

## **WHO WILL CONTROL JURY IMPRESSIONS THE NEXT TIME YOU GO TO TRIAL?**

In an age of “New Media,” where everything is highly visual and fast paced – where our eyes, more than our ears govern our decisions, where attention spans are short, where many external pressures and influences create distraction – this program addresses the changing nature of today’s juries and the jury process.

This fresh, new seminar will offer incredibly useful insights into achieving more consistent and reliable results through the use of new presentation strategies and methodologies. You will enjoy a better understanding of information architecture in the litigation process. You will leave with tools and techniques proven to engage the jury and keep them engaged throughout trial.

**Program Chair: R. Craig Smith, Lead Trial  
Consultant Trial Design Group, Seattle**

### **Faculty:**

**Nathan Goldberg, Allred Maroko & Goldberg  
Lish Whitson, Lish Whitson, PLLC  
Mark Nordstrom, Trial Design Group  
Doug Ramsey, Trial Design Group**

*Registration includes newly released 293 page book  
entitled “Championship Law – Seven Keys to Winning  
Performance in the Courtroom” by R. Craig Smith*

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 **Continuing Legal Education  
1200 Fifth Avenue, Suite 600  
Seattle, WA 98101  
www.kcba.org/CLE**

A fresh, new skills seminar you won't want to miss!

**7 Keys to Winning Performance in the Courtroom, Featuring Nathan Goldberg and Lish Whitson**

February 2, 2007; 8:30am - 4:30pm at Rainier Square Conference Center, Seattle  
5.75 General CLE Credits Approved // 6.75 General CLE Credits Approved with Roundtable Discussion Lunch

## **7 Keys to Winning Performance in the Courtroom**

**Friday, February 2, 2007**

**Rainier Square Conference Center  
1301 Fifth Avenue, 3<sup>rd</sup> Floor Atrium, Seattle  
5.75 General CLE Credits; or 6.75 General CLE Credits  
with optional roundtable discussion over lunch**

### **Keynote Presenters:**

**Nathan Goldberg, Allred Maroko & Goldberg  
Lish Whitson, Lish Whitson PLLC**

This powerful and very practical program addresses seven of the most important aspects of communicating to win, at and before trial.

**Nathan Goldberg**, an actively practicing partner with Gloria Allred, at Allred Maroko & Goldberg, in Los Angeles, has litigated some of the highest profile cases in California, and is well known across the country as a true master of winning communication in the courtroom.

**Lish Whitson** has been a trial lawyer here in Washington for over 30 years. He has tried more than 50 jury trials and successfully argued many others before the Bench. He has been named a Super Lawyer every year since the Super Lawyer program was established. Lish was recognized for his ability as a trial attorney with his nomination and election to membership in the American College of Trial Lawyers and in the American Board of Trial Advocates.

***You do not want to miss this new and exciting skills seminar!  
Space is limited to 90, so please register early to ensure  
admission.***

# 7 Keys to Winning Performance in the Courtroom:

Who will control jury impressions the next time you go to trial?

February 2, 2007

Rainier Square Conference Center

1301 Fifth Avenue, 3rd Floor Atrium, Seattle

Up to 6.75 General CLE Credits Approved

- 8:30 a.m. **Registration & Coffee**
- 9:00 a.m. **Welcome and Introduction**
- 9:15 a.m. **The 7 Keys – Information Management and Control in a New Media World**  
*R. Craig Smith, Trial Design Group*
- 10:15 a.m. **Break**
- 10:30 a.m. **Meeting Juror Needs – Controlling Impressions**  
*Nathan Goldberg, Allred Maroko & Goldberg*
- 11:15 a.m. **Telling a Compelling Story for Settlement or Trial**  
*Lish Whitson, Lish Whitson, PLLC*
- 12:00 p.m. **Lunch: Optional Luncheon \$25.00**  
*Roundtable Discussion with Nathan Goldberg, Lish Whitson, and Trial Design Group team (1.0 additional CLE credit approved)*
- 1:10 p.m. **Welcome Back**
- 1:15 p.m. **The Presentation Mix**  
*R. Craig Smith, Trial Design Group*  
*Mark Nordstrom, Trial Design Group*
- 2:00 p.m. **Thinking Visually – Part I**  
*Small group interactive exercises and panel discussion*
- 2:45 p.m. **Break**
- 3:00 p.m. **Thinking Visually – Part II**  
*Small group interactive exercises and panel discussion*
- 4:00 p.m. **The Economics of Trial and Q&A Faculty Panel Discussion**
- 4:30pm **Adjourn**

## What Experienced Trial Lawyers Are Saying About 7 Keys to Winning Performance in the Courtroom

*"Your book worked! We got a verdict last week against Vons Companies Inc. for \$18.4 million dollars, of which \$1.68 million was compensatory and almost \$17 million was awarded in punitive damages. In the case, a white jury found in favor of our client, an African-American grocery clerk, and unanimously found that punitive damages were in order. The book is a remarkable tool."*

Nathan Goldberg  
Allred, Maroko & Goldberg, Los Angeles

*"Craig Smith's case presentation strategies have been very helpful to our firm's trial attorneys and clients over the past two years. From focusing the case to working with witnesses, Craig can help. He is an expert who has distilled over 20 years of experience down to the most basic and important principles of effective courtroom communication. This promises to be a valuable and practical CLE."*

George Purdy  
Simburg, Ketter, Sheppard & Purdy, Seattle

*"Craig's insight and understanding of the principles and dynamics of communication in the trial process are truly amazing. Getting a case to clear and simple is at the heart of what he teaches and practices."*

Paul Bigley  
Gilbert, Kelly, Crowley & Jennett, Los Angeles

REGISTRATION FORM

## 7 Keys to Winning Performance in the Courtroom

February 2, 2007; 8:30am - 4:30pm

Rainier Square Conference Center 1301 Fifth Avenue, Seattle

**Mail:** KCBA CLE Dept, 1200 Fifth Ave # 600, Seattle 98101

**Fax to:** CLE Department; 206.267.7099

**Internet:** www.kcba.org/CLE

**Phone:** 206-267-7004

State Bar # (if applicable): \_\_\_\_\_

\_\_\_\_\_  
First Name Last Name

\_\_\_\_\_  
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Address

\_\_\_\_\_  
City State Zip Code

\_\_\_\_\_  
Telephone/Email Address

### REGISTRATION FEES

(includes newly released book titled: "Championship Law – Seven Keys to Winning Performance in the Courtroom" by R. Craig Smith)

\_\_\_\_\_ **\$170 KCBA Members**

\_\_\_\_\_ **\$190 Not a KCBA Member**

\_\_\_\_\_ **\$25 Add Optional Luncheon; Roundtable Discussion and an additional 1.0 CLE Credit for a total of 6.75 credits for the day.**

### METHOD OF PAYMENT:

\_\_\_\_\_ Check Enclosed check #: \_\_\_\_\_ Payable to: King County Bar Association

Credit Cards : Exp. Date \_\_\_\_\_ VISA or \_\_\_\_\_ Master Card

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**\*\*Cancellations received in writing before 5pm Tuesday, January 30, 2007 will be refunded less a \$35 Administrative fee. After 5pm, Tuesday January 30, 2007 no refunds are permitted. However, substitute attendees are most welcome. \*\*If you have a condition or medically necessary dietary restriction, please notify KCBA 3 days in advance so we may ensure appropriate and comfortable accommodation.**