

The Art of Visual Communication Consulting

About the Presenters

Suann Ingle:

Suann Ingle is one of the country's top visual communication consultants for trial attorneys and litigants. An expert graphic designer, she is also a trusted partner who offers decisive advice on presentation strategy and execution. After thousands of hours in the hot seat in courtrooms and arbitration hearings, Suann remains calm, focused and unflappable regardless of circumstances. This enables her to sense what's coming, and adjust visual communication on the fly to keep judges, juries and arbiters focused on the merits of the case.

Since entering the field in 1994, Suann has consulted on a wide range of litigation matters, including intellectual property, white collar, insurance, financial services, employment, and complex business disputes. She has extensive experience in scaling and managing trial support teams and has helped deliver successful outcomes in venues throughout the United States and in Europe.

Her visual expertise is grounded in academic study, including a Master of Science degree in Communications Design from Pratt Institute. When she is sketching her ideas, Suann explains the principles behind the sketch – and why they increase the odds of winning. Her personal warmth and empathetic style also enable her to teach, develop and inspire other graphics professionals to embrace the challenges of high-stakes litigation as a career.

Jason Barnes:

Jason Barnes is a founding Partner, the Client Services Partner, and Senior Trial Consultant at The Focal Point. He also leads the firm in the development of case themes and strategies. In a career spanning more than 24 years, he was a pioneer in the electronic trial graphics revolution and has prepared hundreds of cases for trial.

Adam Bloomberg:

With more than 20 years of experience, Adam Bloomberg has consulted with hundreds of trial teams and corporate clients to develop communication strategies and presentations that educate, inform and persuade. He creates materials and exhibits for mock trials, focus groups, arbitrations and trials.

As the Managing Director of Visual Communications at Litigation Insights, Adam has led trial and war room technology and logistics efforts for a plethora of cases, such as toxic tort, product liability and commercial cases. While we have presentation technology consultants ready for the courtroom, Adam has been seen in the hot seat himself

honing his skills on occasion. Over the years, he has published articles on trial technology in various professional periodicals including the National Law Journal.

Ric Dexter:

Ric Dexter, the 2017 - 2018 President of the ASTC, was trained as a Paralegal in the mid-70s. He has been working with the legal community since 1978 when he opened one of the first production companies specializing in video services for litigation. From 1980 - 1984 he served as president of the National Forensic Video Association. There he worked with other members to pioneer electronic trial presentation. While auditing courses at the DFW School of Law in the early 90's, Ric started working with Dr. Don Nichols where he learned the art of preparing presentations for mock trials. With his pedagogical education and experience working with consultants in dozens of mock trials and with trial teams in more than a hundred trials, his clients asked him to assist in preparing themes and storylines for trial. His philosophical and legal education was put to use in helping train witnesses to testify in depositions and in trial. For the last 20 years Ric was Senior Trial Consultant at the law firm of Haynes and Boone. Leaving that firm last year Ric opened R-D Consulting.

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Karen Susman:

Karen Susman is a TEDx Mile High Speaker Coach. She has spoken, trained and coached internationally for more than three decades. Her clients include: ASTC, Colorado Bar Association, Arapahoe County Bar Association, NBC, State of Colorado, and the Association for Corporate Growth. Karen has a background in stress management and wellness that began before they were popular. Attorneys hire Karen to work with their clients who are about to mess up their depositions or court appearances due to stress, fear, attitude, inexperience and lack of presentation skills. Karen is a certified laughter yoga instructor. She is known for her solid content, interaction and humor.

Breaking Into the Jury and Trial Consulting Profession

About the Presenters

Katherine James:

Katherine James is a trial consultant who specializes in live communication skills based in the discipline of theatre, and has been working to make attorneys and witnesses better courtroom communicators since 1977. Over 40,000 attorneys have taken ACT of Communication™ workshops that she developed with co-founder Alan Blumenfeld. She has helped take over 1,500 cases to trial and helped prepare literally thousands of witnesses, including experts of every stripe. She coaches witnesses and their lawyers to reach, persuade and activate jurors.

