




OHIO ASSOCIATION
OF CRIMINAL
DEFENSE LAWYERS

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SUPERSTARS OF PERSUASION
FRIDAY, OCTOBER 21, 2011



OHIO ASSOCIATION
OF CRIMINAL
DEFENSE LAWYERS

Presents..

**SUPERSTARS
OF PERSUASION**
FRIDAY, OCTOBER 21, 2011

KICKING OFF THE
Year of the Party
ALL ARE INVITED!

Don't be in a hurry to get out of
Cowntown after the seminar.

As promised
incoming President Tim Huey
wants the year of his presidency
to be a year of fun and collegiality.

Immediately following the seminar
OACDL members and seminar attendees
are invited to join us for a party!

Call Crowne Plaza
for reservations at
614.461.4100

www.oacdl.org

Crowne Plaza • 33 E. Nationwide Blvd • Columbus, OH 43215



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33 E. Nationwide Blvd.
Columbus, OH 43215

The Crowne Plaza has valet parking for our seminar attendees.

Cost is \$6.00 for seminar only; \$10.00 for overnight guests.



Be sure to tell the valet you are with the OACDL!

DIRECTIONS TO THE CROWNE PLAZA / LOFTS HOTELS

East on I-70 (from Dayton) Or North on I-71 (from Cincinnati):

Exit at High Street (100A); Turn left onto High Street; Proceed approximately 12 blocks through downtown to Nationwide Blvd.; Turn right on Nationwide Blvd.; Crowne Plaza/The Lofts are on the right side.

South on I-71 (from Cleveland):

Exit at Spring Street (109C – left lane of I-71); Turn right on Spring Street; Proceed 1 mile to High Street and turn right; Go 2 blocks and turn right on Nationwide Blvd.; Crowne Plaza/The Lofts are on the right side.

West on I-70 (from Pittsburgh):

Exit at 4th Street (100B); 4th Street is one-way northbound; Proceed on 4th Street approximately 10 blocks to Spring Street; Turn left; Go 2 blocks to High Street and turn right; Go 2 blocks to Nationwide Blvd. and turn right; Crowne Plaza/The Lofts are on the right side.

West on I-670 (from Port Columbus International Airport):

Exit airport on International Gateway; Follow this to I-670 West; Take this downtown and exit onto 3rd Street (this exit is on the left lane of I-670); 3rd Street is one way southbound; Turn right at the first stoplight, Chestnut Street.; Proceed to High Street and turn right; Turn right on Nationwide Blvd.; Crowne Plaza/The Lofts are on the right side.

East on I-670 (from Grandview/ Dayton):

Take I-670 East to 3rd Street exit. 3rd Street is one way southbound; Turn right at the first stoplight, Chestnut Street; Proceed to High Street and turn right; Turn right on Nationwide Blvd.; Crowne Plaza/The Lofts are on the right side.

East on U.S. Route 33 (from Northwest Ohio):

Follow U.S. Rte. 33 to Columbus outer-belt (I-270); Take I-270 South to I-70 East; Take I-70 East towards downtown Columbus and follow directions above.

South on U.S. Route 23 (from Toledo):

Follow U.S. Rte. 23 South to Columbus outer-belt (I-270); Take I-270 East to I-71 South. Follow I-71 South to downtown Columbus and follow directions above.

AGENDA

8:30 – 9:00 a.m.

Registration and Welcome

D. Timothy Huey, President, OACDL

9:00 – 9:45 a.m.

What I have learned from the Masters

D. Timothy Huey, Esq., Columbus

9:45 – 10:45 a.m.

Pushing the Not Guilty Button in Jurors Brains – Making Jurors Want to Render a Not Guilty Verdict

Patrick Barone, Esq., Birmingham, Michigan

10:45 – 11:00 a.m.

Break

11:00 – 12:00 noon

Marketing in the Age of Google – What lawyers need to know and what you need to do talk to your IT/SEO people about

Vanessa Fox, Seattle, Oregon

12:00 – 12:15 p.m.

Question and Answer with Vanessa Fox

12:15 – 1:15 p.m.

Lunch (provided)

1:15 – 2:15 p.m.

Innovative Tactics for Trials and Motion Hearings – The Art of Creative Combat

Bruce Kapsack, Esq., San Francisco, California

2:15 – 3:15 p.m.

Using Technology to Make your point – Avoiding Death by PowerPoint

Justin McShane, Esq., Harrisburg, Pennsylvania

3:15 – 3:30 p.m.

Break

3:30 – 4:30 p.m.

The Main Event – Learning the Art of Jury Persuasion from a True Master

Gary Trichter, Esq., Houston, Texas

5:00 – 10:00 p.m.

