



Arkansas Trial Lawyers Association
P. O. Box 3486
Little Rock, AR 72203
(501) 376-ATLA
www.arktla.org

PRSR STD
U.S. POSTAGE
PAID
LITTLE ROCK
AR 72201
PERMIT #2882



BANK of the OZARKS
Trust & Wealth Management

2009 atla convention

Thursday, April 30 - Saturday, May 2
Inn of the Ozarks 🌐 Eureka Springs, Arkansas

*Program offers 12 CLE Hours
including 1 ethics hour*

going green

it

may seem trendy, but conservation is nothing new. We all had a grandmother who re-used aluminum foil and butter tubs; or mother who banged on the bathroom door when showers ran too long and advised us of starving children when we neglected our dinner. The new trend is really all about education: learning what effect we have on the planet and how to reduce in order to minimize that effect. So in this program of education we thought it fitting to offer this small awareness and step up our efforts.

At ATLA, we are looking for new ways to reduce. As we look around we notice many sustainable habits already in place. We are using compact fluorescent light bulbs. We recycle aluminum cans. Our office building has been in use for over 90 years.

This year we pledged to do more. We implemented paperless board meetings. And you'll notice that we are not providing written materials. That one change eliminates over 625 pounds of paper being printed and the emissions of being trucked hundreds of miles. We think that's a small effort for such a large carbon reduction.

recycle

The only paper issued for this convention is a reusable notepad provided by **Bart Virden**, made from recycled materials. Virden and our portfolio sponsor **JP Jaynes** of **Jaynes Mediation**, both hope that you will find a way to continue to use the items they have provided for the convention.

reduce

Our convention T-shirts are made of sustainable materials and are sponsored and designed by the web gurus at **pixelsplendor.com**. They help people every day to reduce waste by eliminating brochures and catalogues.

reuse

Since 2005, ATLA has provided convention goers with reusable grocery bags from recycled and sustainable materials. Originally implemented by ATLA member **David Couch**, we have continued this year with a jute bag sponsored by **Daniel Bullock** of **www.arkpac.com**. We hope you enjoy using this stylish bag instead of plastic.

David Couch has continued to bring conservation to ATLA by serving as our premier **Green Sponsor**. He has provided reusable jump drives for convention materials. This trend will continue, not only for future conventions, but we've implemented the practice for all of our seminars.

Our venue, Inn of the Ozarks, has been working to reduce their carbon footprint as well. In 2007 they implemented many changes to minimize waste. As a guest you can help by reusing towels and allowing the staff to change your linens only once during your stay.

Of course, these are all small steps but much can be achieved by all of us working together. We look forward to working with you during the convention.

30tons

Want to lead the green movement? You can decrease both your carbon footprint & the footprint for all convention attendees. How? For just \$400 you can purchase carbon offsets for our event, *thirty tons worth!* Your contribution will help build new wind turbines or a renewable methane generator on a family farm. The project's renewable electricity displaces electricity from fossil fuel generators, reducing CO2 pollution.

www.nativeenergy.com

Light bulbs are a good start ...

...but to save **real money** in your practice check
out the tax-advantage benefits of an **HSA** * or

HRA/FSA **

- * HEALTH SAVINGS ACCOUNTS
- ** HEALTH REIMBURSEMENT ARRANGEMENTS
FLEXIBLE SAVINGS ACCOUNTS



Robbi Davis

Want more conservation ideas for your
practice? Call the experts at
The Robbi Davis Agency, Inc.

(501) 954-8100

The Robbi Davis Agency, Inc.

Specializing in group benefits
and consumer driven healthcare
plans for over 12 years.

www.robbidavisagency.com

10201 W. Markham St., Suite #217
Little Rock, Arkansas 72205

Certified
agency
for the
Chamber
Alliance
&
Arkansas
Health
Net
programs

a special invitation

Party time. Basin Park Hotel in Eureka Springs Friday @ 7:30 p.m. in honor of incoming President Chris Heil.

We're having a party. We've reserved the ballroom and the billiard room. Food, drinks and entertainment are provided. The Good Time Ramblers will provide live music in the ballroom. They play a lot of the old cover tunes from the Eagles, The Band, Little Feat, Dylan, Waylon. They're from Arkansas. Judge Piazza's son is the lead guitar player. Most of their original songs are of the country-rock variety. That said, feel free to bring your axe. It's a party. Have fun.

Cigar smoking and other nefarious activities permitted, in the billiard room. Various board games available in the billiard room. Request has been made for their best and most personable waitresses.