Daniel Wolfe, JD, PhD:

Dr. Daniel Wolfe is Senior Vice President of DecisionQuest, Inc., a trial consulting and strategic communications firm, and he is based in their Chicago office. Dr. Wolfe provides research-based and experiential data analysis to trial teams nationwide and oversees the standards in practice of the jury consulting team nationally. Dr. Wolfe works on high-profile and large-exposure litigation involving such matters as antitrust, product liability, intellectual property, professional malpractice, environmental, and securities. He consults on national litigation matters pertaining to a variety of industries, including automotive, airline, pharmaceutical, petroleum/petrochemical, biotech, and medical. An expert in the fields of witness preparation, voir dire, and jury selection, he is also skilled in providing quantitative and qualitative analyses of venues through focus groups and mock trials.

Dr. Wolfe received his J.D., his Ph.D. in law and psychology, and his M.A. in psychology from the University of Nebraska. He holds his B.A. in psychology and sociology from Colorado State University.

Bliss Piverger:

Bliss Piverger's background includes a B.A. in Psychology from Boston University, a Master of Arts in Psychology from the University of Hartford, and a JD from American University Washington College of Law (WCL) in Washington, D.C. Bliss has performed research on numerous topics in psychology and law. Also, for many years, she served as a reviewer for the Graduate Student Journal of Psychology at Columbia University. Before law school, Bliss worked on various workforce development initiatives through the Department of Labor (DOL) and the Department of Housing and Community Development (DHCD). After her first year of law school, she served as a law clerk at the Legal Aid of the District of Columbia. In her second year, Bliss was a law clerk for a boutique law firm in Chicago, Illinois, aiding primarily on trusts and estates cases. In the summer of 2016, she completed intensive training through the Litigation Skills Summer Institute in Washington, D.C. Upon graduating law school, Bliss worked as an Equal Employment Opportunity (EEO) specialist for the U.S. Department of the Navy. She draws from her background in law and psychology as well as previous work experiences to inform and assist in jury research services.

Faye Honig:

Faye Honig graduated with her Masters in Forensic Psychology from the George Washington University in May 2018. During her studies, she completed a 2-year trial consulting internship under the mentorship of Ed Lazarus of Winning Works. She has been doing contract trial consulting work for the past five months.

Building Your Business Through CLE Presentations

About the Presenters

Lisa L. DeCaro:

Lisa co-founded Courtroom Performance, Inc. in January of 1997, with a focus on oral advocacy and presentation skills. Lisa soon became a national keynote speaker and built a loyal client base by teaching lawyers how to communicate the truth of their client's cause more honestly, clearly, and effectively. Over the past twenty-three years, Lisa has provided witness preparation, theme & narrative development, presentation training, and trial consulting services in hundreds of cases ranging from simple to complex litigation. She is a frequent speaker at regional seminars and national conventions (including the annual conferences of DRI and the ABA Litigation Leadership Section, and many programs for state and specialty bars). In addition to her book *The Lawyer's Winning Edge: Exceptional Courtroom Performance*, Lisa has been published in various legal publications, including *The Brief*, *Lawyers Weekly USA*, *DRI's For the Defense*, and *ASTC's The Jury Expert*.

R. Cortlandt Heroy:

Cort Heroy, MA, PhD Candidate is entering the second act of his professional life. Following a 17-year career as a Licensed Professional Counselor, Cort went back to school for his PhD (which just needs a dissertation to be complete) and opened his own trial consulting firm, focusing on applying clinical/cognitive psychology and behavioral economic principles to issues of trial and motion practice. Cort has given numerous, well-received CLEs around Oregon and Washington on issues related to the intersection of psychology and law. Cort's dissertation and research focus is on the impact of rater accountability on conviction rates in joined criminal cases. Cort has recently accepted a full-time position with DecisionQuest as an associate in their Los Angeles office.

Decoding the Code

About the Presenters

Susan Macpherson:

Susan Macpherson is a Senior Litigation Consultant and Vice President of NJP Litigation Consulting. Since 1976, Ms. Macpherson has conducted thousands of focus groups, trial simulations and post-trial interviews for state and federal cases across the nation. She specializes in helping attorneys maximize the value of their pre-trial research by developing messages that will stick with the fact-finders as well as powerful presentation strategies. Ms. Macpherson is a member of the American Society of Trial Consultants and a former Chair of the Professional Standards Committee.

