

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 Qualitative Research

About the Presenters:

Mary Beth Solomon, M.A.

Since the 1990s, Mary Beth has conducted online and in-person studies for organizations and industries in the corporate environment. Currently, Mary Beth offers qualitative solutions on strategy, customer experience, usability and user interface issues. She has been a member of ASTC since 2019. She is also a member of the Qualitative Research Consultants Association (QRCA) and the User Experience Professionals' Association (UXPA). She has authored articles about online focus groups

that were published by *Marketing Research Magazine* and *Quirk's Marketing Research Review*. Mary Beth holds an Master's degree in *Developmental Psychology* from Columbia University and currently resides in the New York metropolitan area.

Jeff Walkowski

Jeff is the principal of QualCore.com Inc., a consulting firm providing traditional and online qualitative research services to a wide range of industries, including health care, financial services, automotive, and information services. He was schooled as a quantitative specialist and entered the industry in the 1980s as a statistician. He later discovered his talents as a moderator and evolved into a qualitative specialist by the mid-1990s. Jeff founded the Online Moderator Training Institute (OMTI) in 2002, and he has considered taking on a new nickname: "Mr. Online." Jeff currently resides in Minneapolis, MN.

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:

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.

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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.

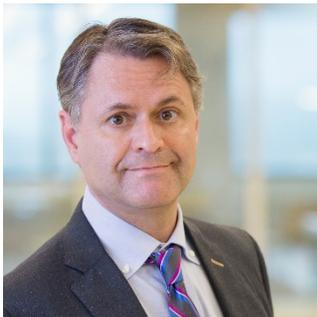
Adam Bloomberg:

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.

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. He has been seen in the hot seat many times himself honing his skills. Over the years, he has published articles on trial technology in various professional periodicals including the *National Law Journal*.

2020 ASTC Virtual Conference

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Ken Broda-Bahm

has provided research and strategic advice on several hundred cases across the country for the past 27 years, applying a doctorate in communication emphasizing the areas of legal persuasion and rhetoric. As a tenured Associate Professor of Communication Studies, Dr. Broda-Bahm has taught courses including legal

communication, argumentation, persuasion, and research methods. He has trained and consulted in 19 countries around the world and is Past President of the American Society of Trial Consultants.



Deborah Thompson Eisenberg

is a Professor of Law and Faculty Director of the Center for Dispute Resolution at the University of Maryland Francis King Carey School of Law. She studies and teaches in the areas of dispute resolution, civil procedure, and employment law. Professor Eisenberg has testified as an expert about equal pay and employment discrimination before the U.S. Senate and Equal Employment Opportunity Commission. Her recent scholarship focuses on the impact of mediator strategies and the application of dispute resolution strategies to accomplish social change. Professor Eisenberg serves on the Executive Committee of the American Association of Law Schools (AALS) Dispute Resolution Section and Co-Chairs the AALS Clinical Law Section ADR Committee. She brings to her teaching and scholarship a perspective grounded in fifteen years of complex civil rights and employment litigation experience. She received her J.D. from Yale Law School in 1994 and B.A. in Political Science from the University of Maryland Baltimore County in 1991 as valedictorian of the class.



Richard Gabriel

is President of Decision Analysis, and has participated in more than 1,500 trials nationally. Mr. Gabriel wrote the article for Law360, What Online Jury Trials Could Look

Like and is the author of the books, *Acquittal: An Insider Reveals the Stories and Strategies Behind Today's Most Infamous Verdicts* as well as the co-author of *Jury Selection: Strategy and Science* with Ted Donner.

Mr. Gabriel is a former President of the American Society of Trial Consultants, worked with Institute for the Advancement of the American Legal System, American Board of Trial Advocates, and the National Center for State Courts on national recommendations for implementing Expedited, Summary, and Short Jury Trials, was a committee member on the American Bar Association's Achieving an Impartial Jury Advisory Group, and is an advisor to the Civil Jury Project at NYU Law School.



Ryan Liffriq

is a trial consultant with First Court. He specializes in conducting online jury research projects and applying the lessons learned from these projects to help parties and lawyers improve their arguments, refine strategies, and evaluate settlement postures. Prior to working as a trial consultant, Ryan practiced law at a firm for six years. Ryan is also trained as a mediator and has served as a mediator in online mediations.



