

2019 John Romano's Workhorse Seminar

February 19-22, 2019

Hilton Orlando Bonnet Creek

Tuesday, February 19, 2019

Tuesday Morning Session Theme: The Business of Lawyering

This session will focus on Law Firm Management; Law Office and "Lawyering" Technology and IT; Cash Flow and Overhead; Personnel Matters; Pay and Benefits for Lawyers and Personnel and Much More

Moderator: John F. Romano, Romano Law Group, West Palm Beach

7:00 a.m. **Organizing Chaos - The Nuts and Bolts of Planning, Preparing and Trying your Case Using 21st Century Technology and a Little Old-Fashioned Know-How (and Why Going Without the Right People, Equipment and Experience Will Cost You Money and Diminish the Result for the Client and Your Law Firm)**

Rich Katz, Charleston, WV

7:45 a.m. **Law Firm "Productivity": Defining and Identifying Which Lawyers and Staff Are Really Producing and Those Who Are Non-Producers – How to Understand, Appreciate and Know What Makes A Given Employee Productive – Objective versus Subjective Measurements – Why Is It Important – What You Can Do to Enhance Productivity – a Very Frank and Blunt Discussion!**

Nicole Armstrong, Miami

8:30 a.m. **Marketing as a General Personal Injury Firm/Lawyer versus Marketing a Niche Practice – Upside versus Downside – (and Can My Firm Do Both?)**

Chad Mance, Savannah, GA

9:15 a.m. **"Intake" On Steroids: Intake Is to Your Law Firm (and Practice) What the Accelerator Is to Your Vehicle! Avoiding Intake Errors Which Cost You Cases, Clients and Money**

Gary Falkowitz, Westbury, NY

10:00 a.m. **15 Minute Break – Networking and Meeting with Exhibitors & Sponsors**

10:15 a.m. **Marketing Which is Effective, Productive, Efficient and "Wise" – Creativity and Innovation and P.R. and Marketing to Take Your Firm to The Next Level**

Michelle Mears, Houston, TX

11:15 a.m. **Shame on Me for Missing Yet Another Magnificent Opportunity – Why Some Lawyers and Firms are Getting "Paradigmed" Out of The Competition Arena While Others Are Masterminding New Paradigms in Personal Injury and Wrongful Death Practices – Paradigm Identification and Recognition – How You Can Give Birth to The Next Paradigm!**

Mark Powers, Orlando

12:15 pm

Adjourn Morning Session – 15 Minutes to Pick up Boxed Lunch

Tuesday Featured Luncheon Program

12:15 p.m. – 1:30 p.m. **SPECIAL FEATURED LUNCHEON PRESENTATION**

MODERATOR: Eric Romano, West Palm Beach

One of the country’s leading trial attorneys, Brian Panish has obtained some of the most significant jury verdicts in United States history on behalf of plaintiffs. Panis is recognized as being among the top trial lawyers in the country by numerous publications and organizations. He is a member and currently serving as Vice President of the prestigious Inner Circle of Advocates, comprised of 100 of the nation’s top plaintiff’s lawyers. He is also a Fellow in the American College of Trial Lawyers.

Brian Panish, Los Angeles, CA

Tuesday Afternoon Session Theme: Trial Advocacy – Courtroom Persuasion – Visualizing the Case

MODERATORS: John F. Romano and Eric Romano, West Palm Beach

1:30 p.m. **Case Framing – Issue Framing – Framing Building versus Framing Destruction**

Dino Colombo, Morgantown, WV

2:30 p.m. **Modern Trial Lawyer Website Marketing**

Shawn Grant, Buffalo, NY

3:00 p.m. **15 Minute Break – Networking and Meeting with Exhibitors & Sponsors**

3:15 p.m. **The Psychology of Sociology of Persuasion with Special Emphasis on Demonstrative Evidence**

Frank Branson, Dallas, TX

4:30 p.m. **New and Innovative Approaches to the Video Settlement Documentary in 2019**