Rosalind R. Greene:

Rosalind R. Greene, J.D., trial and jury consultant, received her J.D. from the University of Arizona. Ms. Greene is a licensed attorney in Arizona as well as an adjunct professor at the University of Arizona, teaching Communication in the Legal Process. Ms. Greene combines her legal training and experience with her communication expertise to provide consulting services in witness preparation, jury selection, mock trial and focus groups, case strategy sessions, and settlement negotiations. Ms. Greene is a member of the American Society of Trial Consultants and is the Chair of its Professional Standards Committee.

Facebook, LinkedIn, and Insta, Oh My! The Benefits and Pitfalls of Online Research on Potential Jurors

About the Presenters

Clint Townson:

Dr. Clint Townson is a jury consultant for The Focal Point operating out of their Dallas, TX office. He completed a PhD at Michigan State University with a dissertation on the anchoring effect and an MA from the University of Delaware with a thesis on expert witness perceptions. He has an extensive background in statistical analysis and psychological theory related to jurors, and has applied these skills in the consulting profession for the last few years. His first foray into consulting began with social media background searches for various criminal and civil cases, and also briefly worked with a private investigator. Currently, he conducts focus groups and mock trials on high-stakes cases, and specializes in developing juror profiles based on subsequent data analysis.

Elizabeth Patterson:

Elizabeth Patterson began her career as an investigator in 2014 after graduating with a Criminology degree from the University of South Florida. Elizabeth is a licensed private investigator and currently holds the agency license for Ethos Risk Services in the state of Florida. During her career, Elizabeth has conducted and managed thousands of investigations including high exposure liability claims, undercover purchases of counterfeit products, and comprehensive background checks. Most recently, Elizabeth's

team, in conjunction with the FBI, identified fraud rings across the United States which led to the arrest of multiple individuals and the repossession of over five million dollars of fraudulently diverted products. Elizabeth's team, guided by Ethos' core values, has established the industry standard of quality results obtained ethically and efficiently.

Leslie Ellis:

Dr. Leslie Ellis is a Director in DecisionQuest's Washington, D.C. office. She has been conducting research on jury, judicial and arbitrator decision making for 25 years and has consulted on hundreds of cases. She works with clients on high-risk and complex civil and white-collar criminal matters to develop themes and trial strategies, conducts mock jury and bench trials as well as mock arbitrations, and assists with case assessment, witness preparation and jury selection. She frequently speaks on the topics of jury, judicial and arbitrator decision making both in the US and in Europe. She has a Ph.D. and M.A. in Social Psychology from the University of Illinois at Chicago and a B.A. in Psychology from Northwestern University.

Garbage In, Garbage Out – Recruiting Tips to Ensure High Quality Research

About the Presenter

Charlotte A. (Charli) Morris:

Charli Morris is a trial consultant with more than twenty years of experience in a diversity of case types across venues nationwide. She has taught and written extensively about jury decision-making behavior and all aspects of trial preparation and practice. What she loves most about her practice is the opportunity to work with trial lawyers at every level of experience to bring out the best in them, their clients, and their cases.

Adam Schrager:

Adam Schrager is the Chief Operations Officer of the Consumer Centers of NJ and NJ, a market research and consulting company with research facilities in both NYC and Northern NJ. He received his undergraduate degree in Economics from Colgate University and an MBA from The Stern School of Business at NYU. Adam is a Six Sigma Black Belt and has also earned a Masters Certificate in Project Management from George Washington University. Before joining Consumer Centers in 2006, Adam spent his career in the financial services at American Express and Capital One, focusing on process improvement and optimization. He currently oversees all operations for Consumer Centers, which includes consulting, logistics and trial services support. For ASTC, he has served on the Professional Standards Committee, Development Committee and Chair of the Programming Committee. He is currently serving on the board as treasurer.

