

Welcome to the Revolution

Tort-"Reform" Is Over

with Don Keenan and David Ball
The Essential Seminar

The New Research

Since mid-2006, three of America's top trial attorneys – Atlanta's Don Keenan, Kentucky's Gary Johnson, and Wyoming's Jim Fitzgerald, along with America's most influential trial consultant, David Ball – have been conducting a unique series of deep-research jury sessions across the country.

The results have surpassed the team's most optimistic hopes, and revolutionized the field's understanding of juror decision-making. Without throwing out tried-and-true methods, the new techniques turn even the worst jurors into your allies. The playing field is as steeply tilted as ever – but now the tilt is in our favor.

This seminar is a "Report from the Revolutionary Committee." We will show you what we have learned, so you can join the revolution that is taking the courtroom back from the insurance companies, the chambers of commerce, and the corporations. The results of the ongoing research mean that the long courtroom nightmare of tort-"reform" is finally ending. If you think this is an exaggeration, you have not yet learned the new approach.

Don C. Keenan

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Children's Lawyer

During his thirty years specializing in catastrophic injury and wrongful death cases, Mr. Keenan has secured over 147 verdicts and settlements over \$1,000,000 including five over \$10,000,000 and one over \$100,000,000. Mr. Keenan has dedicated his practice to child injury and wrongful death cases arising from medical negligence, products liability, and premise liability, with the goal of making our society safer for children. He has handled cases in 42 states and on three continents.

Child Advocate

Mr. Keenan strongly believes that our duty does not end when we secure justice for the child and family. Equally important is learning from the prevention lessons of the case and formulating a public awareness campaign to help prevent future injuries and deaths and when necessary, push for legislation and regulations. He calls this unique approach to law the One-Third Solution: one-third litigating the case, one-third public awareness on the prevention and one-third pushing for regulations and legislation. Examples of his One-Third Solution are the Playground Safety Project being featured on the *Today Show* for the past three years, The Toy Safety Campaign profiled in *USA Today* and *Good Morning America*. The *Imagine Magazine* Summer 2005 issue featured Don Keenan and his One-ThirdSolution as did *Mercedes Momentum Magazine* in winter of 2004.

Don has appeared on every major national news program including: *60 Minutes*, *20/20*, *Larry King Live*, *The Oprah Winfrey Show*, *Montel*, *The O'Reilly Factor*, *the Today Show*, *Good Morning America*, *CNN* and *National Public Radio* (NPR) addressing children's issues.

RELEASED JULY 09
Don Keenan & David Ball's
***Reptile: The 2009 Manual of
the Plaintiff's Revolution***
www.reptilekeenanball.com

Awards / Distinctions

- Selected by Oprah Winfrey as one of the "People Who Have Courage" noting that Don has been fighting for the rights of abused children for 25 years
- *Emory University* bestowed the "Career Achievement Award for Public Policy and Child Advocacy"
- Named by the *National Law Journal* as one of the top three medical malpractice lawyers in the United States
- Called "The Voice of the Voiceless" by *The Atlanta Globe*
- "Internationally renowned child advocacy lawyer" by *Points North Magazine*
- "A famous advocate for children", *Business Chronicle*
- Seven time recipient of "Top 100 Irish Americans" presented by *Irish America Magazine*
- 2007 Ellis Island Medal of Honor (only 100 awarded each year)
- 2008 Tradition of Excellence Award – State Bar of Georgia
- Published A Best Selling Consumer Book, "365 Ways To Keep Kids Safe" which was awarded a Gold Medal for best parenting book in 2008 by the Publishers Marketing Association

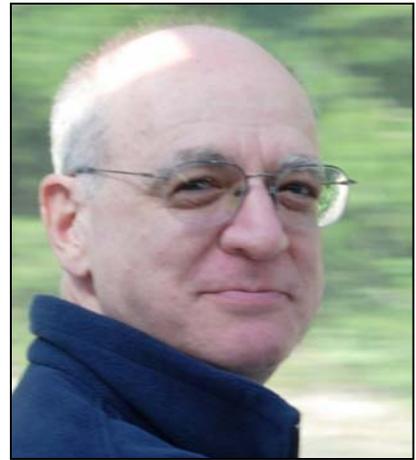
Professional Accomplishments

In 1992, he became the youngest National President of the American Board of Trial Advocates and during his tenure, led a delegation of lawyers to Czechoslovakia and later was invited to Russia to produce the first civil trial in the history of those two emerging democracies. In 1997, he became National President of the Inner Circle of Advocates, the most exclusive group of trial lawyers in the country. In 1999, he was given the prestigious Chief Justice Award for Civility and Professionalism, the highest award possible for a lawyer in Georgia. He now serves on the Advisory Committee for the National Judicial College in Reno, Nevada, which trains the majority of new judges in the United States. In 1990 and again in 1992, he was named Trial Lawyer of the Year.

Significant Cases

Don successfully handled the 1980's U.S. Supreme Court case of Kathy Jo Taylor which was the first case in United States history to establish due process rights for foster children. Again in late 1999 he handled the nationally publicized case of Terrell Peterson, an abused foster child, who was on the cover of *Time Magazine* (11/2000) and was the subject of the highest rated 60 Minute story of the year. Both cases resulted in significant changes in the rights of children in state custody. In 2006, he obtained the largest US jury verdict on behalf of an abused child.

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David A. Ball, Ph. D.

He is usually referred to as America's most influential trial consultant, has written best-selling trial advocacy books such as *David Ball on Damages* and *Theater Tips & Strategies for Jury Trials*, and is the country's most in-demand CLE teacher. As president of JuryWatch, Inc., he has worked on hundreds of civil and criminal cases, providing focus groups and mock trials as well as in jury selection, case analysis and presentation, courtroom communications and damage strategies. Since 1991, he has advised on more than a thousand civil and criminal cases. His research and guidance has changed the face of modern trial advocacy. Dr. Ball, along with his partners Debra Mille and Artemis Malekpour (North Carolina's Miller Malekpour & Ball), consults on cases throughout the country, and is the first choice of most plaintiffs' P.I. lawyers. Miller Malekpour & Ball's newest strategy guidance and research results are shared at www.damagesforum.net. He can be reached at jurywatch@mindspring.com.

Books

1. *Theatre Tips and Strategies for Jury Trials*
2. *How to Do Your Own Focus Group*
3. *Backwards and Forwards*
4. *The Swamp Outlaw*
5. *David Ball on Damages*