Join us for a fun-filled Inauguration Party for incoming President, Tim Huey

Party is at The Lofts at Smith Brothers, 580 North 4th Street, Columbus

UPCOMING SEMINARS

November 16-18, 2011

Death Penalty Seminar, Columbus

December 16, 2011

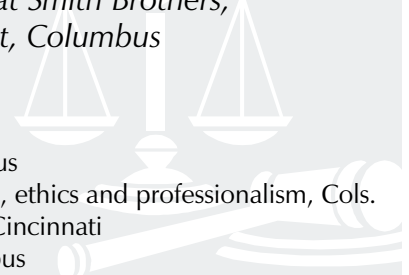
Hot Topics with substance abuse, ethics and professionalism, Cols.

Jan. 16, 2012

Current Issues in Criminal Law, Cincinnati

March 8-9, 2012

Advanced OVI Seminar, Columbus





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MESSAGE FROM THE PRESIDENT

A word from OACDL President-Elect and Seminar Co-Chair Tim Huey - about the focus of the seminar, the speakers and what you will get from this seminar.

The focus of this seminar

I wanted a seminar applicable to all criminal defense lawyers and that would have immediate benefit for every attendee—even those not so geared to criminal defense. I chose persuasion as the theme. Whether we are trying to persuade folks surfing the net (or search engine robots) to find us and call us or persuade a prosecutor to see things our way or persuade a judge to rule our way (or just get out of the way) or persuade a jury to render two word verdict - persuasion is key to everything we do. I have been fortunate to know and learn from many folks who are masters of some aspect of the art of persuasion that is critical to us as lawyers. While I am the least important speaker at this seminar, I will do a short presentation of the highlights of “*What I have learned from the Masters.*”

The Superstars who have agreed to Share Their Wisdom and Tactics with Us

I am honored and humbled that the folks on my “wish list” have agreed to come and share their knowledge with us. With each of these speakers I always learn something and always am inspired to try something new. Below I will tell you a little about each of them and what they will share with us.

Pushing the Not Guilty Button in Jurors Brains – Making Jurors Want to Render a Not Guilty Verdict ~ Superstar Patrick T. Barone Esq. of Birmingham, Michigan

Pat is the author of several books and many articles including a monthly column for Michigan’s Criminal Defense Newsletter and serves on the faculty of the Criminal Defense Attorney’s of Michigan Trial Practice College. Most importantly, for us, Pat is a graduate of Jerry Spence’s Trial Lawyer’s College and has spent a great deal of time, with the help of Paul Homoly, trying to figure out how to talk to jurors in a way that “changes their frames” and motivates them to vote Not Guilty. Pat’s presentation will make you rethink how you approach your next trial.

What lawyers need to know about internet marketing – what you need to talk to your IT & SEO people about ~ Superstar Vanessa Fox of Seattle Washington

Vanessa has been called a “cyberspace visionary.” She is not a lawyer but Superstar on internet marketing arena. She has traveled the globe discussing the evolution of how we search for and consume information. She created Google’s Webmaster Central, to help website owners improve their sites and get more customers via organic search and was instrumental in the sitemaps.org alliance of Google, Yahoo, and Microsoft Life Search. Her book “*Marketing in the Age of Google*” is considered the Bible for internet marketing. As impressive as her accomplishments are, the reason I begged Vanessa to come speak to us is that she can explain this stuff in a way that even I can understand.

Innovative Tactics for Trials and Motion Hearings – The Art of Creative Combat ~ Superstar Bruce Kapsack Esq. of San Francisco and Oakland California

Bruce is a close friend and I have probably heard him do 30 or more presentations—and yet I wouldn’t miss this one for the world. Bruce is a wildly popular and sought after speaker nationally. When it comes to trying cases, Bruce is the real deal and because of this he is regularly asked to be the defense lawyer in the Mock Trial at the National College for DUI Defense, Masters of Scientific Evidence seminar. Bruce is known for not backing down and yet somehow managing to keep the jury on his side and (mostly) stay out jail - even when he has to stand up against bullies in black robes. He will share his secrets with us in his presentation and entertain us as he does so.

Using Technology to Make your Point - Avoiding Death by PowerPoint ~ Superstar Justin McShane Esq. of Harrisburg Pennsylvania

Justin is a trial attorney who specializes in using forensic science in defending citizens accused of crimes. A fellow with the American Institute of Chemists and a Senior Assistant Chromatography Instructor with the American Chemical Society, you’d think he would be boring and fond of dry and dull PowerPoint presentations. You don’t know Justin. Acutely aware of how quickly you can lose a jury or an audience when trying to present complicated material, Justin has put a lot of time, effort and study into how to effectively use technology to enhance, not detract, from a presentation. With new courtrooms and technology everywhere we would be wise to pay attention to Justin.