Moderator:

Alexis Knutson:

Alexis Knutson, M.A., is an Associate Trial Consultant with Tsongas Litigation Consulting. Her work focuses on assisting counsel in devising comprehensive trial strategy through case consultation and pre-trial research. Alexis received her Master's degree in Psychological Science with a focus in law from University of Colorado Colorado Springs, where her research focused on attorney use of small group research to inform settlement decisions and juror internet use during trial. She is the Chair of the Professional Education Committee of ASTC.

Implicit Bias in Jury Trials

About the Presenters

Alexis Forbes, PhD:

Dr. Alexis Forbes is an Associate Trial Consultant with Bonora Rountree Trial Consulting & Research. Dr. Forbes works on criminal matters and complex civil litigation including class action, antitrust, trade secret, employment, and patent cases. She specializes in pretrial research, questionnaire construction, and voir dire strategies. Alexis earned a Ph.D. in Psychology & Law from the Graduate Center at the City University of New York (CUNY). Alexis was an adjunct professor of Experimental Research Methods at John Jay College for five years. Alexis recently joined the Board of Directors for the American Society of Trial Consultants and serves as the Co-Chair of the Professional Education Committee.

Will Rountree, PhD, JD:

Dr. Will Rountree is a Senior Consultant with Bonora Rountree, Trial Consulting & Research in San Francisco, California. He has consulted in hundreds of cases including antitrust, insurance bad-faith, intellectual property, breach of contract, as well as civil rights and criminal defense cases.

Dr. Rountree has written extensively on jury composition challenges, the discriminatory use of peremptory challenges, and voir dire questioning techniques in restricted time conditions. Combining consulting experience and research, Dr. Rountree has developed specific voir dire questioning methods to assist attorneys in revealing jurors' biases. Dr. Rountree has also been retained as an expert, providing declarations on the prejudicial impact of pretrial publicity, and has provided in-court testimony on a successful change of venue motion.

Dr. Rountree received his law degree from the University of Wisconsin-Madison, and his Ph.D. in Sociology from the University of California at Berkeley.

Introduction to Zoom

About the Presenters

Sarah Murray:

Sarah Murray is the President of Trialcraft, a trial and jury consulting company based in the Bay area. Trained as anthropologist at Bryn Mawr College and UC-Berkeley, a former Fulbright Scholar, Sarah has broad training in social science and over 30 years of qualitative and quantitative research experience. Early in her working life, she also worked as a technical writer and editor and technical trainer, using her understanding of organizational and social dynamics to combine technical training with workflow analysis to help people not just learn to use a software program, but learn to re-imagine their work processes incorporating new technologies in ways that put people and not machines first.

Sarah has worked as a trial and jury consultant for over 20 years and has worked on thousands of cases, civil and criminal, in state and federal courts around the country. She excels at research design, voir dire and jury selection, witness preparation and the development of persuasive trial narratives. Sarah has worked with online survey research programs since 2007, using online surveys routinely in mock trial and focus group research and has been using Zoom to conduct research, witness preparation and community meetings for the past three years. She loves to collaborate as well as to coach others in how to effectively integrate technology into their work routines.

Juries and Religion

About the Presenter

Brian Bornstein:

Brian Bornstein is Professor of Psychology and Courtesy Professor of Law at UNL. He started at the university in 2000. He served as Director of the Law-Psychology program from 2015-2017 and is currently a member of both the Law-Psychology and Social-Cognitive programs. He received his Ph.D. in psychology from the University of Pennsylvania in 1991, and a Master of Legal Studies from the University of Nebraska in 2001. Dr. Bornstein's research efforts focus primarily on how juries make decisions and the reliability of eyewitness memory. Additional areas of focus are in applying decision-

making principles to everyday judgment tasks, as in medical decision making and distributive and procedural justice. He teaches courses on human memory, psychology and law, decision making, and history of psychology at the graduate and undergraduate levels.

"Lets Talk About Bull"

About the Presenters

Ken Broda-Bahm, PhD:

Ken Broda-Bahm, PhD, Persuasion Strategies; Chris Dominic, MA., Tsongas Litigation Consulting; and Judy H. Rothschild, PhD, JHRothschild Consulting

Ken Broda-Bahm, PhD, is a Senior Consultant with Persuasion Strategies. He has provided research and strategic advice on several hundred cases across the country for the past 16 years, applying a doctorate in communication emphasizing the areas of legal persuasion and rhetoric.