Michaela Miller, Jacksonville

5:00 p.m. **Deposition Technology**

Ray Carabotta, Fort Lauderdale

5:30 p.m. **Adjourn for Dinner (Followed by Evening Session)**

Tuesday Evening Session Theme: An Evening with Keith Mitnik

Moderator: John Romano, West Palm Beach

6:30 p.m. **Learn from One of America’s Renowned Courtroom Advocates on How He Wins and How He Will Teach You to Win! This will be a 4-hour Interactive...”Mitnikization-Session”....where you will dissect personal Injury and Wrongful Death Cases From Every Angle and Every Aspect – Keith Will Walk Each Attendee Through Innovative Steps and Strategies On Pleadings, Written Discovery, Depositions, Pre-Trial Motions, Trial Preparation and Gearing Up For The Trial – This How-To-Do-It Session Promises To Be Practical, Motivational and “User Friendly” For Every Courtroom Warrior – Included Will Be A Special Guided Tour Of Trying The Personal Injury Case in 2019 Featuring Tactical Consideration For Pre-Trial Motions, Voir Dire, Order-Of-Proof, Direct-Examination of Fact and Expert Witnesses, Learning the When-Why-How of Re-Direct Examination. You Will Learn Keith’s Special Considerations for Cross-Examination and Summation. Be Ready for the Treat of Treats in Learning to Grow as a Trial Lawyer!**

Keith Mitnik, Orlando

10:30 p.m. **Adjourn for the Evening – Get Some Sleep!**

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Wednesday, February 20, 2019

Wednesday Morning Session Theme: Product Liability

Moderator: Beth Finizio, Fort Lauderdale

7:00 a.m. **Fire/Explosions Caused by Product Defect: Fire Starter Gel, Exterior Mounted Fuel Tanks on Trucks**

Travis Mohler, Ohio

7:30 a.m. **Proof and Argument "Defect" In a Product Liability Case – Recognizing Defect and Understanding When Proof of Defect is "Just Not There"**

Chris Glover, Atlanta, GA

8:15 a.m. **Killer Guard Rails – A National Disaster**

Leslie Kroeger, Palm Beach Gardens

9:00 a.m. **Motor Vehicle Product Defect Cases**

Rich Newsome, Orlando

9:45 a.m. **Handling, Litigating and Trying the Pharmaceutical Product Liability Case**

Troy Rafferty, Pensacola

10:30 a.m. **15 Minute Break – Networking and Meeting with Exhibitors & Sponsors**

10:45 a.m. **Lesson Learned from a Decade of Trying Engle Progeny Tobacco Cases**

Rod Smith, Gainesville

11:30 a.m. **Liability Theories and Litigation Strategies in Electrocution and Utility Cases**

Ben J. Whitman, West Palm Beach

12:00 p.m. **Adjourn Morning Session – 15 Minutes to Pick up Boxed Lunch**

2019 John Romano's Workhorse Keynote Luncheon Program

12:15 p.m. – 1:30 p.m. **KEYNOTE LUNCHEON PRESENTATION**

MODERATOR: John Romano and Eric Romano, West Palm Beach

Overcoming Adversity: The Elizabeth Smart Story

Workhorse Keynote Speaker, Elizabeth Smart, Park City Utah

Wednesday Afternoon Session Theme: Session Theme: Current Issues, Dilemmas and Obstacles to Consider in Personal Injury Cases "Today"- Where Are We, What Can Be Done and How Do We Deal with These Matters?

MODERATOR:

1:30 p.m. **Problems in Your Case--Own Them And Turn Them Into Strengths**

Mike Haggard, Miami

2:00 p.m. **Dealing With "Past-Meds" Issues at Trial: LOP's; Paid versus Unpaid and "What Can We Board" For the Jury; Reasonableness of Bills, and more**

Dan Cytryn, Ft. Lauderdale

2:30 p.m. **3rd Party Funding Arrangements – Discoverability and Admissibility of Client Funding, Medical Funding, and Other Similar Arrangements**

TBA

3:00 p.m. **The Social Media Minefield – Avoiding Problematic Posts, Dealing with Discovery, and Using it to Your Advantage**

Rodney Gregory, Jacksonville

3:30 p.m. **15 Minute Break – Networking and Meeting with Exhibitors & Sponsors**

3:45 p.m. **Defeating F.S. 768.36 and the Alcohol/Drug Defense**

Cliff Curry, Brandon

4:15 p.m. **Fabre Foul-ups – Tips for Dealing with Fabre Defendants**

Damian Mallard, Sarasota

4:45 p.m. **Adjourn for Dinner (Followed by Evening Session)**

Wednesday Evening Session Theme: The Anatomy of a Trucking Case

6:00 p.m. **This will be a Special Interactive and “Audience-Involved” Session Where we will learn the Foundational Basics on How to Handle, Litigate and Try Trucking Cases. This Special Session Will Include Discussions by Trucking Lawyers, Joe Camerlengo of Jacksonville and Joe Fried of Atlanta, of Each and Every Aspect of Dealing with a Trucking Case, including a Special Focus on Dealing with Experts and Conducting Discovery. The Session will Also Feature Three of America’s Most Renowned Trucking Experts, Lew Grill of Billings, Montana and Adam Grill of Billings Montana, Each of Whom is a Trucking Specialist and Truck Driver Expert Along with Mike DiTallo (Founding partner at Dynamic Safety, LLC and Trucking Accident Reconstructing instructor at Northwestern University).**

As a Part of this Extraordinary Event, this Team of Trucking Specialists Has Arranged for a Big Rig 18-Wheeler Truck to Be Brought to Our Event Hotel Facility for Viewing, Inspection and In Order to Gain a More Enhanced Understanding of Appreciation of the Parts of a Truck, the Movement of a Big Rig and More.