The Main Event- Learning the Art of Jury Persuasion from a True Master ~ Superstar and Cowboy Lawyer Extraordinaire Gary Trichter Esq. of Houston & Bandera, Texas

Gary is just plain masterful at talking to juries and grafting into their subconscious -and even into their souls- the ideals of presumption of innocence and proof beyond a reasonable doubt. By simply talking plainly to jurors and through carefully framing the questions, Gary can take a group of folks who walk in ready to embrace the prosecution and its witnesses and turn them into cadre who are pro-freedom, pro-individual, skeptical government and down right hostile to the prosecution. Once you hear Gary discuss how to do it you realize that it’s not magic, nor something only he can do, but is something you too can learn to do. Gary is co-author of the two-volume treatise and is author of over forty journal articles ranging from DWI, grand jury, drug couriers to aviation. He is past chairman of NACDL’s Drunk Driving Committee and past Dean of the National College for DUI Defense. A former Director and DWI co-chair for the Texas Criminal Defense Lawyers Association (TCDL.) Gary is currently the President of the TCDLA and I am so honored to have my friend and TCDLA President here to help me kickoff my presidency of the OACDL.

Kicking off the Year of the Party – all are Invited.

Don’t be in a hurry to get out of Cowtown after the seminar. As promised I intend for the year of my presidency to be a year of fun and collegiality. Immediately following the seminar OACDL members and seminar attendees are invited to a join us for a party.

Seminar Co-Chair Sarah Schregardus has been planning this party for months ~ there is no cost for the party if you pre-register and check “Party – Yes.”

CLE Credit Hours: Pursuant to Rule X of the Government of the Bar, the sponsor has requested 6.00 hours credit from the Ohio Supreme Court Commission on Continuing Legal Education. Participants must apply through the CLE Seminar Sponsor for credit. All attorney registrants must indicate their Ohio Registration Number (as issued by the Ohio Supreme Court) on the registration form. All attendees must return complete CLE forms to OACDL at the end of the seminar.

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Columbus, OH 43215
614.461.4100
www.crowneplaza.com/cmhcrowneplaza

REGISTRATION FORM

Name _____
Name for Badge _____
Address _____
City _____ State _____ Zip _____
Phone _____ Email _____

Please provide email address for registration confirmation.

Seminar Cost: \$210.00 OACDL Member \$260.00 Non-Member of OACDL

Attending Inauguration Party? Yes No

Register online at www.oacdl.org and click on Seminars (to pay with credit card); or complete this registration form and mail to OACDL with either check made payable to OACDL or credit card information below. No telephone registrations accepted.

Charge my Visa MasterCard Discover in the amount of \$ _____

Card # _____

Expiration Date _____ 3 Digit Security Code _____

Signature _____

(Cancellation must be received by the OACDL by 5:00 p.m. on Tuesday, October 18, 2011 to receive a refund.)

PAYMENT

SERVICES FOR PERSONS WITH DISABILITIES

If special arrangements are required for individuals to participate in this seminar, please contact the OACDL at least 3 days prior to the course date at 800.443.2626.

PUBLIC DEFENDER/PRO BONO FUNDING PROVIDED BY THE OFFICE OF THE OHIO PUBLIC DEFENDER

If you have represented at least one client on a Pro Bono basis during the past year, you are entitled to attend this seminar FREE of CHARGE. You may not have used that case to attend any other seminar on a PRO BONO basis. However, any attorney, private or public defender, is limited to 2 seminars per fiscal year (July 1, 2011 – June 30, 2012) on this basis.

PRO BONO REPRESENTATION WAS PROVIDED IN THE FOLLOWING:

This is to certify that the attorney named at right provided representation for an indigent person charged with a criminal offense in my court. Further, the attorney did not submit a bill for payment for any services involved in that representation and represented the defendant on an appointed basis at no cost to the state.

All Pro Bono and Public Defenders MUST Be Pre-registered by Oct. 10, 2011. All applications are on a first come first serve basis.

State/City _____ vs. _____

Case # _____ County _____

Date Representation Provided _____

Offense Charged _____

Judge's Name _____

Judge's Signature (required) _____

OR Public Defender Information (do not complete if pro bono portion is filled out)

Name of Director or County Public Defender _____

County in which you serve as a public defender _____

County Public Defender's Signature (required) _____

There is limited scholarship money for Pro Bono and Public Defenders. Space is limited to the first 50 people to apply. You will receive notification via email if your registration is one of the first 50.

