

THE WYNN RESORT AND COUNTRY CLUB, LAS VEGAS, NEVADA

March 31 - April 2, 2011

# PERSONAL INJURY LITIGATORS SUMMIT

*Overcoming the Top 15 Barriers  
to Winning More for  
Your Clients*



360  
ADVOCACY  
INSTITUTE

# Summit Overview

Insurance companies are working hard to minimize both settlements and verdicts. And you, as plaintiff personal injury advocates must fight for every dollar for your clients. The 2011 **Personal Injury Litigators Summit** will help you combat more than 15 of the tallest hurdles that the defense uses to block your cases, so you can settle your cases faster and for more money or earn larger verdicts at trial.

Our faculty of top trial lawyers and experts will share their secrets:

- **John Romano** who has earned \$67.8 million in verdicts over the last 16 months: How to argue your case when “The Reptile” does not seem to fit the facts.
- **Steven Gursten**, Michigan’s number 1 auto attorney: Restructuring your auto practice to be more efficient for both clients and your practice.
- **Larry Wilson** of the Lanier Law Firm: Methods to fight Daubert/Robinson challenges.
- **Tommy Anapol** of Anapol-Schwartz: What it takes to earn more in mediation than at trial.
- **Dr. Harvey Moore** and his company Trial Practices, Inc. have assisted plaintiff firms in earning more than \$1 billion in verdicts: Using focus groups to workshop issues in a illegal alien plaintiff vehicular case that resulted in a \$13.8 million verdict. He will apply his talents to the top ten problems facing most personal injury cases.

In addition, economists and biomechanical experts will discuss the most significant issues facing their individual disciplines and methods of working up cases when the expense of an expert is not warranted.

## Summit Program

### Thursday, March 31

8:00 a.m. – 4:30 p.m.

#### Breakfast and Lunch Included

Essential and Practical Tips to Handling Illegal and Undocumented Alien Plaintiffs — Winning the Big Verdicts

*John Romano, West Palm Beach, FL*

How to Get More from Mediation than Trial and Knowing When You Have to Try the Case vs. Wanting to Try the Case

*Thomas Anapol, Philadelphia, PA*

Winning More Medical Malpractice Cases in Today’s Defense Verdict Environment

*Michael Becker, Elyria, OH*

The Psychology and Sociology of Comparative Fault and How Jurors Process Evidence and Arrive at Decisions on Issues Relating to Comparative Fault

*Richard Rosen, Charleston, SC*

Restructuring Your Automobile Practice in Today’s Climate to Insure Success for Both You and Your Clients

*Steven Gursten, Farmington Hills, MI*

Persuasion in the Era of the Reptile and The Rules of the Road — There is No One Answer to Effectively Argue a Case

*John Romano, West Palm Beach, FL*

The Ten Most Significant (and Harmful) “Myths” When Dealing with Special Needs Trusts and Medicare/Medicaid Set-aside Trusts - What You Must Know (and How Your Failure to Know, Understand, and Appreciate These Steps Can Prove Fatal to Your Client’s Case or Position

*William Shapiro, Houston, TX*

### Friday, April 1

8:00 a.m. – 4:30 p.m.

#### Breakfast and Lunch Included

Creating the Paperless Office While Assuring The Ethical Standards of Confidentiality are Met

*John Romano, West Palm Beach, FL and Patrice Gimenez, Coral Gable, FL*

Dealing with the Difficult Three: The Judge Who Limits or Won’t Permit Voir Dire and Won’t Decide Motions; The Obstructionist Defense Counsel; and The Jury With Multiple Biases

*Mark DiCello, Mentor, OH*

Fighting and Winning the Defense’s Daubert/Robinson Challenges

*Larry Wilson, Houston, TX*

Economic Damages — Solving Today’s Biggest Issues: Spotty Work History, Valuing Work Ethic, and Lost Earnings Capacity

*Robert Johnson, Los Altos, CA*

# Personal Injury Litigators Summit

**Thomas Anapol**, Anapol Schwartz, Weiss, Cohan, Feldman & Smalley, Philadelphia, PA, was selected as one of the Top 100 Lawyers in Pennsylvania. In addition to co-chairing the firm's Mass Tort Department, Mr. Anapol is on the board of governors for the Pennsylvania Association of Justice and co-chair of AAJ's Hydroxycut Litigation Group. He served on the steering committee in the Guidant and Medtronic Defibrillator litigations.

**Michael Becker**, The Becker Law Firm, Elyria, OH, is a certified Civil Trial Specialist by the National Board of Trial Advocacy and member of the Inner Circle of Advocates. Mr. Becker received the Craig Spangenberg Distinguished Advocate Award from the Ohio Association for Justice in 2009. He is past President of the Cleveland Academy of Trial Attorneys and the former chair of the Medical Negligence Section of the Ohio Association for Justice.

