

ASSOCIATION OF BUSINESS TRIAL LAWYERS  
**abtl**®

# 35th Annual Seminar

September 24-28, 2008

Grand Hyatt Kauai Resort & Spa  
Poipu, Kauai, Hawaii



## Businesses In The Courtroom: Getting Your Message Across!

11.5 hrs. MCLE  
Approved by The  
State Bar of  
California

# ***BUSINESSES IN THE COURTROOM: GETTING YOUR MESSAGE ACROSS!***

*11.5 hrs. MCLE Credit approved by The State Bar of California*

## ***Keynote Speaker***

**HONORABLE JOYCE L. KENNARD  
ASSOCIATE JUSTICE, CALIFORNIA SUPREME COURT**

### **Wednesday, September 24, 2008**

**3:00 - 5:00 p.m. ABTL Joint Board of Governors Meeting**

**4:00 - 5:00 p.m. Young Leadership Division Networking**

**6:30 - 9:30 p.m. Opening Reception**

**Welcome Address by Professor Reid Hastie  
*The Power of Storytelling***

### **Thursday, September 25, 2008**

**7:00 - 9:00 a.m. Buffet Breakfast**

**8:00 - 8:15 a.m. Welcome & Announcements**

## ***Getting Your Message to the Jury***

**8:15 - 9:50 a.m. Rethinking Jury Selection – Contemporary  
Techniques & Trends**

*Hon. Gerald Buchwald, Hon. Sandra Snyder, Angela Abel,  
Beth Bonora, David Graeven, Harvey Levine and  
Howard Varinsky*

**10:00 - 11:00 a.m. Voir Dire for the Complex Case**

*Hon. Steven Denton, Hon. Andrew Guilford, Angela Abel,  
William Claster, Carl Douglas and David Graeven*

**11:10 - 12:00 p.m. Humanizing the Corporate Defendant**

*Hon. Teri Jackson, Beth Bonora, Michael Brown,  
Mark Robinson, Jr., Michael Rugen and Vickie Turner*

***Free Time to Relax and Enjoy Kauai***

**Friday, September 26, 2008**

**12:45 - 1:00 p.m. Welcome and Announcements**

***Teaching Complexity to Communicate with the Fact Finder***

**1:00 - 1:50 p.m. An Effective Story - Is Your Theme Connecting?**

*Hon. Rita Miller, Bruce Broillet, Morgan Chu, Prof. Reid Hastie, Pamela Parker and Sonya Winner*

**2:00 - 2:50 p.m. Seeing is Believing - Using Graphics to Enhance Your Message**

*Hon. Gail Andler, Hon. James Otero, Daralyn Durie, Bryan Harston, William Keeler and Christopher Ritter*

**3:00 - 3:50 p.m. Experts as Educators - Making the Complex Understandable**

*Hon. Lawrence O'Neill, Hon. Peter Bowie, Steven Madison, Margaret Mann, Lassaad Turki and Darryl Woo*

**4:00 - 5:00 p.m. Breakout Sessions - Open Forum with Members of the Judiciary**

**5:30 - 10:00 p.m. Kids Dinner and Activities**

**6:00 - 6:30 p.m. Reception**

**6:30 - 7:30 p.m. Keynote Address**

**7:30 - 10:00 p.m. Dinner**

**Saturday, September 27, 2008**

**7:00 - 9:30 a.m. Buffet Breakfast**

**8:15 - 8:30 a.m. Welcome & Announcements**

***Witnesses: Working With The Storytellers***

**8:30 - 9:40 a.m. Preparing the Corporate Witness to Testify**

*Hon. Elizabeth Laporte, Michael Attanasio, James Bennett, Gretchen Nelson, Howard Varinsky and Michael Yoder*

**9:50 - 10:40 a.m. Direct Examination - Telling a Compelling Story**

*Hon. Cynthia Aaron, Hon. Paul Turner, Martha Boersch, Gary Waldron and Bart Williams*

**10:50 - 11:40 a.m.**

**Cross Examination - If You Don't Know Where You  
Are Going You Might Wind Up Somewhere Else**

*Hon. Brad Hill, Hon. Susan Illston, Hon. Kathleen O'Leary,  
Robert Brewer, Jr. and Jessica Grant*

