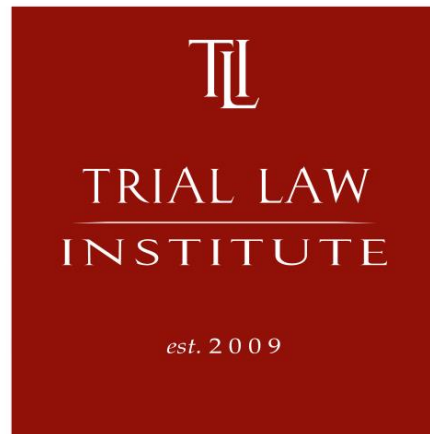


LITIGATION COUNSEL OF AMERICA™



The Trial Law Institute™ presents:

2014 TLI FORUM

Advancing the Art of Trial Presentation

The most intensive 8 hours of trial instruction you will ever experience.

Registration is limited to the first 55 LCA Fellows and guests.

September 12-13, 2014
THE MERITAGE RESORT & SPA
Napa, California



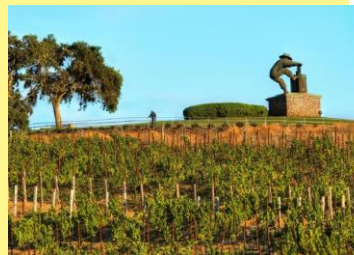
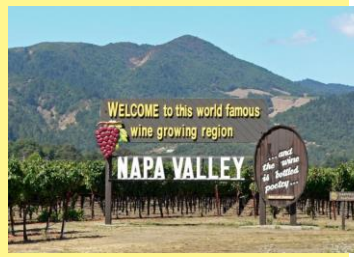
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New York Times columnist David Brooks has described learning as:

A brain is not a computer. We are not blank hard drives waiting to be filled with data. People learn from people they love and remember the things that arouse emotion. Learning involves many different processes.

- There is absorbing information.
- There is reflecting upon information as you reread it and think about it.
- There is scrambling information as you test it in discussion or try to mesh it with contradictory



information.

- Finally there is synthesis, as you try to organize what you have learned into an argument or a paper.

This perfectly describes the CLE that awaits trial lawyers at the 2014 Trial Law Institute Forum on September 12 and 13, 2014. It will be the chance to gather with eight Trial Masters to learn the mysteries of *"Advancing the Art of Trial Presentation."*

The Trial Law Institute's Trial Masters fit the description from Todd Leopold's article *"Actress' Role of a Lifetime: Being a Mentor"* about Elizabeth Kemp:

There are subtle differences between teachers and mentors... Teachers and coaches impart knowledge and push students to discover specific lessons on their own. Mentors work in one-on-one relationships and present broader life lessons... In the "Star Wars" films, Yoda is a coach, teaching Luke how to use the Force, and Obi-Wan Kenobi is a mentor, showing him what it means to be a Jedi knight -- and a man. One of Kemp's students prefers the term "mystagogue," an initiator into the sacred mysteries. Regardless of approach, good mentors always base their work on passion: that's something I think that any mentor-guide would always share, is the passion.

The Trial Masters have been given but one topic request: to bring to the attendees what they have learned over the years -- the real secrets about advancing the art of trial presentation. They have been asked to reflect on what they have done over the course of their careers as to what has and hasn't been successful in preparing a case for trial, their perspective on how they arrive at the "core" of what will win the case at trial, and their secrets for getting beyond the details, the subpoenas, the scheduling and reach the point where they can really consider what the case is about for jurors and what they have to do to persuade a jury to agree with them.



What I am asking of speakers for the Trial Law Institute Forum:

- That you reflect on what you have done over the years in terms of getting a case ready for trial
 - What worked
 - What did not work
- That you give perspectives on how you arrived in your thinking about the case
- That you show how you were able to get beyond the details, subpoenas, the scheduling, etc., and reach a point where you could really consider what the case was about and what you had to do to persuade a jury to agree with you
 - The psy of agreement

Trial Masters

An Interactive Exercise for Creating Effective Presentations

J. Ric Gass
Gass Weber Mullins LLC
Milwaukee, Wisconsin

Direct Examinations: Making the Difficult Simple

Brian G. Cahill and Michael B. Brennan
Gass Weber Mullins LLC
Milwaukee, Wisconsin