Joe Camerlengo, Jacksonville, FL;
Mike DiTallo, Chicago, IL
Joe Fried, Atlanta, GA
Lew Grill, Billings MO
Adam Grill, Billings, MO

10:00 p.m. **Adjourn for the Evening – Get Some Sleep**

2019 John Romano's Workhorse Seminar

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Thursday, February 21, 2019

Thursday Morning Session Theme: Damages/Restitution/Losses

MODERATOR: John F. Romano, West Palm Beach

7:00 a.m. **Proof and Argument of Damages for "Inconvenience" – The Most Abused, Misunderstood, Misused and Unused Element of Damages – Understanding the Power of Damages for "Inconvenience"**

Brett M. Rosen, Miami

7:30 a.m. **The Power and Effect of Making Each and Every Element of Damages a Separate and Distinct Category of Loss (Remembering that "Physical Pain" Differs Vastly from "Physical Suffering") – There Will Be No Award for That Which the Jury Does Not Understand, Appreciate and Know**

P.J. Scheiner, Ft. Myers

8:00 a.m. **Why the "Eggshell" Theory of Damages is Being Misused, Abused and Misunderstood by Most Lawyers (When This Theory Could Be and Usually Should Be at the Forefront of Many More Cases and Trials) – Let "Aggravation of a Pre-Existing Illness, Disease or Condition" Blossom in Your Pleadings and Cases**

Dustin Blake Herman, Cleveland, OH

8:30 a.m. **The Anatomy of Voir Dire**

Alex Alvarez, Miami

9:30 a.m. **15 Minute Break – Networking and Meeting with Exhibitors & Sponsors**

9:45 a.m. **Winning Damage Issues in Opening Statement – The Art, Methodology and Strategy**

Julie Kane, Miami

10:45 a.m. **The Client In The Courtroom and Throughout Trial – Preparing Clients For Trial, Deciding When to Have the Client in the Courtroom (If At All), Prepping the Client for Direct-Examination at Trial, Conducting the Direct-Examination of Client at Trial, Prepping the Client for Cross-Examination at Trial, Discussing the Client in Voir Dire, Discussing the Client in Opening and Closing and Otherwise Dealing With Anything and Everything Relating to the Client in the Courtroom During Trial – Including "Do's and Don'ts"**

Christian D. Searcy, West Palm Beach

12:00 p.m. **Adjourn Morning Session – 15 Minutes to Pick up Boxed Lunch**

Thursday Featured Luncheon Program

12:15 p.m. – 1:45 p.m. **SPECIAL FEATURED LUNCHEON PRESENTATION**

MODERATOR: Eric Romano, West Palm Beach

SPECIAL PRESENTATION: “On Being an Advocate and Courtroom Warrior”

Fred A. Cunningham – Palm Beach Gardens

Compassionate Gladiators Award Presentation and Addresses

Compassionate Gladiatrix Address:

2019 Compassionate Gladiatrix Award: Sandra Robinson, Washington, D.C

Sandra Robinson, Washington, D.C.

Compassionate Gladiator Address:

2019 Compassionate Gladiator Award: Michael Papantonio, Pensacola

Thursday Afternoon Session Theme: Damages – Part Two

MODERATOR: Eric Romano, West Palm Beach

1:45 p.m. **Knowing, Understanding and Appreciating the Damages – Plan in the Early Stages of the Case in Order to Win Damages Issues at Each Stage of the Trial**

Stuart Grossman, Boca Raton

2:30 p.m. **Autonomous Vehicles, Robotic Vehicles and Drive-Assist Technology Systems – a Birds-Eye View of Where We Are at and Where We Are Heading – Don’t Get Left Behind by Being “Paradigmed – Out”**

Curry Pajcic, Jacksonville

3:15 p.m. **15 Minute Break – Networking and Meeting with Exhibitors & Sponsors**

3:30 p.m. **Winning Cases Through Strategic Planning of Re-Direct Examination with Damages Experts: A) Re-Direct of Life Care Planners; B) Re-Direct of Plaintiff’s Economist; and C) Re-Direct of Plaintiff’s Primary Treating Physician**

