

FOUR SEASONS JACKSON HOLE, WYOMING

March 6-9, 2011

THE TRIAL SKILLS RETREAT

DEVELOPING AND
LITIGATING CASES
IN TODAY'S
SOUND BYTE
ENVIRONMENT

Sunday, March 6

4 p.m. – 7 p.m.

July Selection: How to Get the Jury You Want and Learn How Your Jury Works

Robert Eglet and Tracy Eglet, Las Vegas, NV

Monday, March 7

7 a.m. – 10 a.m. and 4 p.m. – 7 p.m.

The Soul of the Case: Discovering and Understanding the Client's Story through Dramatization

Kent Spence, Jackson, WY;

Vance Countryman, Lander, WY;

John Zelbst, Lawton, OK;

Joseph Low IV, Long Beach, CA

Using the Soul of the Case in All Aspects of Development, Preparation and Trial

Kent Spence, Jackson, WY;

Vance Countryman, Lander, WY;

John Zelbst, Lawton, OK;

Joseph Low IV, Long Beach, CA

Tuesday, March 8

7 a.m. – 10 a.m. and 4 p.m. – 7 p.m.

The Lanier Method of Communication — Taking Madison Avenue to the Courtroom

Mark Lanier, Phillip Sanov and

Jack White, Houston, TX

Using Focus Groups to Develop the Case Theme and Discovery and Litigation Strategies —

Workshopping Attendees' Cases

Harvey Moore, Tampa, FL and

Mark DiCello, Mentor, OH

Wednesday, March 9

7 a.m. – 10 a.m.

Using Hollywood Techniques to Help the Jury Absorb, Process and Act on Your Client's Story

Katherine James, Culver City, CA

Retreat Faculty

Vance Countryman, Lander, WY has been a part of numerous multi-million dollar cases in Wyoming in the areas of medical malpractice, truck litigation and construction site injuries. In addition, he has pursued civil rights claims against nursing homes that allowed the continued employment of persons identified as having assaulted clients. Mr. Countryman has attended Gerry Spence's Trial Lawyer College and studied The Reptile with David Ball and Don Keenan, in addition to spending hundreds of hours with the American Trial Lawyer's College studying jury bias. Prior to opening his own practice in 1997, Mr. Countryman honed his litigation skills in the Fremont County Attorney's Office.

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 and a Member of the Board of Trustees for the Mental Health Services for Homeless Persons (MHS) of Cuyahoga County, Ohio. He has assisted that agency in creating the most comprehensive, single-agency continuum of care and services for homeless and disabled individuals in Ohio with stable funding.

Robert T. Eglet, senior partner with Mainor Eglet, Las Vegas, NV, has tried more than 80 cases and focuses his practice on wrongful death and serious complex injury cases. In the past five years alone, Mr. Eglet has obtained verdicts and settlements totaling more than \$85,000,000, with the last 11 verdicts in excess of \$1,000,000. In 2004, Mr. Eglet was the recipient of the "Badger Award," the Nevada Trial Lawyers Association's most honored award.

Tracy A. Eglet, managing partner at Mainor Eglet, Las Vegas, NV, is the Chairman of NTLA's Speaker's Bureau, Colleague of the Nevada Law Foundation, member of the Nevada Supreme Court Committee on Lawyer Advertising, and is a recipient of The Pillar of Justice. Ms. Eglet is a member of The Million Dollar Advocates Forum, The Nevada District Court Civil Bench/Bar Committee, and The American Trial Lawyers Association.

Katherine James, Act of Communication, Consultants in the Art of Advocacy, Culver City, CA, has taken her extensive film, television and theatre experience along with her study of learning and education theory to create a premier trial consulting firm that specializes in live communication. Ms. James has taught the skills of verbal and non-verbal communication to more than 30,000 trial lawyers and witnesses, assisting them in winning more cases, creating better settlements and communicating their case themes, ideas and positions to jurors, judges and clients. Her work has allowed the lawyers and clients to better communicate their story in a manner that will resonate with the jury.