Food? Drink? No charge for anything. Is

there an adult beverage you have not tried? No time like the present. Enjoy a good cigar? Covered.

If you want to make a contribution to ATLA, feel free. That's the only money that will be accepted. Everything else is on me.

Band starts around 7:30. A 15-passenger van will be on site, leaving from the Inn of the Ozarks convention center to ferry folks to the Basin Park Hotel and then to wherever they need to go later in the evening. (Don't be tempted to drink and drive, please!) All fees and tips for same are already covered.

I'm looking forward to it! Bring friends and family if so inclined. Any and all are welcome. Hope to see you there!

-Brad Hendricks

The Brad Hendricks Law Firm

Have you heard? There is a going to be a party. And not just any party.

Brad Hendricks is throwing the event of the year and he wants you to be his guest.

thursday

9:30 am – 12:30 pm

ATLA Board of Governors Meeting

11:00 am

Registration Opens

12:30 pm

Convention Welcome & Opening Announcements

12:45 - 1:45

Legislative Panel

moderated by ATLA Lobby Team

1:45 - 2:45

Bobby McDaniel, Esquire

Trial Skills

2:45 - 3:00

Ice Cream Sundae Break

sponsored by

Bushman Court Reporting & Cornerstone Structured Settlement

3:00 - 4:00

Don McKenna, Esquire

A Federal False Claims Act Primer and Discussion of Why Arkansas Needs a State FCA

4:00 - 5:00

Bennie Lazzara, Esquire

Prepping Family & Friends to Testify

6:00 – 7:00 pm

Opening Night Reception honoring ATLA President-Elect Chris Heil

8:00 pm

Hospitality Suite Opens

sponsored by



B o b b y McDaniel, Esquire

graduated cum laude with his J.D. from the University of Arkansas in 1972. He has been voted one of the Best Lawyers in Arkansas

by the *Arkansas Times*, Outstanding Trial Lawyer by the Arkansas Trial Lawyers Association, and is a fellow of the American College of Trial Lawyers and the Foundation of the American Board of Trial Advocates. He has received the largest medical malpractice verdict in Arkansas history. Mr. McDaniel practices in Jonesboro, Arkansas in the areas of plaintiff personal injury and medical malpractice.



Don McKenna, Esquire

was admitted to the Alabama bar in 1995. He joined Hare, Wynn, Newell, and Newton in 1997 and became a partner in 2000. Mr. McKenna

graduated from Auburn in 1992 where he was named to the Spades honorary, an honor reserved for the top ten seniors on campus. He received his law degree from the Cumberland School of Law, Samford University where he was a member of the *Cumberland Law Review* and named a Scholar of Merit in toxic torts. McKenna has litigated cases for plaintiffs resulting in jury verdicts and settlements totaling more than \$475M. McKenna handles serious personal injury cases; tractor trailer accidents; wrongful death; automobile accidents; products liability; explosions; burn victims; class actions; complex commercial litigation; False Claims Act whistleblower cases; consumer fraud; health care fraud; insurance fraud; as well as toxic torts and environmental

cases. He is a member of the Alabama Association for Justice (Exec. Committee); the Birmingham and Alabama Bar Associations as well as the American Association for Justice.



B e n n i e Lazzara, Esquire

received both his undergraduate degree (1966) and his JD (1969), with honors, from the University of Florida.

Prior to joining Wilkes & McHugh, P.A., Lazzara was a Prosecutor with the Hillsborough County State Attorney's Office and an attorney with the Public Defender's Office in Hillsborough County. He went on to become managing partner at Lazzara & Paul, P.A. for 23 years, where he handled cases pertaining to medical malpractice, personal injury, wrongful death, condemnation, libel, admiralty, and nursing home abuse and neglect, as well as criminal defense and prosecution. In 1995, the *Pinellas County Review* called Mr. Lazzara "the best criminal defense attorney money can buy." His firm was also instrumental in the creation of the Tampa Bay Lightning hockey team and served as their legal counsel. Lazzara has dedicated his energy and trial expertise to championing the cause of the elderly and enfeebled: involved in several multi-million dollar record-setting jury verdicts in Florida, Arkansas, and California on behalf of nursing home residents who have been neglected and abused.



Conserve paper,
postage & time.

