

*Join an Exclusive Team of
Plaintiff Only Lawyers*

AT THE

P **PERSONAL INJURY LITIGATORS SUMMIT**

PLAINTIFF COUNSEL WORKSHOP



THE WYNN RESORT
AND COUNTRY CLUB
LAS VEGAS, NEVADA

MAY 8-10, 2008



A voice for the people. A vision for the future.

Dear Fellow Trial Advocate:

Welcome to the new world of leading-edge instruction in trial advocacy and litigation. The days of CLE seminars with talking heads glued to a podium need to be put in our rear-view mirror. CLE must provide you with knowledge, skills and insights you can apply immediately to your practice. 360 Advocacy Institute brings this philosophy to you with its national trial and discovery skills event - The PI Litigators Summit.

Our faculty of top-flight attorneys and experts -- who have earned their black belts in the trenches of litigation -- will present innovative and interactive instruction, as well as follow-up activities, all included in your tuition.

- First, the program is open to plaintiff counsel only to permit the free exchange of ideas, techniques, and tactics.
- Second, the speakers are committed to providing insights and knowledge as if you are their partner, not only regarding the law and procedure, but also new tactics, techniques, and methods of winning your case -- plus resources and content that can be an ongoing reference in your practice.
- Third, the faculty members are available to speak to you (both during and after the conference) to offer input and advice regarding your practice, cases, or other specific issues.
- Fourth, this conference includes exclusive, password-protected access for one year to our database of follow-up podcasts, newsletters, and bulletin boards discussing the topics and issues presented at the PI Litigators Summit.

This hard-hitting, no-nonsense, no-fluff program is for those lawyers who are fully and actively preparing for and taking depositions, arguing vital motions, strategizing cases, executing a winning mediation, trying the case before judges and juries, and growing their law practices. If you are a lawyer who has reached the point in your practice where you delegate virtually all of these activities, then, frankly, this seminar is not for you. It is for active and engaged advocates eager and hungry to learn, improve, and expand their world of creative tactics, techniques, and methods of winning cases and maximizing results for clients!

John F. Romano

*John F. Romano, Board Certified Civil Trial Lawyer | Eric Romano, Board Certified Criminal Trial Lawyer | Todd A. Romano, Attorney at Law | Maurten Martinez-Schwarz, Attorney at Law
Joel S. Cronin, M.D., Attorney at Law | Michael D. Eriksen, Of Counsel, Board Certified Civil Trial Lawyer | Stanley E. Prieser, Of Counsel, Admitted in West Virginia & Kentucky only*

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THE PI LITIGATORS SUMMIT is unlike any other seminar you have attended.* Especially designed by and for Plaintiff Counsel, the Summit will give you the tools you need to take every facet of your personal injury practice to the next level and higher.

The faculty of top plaintiff lawyers and experts will share their techniques and expertise to enhance your practice, increase efficiency and effectiveness, and earn better settlements and trial results. The comprehensive program will take you from strategic case analysis and preparation through trial, including the art and science of persuasion, jury selection, motion practice, expert witness utilization, and business operations like marketing and case management.

For three days, you will be a virtual partner of some of the most respected litigation attorneys in the country.

- Learn how superior persuasion skills can earn good results in bad cases from a champion in the profession, Howard Nations.
- Renowned communication researcher and expert Hale Starr explains the mindset and psychology of Gen X, Y, and Z, whose values, aspirations and life experiences are very different.
- The King of Demonstrative Evidence - Frank Branson - will reveal how he builds a compelling case that cannot be ignored by juries and judges.
- Learn how and why one of the most ignored aspects of trial - re-direct examination - becomes an integral part of trial prep and adds significant value to your results.
- Learn how to rethink your cases from a lay perspective, a paradigm shift that can dramatically enhance your results.
- Recognize and solve business issues in your practice that can improve service and result in better outcomes for your clients.
- Explore the latest trends in personal injury practice to shape the future of your business.
- Examine the changing ethics climate in case financing, marketing, and a variety of other law firm management issues.
- Develop skills and tactics for cross-examining science-based defense experts like biomechanics, radiologists and neuroradiologists.
- Creatively maximize your clients' results through continuum of care plans, loss of future earnings, and non-economic damages.

