

# CAALA VEGAS

2013 \* FRESH PLACES, FRESH FACES & FRESH IDEAS

August 29 ~ September 1

Same Great Convention.  
Fresh New Place.



## Consumer Attorneys ASSOCIATION OF LOS ANGELES

800 W. Sixth St. #700, Los Angeles, CA 90017

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# CAALA VEGAS™

2013 \* FRESH PLACES, FRESH FACES & FRESH IDEAS

**Thursday, August 29 ~ Sunday, September 1**  
Enjoy Labor Day Weekend at Wynn Las Vegas!

APPROVED FOR 20 HOURS OF MCLE CREDIT  
including 4 Hours Legal Ethics, 1 Hour Elimination of Bias, 1 Hour Substance Abuse Prevention  
CAALA is a State Bar of California Approved MCLE Provider

**The Nation's  
Largest Trial Lawyer Convention**  
All attorneys & law firm staff welcome to attend!



# 2013 CONVENTION REGISTRATION FORM

ONLINE REGISTRATION OPEN THRU AUGUST 31 AT CAALAVEGAS.ORG

After August 15, attendees must register online or on site only

Online registration will remain open thru August 31

On-Site Registration Desk Hours  
Thursday 12:00pm - 6:30pm  
Friday 8:00am - 5:00pm  
Saturday 8:00am - 4:00pm

**COMPLETE FORM AND SEND WITH PAYMENT [must be received by August 15, 2013]**

MAIL to CAALA, 800 W. Sixth St., Suite 700, Los Angeles, CA 90017  
FAX to (213) 487-1224 or EMAIL scan copy to [accounting@caala.org](mailto:accounting@caala.org)

Mr.  Ms. \_\_\_\_\_

Firm/Employer \_\_\_\_\_

Firm Address \_\_\_\_\_

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

State Bar # (required) \_\_\_\_\_ Phone \_\_\_\_\_

Email (required) \_\_\_\_\_

I am a current member of the following association(s):  CAALA

AAJ  ABOTA  ABTL  CAOC  CASD  CELA  OCTLA  SFTLA

OTHER \_\_\_\_\_

**Receive important text updates during the convention!**

Cell Phone Number \_\_\_\_\_

**Method of Payment**

Check enclosed (payable to CAALA)

Charge my credit card:  Amex  Visa  MasterCard  Discover

Card # \_\_\_\_\_

Exp. Date \_\_\_\_\_ Security Code \_\_\_\_\_

Billing Street Address & Zip Code \_\_\_\_\_

Signature \_\_\_\_\_

**REGISTRATION FEES**

Registration is open to all attorneys, law firm staff, jurists and CAALA law student members.

Registration fee includes all sessions, syllabus on USB flash drive, continental breakfasts, coffee breaks, plus the Thursday, Friday & Saturday parties and Sunday breakfast session.

Member Fees for CAALA or other Consumer/Trial Lawyer Association	After 5/31/13	After 7/31/13
<input type="checkbox"/> Attorney Admitted to State Bar 4 + Years	\$500	\$575
<input type="checkbox"/> Attorney Admitted to State Bar 2 or 3 Years	\$450	\$525
<input type="checkbox"/> New Admittee to State Bar (less than 2 years)	\$400	\$475
<input type="checkbox"/> Paralegal/Law Firm Staff	\$350	\$425
<input type="checkbox"/> Sustaining Member [CAALA members only]	no charge	no charge
<b>Non-Member Fees</b>		
<input type="checkbox"/> Attorney & Paralegal/Law Firm Staff	\$700	\$775
<input type="checkbox"/> Government/Non-Profit Attorney	\$400	\$475
<b>Jurist Fees</b>		
<input type="checkbox"/> Retired Judge/Justice	\$400	\$475
<input type="checkbox"/> Current Sitting Judge/Justice	no charge	no charge
<b>Law Student Fees [must be a CAALA Member to attend; see below to join]</b>		
<input type="checkbox"/> Law Student* CAALA Member <i>*must send copy of student I.D. with registration</i>	\$100	\$100

**Optional Printed Syllabus [syllabus on USB flash drive is included with all fees]**

In addition to the USB, I would like to purchase a hard copy of the syllabus .....\$50

**Total Registration Fees Due \$ \_\_\_\_\_**

Cancellations will only be accepted in writing through July 31, 2013. Refunds, less a \$75 cancellation fee, will be granted for all cancellations received by the deadline. Refunds will not be given for cancellations received after the deadline. Registration substitutions may be made only when the substituting party holds the same membership category as the original registrant. Send cancellation/refund requests to [accounting@caala.org](mailto:accounting@caala.org).

