



Napa Valley Seminar 2019

October 11 - 13, 2019
Archer Hotel Napa • Napa, CA

PROGRAM CO-CHAIRS

E. Drew Britcher, Esq. Michael G. Donahue, III, Esq. Eric G. Kahn, Esq.
Britcher Leone, LLC Stark & Stark Javerbaum Wurgaft Hicks
Glen Rock, NJ Princeton, NJ Kahn Wikstrom & Sinins P.C.
Springfield, NJ

Restricted to Regular Members Only*!

The New Jersey Association for Justice Educational Foundation, Inc. and the San Francisco Trial Lawyers Association present:

Trojan Horse Method

Trojan Horse is a revolutionary trial skills program that trains you to win in the courtroom. The exceptional trial lawyer will have three things: presentation skills, emotional congruence and a trial structure. In this seminar the THM Team will give examples of witness preparation as well as opening and closing statements. Trojan Horse has systematized the learning process. It works for new lawyers and seasoned lawyers alike.

TRIAL STRUCTURING

The method developed by co-founder of THM, Alejandro Blanco. The method offers a segmental approach to developing and delivering information in an opening and closing. Learn how to present the information during trial so that the evidence is set out clearly in opening, highlighted in trial and the presentation of evidence, and sealed in closing. The method is premised on science, principles of persuasion and many years of forging the techniques in the courtroom. This is an introduction to the science, method, and general presentation skills that give you a powerful delivery before the jury.

WITNESS PREP AND DIRECT EXAMINATION

The value of most cases rests upon having a credible plaintiff. Dan Ambrose will explain the process that he has mastered of getting plaintiffs to open up and allow themselves to re-experience the trauma that altered the course and trajectory of their lives. When plaintiffs are able to do this, the jury not only hears the story, but they witness and experience it. And it is much easier to tell the authentic, true and moving stories of loss and courage, when we have actually witnessed them ourselves. This is only half the battle though. The other half is directing the plaintiff in trial, this will also be demonstrated and explained.

DELIBERATE PRACTICE

Nothing is truly mastered without applying the principles of “deliberate practice” Dan Ambrose will show how the training regimens of chess grand masters, concert pianist, and Olympic champions, can be applied to the mastering of direct examination, cross-examination, and opening/closing arguments.

NJAJ Thanks the Following Vineyard Sponsors:

- Filevine
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- Mindy Cohen OnPoint Legal Nurse Consulting
- Occupational Assessment Services, Inc.
- Strategic Capital Corporation
- TrialSmith
- Veritext Legal Solutions

NJAJ Thanks the Following Grape Sponsors:

- SmartAdvocate

Friday, October 11, 2019	
6:00 pm - 8:00 pm	Cocktail Reception
Saturday, October 12, 2019	
8:00 am - 8:30 am	Continental Breakfast & Registration
8:30 am - 10:30 am	Trial Structuring: The Science and Theory <i>Alejandro D. Blanco, Esq. • Lancaster, CA</i>
	Trial Structuring: Openings and Closings <i>Ilya Elena Lerma, Esq. • Phoenix, AZ</i> <i>Brett Turnbull, Esq. • Birmingham, AL</i>
10:30 am - 11:30 am	Witness Prep and Direct Examination Deliberate Practice <i>Daniel Ambrose, Esq. • Los Angeles, CA</i>
Sunday, October 13, 2019	
8:00 am - 8:30 am	Continental Breakfast
8:00 am - 8:30 am	Sponsor Exhibits • Balcony
8:30 am - 9:30 am	Witness Prep and Direct Examination <i>Daniel Ambrose, Esq. • Los Angeles, CA</i>
9:30 am - 11:30 am	Trial Structuring: Opening and Closing Demonstrations <i>Ilya Elena Lerma, Esq. • Phoenix, AZ</i> <i>Brett Turnbull, Esq. • Birmingham, AL</i>
6:00 pm - 8:00 pm	Dinner

Regular Members Only!

If the attorney is eligible for Regular Membership (admitted in New Jersey) then that person has to join NJAJ in order to register for the restricted Regular Member only seminar. If the attorney is not admitted in New Jersey, then they do NOT have to join NJAJ to attend; HOWEVER, the individual must be a Regular Member of their local AAJ Affiliate Trial Lawyer Association AND must be confirmed by their TLA as a plaintiff attorney.

REGISTRATION FOR NAPA VALLEY SEMINAR 2019

FEE for:	Members	Non-Members
Attorneys	\$395.00	N/A
<i>An additional \$25 will be added to all program fees for onsite registration.</i>		
<input type="checkbox"/> Enclosed is my check in the amount of \$_____		
<input type="checkbox"/> Please charge my: <input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> American Express <input type="checkbox"/> Credit Card on File		
Cardholder's Name: _____		
Cardholder's Account #: _____		Exp. Date: _____
Name: _____		Bar Date: _____
Firm Name: _____		
Address: _____		
City, State, Zip: _____		
Phone: _____		Fax: _____
E-Mail: _____		
<small>If you have a disability that will require special assistance or services, please attach a letter describing your needs.</small>		

4 WAYS TO REGISTER

-  **PHONE**
800.662.0070
-  **FAX**
609.396.2463
-  **MAIL**
NJAJ Educational
Foundation, Inc.
150 West State St.
Trenton, NJ 08608
-  **WEB SITE**
www.nj-justice.org
4.29.19

This program has been approved by the Board on Continuing Legal Education of the Supreme Court of New Jersey for **7.20** hours of total CLE credit. Of these, **0.0** qualify as hours of credit for ethics/professionalism, and **7.20** qualify as hours of credit toward certification in civil trial law.

NJAJ Diversity Information - (Voluntary)

The purpose of this information is limited solely to making sure that we express the diversity of our membership in our educational and other outreach programs. It is for internal use only.
View the Full NJAJ Diversity Policy - www.nj-justice.org.

- Black (African American) Asian Disabled Native Hawaiian or Pacific Islander
- American Indian or Alaskan Native Hispanic LGBT Female