Effective Expert Examination

Richard I. Levin
Levin, Riback Law Group, P.C.
Chicago, Illinois

How Minorities (and Trial Lawyers) Flip Majorities: Why 61% Against Became 61% in Favor

Sidney K. Kanazawa
McGuireWoods LLP
Los Angeles, California

*Anatomy of the Defense of a Mild Traumatic
Brain Injury Case from Filing Through Trial*

Jonathan W. Brogan
Norman Hanson DeTroy LLC
Portland, Maine

Win the Appeal During Trial - Protect the Record

Alan Charles Dell'Ario
Attorney at Law
Napa, California

Trying the Business Case to a Jury

Robert G. Flanders, Jr.
Hinckley, Allen & Snyder LLP
Providence, Rhode Island

(Approximately eight hours of CLE credit requested.)

Optional Winemaker Experience

Saturday, September 13, Following Last Session

LCA Fellow Jeffrey Maltzman, owner of Napa's award winning micro winery Maltzman Family Vineyards, invites you to join in a captivating and entertaining winery experience. Following the end of the Forum, we will travel to the nearby Napa Wine Foundry where you will have an opportunity to experience how wine is actually made. Since the Forum coincides with Napa's annual harvest, this is your chance to roll up your sleeves and get your fingers purple! We will explore each step of the winemaking process and you will have a rare opportunity to actually assist in the wine production including sorting, de-stemming and crushing grapes, as well as testing and managing fermentation. This is a once-in-a-lifetime opportunity to learn how top quality Napa wines are produced.

Following our visit to the cellar, join Jeffrey and Napa winemaker Stuart Ake for an interactive wine blending session where you will be the actual winemaker. After an enjoyable and informative tasting session, you will use our authentic vintner equipment to test various different wine varietal combinations and ultimately create your own unique wine blend customized to your individual pallet. We will then bottle, cork and label your custom wine creation for a truly unique souvenir of your Napa visit!. Whether you are an experience wine connoisseur, a curious novice, or simply enjoy great wine, this will be a once in a lifetime opportunity to be a winemaker.

The cost for this experience is \$75 per person, including one bottle of your custom crafted wine.

Jeffrey Maltzman is the founder of Maltzman Family Vineyards, Summit Cellars and Navigator Wines. His wines have repeatedly won critical acclaim, including Gold, Silver and Bronze medals in the New York International Wine Competition, Critics Challenge Wine Competition, San Diego International Wine Competition, and more. Jeffrey is also the creator of the Winery at Sea cruise ship winery program.

Registration Information

Registration Fee: \$895.00 (includes dinner on September 12 and breakfast on September 13).

LCA Fellowship is not a requirement to attend the 2014 TLI Forum. We encourage you to bring one or more of the young lawyers from your firm to learn from the Trial Masters.

To register, please call 212.724.4128 or email [Julia Land](#).

CANCELLATION POLICY: Due to the limited space available for the 2014 TLI Forum, the registration fee is fully refundable less a \$50 administrative fee prior to **August 13, 2014**. A 50% refund will be issued for cancellations made on or after **August 14, 2014**. Due to financial commitments, if cancellation is made on or after **September 5, 2014**, no refund will be issued.

Hotel Accommodations

[The Meritage Resort & Spa](#)

875 Bordeaux Way
Napa, California 94558

707.251.1900

[Book Online](#)

A limited number of discounted hotel rooms have been made available for this conference. **In order to obtain the group rate, please contact the resort directly no later than August 12, 2014.** Please specify the LCA's 2014 Trial Law Institute Forum to take advantage of the following group rate:

- Run of House with patio/balcony - \$329

In addition to the above rate, a Resort Fee in the amount of \$20.00 will be charged per room per day. The following services and amenities are included in The Meritage's Resort Fee:

- Welcome bottle of wine
- Bottled waters refreshed daily
- Local/toll free calls
- Daily newspaper
- Internet center and fax service
- In-room high speed Internet access
- Public area wireless internet access
- Valet and self-parking
- Fitness Studio
- Evening downtown Napa shuttle as well as shuttle to local golf courses

We hope that you will make plans to join us for the 2014 TLI Forum.

Yours very truly,
Steve

G. Steven Henry
Executive Director and General Counsel
212.724.4128
646.734.0878 (direct)

New York, NY
Washington, DC
Birmingham, AL
Seaside, FL