## 2013 CAALA MEMBERSHIP APPLICATION

**Save now! Join CAALA today to receive the discounted convention fee!**

Qualifying\* non-members can join CAALA now to receive the discounted convention fee!

Complete this membership application and send it with your convention registration form.

Mr.  Ms. \_\_\_\_\_

Firm/Employer \_\_\_\_\_

Firm Address \_\_\_\_\_

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

Phone \_\_\_\_\_ Email (required) \_\_\_\_\_

State Bar # \_\_\_\_\_ Date Admitted to State Bar \_\_\_\_\_

Application Date \_\_\_\_\_ Applicant Signature \_\_\_\_\_

New Membership  Renew Membership

**Attorney Annual Membership Dues**

Check appropriate category based on years admitted to State Bar

- New Admittee ..... \$60
- Second Year..... \$100
- Third Year..... \$195
- 4 + Years..... \$295
- Sustaining..... \$995

**Non-Attorney Annual Membership Dues**

- Law Student ..... \$25
  - Paralegal/Legal Staff/Law Clerk..... \$50
- [Paralegal and Legal Staff members must be employed by an attorney member of CAALA. Non-Attorney members cannot vote or hold office.]

\*Requirement for Attorney Membership: You and your firm primarily represent plaintiffs and do not defend on an ongoing basis insurance company(ies), manufacturer(s), governmental entity(ies), common carrier(s), corporation(s) or public utility(ies) in personal injury, wrongful death, workers' compensation, employment or other consumer-related litigation.

Payments to CAALA may be deductible in some circumstances as business expenses, but not as charitable contributions. Consult a tax advisor for advice regarding your situation.

# CAALA VEGAS

2013 \* FRESH PLACES, FRESH FACES & FRESH IDEAS

## FRESH FACES: Connection \* Networking \* Special Events

### Exhibit Hall & Coffee Breaks

The **Exhibit Hall** offers great resources for legal services and a place to connect with other attendees. Continental breakfast is served inside the hall at 8am on Friday and Saturday mornings and snack breaks are available in the afternoons. The Exhibit Hall is located in the Lafite Ballroom and is open on Thursday 2pm to 6:30pm, Friday 8am to 5pm, and Saturday 8am to 4pm. Coffee breaks are sponsored by:

GIRARDI | KEESE  
LAWYERS

### Connection Center & Free WiFi

The **Connection Center** is the "meet me" spot of the convention. Located on the stage inside the Exhibit Hall, it's the perfect location to connect with friends and colleagues. Or take a break to charge your cell phone or laptop with complimentary power strips. And new this year, **FREE WiFi** access is provided in the Connection Center and throughout the Exhibit Hall and session rooms. Free WiFi is sponsored by:

ENGSTROM, LIPSCOMB & LACK  
EXPERIENCED TRIAL ATTORNEYS

### Thursday Kickoff Party 6:30pm - 8:30pm

This year's convention explores fresh, faraway regions found around the globe... Start by **Roaming the Rainforest** at the Thursday Kickoff Party. Walk under a lush canopy of trees, surrounded by enchanting waterfalls, wildlife & butterflies. Hors d'oeuvres and drinks hosted by our sponsors:

THE JamesStreet GROUP  
Settlement Planners

[ GREENE  
BROILLET &  
WHEELER, LLP ]

R  
TAYLOR RING

### Friday CAALA Member Meeting 12:30pm - 1:30pm

CAALA Members can attend the **Annual Member Meeting** to conduct association business and connect with fellow members. The business meeting is followed by an interactive session where members can speak directly to CAALA leaders in an open forum setting. Box lunches provided by:

KBK  
Kabateck Brown Kellner LLP

Consumer Attorneys  
ASSOCIATION OF LOS ANGELES

### Friday Judges Reception 5:00pm - 7:00pm

A vast **Ocean of Dreams** awaits you at the Judges Reception. Immerse yourself in the depths of the ocean and catch a glimpse of the Le Rêve show – a world where dreams swim in the air and dance on water. Food and beverages hosted by:

LOUIS MASRY  
OF  
MILLENNIUM  
SETTLEMENT CONSULTING

PANISH  
SHEA &  
BOYLE  
LLP

contributing sponsor:



THE LAW OFFICES OF  
BRUCE G. FAGEL  
& ASSOCIATES

### Saturday Cocktail Party 5:00pm - 7:00pm

Las Vegas is built in the desert so it's no surprise you'll find an **Oasis on the Strip** at the Saturday Cocktail Party. Visit a colorful and exotic bazaar that's not a mirage, but a real experience. Cocktails and appetizers hosted by our sponsors:

ALDER  
LAW  
A PROFESSIONAL CORPORATION

patrickfarber.com  
STRUCTURED SETTLEMENT BROKERS

contributing sponsor:

DoctorsonLiens™

## FRESH IDEAS: Education Sessions \* Daily Schedule

**Education Chair**  
Douglas Silverstein

**Education Vice-Chair**  
Genie Harrison

**Convention Co-Chairs**  
Mike Arias  
Lucia Hatfield  
David Hoffman  
Shawn McCann

Jeffrey Rudman  
Geraldine Weiss  
Ronnivashti Whitehead  
Andrew Wright

**EARN UP TO  
20 HOURS  
MCLE CREDIT**  
including  
4 Hours Legal Ethics,  
1 Hour Elimination of Bias,  
and 1 Hour Substance  
Abuse Prevention

## THURSDAY AUGUST 29

### AFTERNOON SESSIONS 1:00 PM - 2:00 PM

#### CASE SELECTION & EVALUATION OF PLAINTIFF

**Moderator: Jeffrey Rudman**

Evaluating Liability in Personal Injury Cases/Employment Cases

*Martin Aarons*

Evaluating Damages, Collectibility and Client Likeability

*Neville Johnson*

*Hon. Deirdre Hill*

#### MEDIATION: POST-SETTLEMENT PITFALLS

**Moderator: David Hoffman**

Closing the Deal: Making Sure Your Agreement Is Enforceable

Court Approval: Dependent Adults and Minors' Compromises

Maximize the Client's Leverage by Compromising Liens & Cases Simultaneously

Dealing with Government Entities

*Hon. Samantha Jessner, Janet Rubin Fields, Armen Tashjian, David Weiss*

### AFTERNOON SESSIONS 3:00 PM - 6:15 PM

#### SCIENCE OF PERSUASION

**Moderator: Genie Harrison**

Intersection of Cognitive Science and the Persuasion of Jurors (1.5 hours)