* We take our pledge of excellence seriously. If the Summit 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 Summit, you will be asked to sign a confidentiality agreement when you have been accepted into the program.

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



THURSDAY

May 8, 2008
8:00 a.m. - 4:30 p.m.

Registration at 7:00 a.m.

THE PSYCHOLOGY AND SOCIOLOGY OF PERSUASSION AND PASSION - PRESENTING THE PLAINTIFF'S CASE TO THE JUDGE AND JURY

The Business of Lawyering - Better Business Practices Produce Better Results for Clients and Law Firms - What Makes Personal Injury Law Firms Flourish vs. What Makes Personal Injury Law Firms Fail - **Mark Powers**, Atticus, Orlando, Florida

The Psychology of Persuasion - Learning, Appreciating and Understanding Effective and Genuine Methods of CONVINCING Judges and Juries of the Fundamentals of Each Party's Position and Its Meaning as to the Outcome of the Case - **Howard Nations**, Houston, Texas

The Visionary Nature of Jury Selection and Persuasion - Understanding the Mindset, the Psychology and the Needs, Wants, and Motivations of Generational Mindsets - Gen Y vs. Gen X vs. Gen Z vs. The Greatest Generation vs. Baby Boomers - **Hale Starr**, Des Moines, Iowa

Working Lunch - Marketing Your Personal Injury Practice with Ethics, Imagination, Creativity and Innovation – Don't Merely Think Outside the Box... Consider: There is No Box! - **Mark Powers**, Atticus, Orlando, Florida

The Anatomy of Demonstrative Evidence - Comparing Winning Demonstrative Evidence with Failed Demonstrative Aids. What Works and What Doesn't, What Persuades and What Backfires. The Six Key Do's and Don'ts of Demonstrative Evidence - **Frank Branson**, Dallas, Texas

Re-Direct Examination - Often the Single Most Powerful Tool in Trial by Jury and Yet, More Often Than Not, the Single Most Often Ignored and Overlooked Phase of Trials - an Opportunity to Win All Too Often Squandered Through a Lack of Preparation and Cerebration - **Jeffrey Kroll**, Chicago, Illinois

Winning Creative Pretrial Motions - How They Work and Why They Work - **Todd Romano**, West Palm Beach, Florida

FRIDAY

May 9, 2008
8:00 a.m. - 4:30 p.m.

PROOF AND ARGUMENT OF MEDICAL CAUSATION, LEGAL CAUSATION, AND DAMAGES IN PERSONAL INJURY AND WRONGFUL DEATH CASES

Biomechanics, Kinematics and Injury Causation - Finding, Appreciating and Understanding the Issue - Cross-Examining the Defense Biomechanical Expert in Deposition and at Trial - **Gene Odom**, Brandon, Florida

The Strategy, Tactics and Techniques of Cross-Examining Radiologists and Neuroradiologists on Causation Issues in Depositions and at Trial - **Richard Shapiro**, Bradenton, Florida

The Medicine and Anatomy of Disc Injury Cases - Taking Your Knowledge and Understanding to the Next Level to Help Judges and Jurors Find The Truth - The Reality - **Craig Lichtblau, M.D.**, Palm Beach Gardens, Florida

Working Lunch - Marketing Strategies that Have Worked and Are Ethical - And How to Measure Success - **Glenn Phillips**, Woodinville, Washington

The ABC's of Everything You as the Plaintiff's Lawyer Need to Know and Do When Dealing with the Defense Medical Examiner - (Motions Related to Selection of DME, Pre-Examination Motions and Discovery; Preparing Plaintiff for the Exam; Videoing and Reporting the Exam; Post-Exam Motions and Steps; Preparing for the Deposition of the DME Including Prep of the Duces Tecum; Deposing the DME; Post-DME Motions; Cross-Examining the DME at Trial and Much, Much More) - **Jeffrey Kroll**, Chicago, Illinois

The Continuum of Care Based Upon a Medical Model - **Craig Lichtblau, M.D.**, Palm Beach Gardens, Florida

Proof and Argument of Damages - Loss of Future Earning Capacity - **Gene Odom**, Brandon, Florida

Proof and Argument of Damages - Non-economic Damages - **Richard Shapiro**, Bradenton, Florida

If It Ain't Broke - Break It - New and Innovative Concepts, Strategy, and Tactics to Create and Develop Video Settlement Documentaries and Day-in-the-Life Videos - **Michaela Miller**, Video Law Services, Jacksonville, Florida

SATURDAY

May 10, 2008
7:30 a.m. to 1:00 p.m.