Susan Macpherson

has been a professional trial consultant since 1976, and is Vice President of NJP Litigation Consulting Midwest. She has been retained to assist in preparing for jury trials, bench trials and arbitrations on over 1000 cases. She specializes in conducting mock jury and mock judge research for complex cases including: intellectual property,

civil and criminal antitrust, white collar criminal cases, securities, construction, contracts, health care regulatory disputes, title insurance matters, eminent domain, and class actions in professional sports.

Susan also assists attorneys with witness evaluation and improving witness communication skills, preparing for voir dire and jury selection, designing and evaluating jury questionnaires, in court evaluation of jurors, techniques for increasing juror comprehension in trial, and post-trial interviews.

She regularly provides pro bono services to Legal Services attorneys, the Disability Rights Bar Association, and others who seek assistance through the pro bono committee of the American Society of Trial Consultants (ASTC). She has been a member of ASTC since 1985, served on the Board of Directors, and was given ASTC's Lifetime Achievement Award in 2007.

Ms. Macpherson serves as one of ASTC's advisors to the Civil Jury Project (NYU School of Law) and worked with the Center for Jury Studies (National Center for State Courts) on developing the Principles for Juries and Jury Trials adopted by the ABA in 2005. Susan is a co-author of NJP's practice manual, JURYWORK: SYSTEMATIC TECHNIQUES (West Thomson Reuters, published 1983, updated annually.)



Mel Orchard

has been trying cases throughout the United States for over 26 years—the past 15 of which were as Gerry Spence's partner. Mel is also a theatrically trained actor, who has incorporated his theatre training since day one in telling stories in a courtroom.

During his trial career, Mel has been a part of record breaking civil jury verdicts in various jurisdictions (Wyoming, Arizona, and Iowa). He also devotes significant time to pro bono work through Lawyers and Advocates for Wyoming, and many local and national charities. Mel lectures and presents to various legal organizations, including Bar Associations, Leadership Organizations and Judicial Ethics to judges.

Mel is a Past President of University of Wyoming College of Law student body (1991), Past President of the Wyoming Trial Lawyer's Association (2000) and a current Governor to the American Association of Justice (2005 to Present). He is also Board Certified as a Trial Attorney by both the National Board of Trial Advocacy and the American Board of Trial Advocates (ABOTA) where he is currently the Wyoming Chapter President. Mel is the immediate past Chairman for the Wyoming Commission for Judicial Conduct and Ethics where he served as a member for six years after appointment. Mel is "AV" rated by Martindale-Hubbell, and has been selected as a Rocky Mountain "Super Lawyer" for multiple years.



Jesse Wilson

is a communication specialist, speaking coach, and jury trial lawyer consultant. A Juilliard Theater graduate, after 20 years of working in the world of theater, he has created "Tell The Winning Story" to empower trial lawyers to deliver high-impact presentations, as well as rapidly transform their communication and collaboration skills to effectively prepare clients and witnesses to testify. Jesse was inspired to create "Tell The Winning Story" after co-developing a Theater-Behind-Bars program for inmates. The program helped inmates and addicts make powerful changes in their lives. The true power of a story always comes from inside us, the storyteller... And the path to developing a winning story begins with the lawyer owning their own story. "Tell The Winning Story" provides the trial lawyer the difference between telling a "hidden, safe, 'surface' story," and powerfully connecting to a story that goes right to the heart of their audience, whomever that audience happens to be.

Jesse's hands on training is featured in his seminars, law firm retreats, intensives, workshops and webinars.

www.tellthewinningstory.com



Joseph E. Uscinski

is associate professor of political science at University of Miami where he teaches and researchers American public opinion, especially beliefs in conspiracy theories. He is coauthor of *American Conspiracy Theories* (Oxford, 2014) and editor of *Conspiracy Theories and the People Who Believe Them* (Oxford, 2018).



Aaron Abbott

Dr. Abbott is the founder of Jury Behavior Research, Inc. (JBR). He helped pioneer the jury research and trial consulting industry when he started his practice in 1981 and formed JBR.