Register online at
www.arktla.org



friday



Sylvius H. von Saucken

an estate, tax and probate attorney, joined The Garretson Firm in 2005. Sylvius has led the firm's Government Benefits Preservation Group since November, 2006, and now leads its national Probate and Bankruptcy Coordination Groups, in addition to serving as the firm's chief architect of benefit preservation strategies. He has extensive experience in complex planning issues, individual income tax matters and elder law issues, as they relate to settling claimants and other parties. Sylvius received his BA in Diplomacy / Foreign Affairs & Political Science from Miami University (OH) and his law degree from the Salmon P. Chase College of Law, where he has served as an adjunct professor, co-teaching courses in Federal Wealth Transfer Taxation and Estate Planning.

Bruce Engstrom



opened the doors to his accounting firm in North Little Rock in 1981. He was later joined by four partners to form EGP PLLC. A Certified Public Accountant (CPA) with several credentials to his name, Bruce has earned the title of Certified Valuation Analyst (CVA) and has been awarded an Accredited Business Valuation (ABV), and Certified Financial Forensics (CFF), granted by the American Institute of Certified Public Accountants. Engstrom has also served as a Master in Chancery Court, a special receiver in Federal Court and has testified as a court-appointed financial expert. He is a member of several professional organizations, and he authored *Valuation of Closely Held Business* for the ATLA Docket.



Alexandra Rudolph

is a trial consultant concentrating her practice in focus group research, shadow juries, witness prep and post trial interviews. She has worked with trial teams across the country on a wide range of litigation including nursing home, product liability, personal injury, pharmaceutical, trucking, commercial and securities cases. Most recently, Ms. Rudolph created a witness training preparation program for the Royal Courts of Justice in London. Ms. Rudolph is an active member of the American Society of Trial Consultants (ASTC) and is with DOAR Litigation Consulting in New York City.



Kenneth L. Connor

Esquire received his B.A. and his Juris Doctorate from Florida State University in 1969 and 1972, respectively. Mr. Connor has enjoyed a lifetime of advocacy including serving as President of the Family Research Council (2000-03); serving on Gov. Jeb Bush's Task Force on the Availability and Affordability of Long Term Care; and serving on Florida's Constitution Revision Commission (recognized as best debater). Connor also represented Gov. Bush in connection with the Terri Schiavo case. He was a Florida gubernatorial candidate in 1994. Connor is currently the chair of the Center for a Just Society.

7:30 am
Registration begins / Breakfast

sponsored by
BANK of the OZARKS
Trust & Wealth Management

7:45 am
Opening Announcements

8:00 am - 9:00 am
Sylvius von Saucken, Esq.
Medicare: What you Need to Know

9:00 am - 9:10 am
Break sponsored by
BANK of the OZARKS
Trust & Wealth Management

9:10 am - 10:10 am
Alexandra Rudolph, Esq.
Persuasive Communication in the Courtroom

10:10 am - 11:10 am
Bruce Engstrom, CPA
Forensic Accounting: How Much is it Worth & Where is the Money?

11:10 am - 12:10 pm
Ken Conner, Esq.
How to Motivate Conservative Jurors

12:15 pm
Awards Luncheon with John Vail, Esq.
sponsored by **The Brad Hendricks Firm**

2:00 pm
Business Mtg. & Officer Elections
Immediately followed by Impact Meeting

3:00 pm - 6:00 pm
Hospitality Suite
FORGE
LAWYERS II

6:00 pm - 7:00 pm
Champions of Justice Reception

Videography provided by Joe Smith of Camera Work



saturday

7:30am

Registration and Exhibits Open
Breakfast *Sponsored by*
Cornerstone Structured
Settlements

7:45 am

Opening
Announcements

8:00 am - 9:00
am

Associate Justice
Annabelle Clinton
Imber

*Ethics and the
Arkansas Access to
Justice Commission*

9:00 am- 10:00 am

CLE Chris O'Brien, Esquire
How to Talk to Your Client

10:00 am - 10:10 am

Break *Sponsored by*
Cornerstone Structured Settlements

10:10 am - 12:10 pm

Judge's Panel *featuring:*
Justice Annabelle Clinton Imber
Judge John Fogleman
Associate Justice Paul E. Danielson
Judge Leon Holmes

12:10 pm

CLE Adjournment

12:10 pm

ATLA Family Brunch

ENTER TO WIN A NETBOOK

*We're holding the
drawing at 7:45
Saturday morning.*
Don't be late. You must
be present to win!