*Free Time to Relax and Enjoy Kauai*

**6:00 - 10:00 p.m.**

**Banquet & Hawaiian Entertainment  
Performance by Willie K**

**Sunday, September 28, 2008**

**8:00 - 10:30 a.m.**

**Networking Breakfast**

**Thank you for coming and have a safe return trip home!**

## Program Faculty

Hon. Cynthia G. Aaron, California Courts of Appeal  
Hon. Gail A. Andler, Superior Court - Orange County  
Michael Attanasio, Cooley Goodward Kronish LLP  
James P. Bennett, Morrison & Foerster LLP  
Martha Ann Boersch, Jones Day  
Hon. Peter W. Bowie, United States Bankruptcy Court  
Robert S. Brewer, Jr., McKenna Long & Aldridge LLP  
Bruce A. Broillet, Greene Broillet & Wheeler, LLP  
Michael K. Brown, Reed Smith  
Hon. Gerald J. Buchwald, Superior Court - San Mateo County  
Morgan Chu, Irell & Manella LLP  
William D. Claster, Gibson, Dunn & Crutcher LLP  
Hon. Steven R. Denton, Superior Court - San Diego County  
Carl E. Douglas, Law Office of Carl E. Douglas  
Daralyn J. Durie, Kecker & Van Nest LLP  
Jessica L. Grant, Taylor & Company Law Offices, LLP  
Hon. Andrew J. Guilford, United States District Court  
Hon. Brad R. Hill, California Courts of Appeal  
Hon. Susan Y. Illston, United States District Court  
Hon. Teri Jackson, Superior Court - San Francisco County  
William J. Keeler, Dowling, Aaron & Keeler, Inc.  
Hon. Elizabeth D. Laporte, United States District Court  
Harvey R. Levine, Levine, Steinberg, Miller & Huver  
Steven G. Madison, Quinn Emanuel Urquhart Oliver & Hedges LLP  
Margaret M. Mann, Sheppard Mullin Richter & Hampton LLP  
Hon. Rita J. Miller, Superior Court - Los Angeles County  
Gretchen M. Nelson, Kreindler & Kreindler LLP  
Hon. Kathleen E. O'Leary California Courts of Appeal  
Hon. Lawrence J. O'Neill, United States District Court  
Hon. S. James Otero, United States District Court  
Pamela M. Parker, Coughlin Stoia Geller Rudman & Robbins  
Mark P. Robinson Jr., Robinson, Calcagnie & Robinson Inc.  
Michael L. Rugen, Heller Ehrman LLP  
Hon. Sandra M. Snyder, United States District Court  
Hon. Paul A. Turner, California Courts of Appeal  
Vickie E. Turner, Wilson Petty Kosmo & Turner LLP  
Gary A. Waldron, Waldron & Olson, LLP  
Bart H. Williams, Munger Tolles & Olson, LLP  
Sonya D. Winner, Covington & Burling LLP  
Darryl M. Woo, Fenwick & West LLP  
Michael G. Yoder, O'Melveny & Myers LLP

## GENERAL INFORMATION

### WHAT IS INCLUDED FOR ATTENDEES AND REGISTERED GUESTS

- All Seminar Presentations (materials and MCLE for conference registrants only)
- Welcome Reception on Wednesday, September 24, 2008
- 3 Continental Breakfasts (Thursday, Saturday & Sunday)
- Keynote Address and Dinner on Friday, September 26, 2008
- Dinner Banquet and Hawaiian Entertainment on Saturday, September 27, 2008
- Registered Children may attend continental breakfasts, Wednesday Reception, Friday Children's Event & Saturday Banquet with Entertainment
- Sponsor Exhibits

### DRESS CODE

All seminar sessions are casual (shorts and golf shirts are welcome). All receptions and dinners are Business Casual (no jackets or ties required). Hawaiian attire welcome.

### CANCELLATION POLICY

**Seminar Registration Fees** are refundable prior to Monday, August 25, 2008 less a processing fee of \$175. Cancellations must be received in writing or by fax at 714.602.2505, no later than 5 p.m. on Monday, August 25, 2008.

### MCLE CREDIT

This activity has been approved for Minimum Continuing Legal Education credit by the State Bar of California in the amount of 11.5 hrs. The ABTL certifies that this activity conforms to the standards of approved education activities prescribed by the rules and regulations of the State Bar of California governing Minimum Continuing Legal Education.

### HOTEL ACCOMMODATIONS

All accommodations are at the Grand Hyatt Kauai Resort & Spa, Poipu, Kauai, Hawaii. Discounted ABTL group rates are set forth in this brochure. You are responsible for booking your own hotel accommodations by contacting the hotel at 808-742-1234. The ABTL will assist you with questions and concerns regarding your hotel arrangements, but will not assume responsibility for hotel cancellation penalties. For your additional enjoyment, the ABTL discounted group rates can be extended pre and post conference for up to three days on either side of the scheduled conference dates.

### AIRFARE

The ABTL has been working with Executours to negotiate discounted airline rates for ABTL Annual Seminar attendees departing from Los Angeles and San Francisco. We encourage you to book your travel through Executours to take advantage of the discounted rates. Executours can be reached at 310.552.0786. The ABTL will assist you with questions and concerns for travel arrangements but will not assume responsibility for travel arrangements or cancellation penalties.

### TRANSPORTATION TO RESORT

You will need transportation from the airport to the Grand Hyatt Resort. Please contact the hotel concierge or Executours to make arrangements for a shuttle or rental car.

### CONTACT INFORMATION

Event Planner: Linda A. Sampson, c/o ABTL  
1100 Irvine Blvd., #717  
Tustin, CA 92789  
Tel/Fax: 714.602.2505  
Cell: 949.887.9595  
E-mail [annualseminar@abtl.org](mailto:annualseminar@abtl.org)

*Note: All communications with the Event Planner after September 22, 2008 should be directed to the hotel or cell phone number.*



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### CONFERENCE REGISTRATION FORM

Complete the registration form and submit to ABTL, 1100 Irvine Blvd., #717, Tustin, CA 92780  
Make checks payable to the ABTL, Tax ID: 51-0167001.