JBR continues to pioneer and innovate new approaches to the study of jury persuasion (e.g., online survey and mock trial technologies). Our consultants all hold doctorates in behavioral sciences and all have a strong background and practice in research methodologies.

Our practice specializes in civil cases. We have worked on some of the biggest and most noteworthy cases in the country for more than 30 years.



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.

Prior to entering the field of trial consulting, Suann spent seven years at Coca-Cola in New York where she managed the Creative Services Department. In 1996, she joined TrialGraphix and was instrumental in establishing its New York office. She also spent three years at DecisionQuest, where she assisted legal teams in trial, providing visual solutions to complex, high-stakes cases. Before starting her own firm, Suann worked at FTI Consulting, Inc., leading the New York office of the Trial Services Division.



Katherine James

Katherine James, MFA, co-founder of ACT of Communication™ is the first person to unleash the storytelling power of theatre to lawyers and its emotional truth to witnesses. As a theatre artist since the age of five, she has been harvesting the stories of other people her whole life. She didn't discover the magical alchemy of pouring theatre and the law into one big beaker until 1977 when she was twenty-five. As MFA students at the world-renowned American Conservatory Theatre, she and her partner in life and art, husband Alan Blumenfeld, discovered at that early age how to unlock the treasure of the theatre that changed forever the way that lawyers see themselves as artists of persuasion in and out of the courtroom. The stats are staggering: 40,000 lawyers have taken her workshops in person and virtually, they've let her help them on 2,000 cases, with 1,000's of their witnesses. She has appeared in more conferences and workshops than she can recall and been published in all the major attorney publications. Her book *Harvesting Witnesses' Stories: How To Get Your Client The Second Best Life In The World By Maximizing Human Damages* is being published by AAJ Press in July. It is their first book on Witness Preparation which makes her swell with pride. She studies learning theory, human behavior, is a proud member of The American Society of Trial Consultants. She knows her other life in the theatre – member of Actors Equity Association, SAG-AFTRA, and Dramatists Guild makes her work with lawyers ever stronger. She lives in Culver City (Los Angeles), California with Alan, eight blocks from their sons, daughters-in-law, and grandchildren. Her websites: actofcommunication.com; katherinejamesplays.com



Daniel Wolfe

Dr. Daniel Wolfe is Senior Director of Jury Consulting at Magna Legal Services, a full-service litigation consulting and strategic communications firm with offices in Chicago, Delaware, Ft. Lauderdale, Houston, Las Vegas, Los Angeles, New Jersey, New Orleans, New York, Philadelphia, San Francisco, Tampa, and Boston, Washington DC.

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.

A jury consultant and researcher since 1986, he has been in the national spotlight on numerous occasions for his work on high-profile criminal and civil cases involving celebrities and professional athletes. He has appeared as a commentator on both local and national talk shows and has been quoted in a wide range of media, including national publications such as The National Law Journal, Lawyers Weekly, Newsweek, and USA Today. He has authored many articles and book chapters on the subjects of juries, juror perceptions, ethics in trial consulting, and the interrelation of attorney gender and courtroom bias. Dr. Wolfe has over 30 years of jury consulting research experience and has worked on over 1,800 cases.

A noted jury consulting expert, Dr. Wolfe has been honored to present for numerous legal organizations throughout the country, including the American Bar Association, the American Trial Lawyers Association, the American Board of Trial Advocates, Defense Research Institute, several Inns of the Court, and various state and local bar associations. His professional affiliations include the American Psychological Association, the American Bar Association, the American Psychology-Law Society, and the American Society of Trial Consultants, of which he is past president.

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 h



Shelley Spiecker

Dr. Shelley Spiecker has been advising attorneys on case strategy and litigation persuasion for 26 years. She has extensive experience persuading legal fact finders including judges, jurors, and arbitrators. Dr. Spiecker advises litigators on how to strategically present issues and arguments, address case weaknesses and employ effective case themes, and she helps transform individuals from nearly any background into credible and effective witnesses.

She has extensive experience in the design and analysis of mock jury trial and focus group research as well as mock bench trials and mock arbitrations. Her studies of the tactical use of innuendo in the courtroom, and her analyses of effective opening statements and closing arguments have been recognized as valuable contributions to the trial consulting field.