Associate Justice
**Annabelle
Clinton
Imber**, graduated
from Smith College
in 1971 and
received her J.D.
from University of

Arkansas at Little Rock School
of Law. She began her career
as a paralegal, then as an
attorney with a Little Rock
firm. She has served as a
Circuit Judge for the 6th
Judicial District, 5th Division,
and Chancery/Probate Judge
for the 6th Judicial District, 6th
Division. She has served as
Associate Justice of the Arkansas
Supreme Court since 1997.



Chris O'Brien,
Esq. has handled a
wide variety of
personal injury
cases, securing multi-
million-dollar
verdicts/settlements.
He attended the
College of the Holy
C r o s s a n d

Washington & Lee School of Law. He is
a member of AAJ, the Million Dollar
Advocates Forum, the New York State
Trial Lawyers Assn., the Western Region
Affiliate of the New York State Trial
Lawyers Assn. (past president), and the
Bar Assn. of Erie County & is an Adjunct
Professor at the University at Buffalo
School of Law. In 2004, he became the
2nd lawyer in New York to achieve the
status of Diplomate in the National
College of Advocacy and has taught at
the Ultimate Trial College for AAJ, at
Harvard Law School; the AAJ Basic Skills
Trial College and the Deposition College.



Chief U.S. District Judge **J.
Leon Holmes** was
sworn in as a U. S. District
Judge for the Eastern
District of Arkansas in
2004. In 2005 he
became Chief Judge for
the Eastern District of

Arkansas. A native of Hazen, Ark. he
received his B.A. from Arkansas State
University (1973), his M.A. from
Northern Illinois University (1976), his
Ph.D. from Duke University (1980) and
his J.D. from the University of Arkansas
(1982). He was in private practice in
Little Rock from 1992 until 2004 and
from 1983 until 1990. He has been a
tutor at Thomas Aquinas College
(1990-92); Law Clerk for Justice J.
Frank Holt of the Arkansas Supreme
Court (1982-3); and Assistant Professor
of Political Science at Augustana
College (1979-81).



Associate Justice
Paul Danielson,
was appointed to his
current position in
2006. He received a
B.A. from Florida
State University in

1968, and his J.D. from the University of
Arkansas School of Law (1975). He has
served as Law Clerk to Associate Justice
Frank Holt of the Arkansas Supreme
Court; as Deputy Prosecuting Attorney
of the 6th and 15th Judicial Districts; as
Booneville City attorney; and as Circuit
Judge of the 15th Judicial Circuit for 12
years. Danielson had a private law
practice for 18 years, and was an
instructor at the University of Arkansas
School of Law.

The Honorable **John Fogleman**
is a former prosecutor who lives in
Marion, Arkansas. He currently presides
over Clay, Craighead, Greene,
Mississippi, and Poinsett counties.



Videography provided by Joe Smith of Camera Work

Keynote Speaker



John Vail Esquire, serves as Vice President and Senior Litigation Counsel with the Center for Constitutional Litigation in Washington, DC.

He litigates issues dealing with the right to jury trial and the right of access to courts, appearing in state and federal courts throughout the United States, including the Supreme Court. Mr. Vail has written broadly with regard to these topics, with recent opinion pieces appearing in the National Law Journal.

Prior to his current employment Mr. Vail worked with legal aid organizations in

Tennessee, New Mexico, and North Carolina for seventeen years, with time out doing human rights work in Eastern Europe.

Mr. Vail is a graduate of the College of the University of Chicago and of Vanderbilt Law School. He received the Denison Ray award for "inspired vision and outstanding leadership" in his work in legal services and the Public Justice Achievement Award from Trial Lawyers for Public Justice for his "outstanding work and success" in preserving the right of access to justice. He is Professorial Lecturer in Law at the George Washington University Law School.

about

OPENING NIGHT RECEPTION

Meet and greet your fellow ATLA members and guests during the Opening Reception in honor of 2009-2010 President Chris Heil. Enjoy complimentary cocktails and hors d'oeuvres while catching up with friends and colleagues both old and new.

LIVE & SILENT AUCTION

The annual auction is always a popular way to bid on one-of-a-kind items and trips while supporting ATLA. Items will be displayed for bidding throughout the convention in the convention hall. Bidding for silent auction items will close at the culmination of the live auction on Friday evening.

AWARDS LUNCHEON

Join us as we recognize the 2009 recipients of the ATLA Outstanding Trial Lawyer, Outstanding Trial Judge and others outstanding achievement awards. Keynote speech will be delivered by John Vail, Esquire. *Sponsored by the Brad Hendricks Law Firm.*



FRIDAY RECEPTION HONORING ATLA CHAMPIONS

ATLA's Board of Governors cordially invites convention attendees and guests to join us as we salute the Champions of Justice, an elite group whose special gifts support ATLA's mission to preserve and protect the American Jury system.