#### Personal Information:

Name:	<input type="text"/>	
State Bar #:	<input type="text"/>	
Firm:	<input type="text"/>	
Address:	<input type="text"/>	
City:	<input type="text"/>	
State / Province:	<input type="text"/>	Zip: <input type="text"/>
Phone:	<input type="text"/>	Fax: <input type="text"/>
E-Mail:	<input type="text"/>	

#### ABTL Chapter:

Please indicate chapter. You must join your local ABTL chapter to be eligible to attend this seminar.

- |  |   |
|--|---|
| <input type="checkbox"/> Los Angeles         | <input type="checkbox"/> Orange County      |
| <input type="checkbox"/> Northern California | <input type="checkbox"/> San Joaquin Valley |
| <input type="checkbox"/> San Diego           |   |

#### Registration Fees:

Please register in one of the following categories. Prices are per person. Registration fees include all materials, group meals, and special events.

- |   |                  |
|---|------------------|
| <input type="checkbox"/> <b>Early Conference Registration</b> (before August 1, 2008)   | <b>\$995.00</b>  |
| <input type="checkbox"/> <b>Conference Registration</b> (postmarked after August 1, 2008)   | <b>\$1095.00</b> |
| <input type="checkbox"/> <b>Early Conference Registration</b> (before August 1, 2008)   | <b>\$795.00</b>  |
| - New Lawyer (Admitted to practice 10 years or less)  |                  |
| - In-house Counsel  |                  |
| - Public Entity Attorney  |                  |
| <input type="checkbox"/> <b>Conference Registration</b> (postmarked after August 1, 2008)   | <b>\$895.00</b>  |
| - New Lawyer (Admitted to practice 10 years or less)  |                  |
| - In-house Counsel  |                  |
| - Public Entity Attorney  |                  |
| <input type="checkbox"/> <b>ADR/Retired Judges</b> (before August 1, 2008)  | <b>\$995.00</b>  |
| <input type="checkbox"/> <b>ADR/Retired Judges</b> (postmarked after August 1, 2008)  | <b>\$1095.00</b> |
| <input type="checkbox"/> <b>Non-Lawyer/Vendor Registration</b> (Vendors that are not sponsors receive their first registration for this fee; additional company representatives will be eligible for the general conference pricing.) | <b>\$2500.00</b> |
| <input type="checkbox"/> <b>Judicial Registration</b> (Sitting State and Federal Judges)  | <b>\$575.00</b>  |
| <input type="checkbox"/> <b>Spouse / Guest Registration</b>   | <b>\$575.00</b>  |
| - Includes 3 breakfasts, 3 dinners and entertainment  |                  |
| <input type="checkbox"/> <b>Child Registration</b>  | <b>\$200.00</b>  |
| - Children ages 3-17  |                  |
| - Includes 3 breakfasts, 3 dinners and entertainment  |                  |

Guest Name:	<input type="text"/>
Names & Ages of Children:	<input type="text"/>
	<input type="text"/>



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#### Payment Information:

Enter total cost from all categories selected on the prior registration form.

Check Enclosed

Total:

**We welcome you to pay by credit card through our partner Pay Pal, which is accessible on our website: [www.abtl.org](http://www.abtl.org).**

#### Activities:

Indicate group activities you are interested in participating during the conference "free" time. These activities are not covered through your registration fee and might require additional payment. You will be contacted to confirm participation approximately 1 month prior to the seminar.

Golf

Boating

Tennis

Scuba Diving

Hiking

Biking

**All hotel accommodations are at the  
Grand Hyatt Resort, Poipu, Kauai, Hawaii**  
**Garden View: \$230**  
**Mountain View: \$250**  
**Partial Ocean: \$270**  
**Deluxe Ocean: \$295**

**These rates will be offered 4 nights pre and post of the seminar dates.**

#### Organizing Committee:

Darren O. Aitken - Aitken \* Aitken \* Cohn

Krystal Bowen - Bingham McCutchen LLP

Philip E. Cook - Jones Day \*Committee Chair

Richard Gluck - Fairbank & Vincent

Darryl J. Horowitz - Coleman & Horowitz, LLP

Marisa Janine-Page - Duckor Spradling Metzger & Wynne

Gerald A. Klein - Klein & Wilson

Theresa A. Kristovich - Gordon & Rees LLP

Seth Pierce - Mitchell Silberberg & Knupp LLP

Lawrence Riff - Steptoe & Johnson LLP

Rick Seabolt - Duane Morris LLP

Nancy Stagg - Fish & Richardson P.C.

Morgan Tovey - Reed Smith

Robin Wofford - Wilson Petty Kosmo & Turner LLP

Travers D. Wood - White & Case LLP \*ABTL Host Chapter President

Mark C. Zebrowski - Morrison & Foerster LLP

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