W. Mark Lanier, founder of The Lanier Law Firm in Houston, TX, serves as the firm's lead litigation counsel. Certified as a personal injury trial specialist by the Texas Board of Legal Specialization, Mr. Lanier was named by The National Law Journal in 2010 as one of the Most Influential Attorneys of the Decade. He earned a stunning verdict in the nation's first VIOXX trial. The Wall Street Journal describes Mr. Lanier's courtroom style as "theatrical flair...while roaming the courtroom as if it were a stage," while The New York Times labels him "one of the top civil trial lawyers in America." Mr. Lanier earned one of the largest asbestos verdicts in February 1998, a substantial verdict for a small oil company in a business fraud

case against one of the nation's largest oil providers, in addition to other VIOXX cases.

Joseph Low IV, Law Office of Joseph H. Low IV, Long Beach, CA, has received several national awards for his excellence in the courtroom including the American Board of Trial Attorneys, Order of the Barristers, and the American College of Trial Lawyers. Mr. Low, a graduate of Gerry Spence's Trial Lawyers College, remains with the college as an instructor and can be found teaching Mr. Spence's techniques all over the country. He also teaches at the Naval JAG Training School. Mr. Low has coached the Trial Advocacy Competition Team for both McGeorge School of Law and the Thomas Jefferson School of Law.

Harvey A. Moore, Ph.D. is the founder of Trial Practices, Inc., a company that offers assistance to trial practitioners and clients before and during litigation on the human factors aspects of a case. Through such methods as field work, focus groups, jury simulations, witness preparation, mock trials and courtroom observation, Trial Practices analyzes litigation issues and advises clients and attorneys on every facet of case development. Dr. Moore 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.

Phillip N. Sanov, The Lanier Law Firm, Houston, TX, works in all areas of civil litigation with a primary focus on the firm's commercial litigation cases involving bad faith insurance claims, intellectual property, and other commercial disputes. Mr. Sanov and his team have extensive experience representing policyholder clients focused on insurance law, including insurance claim presentation, business income loss claims, coverage disputes, bad faith failure to pay issues, Alternative Dispute Resolution, and first-party insurance litigation. Before joining The Lanier Law Firm, Mr. Sanov was co-founder and president of a litigation support technology company that focused on database document management and courtroom presentations.

Kent W. Spence, The Spence Law Firm, Jackson, WY, has successfully taken on big corporations and local, state, and federal governments in civil rights, personal injury, wrongful death, industrial accident, oil field accident, trucking accident, and other cases. Past President of the Wyoming Trial Lawyers Association and permanent board member, Mr. Spence recently obtained a \$3 million verdict in a civil rights wrongful death case against the police in Texas; a settlement in a significant civil rights wrongful death case against local police and sheriffs in Oregon; and currently represents the families of several young men who were killed in an oilfield explosion and fire while working on an unsafe oil rig.

Jack L. White, The Lanier Law Firm, Houston, TX, joined the firm after serving as a Law Clerk for Justice Samuel A. Alito, Jr., of the United States Supreme Court. He also served as a Law Clerk on the United States Court of Appeals for the 3rd Circuit. In law school, Mr. White was winner of the National Institute for Trial Advocacy's Tournament of Champions and winner of the annual Dalsimer Moot Court Competition.

John P. Zelbst, Zelbst, Holmes & Butler, Lawton, OK, has 28 years experience as a trial lawyer, handling cases representing people who have been injured, wronged, falsely accused and mistreated. Mr. Zelbst earned the largest personal injury verdict in the state of Oklahoma - \$24 million. He is a graduate of and a Board and Faculty Member of the Gerry Spence Trial Lawyers College, DuBois, Wyoming.

Welcome to Four Seasons Resort Jackson Hole

Enjoy Four Seasons luxury with ski-in/ski-out access in Wyoming's spectacular Teton Mountains. Breathe in the fresh alpine air. Marvel at a sky full of stars. And savour exquisite dining wrapped in panoramic mountain views. The Resort also boasts a full-service spa inspired by the serenity of the tranquil streams and expansive valleys of the mountain wilderness. The Alpine Spa provides a comprehensive range of massages and spa treatments to promote relaxation, invig-oration and renewal. "In winter, the ski-in/ski-out Four Seasons Resort Jackson Hole is arguably the top slopeside hotel in the nation." Elite Traveler, April 28, 2009.

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 \$295 single/double room per night. Our room block will be held until February 12, 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 1.307.732.5000 and ask for the 360 Advocacy Institute Block to receive the group rate.

Register now.