Chris Dominic, MA.:

Chris Dominic, MA., serves as President and a Senior Consultant of Tsongas Litigation Consulting, Inc. He leads the company's national practice and counsels clients on cases ranging from everyday litigation and ADR to some of the highest profile, highest stakes trials in the nation.

Judy H. Rothschild, PhD:

Judy H. Rothschild, PhD, Senior Consultant with JHRothschild Consulting draws from on her expertise as a Sociologist and more than 30 years of advising attorneys on 1000's of cases in state and federal courts. She helps attorneys with case presentation, witness preparation, graphics, and jury selection.

Online Research 1

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Noah Wick:

Noah is the National Director of Litigation Consulting at Trial Exhibits Inc. He has over 15 years of trial consulting experience focused primarily on simplifying your case and creating the strongest impression with jurors. He has consulted in over 5,000 litigation matters nationwide. He advises trial teams on theme development, visual strategy, and impression management through creating demonstratives, medical illustrations, animations, and trial technical support running Trial Director and OnCue. Noah has a Master's degree in strategic communication and leadership studies from Gonzaga University and served for 8 years with the 141st Medical-Dental Group in the

U.S. Air Force. He is currently the President of the Washington Health Care Risk Management Society.

The Past and Future of Batson

About the Presenters

Richard Gabriel:

Richard Gabriel is the President of Decision Analytics. Since 1985, Richard has been a leader in the field of jury research, jury selection and litigation communication in more than 1,000 trials in both the civil and criminal arenas across the country. Richard is a former President of ASTC and has been on numerous committees to study litigation and trial issues.

Marilou Erb:

Marilou Erb is a Ph.D. Candidate in Forensic Psychology and Criminal Justice with a concentration and dissertation in geographic profiling of serial sexual homicides. Ms. Erb spent 28 years in the criminal justice field as prosecutor and judicial law clerk, 19 years as an educator at York College of Pennsylvania, and 2 years as Forensic Psychologist/AKE Incorporated.

Recent Research on Damages

About the Presenter

Valerie Hans:

Valerie Hans is Professor of Law at Cornell Law School, where she teaches torts, social science and law, and a seminar on the contemporary American jury. She is one of the nation's leading authorities on the jury system. Author of eight books and over 150 research articles, she has carried out extensive research and lectured, consulted, and written widely about jury decision making. Recent books include *The Psychology of Tort Law* (coauthored with Jennifer Robbennolt) and *American Juries: The Verdict* (coauthored with Neil Vidmar). Her current research, funded by the National Science Foundation, tests a new theory of damage award decision making.

Social Media Research

About the Presenter

Clint Towson:

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Elizabeth Patterson:

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Statistics in Excel

About the Presenter

Joann Keyton Ph.D.:

(Joann Keyton Ph.D., The Ohio State University, 1987) is Professor of Communication at North Carolina State University. In addition to publications in scholarly journals and edited collections, she has published three textbooks for courses in group communication, research methods, and organizational culture in addition to co-editing an organizational communication case book. Keyton was editor of the Journal of Applied Communication Research, Volumes 31-33, and the founding editor of Communication Currents, Volumes 1-5. Currently, she is Editor of Small Group Research. She is a founder of the Interdisciplinary Network for Group Research.

Using Social Media to Grow Your Business

About the Presenters

Rewa Boldrey:

Rewa Boldrey worked for the Chicago Tribune prior to moving to Springfield, IL, where she began working with the Illinois Press Association. After spending 11 years with the IPA, she is currently an independent contractor working with many different clients, with a specialization in social media marketing. She teaches a continuing education course in social media marketing for the Illinois State Auctioneers Association, received certifications from the University of Illinois in digital marketing and analytics as well as Google certifications in video marketing.

Adam Bloomberg:

With more than 20 years of experience, Adam Bloomberg has consulted with hundreds of trial teams and corporate clients to develop communication strategies and presentations that educate, inform and persuade. He creates materials and exhibits for mock trials, focus groups, arbitrations and trials.

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