Dr. Spiecker is nationally recognized as having unparalleled expertise in energy litigation. She has consulted for over 45 energy companies and she is a frequent presenter at the Institute for Energy Law, The Rocky Mountain Mineral Law Foundation, the American Petroleum Institute, and the Defense Research Institute.

With experience helping prepare witnesses from a multitude of backgrounds from taxi drivers to Fortune 100 CEOs, she specializes in assisting medical defendants and has helped over 2,000 medical providers with communication skills training. She surveys and interviews jurors continuously to stay abreast of attitudes toward the medical community, medical care, and issues in medical negligence litigation to best help providers project credibility, competence and compassion in their testimony.

An expert in the fields of case strategy, witness preparation, jury selection, and qualitative and quantitative research, she also routinely consults on environmental, product liability, professional liability, breach of contract, fraud, intellectual property, and antitrust issues. She is a member of the American Association of Public Opinion Research, American Bar Association, American Psychological Association, Law American Psychology - Law Society American Society of Trial Consultants,

Communication and Law Commission of the National Communication Association, and the Institute for Energy.

Dr. Spiecker received her Ph.D. in Legal Communication and M.A. in Qualitative and Quantitative Research Methods from the University of Kansas. In her free time she enjoys running, hiking, skiing, white water rafting, and spending time with her husband an



Jason Barnes

Jason has prepared more than 500 cases for trial and logged over 1,000 days in trial or arbitration. His trial consulting practice has focused on complex commercial and intellectual property cases tried in state and federal venues across the United States. He regularly consults with clients on theme development, storytelling, demonstrative design, and trial presentation. Jason is the Associate Editor for, and contributor to, *The Jury Expert*, a publication of the American Society of Trial Consultants. He has lectured and presented on persuasion and visual advocacy in trial.

Jason studied computer science and graphic design. He has been a trial consultant since 1990, was a founding member of the trial consulting firm Barnes & Roberts in 1998 and managing partner for 20 years. He merged with The Focal Point in 2018 and now serves as a Senior Advisor and Strategist.



Merrie Jo Pitera

Dr. Pitera is a psychology and communications expert who specializes in complex litigation and trial consulting and has more than 30 years of experience in the field. She helps clients perform at the highest levels and has managed hundreds of cases during her career. She understands what's at stake, and she knows how to help clients build persuasive themes.

Her areas of expertise include intellectual property, employment, commercial, environmental, transportation, insurance bad faith, and product liability/personal injury litigation. Merrie Jo is a perceptive listener and observer of jury dynamics and sentiments and provides clear insights into how they are likely to impact a case.

In addition to being a jury specialist, Merrie Jo also prepares witnesses for deposition, trials, arbitration, and congressional hearings. She is a frequent national and international speaker on jury behavior and witness prep methods. She routinely publishes articles in a variety of law journals on jury selection and trial preparation. In February 2016, she published with her co-author, Dr. Barbara Hillmer, a book entitled, *Storytelling for the Defense: The Defense Attorney's Courtroom Guide to Beating Plaintiffs at Their Own Game*.

Litigation Insights is a national, woman-owned company with more than 20 years of experience conducting jury research, developing trial graphics and assisting counsel with jury selection and case presentation during trial proceedings. As a full-service firm, the company provides everything from witness preparation and jury selection to trial graphics and courtroom technology.



Robert Gerchen

Bob is based in St. Louis, MO and works with clients on the development of courtroom themes and witness preparation in both civil and criminal cases. He identifies key educational and emotional elements of a case to create compelling case narratives. He consults on witness order and content to ensure maximum storytelling impact. Bob has

also assisted numerous clients in developing multi-media mediation presentations that are designed to expose the weaknesses of the other side's case and motivate opposing decision makers to be more flexible in the negotiation process. Clients have often called on Bob to present the opposing case for mock trials. At last count, he has worked in 126 separate venues spread across 34 states and the District of Columbia.

Bob began his legal consulting career in the 1990s with the Los Angeles County Attorney's Office, Hardcore Gang Unit. While there, he trained attorneys in courtroom communication skills and assisted the attorneys with argument preparation and courtroom presence. Bob is the author of the book, 101 Quick Courtroom Tips for Busy Lawyers.