WINNING GREAT RESULTS FOR YOUR CLIENTS TAKES MORE THAN CAUSATION AND DAMAGES - STRATEGIES FOR SUCCESSFUL CASE MANAGEMENT

Focusing on the Case "From the Inside Out" (Understanding and Appreciating the Concept of Learning What People Think About Facts, Theories, Themes, and Arguments Rather Than What the Lawyer Thinks About Them From the Outside-In) – The Methodology, Tactics and Techniques - **J. Jude Basile**, San Luis Obispo, CA

Seeing, Feeling and Touching the Future - Ten Dramatic and Dynamic Changes in the Practice of Personal Injury Law in the Next Five Years (and What Your Firm Can Do and Must Do to Avoid Becoming Non-existent or Irrelevant) - **John Romano**, West Palm Beach, Florida

"Innocent Intent" or "No Good Deed Goes Unpunished" - How Six Trial Lawyers Were Disbarred or Suspended While Doing What Each Thought was Ethical at the Time - **Todd Romano**, West Palm Beach, Florida

The Ethics and Options for Smart Financial Strategies in Personal Injury Litigation - **Joe DiNardo**, Counsel Financial, Amherst, New York

The Seven Deadly Sins of Case Management - **John Romano**, West Palm Beach, Florida



J. Jude Basile of The Basile Law Firm, San Luis Obispo, California, is known for obtaining substantial verdicts and settlements in very difficult injury and financial loss cases. He is on the Board of Directors and teaching staff of the Trial Lawyers College, founded by Wyoming trial lawyer Gerry Spence, and assisted in establishing regional groups to teach the College's methods. In 2004, Mr. Basile was named "Trial Lawyer of the Year" by Consumer Attorneys of San Diego (CASD) for his work on four major cases and his work teaching other victims' lawyers at the Trial Lawyers College in addition to six Outstanding Trial Lawyer Awards from the organization. He received a Masters Degree in Business from Indiana University of Pennsylvania and a J.D. with honors from Thomas Jefferson School of Law.

Frank L. Branson of the Law Offices of Frank L. Branson in Dallas, Texas, has been practicing for 34 years with an unwavering commitment to clients who were seriously injured by dangerous products, medical negligence, major trucking accidents, and industrial catastrophes. During that time, he has earned the reputation as one of America's best trial lawyers by achieving noteworthy recoveries from judges and juries. He has been president of the Southern Trial Lawyers Association, the Dallas Trial Lawyers Association, and the Dallas Chapter of the American Board of Trial Advocates. Mr. Branson was honored by being selected as the recipient of the 2001 War Horse Award by the Southern Trial Lawyers Association for his contributions to trial lawyers. Mr. Branson was also named by Forbes magazine as one of the most successful trial lawyers in the country and recognized each year for nearly two decades as one of the best lawyers in America in his field based on a vote of thousands of lawyers nationwide in Best Lawyers in America.

Joseph DiNardo founded Counsel Financial Services and Plaintiff Support Services in Amherst, New York in 1998. Counsel Financial provides attorneys with flexible revolving credit using the value of contingent lawsuits as collateral. During his more than 26 years as a personal injury attorney, he was a pioneer in asbestosis litigation along with Weitz & Luxenberg in NY. While in practice, Mr. DiNardo was featured multiple times in the publication Best Lawyers in America.

Jeffrey J. Kroll, Law Offices of Jeffrey J. Kroll, Chicago, Illinois, achieved record verdicts and settlements on behalf of his clients with more than 40 being seven or eight figures and record-setting awards in four Illinois counties plus a \$7 million wrongful death verdict in South Carolina. Prior to opening his own firm in 2007, Mr. Kroll was a partner at Clifford Law Offices in Chicago. He was recognized as one of the Top 40 Attorneys in America under the Age of 40 and has consistently been selected as one of Illinois' leading personal injury attorneys. Mr. Kroll is an adjunct professor at Northwestern University School of Law and has also taught Medical Malpractice Law and Trial Advocacy at DePaul University, College of Law.