**Mark A. DiCello**, The DiCello Firm, Mentor, OH, is serving as co-counsel in the VIOXX products liability litigation and successfully led a team of nationally recognized trial lawyers in one of the nation's largest trucking cases. Prior to joining The DiCello Firm, Mr. DiCello was an Assistant Prosecutor in the Felony Division for the Office of the Lake County Prosecutor. He serves as a Governing Trustee of The Ohio Association for Justice.

**Steven Gursten**, Gursten, Koltonow, Gursten, Christensen & Raitt, Farmington Hills, MI, is recognized as one of the nation's top attorneys handling serious auto accident personal injury and wrongful death cases, and auto insurance No Fault litigation. His firm is the state's largest law firm specializing in car accident, truck accident and motorcycle accident cases. He is a member of the Million dollar Advocates Forum.

**Robert W. Johnson**, Robert W. Johnson & Associates, Forensic Economists, Los Altos, CA, has more than 20 years of experience as a court-qualified economic expert, and more than 30 years of experience in financial and economic analysis. Mr. Johnson has qualified as an economic expert, at the state and federal level, in more than 30 states. He has a MBA from Stanford University and a Bachelor's in Economics from Baruch College.

**Harvey Moore, Ph.D.**, founder of Trial Practices, Inc., Tampa, FL, is the past Director of the University of South Florida Human Resources Institute and former Deputy Director for Research at the Florida Mental Health Institute. With a Ph.D. in Sociology from Case Western Reserve University, Dr. Moore uses field work, focus groups, jury simulations, witness preparation, mock trials and courtroom observation to analyze the litigation issues and advise on every facet of case development.

Handling Pre-existing Conditions (including Degradation and Normal Aging) in Head and Neck Injuries, Causation in TBI Claims and Other Biomechanical Stumbling Blocks

*Jamie Williams, Lancaster, PA*

Creating Demand Letters that Guarantee None of the Insurance Company's Money is Left on the Table

*Charlette Sinclair, Portland, OR*

Creative and Effective Ways to Have the Benefits of the Experts on the Smaller Value Cases without the Costs

*Mark DiCello, Mentor, OH; Jamie Williams, Lancaster, PA; Charlette Sinclair, Portland, OR; Robert Johnson, Los Altos, CA*

Roundtable a Selection of Case Issues Submitted by Attendees

*Summit Faculty*

**Saturday, April 2**  
**8:00 a.m. – 12 noon**  
**Breakfast Included**

How Focus Groups Can Address the Top Ten Problems Facing Most Personal Injury Cases

*Harvey Moore, Tampa, FL; John Romano, West Palm Beach, FL; Mark DiCello, Mentor, OH; Richard Rosen, Charleston, SC*

Understanding and Countering the Damage Arguments by the Defense to the Value of Life in Death Cases, Including When the Plaintiffs Are Elderly or Children

*Harvey Moore, Tampa, FL; John Romano, West Palm Beach, FL; Mark DiCello, Mentor, OH; Richard Rosen, Charleston, SC*



# Faculty

**John F. Romano**, Romano Law Group, West Palm Beach, Florida, is a former President of both the Florida Justice Association and the Southern Trial Lawyers Association. Mr. Romano is a Fellow of the International Academy of Trial Lawyers. He is board certified by both the Florida Bar and the National Board of Trial Advocacy as a civil trial advocate. Mr. Romano is the recipient of the Al J. Cone Lifetime Achievement Award presented to him in 2005 by the Academy of Florida Trial Lawyers.

**Richard Rosen**, Rosen, Rosen & Hagood, Charleston, SC, named one of the top 25 lawyers in South Carolina, served as President of the South Carolina Bar from 2002 to 2003. He is listed in the Best Lawyers of America in three categories: Business Litigation, Personal Injury and Medical Malpractice. Mr. Rosen is a member of the American Board of Trial Advocates.

**Charlette Sinclair**, Director of Auto Claim Experts, Portland, OR, worked as a plaintiff's paralegal for mass volume law firms throughout Oregon and the national firm, Sokolove Law. Realizing the ineffectiveness of most demand letters and resulting offers, Ms. Sinclair, in collaboration with Dr. Aaron DeShaw, author of Colossus:

What Every Trial Lawyer Needs to Know, founded Auto Claim Experts, which utilizes proprietary demand packages tailored to trigger the Colossus software to maximize settlement values and faster offers.

**Will Shapiro**, The Plaintiff's Resource, Houston, TX, is one of the nation's leading experts regarding Medicare, Medicaid, ERISA lien resolution and claims administration for the past eight years. Mr. Shapiro, an original founder of The Plaintiff's Resource in 2007, assists catastrophically injured clients with Special Needs Planning and Medicare and Medicaid benefit protection. Prior to joining the Plaintiff's Resource, he served as a corporate tax consultant and a financial advisor.