*John Blumberg*

*R. Rex Parris*

*Alex Wheeler*

Applying Cognitive Persuasion in Mediation

*Michelle Reinglass*

Mirroring to Build Rapport with Judges, Jurors and Witnesses

*Jack Denove*

Full Panel Discussion

*Harry Plotkin and all speakers*

#### PREMISES LIABILITY

**Moderator: Shawn McCann**

Proving Your Case Before Trial: Necessary Investigation & Discovery

*Ibiere Seck*

Use of Experts: Code Violations, Biomechanics, and Gray Areas

*Brad Avrit, Robert Fink*

Litigating Slips, Trips and Falls: Don't Get Tripped Up

*Jeffrey Greenman*

Negligent Security and Third Party Criminal Acts

*Randy McMurray*

Dangerous Conditions of Public Property

*Greg Bentley*

Judicial Perspective on Premises Liability: Avoiding Pitfalls

*Hon. Maryann Murphy*

#### DAMAGES

**Moderator: Geraldine Weiss**

Brainstorm: How to Recognize and Present Brain Injuries

*Joseph Barrett*

Spinal Cord & Peripheral Nerve Injuries

*Victor George*

Out on a Limb? Presenting Limb Injuries so the Jury Understands

*Thomas Stolpman*

Scope & Strategies of Punitive Damages

*Hon. Steven Kleifield, Stanley Jacobs*

Non-Economic Damages: Communicating Your Client's Loss

*Amy Solomon*

Wrongful Death: The Correct Way to Present Them to a Jury

*Ricardo Echeverria*

#### TECHNOLOGY

**Moderator: Ronni Whitehead**

Technology Trends to Help Run Your Practice

*Paul Kiesel*

Using Social Media

*Gene Lee*

Effective Use of Online Resources for Case Investigation

*Jim Robinson*

E-Discovery: Finding Hidden E-mails and Text Messages

*Minh Nguyen*

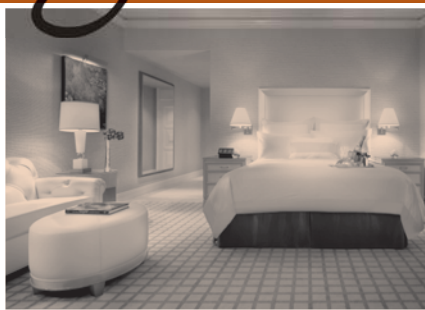
Getting Electronic Evidence Admitted at Trial

*Arash Homampour*

Effective Use of Technology at Trial

*Hon. Ernest Hiroshige*

## FRESH PLACES: Discounted Rooms for Attendees



CAALA has reserved a limited block of rooms for convention attendees at the Wynn Las Vegas resort. Reserve rooms at Wynn for a reduced rate of \$269 on August 28 through September 1, 2013. Rates are available through July 30, 2013 or until room block is filled. To book rooms, call the Wynn at 866-770-7555 and ask for the "CAALA Annual Las Vegas Convention" room block; or book online at: <http://www.caalavegas.org/hotel>

**Wynn Las Vegas Room Policies:** Check-in time is 3pm and Check-out time is 12pm. Room rates are based on single or double occupancy. A charge of \$50 per night will be added for each guest over double occupancy. Group rates will be subject to the prevailing room tax, which is currently 12% and subject to change. It is the attendee's responsibility to submit a credit card number or a deposit equal to one (1) night's room/suite rate plus tax as a guarantee at the time the reservation is made. If a deposit is made with anything other than a credit card, the deposit must be received no later than fourteen (14) days after the reservation is made. All credit cards utilized for deposit purposes will be charged when the deposit is made. Deposit refunds will be issued on individual attendee's reservations cancelled up to fourteen (14) days prior to the scheduled arrival date.

**Note: Wynn is the only official host hotel. CAALA is not affiliated with any third-party hotel room brokers.**



# FRIDAY AUGUST 30

## MORNING SESSIONS 9:00 AM - 12:15 PM

### BASIC TRIAL SKILLS

**Moderator: Andrew Wright**

FSC Documents Under the New "General Order"

*Steven Clickman*

Organizational Plan: Presenting Documents & Witnesses at Trial

*Christa Ramey*

Making Your Case: Opening Statement

*Robert Simon*

Closing the Deal: The Essentials of Closing Argument

*Garo Mardirossian*

Post-Trial Motions

*Jill McDonell*

Judicial Perspective

*Hon. John Segal*

### MEDICAL MALPRACTICE & ELDER ABUSE

**Moderator: David Hoffman**

Medical Claims & Defenses: Custom and Practice Evidence

*Arian Cohen, M.D., J.D.*

Med-Mal Issues in Personal Injury Cases (the Henry Defense)

*Steven Heimberg, M.D., J.D.*

Finding and Selecting the Right Medical Expert

*Raymond Boucher*

Proving Causation

*Linda Fermoyle Rice*

*Hon. Russell Kussman*

Differences Between Med-Mal and Elder Abuse Cases

*Louanne Masry*

Elder Abuse Cases from A to Z

*Kim Valentine*

### EVIDENCE

**Moderator: Shawn McCann**

Laying Proper Foundation Before and During Trial: Depositions, Documents and Videos

*Maryann Gallagher*

Motions In Limine: Substance & Procedure

*Elizabeth Hernandez*

Using Technology to Present Evidence: Powerpoint, Videos, Animations/Simulations & iPads (1 hour with demonstrations)

*Rahul Ravipudi*

Analyzing Admissibility of Evidence and Overcoming Objections

(1 hour with demonstrations)

*Hon. Rita Miller*

*Michael Schwartz*

### LEGAL ETHICS

**Moderator: Lucia Hatfield**

How to Make Ethical Use of California Legislative History

*Carolina Rose*

Avoiding Legal Malpractice and Malicious Prosecution

*Kenneth Feldman*

Medi-Cal, Medicare & Government Liens: Ethical Pitfalls

*John Rice*

Ethical Considerations in ADR

*Hon. Joe Hilberman (Ret.)*

Ethical Issues with Jurors (post-trial motions, social media issues)