Craig H. Lichtblau, M.D. is Director of Physical Medicine & Rehabilitation at the Florida Institute for Neurologic Rehabilitation in Wauchula, Florida. In addition, he operates a private physical medicine and rehabilitation, out-patient practice and serves as consultant to the Children Medical Service for the state of Florida. Dr. Lichtblau was the Medical Director for St. Mary's Hospital in-patient rehabilitation unit in West Palm Beach, Florida for 16 years with more than 6,000 admissions. A Board Certified physician in physical medicine and rehabilitation Dr. Lichtblau's professional affiliations include Diplomate American Board of Physical Medicine and Rehabilitation, American Academy of Disability Evaluating Physicians, American Academy of Physical Medicine and Rehabilitation, American Congress of Rehabilitation Medicine, and American Association of Electrodiagnostic Medicine.

Michaela Miller founded Video Law Services, Inc. of Jacksonville, Florida in 1985, following a successful 10 year career as an award-winning television journalist. Her experience at television stations in Houston, Boston, Providence and Jacksonville includes personal and team responsibilities as a reporter, anchor and producer. Of the hundreds of settlement documentaries and Day in the Life documentaries Ms. Miller has produced, most have been described by her clients as having a significant impact on the outcome of the case.

Howard Nations, Law Offices of Howard L. Nations, Houston, Texas, is board certified by the Texas Board of Legal Specialization as both a personal injury trial lawyer and a civil trial lawyer and on the national level as a Civil Trial Advocate by the National Board of Trial Advocates and as a Diplomate of Trial Advocacy by the National College of Advocacy. Mr. Nations now specializes in business litigation and continues to handle large catastrophic injury and wrongful death cases. As a leader of the trial bar, Mr. Nations served on the Executive Committee and as an officer of the American Association for Justice, formerly known as ATLA, from July 1990-1995, serving as Vice President, Secretary and Treasurer. He is President of the Belli Society, a Past-President of the Texas Trial Lawyers Association, Past-President of the Southern Trial Lawyers Association and Trustee of the American Jury Foundation.

R. Gene Odom of the Brandon, Florida firm of Guarnieri, Martinez and Odom, litigates all types of injury cases. Mr. Odom serves as an adjunct professor in biomedical engineering at the University of South Florida, where he teaches a class entitled Legal Issues in Biomedical Engineering. Mr. Odom attended law school at Stetson University College of Law and graduated Cum Laude. Before completing his law degree, he received a Bachelor of Science Engineering Degree and a Graduate Certification in Biomedical Engineering from the University of South Florida. His graduate research focused specifically on auto accident reconstruction and its correlation to injury biomechanics.



R. Glenn Phillips of the Seattle, Washington firm of Phillips & Webster has been trying cases for more than 20 years including taking more than 100 jury trials to verdict throughout the United States. His experience includes both civil plaintiff and defense work representing insurance companies for the first 15 years of practice. He is involved currently with his state trial attorney group seeking pro consumer legislation. In 2007, he was part of the team that passed historic legislation increasing penalties for insurers that denied and delayed payment of claims. Mr. Phillips splits his time trying cases and handling all aspects of his firm marketing. His firm is a leader in internet and television marketing in Seattle.

Mark Powers, President and Founder of Atticus, has been coaching trial lawyers for more than fifteen years. Thirty-five hundred attorneys have gone through his training and twelve hundred through his intensive Practice Builder or coaching programs. Graduates of Mark's coaching feel greater control over their practice, experience less stress in their lives, and find that they are taking better care of their clients. Mr. Powers has been a featured speaker for many State Trial Lawyer programs; he is an international speaker who has worked with members of the Law Society of Scotland, The Canadian Bar Association, The American Bar Association and bar associations in Arizona, Florida, Massachusetts, Mississippi, New York and other states. He co-authored *The Making of a Rainmaker: An Ethical Approach to Marketing for Solo and Small Firm Practitioners*, published by The Florida Bar. A nationally recognized expert in the field, Mr. Powers has been featured in publications such as Lawyers Weekly USA, The Commentator, American Bar Association Journal, Florida Bar News, and Massachusetts Bar Association Lawyers Journal, and many others.