**Jamie Williams, Ph.D.**, Robson Forensic, Lancaster, PA, focuses on orthopedic and musculoskeletal biomechanics. Dr. Williams is a visiting professor at Rush University Medical Center and adjunct professor at the University of Illinois at Chicago in the Department of Bioengineering. Prior to joining Robson, she was the Assistant Director of the Orthopedic Biomechanics Laboratory at Rush. She is a member of the Orthopaedic Research Society and the Association for the Advancement of Automotive Medicine.



**Lawrence Wilson**, The Lanier Law Firm, Houston, TX, practices in the areas of FELA/railroad claims, truck accidents, products liability, the Jones Act, and medical malpractice. Board Certified in Personal Injury Trial Law by the Texas Board of Legal Specialization, Mr. Wilson as served as lead trial counsel for numerous jury verdicts involving medical malpractice, products liability, sexual assault, age discrimination, premises liability, automobile negligence and maritime negligence.



**“Three Days  
That Will Improve  
Your Case Results.”**

## PERSONAL INJURY LITIGATORS SUMMIT - WYNN LAS VEGAS, NEVADA

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**The Wynn Resort & Country Club** — Why is the Wynn Resort & Country Club the only casino resort to have the Mobile 5 Star, the Michelin 5 Red Pavilions and the AAA 5 Diamond Rating? It is the resort rooms that can easily be mistaken for a stylish apartment in Manhattan or London, with floor to ceiling windows, seating area, high speed internet and private fax, and more; award winning chefs in 10 fine dining restaurants and 6 casual restaurants; a full service spa; shopping; golf; and a casino designed to excite the senses.

**Conference Room Rates** — 360 Advocacy Institute has secured a limited block of rooms on a first-come, first-serve basis at the group rate of \$169 (Sunday – Thursday) and \$199 (Friday – Saturday) single/double room per night. Our room block will be held until February 27, 2011 or until the room block is sold out. After the room block is filled, rooms will be on a space and rate available basis only. For reservations call 877-321-WYNN and ask for the 360 Advocacy Institute Block to receive the group rate.

**CLE • Personal Injury Litigators Summit** — A uniform application for accreditation for continuing legal education credit (approximately 18.25 general credit hours, including 1.0 ethics hours for 60 minute states and approximately 21.9 general credit hours, including 1.2 ethics hours for 50 minute states) has been submitted to all mandatory CLE states. Number of credits awarded will vary based on state regulations. Please bring your license and/or bar information with you to the program.

## CONFERENCE GUARANTEE

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We take our pledge of excellence seriously. If the Conference does not live up to your expectations, we will refund your registration fee. Because the faculty will use real cases from their own files and share information only available at the Conference, you will be agreeing to the confidentiality of the program when you have been accepted into the program. The Conference is open to plaintiff personal injury attorneys only and anyone who represents personal injury defendants and/or insurance companies is ineligible to attend.

The confidential nature of 360 Advocacy programs does not allow for audio or video recording, and the written materials are only available to attendees.

## OTHER EXCEPTIONAL PLAINTIFF ONLY CONFERENCES IN 2011 FROM 360 ADVOCACY

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### **Trucking Litigation Summit**

June 12-14 - Hotel Monteleone, New Orleans, LA

### **Insurance and Settlement Summit**

September 15-17 - Encore at Wynn Las Vegas, NV

### **Medical School for Plaintiff Lawyers**

October 23-25 - Encore at Wynn Las Vegas, NV

### **Traumatic Brain Injury Summit**

December 4-6 - The Four Seasons Denver, CO

**Learn the Many Paths to Great Verdicts from the Masters**  
at The Trial Skills Retreat • March 6-9, Four Seasons Jackson Hole, WY

**Overcoming the Top 15 Barriers to Winning More for Your Clients**  
at the Personal Injury Litigators Summit • March 31 - April 2, Wynn Las Vegas, NV

**360 ADVOCACY'S VALUABLE PARTNERS**



I and my firm represent only plaintiffs in personal injury litigation and do not represent any insurance companies in any type of litigation. \_\_\_\_\_ (Initials Required)

**Personal Injury Litigators Summit, Las Vegas, Nevada**

\$ 1395 per person     \$ 1195 per person for the second+ person from the same firm.

Name \_\_\_\_\_

Firm \_\_\_\_\_

Business Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email Address: \_\_\_\_\_

Payment:  Check enclosed     Credit Card

Credit Card Number \_\_\_\_\_

Expiration \_\_\_\_\_ V-Code # \_\_\_\_\_

(MC/Visa/Discover - last 3 digits on signature panel on back; Am. Express - 4 digits above account number)

Billing Address of credit card: \_\_\_\_\_

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