations and the College of the State Bar of Texas, and he is a diplomate of the American Board of Trial Advocacy and the American Board of Professional Liability Attorneys. He has authored in excess of 30 legal articles, and his books include *The Law of Strict Tort Liability* (1977), *The Law of Medical Malpractice* (1976), *The Law of Medical Malpractice* (2d ed. 1985), and *Who Will Speak for the Victim?* (1989).

Kathleen Flynn Peterson* is an attorney and a registered nurse. She is a partner in the firm of Robins, Kaplan, Miller & Ciresi in Minneapolis, Minnesota, where she concentrates her practice in medical negligence injuries with specific emphasis on catastrophic injuries and wrongful death of children. Ms. Peterson is a member and past cochair of the National College of Advocacy Board of Trustees.

Randell C. Roberts has received national recognition for his role in uncovering the documents that led to the recall of the Firestone Radial ATX and Wilderness lines of tires. He is a partner in the Tyler, Texas, law firm of Roberts & Roberts that specializes in products liability law. Mr. Roberts is certified as a Diplomate in Legal Professional Liability by the American Board of Professional Liability Attorneys, and certified as a Civil Trial Advocate by the National Board of Trial Advocacy. He is a frequent lecturer at advanced personal injury seminars.

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