*Hon. Kevin Brazile*

Professional & Ethical Conduct in the Courtroom

*Hon. Rolf Treu*

## AFTERNOON SESSIONS 1:45 PM - 5:00 PM

### JURY SELECTION

**Moderator: Mike Arias**

Effective Questioning and Techniques to Get Jurors to Be Open and Honest

*Nicholas Rowley*

Judicial Perspective on What Makes for Successful Voir Dire

*Hon. John Shepard Wiley*

Do's and Don'ts from a Master: Adjusting to Changing Times and Attitudes

*Bruce Broillet*

Interpreting Juror Responses: Reading Between the Lines

*Carol Bauss*

Voir Dire Demonstration for a Significant Injury/Big Damage Personal Injury Case

*Phillip Baker, Walter Lack*

### VEHICULAR CASES

**Moderator: Jeffrey Rudman**

Unique Issues About:

Automobiles

*Eric Traut*

Motorcycles

*Aimee Kirby*

Trucks

*Adam Shea*

Buses

*Geoffrey Wells*

Bicycles

*Brad Simon*

Pedestrians

*Lawrence Lallande*

Judicial Perspective

*Hon. Michael Linfield*

### EXPERTS

**Moderator: Andrew Wright**

Which Experts Do You Need?

*Bill Karns*

Excluding Junk Expert Opinion

*Stuart Fraenkel*

Biomechanic vs. Accident Recon & Animations vs. Simulations at Trial

*Brian Chase*

Taking Defense Expert Depositions

*Brian Kabateck*

Videotaping Expert Depositions & Using Them at Trial

*Thomas Dempsey*

Direct & Cross Exam of an Expert

*Daniel Zohar*

Judicial Views

*Hon. Frederick Shaller*

*Hon. Timothy Staffel*

### LIENS

**Moderator: Geraldine Weiss**

Lien on Me: A Primer in Lien Management

*Scott Corwin*

Medi-Cal & Medicare: How to Handle Each Lien

*Steven Stevens*

Medicare Set-Asides

*Clayton Starnes*

Government Liens, including the Military Lien Act

*Michael Fields*

ERISA Liens

*Michelle Roberts*

Workers' Compensation Liens

*David Rosen*

## Sunday Golf at Wynn

You can golf at the Wynn! The Wynn golf course is the only one attached to a resort on the Las Vegas Strip, offering 18 holes of challenging beauty.

CAALA has arranged for a limited number of tee times at reduced Green Fees of \$350/per player on Sunday morning, September 1 (regular rate is \$550).

Green Fees include shared cart, cart signs, bag handling, assorted non-alcoholic beverages, use of warm up area, mandatory caddie fee & all applicable taxes.

Tee times will be assigned from 7:00am to 9:00am, departing every 10 minutes. Individuals welcome. Foursomes will be randomly grouped together.

To sign up, visit: <http://www.caalavegas.org/golf>

## ExpressPass Registration System

CAALA VEGAS is using ExpressPass – a registration system for checking in and receiving your convention badge. In addition to being faster and more accurate, ExpressPass is also an efficient method of tracking your MCLE credits.

- \* Prior to the convention all registrants will receive an email containing your attendee-specific QR code.
- \* Print the email or download it to your smartphone and bring it with you to the convention registration desk.
- \* Walk up to the scanners and scan your QR code.
- \* Your badge will print instantly with a barcode on it.
- \* Scan your badge each time you enter the exhibit hall to track your MCLE attendance.