John F. Romano is the senior partner in the West Palm Beach, Florida law firm of Romano Law Group. He 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 was chosen to Florida Trend magazine's 2006 "Legal Elite" naming Florida's top one percent of lawyers in various specialty areas; named one of Florida's 2006 and 2007 "Super Lawyers." 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 and he received the prestigious Perry Nichols Award presented by the Academy of Florida Trial Lawyers (as its highest honor) in 1997. Mr. Romano is developing the "world's first living office building" in South Florida which is "green" and "LEED-certified" and "living" through water purification systems.

Todd Romano, an associate in the West Palm Beach law firm of the Romano Law Group, concentrates his practice in the areas of wrongful death, business/commercial litigation, maritime/admiralty law, employment discrimination, and personal injury. Mr. Romano is a member of the Association of Trial Lawyers of America, and he is an EAGLE member of the Academy of Florida Trial Lawyers. Mr. Romano received his J.D. degree from Stetson University College of Law in May of 1999. Following graduation from Stetson, Mr. Romano joined the United States Marine Corps as a judge advocate.

Richard M. Shapiro of the Shapiro Law Group, Bradenton, Florida, represents plaintiffs in the areas of personal injury, wrongful death and medical negligence concentrating in injuries related to the spine and brain, including quadriplegia, paraplegia,

bilateral blindness, and traumatic brain injury. Mr. Shapiro is an active member and Past President of the Academy of Florida Trial Lawyers and the Southern Trial Lawyers Association. Mr. Shapiro is a FLAG Trustee, an EAGLE Founder, and served on the Executive Committee and Board of Directors through 2001. He has served on the Board of Governors of the American Association for Justice (formerly the Association of Trial Lawyers of America) from 1997 until 2001. He has received numerous awards, including the Masters in Trial, the Jon. E. Krupnick Award for Perseverance and the Crystal Eagle Award. Mr. Shapiro is listed in the Who's Who in American Law.

V. Hale Starr, Ph.D., is a pioneer in the field of litigation services and owner of Starr Litigation Services, Inc., a communications and media research firm with offices in West Des Moines, Iowa and Scottsdale, Arizona. She is a key player in developing a field that has become an important element of the American judicial system, consulting in more than 3000 cases. Through studies conducted by her firm, she has provided trial attorneys with invaluable information about interpersonal communication, theme development, trial strategies, and community attitudes. Her research has helped champion changes of venue and out-of-court settlements, legal actions that help reduce costs and curtail undue negative publicity.

A highly regarded consultant for witness preparation, Dr. Starr has prepared countless lay witnesses and expert witnesses, including CEOs, CFOs, managers, and employees of companies ranging from family-owned to Fortune 50. Dr. Starr is the author of three definitive works on jury consulting: *Jury Selection* (Little, Brown third edition 2001, soon to be in its 4th edition); *Jury Selection: Sample Voir Dire Questions* (1993, updated); and *Witness Preparation* (Aspen Publishing, 1998 updated). She is currently working on *Courtroom Communication*.

About The 360 Advocacy Institute

The guiding mission of the 360 Advocacy Institute is to provide a superior experience in continuing legal education. We offer exclusive and confidential conferences, seminars and workshops to active attorneys who want to improve every facet of their practice, from case assessment and strategy to efficient marketing and operations. The faculty of the 360 Institute includes some of the most respected and experienced attorneys and experts in the country who share the closely held secrets they have learned from real cases. Each program is carefully crafted to maximize interactive and shared learning during the conference, and afterward through formal and informal networking. For more information and to see current programs, go to www.360advocacyinstitute.com.

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 \$289 single/double room per night for the nights of Wednesday, May 7th through Saturday, May 10th. Our room block will be held until April 5th 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 mention the 360 Advocacy Institute to receive the group rate.

CLE

A uniform application for accreditation for continuing legal education credit including ethics (approximately 20 general credits including 2.0 ethics credits for 60 minute states and approximately 24 general credits including 2.4 ethics credits 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.

S P O N S O R S



PI Litigators Summit: Plaintiff Counsel Workshop

I and my firm represent only plaintiffs in personal injury litigation and do not represent any insurance companies in any type of litigation.
 _____ (Please initial)

- \$ 1195 per person
- \$ 995 per person early registration if registering prior March 28, 2008
- \$ 800 per person for the second+ person from the same firm

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