Anthony Quackenbush & Kristin Bianculli, Fort Lauderdale

4:00 p.m. **Proof and Argument of Damages for Loss of Enjoyment of Life in Neck and Back Injury Cases**

Bob Joyce, Tampa

4:30 p.m. **Special Issues in Litigating Cancer Cases**

Kevin Smith, West Palm Beach

5:00 p.m. **Adjourn for Dinner (Followed by Evening Session)**

Thursday Evening Session Theme: An Evening with David Ball and Don Keenan

SPECIAL INTRODUCTIONS BY JOHN F. ROMANO

Moderator & Special Commentary: Catherine “Caki” Rinaldo, Tampa

6:00 p.m. **Learn cutting “Edge” techniques from former ABOTA and Inner Circle Advocate president Don Keenan. In 2009, together with David Ball, he founded a revolutionary method of trial advocacy, formerly known as the Reptile method. To date, practitioners of that method have won over 7.7 billion in verdicts and settlements nationally. Always the winning innovator, Mr. Keenan will present on the evolution of the Reptile method and provide information concerning the Keenan Trial Institute and its proven system which gives lawyers the tools they need to win in the courtroom, win for their clients, and win for the community by deterring wrongdoers and holding them accountable.**

Don Keenan, Atlanta, GA

8:00 p.m. **Learn advanced methods of trial preparation from one of the nation’s most influential jury consultant, communications expert, and advocacy teacher. Dr. Ball along with his partner Artemis Malekpour have developed new methods of jury selection, opening, direct, cross and closing to combat no or low damage awards. At the Workhorse seminar, Mr. Ball will teach this easily-learned and all-important set of techniques to successfully bridge the growing tribal divides on the jury.**

David Ball, Durham, NC

10:00 p.m. Adjourn

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Friday, February 22, 2019

Friday Morning Session Theme: Brain Injury - TBI - Closed Head Injury – New and Innovative Approaches, Strategies and Tactics to Win Causation Issues and Damages Issues in Brain Injury Cases

MODERATOR: Douglas Beam, Melbourne

7:00 a.m. **Brain Anatomy - Understanding the Fundamentals: The ABC's of Brain Anatomy, Components of the Brain and Brain Function**

Bob Shepherd, Richmond, VA

7:30 a.m. **The Diagnostic Tests – A Road Map of Each of the TBO Traditional and New/Innovative Tools Used by Healthcare Providers to Determine Existence of TBI and to Identify Sources of Injury, Extent of Injury and Timing of Injury – Evaluating the Strengths and Weaknesses of Each of These Tools [X-Ray, CT Scan, P.E.T. – Ct, SPEC – CT, SPEC – Scan, Neuropsychological Battery Tests, MRI, ICP Monitoring, "CereScan," and more**

Elizabeth Zwibel, Tampa

8:15 a.m. **Neuroradiology and TBI – What Plaintiff Attorneys, Insurance Defense Attorneys and Insurance Adjusters Need to Know About Radiology and It's Use in Traumatic Brain Injury Patients**

Mark Herbst, M.D., St. Petersburg

9:00 a.m. **Causation and Damages Steps, You Must Take During the First 90 Days of the Handling of the Closed Head Injury Case – Remember: Procrastination Will Devour the Case**

Steve Gursten, Detroit, MI

9:45 a.m. **15 Minute Break – Networking and Meeting with Exhibitors & Sponsors**

10:00 a.m. **Deposing Defense Physicians and Other Experts in Traumatic Brain Injury Cases**

Dorothy Sims, Ocala

11:30 a.m. **Mediating the Closed Head Injury/Brain Injury Case**

Jay Fraxedas, Orlando

12:00 p.m. **Adjourn Morning Session – 15 Minutes to Pick up Boxed Lunch**

Friday Featured Luncheon Program

12:15 p.m. – 1:30 p.m. **SPECIAL FEATURED LUNCHEON PRESENTATION**

MODERATOR: John Romano, West Palm Beach

Bad Faith and TBI – Thinking “Wise” As Opposed to Thinking “Smart” – There is a Difference! Steps You Need to Take – Traps and Pitfalls

Dale Swope, Tampa

Friday Afternoon Session Theme: TBI Part Two

MODERATOR: Douglas Beam, Melbourne

1:30 p.m. **Cross-Examining Defense Causation and Damages Defense Medical Examiners in Traumatic Brain Injury Cases**

Richard Shapiro, Bradenton

2:15 p.m. **Conducting Voir Dire in Traumatic Brain Injury Cases**

Steven C. Marks, Miami

3:00 p.m. **Adjourn – Thank you for attending the 2019 John Romano’s Workhorse**