DRESS & CLIMATE

Relaxed and informal, business casual dress is suitable almost anywhere in Eureka Springs. Light sweaters and jackets are recommended; evenings can be cool.

WIN AN IPOD® TOUCH

We appreciate the support of our exhibitors and sponsors and encourage you to welcome them to the convention. Take the time to visit with them, and as a thank you, we will enter you into a draw for an iPod® Touch.

Winner will be drawn from completed entries only and announced on Saturday morning.



WIN AN 8gb IPOD® TOUCH!

ATLA 2009 CONVENTION REGISTRATION

Name _____

Address _____

City / State / Zip _____

Phone / Fax _____

Email Address _____

Payment Method

CHECK (enclosed) VISA MC AMEX DISC

Card number _____ Exp. Date _____

Name on Card _____ Billing Zip Code _____

Signature _____

Membership rates

Elite memberships (atty)		
President's Club	\$1,000	
Sustaining Member	\$750	
Circle of Advocates	\$500	
Basic membership (atty)	regular	associate
licensed 10+ years	\$450	\$250
licensed 8-10 years	\$325	\$225
licensed 5- 8 years	\$225	\$175
licensed 2-5 years	\$100	\$150
licensed 0-2 years	\$75	\$100
Out-of-state (atty)	\$550	\$550
Law Prof./ Retired/Govt. Atty.	\$125	\$125
Paralegal (requires sponsor)	\$50	

Not a member?
Join now & save

Registration: Includes seminar, electronic course materials, t-shirt, & tickets to all events. Written course materials are only available by request.

Electronic course materials are provided via download from our website or on a reusable flash drive, courtesy of our 2009 Green Sponsor, David Couch of Little Rock.



Registration:

	member	non-member	
Attorney	\$345	\$445	\$ _____
Judges/Law Prof./Government	\$185	\$225	\$ _____
Paralegal/Legal Assistant	\$245	\$285	\$ _____
Written course materials	add \$35	\$35	\$ _____
On-Site Registration (after 4/28)	add \$50	\$50	\$ _____

Guest registration:

Spouse/Guest Registration <i>includes t-shirt, & tickets to all events</i>	\$150	\$150	\$ _____
---	-------	-------	----------

Guest Name _____

Youth Registration <i>includes t-shirt, gifts & Sat. brunch</i>	\$50	\$50	\$ _____
--	------	------	----------

Youth, Name and age _____

Youth, Name and age _____

Event Tickets (non-registrants only)	Member	Non member	Qty.	Extended
Thursday Evening Reception	\$15	\$20	x #	\$ _____
Friday Awards Lunch	\$40	\$50	x #	\$ _____
Friday evening C of J Reception	\$30	\$40	x #	\$ _____
Saturday Family Brunch (adults)	\$20	\$25	x #	\$ _____
Saturday Family Brunch (under 12)	\$15	\$15	x #	\$ _____

Membership Dues Non-members are invited to join to receive registration at membership rate. See table at left for rate schedule.

Grand Total \$ _____

Fax Registration to (501) 372-0951 or mail with payment to ATLA • P.O. Box 3486 • Little Rock, AR 72203

Register by Phone (800) 442-2852 or (501) 376-2852

Register on the web at www.arktla.org

Accommodations Inn of the Ozarks (800) 552-3785 Hwy 62 West, Eureka Springs (special rates for attendees)

Cancellation Policy: Refunds minus \$50 processing fee will be made only if ATLA is notified before 5:00 pm, Monday, April 27, 2009. Those canceling without advance notice will not receive a refund. Substitution of eligible registrants is permitted. Event tickets are non-refundable and will be available for purchase on-site on a space-available basis.

Admittance Policy: Seminar closed to in-house or fulltime insurance defense counsel. Refunds of CLE registration fees will not be granted to those who violate this policy and are asked to leave a program unless violator can provide proof to the association that he/she is not in-house or full-time counsel for insurance co.

SCHOLARSHIPS

YES, please enter me into the scholarship draw.

Moffitt & Phillips, PLLC of Little Rock has provided scholarships for the registration fees of first time attendees. Two winners will be selected via random.org on April 17, 2009.

All ATLA attorney members in good standing who have not previously attended a convention are eligible. Covers registration fees only. All other expenses, such as transportation, lodging and meals are the responsibility of the awardees.