ExpressPass & Registration Support sponsored by



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# SATURDAY AUGUST 31

## MORNING SESSIONS 9:00 AM - 12:15 PM

### ADVANCED TRIAL SKILLS

**Moderator: Jeffrey Rudman**

Weaving Themes Thru an Entire Trial  
*Thomas Girardi*

Dealing with Difficult Facts Early in Voir Dire and Opening  
*Browne Greene*

Minimizing the Effects of Sub Rosa and Using Judo Law  
*Christopher Dolan*

Dismantling Opposing Experts & Rehabilitating Retained Experts  
*Gary Paul*

Using Day in the Life Videos/Life Care Plans & Family/Friends as Witnesses  
*Christine Spagnoli*

Creative Closing Arguments  
*Carl Douglas*

View from the Bench  
*Hon. William Stewart*

### EMPLOYMENT

**Moderator: Ronni Whitehead**

Developing a Discovery Plan and Evidentiary Issues in Employment Cases  
*Christina Coleman*

Optimizing Damages in Employment Cases (including Recovery of Attorney's Fees)  
*Carney Shegerian*

Hot Topics in Employment Law (*Harris v. City of Santa Monica*)  
*David deRubertis*

Wage and Hour Cases  
*Drew Pomerance*

Practice Pointer Roundtable  
*Plaintiff: Patrick McNicholas*  
*Defense: Tracey Kennedy*  
*Judge: Hon. Debra Katz Weintraub*

### DEPOSITIONS

**Moderator: David Hoffman**

So You Have to Depose an Out-of-State/Country Witness: What Now?  
*Thomas Peters, John Torjesen*

Taking the Killer Deposition with Video Demonstrations (1 hour)  
*Michael Alder*

Preparing & Protecting Your Witness at Deposition  
*Philip Michels*

Using Depositions at Trial  
*Hon. Yvette Palazuelos*  
*David Ring*

### SPECIALTY CREDITS

**Moderator: Shawn McCann**

Legal Ethics (1 hour)

Avoiding Trouble with the State Bar  
*Joe Dunn, Murray Greenberg, Thomas Layton, Hon. Donald Miles, Hon. Richard Platel*

Elimination of Bias (1 hour)

Identifying and Avoiding Gender, Sexual Preference & Disability Bias  
*Jennifer Reisch, RJ Molligan, Mayra Fornos*

Substance Abuse Prevention (1 hour)

Recognizing the Early Signs of Drug and Alcohol Abuse  
*Gary Hoffman*

Finding Help: Resources Available to Treat Addiction  
*David Mann, The Other Bar*

## AFTERNOON SESSIONS 12:30 PM - 1:30 PM

### NEW COURT PROCEDURES

**Moderator: Ronni Whitehead**

What Every Trial Lawyer Should Know About the New Court Rules  
*Hon. Daniel Buckley*

Law and Motion Practice in PI Cases: How to Be Prepared  
*Hon. Amy Hogue*

Tips from Practitioners: *Gretchen Nelson, Daniel Crowley*

### NEGOTIATION SKILLS

**Moderator: Geraldine Weiss**

Killing Me Softly with His Song: The Art of Gentle Persuasion  
*Hon. Peter Lichtman (Ret.), Shirley Watkins*

Negotiating the Numbers: Demands & Counter Offers  
*Gregory Stone, Alex Polsky*

## MASTER SPEAKERS SESSION: TURNING NEGATIVES INTO POSITIVES

1:45 pm - 5:00 pm ~ Moderator: *Douglas Silverstein*



Jude Basile



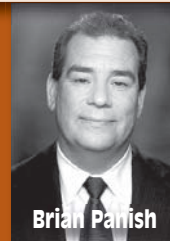
Gary Dordick



Hon. Lee Edmon



Lisa Maki



Brian Panish



John Taylor

# SUNDAY SEPTEMBER 1

## RED-EYE BREAKFAST SESSION 9:00 AM - 12:15 PM

### HOT TOPICS IN INSURANCE BAD FAITH | Moderator: Andrew Wright

Opening Up the Policy: Is It Really Open? How to Collect If It Is?  
*Michael Bidart*

Post-Claims Underwriting: How to Make the Case for Bad Faith  
*James Kristy*

The Duty to Defend vs. The Duty to Indemnify: Was Your Client Wrongfully Denied Coverage?  
*Jeffrey Ehrlich*

Proving Bad Faith: Essential Discovery  
*Kathryn Trepinski*

UM/UIM Claims: What Are the Damages for Unreasonable Delay in Paying the Policy Limits?  
*Michael Cohen*

Defense and Judicial Perspectives  
*Peter Klee, Hon. Rex Heeseman*

**HOT** topics, served with a **HOT** breakfast – plus Mimosas and Bloody Marys! Don't miss this outstanding session showcasing the experts practicing Insurance Bad Faith. Breakfast and beverages sponsored by:

