How to Win Your Next Trial Using the Power Trial Method

Friday, September 9, 2011
9:00 a.m. - 4:00 p.m.
8:30 a.m. Registration Begins
Hotel Captain Cook
$159.00 Registration Fee (includes lunch)*

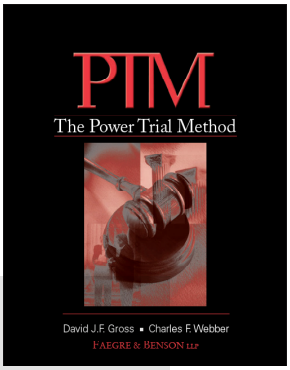
CLE # 2011-019
5.5 General CLE Credits
Also available via Webcast

David J.F. Gross

is the head of Faegre & Benson's intellectual property litigation practice and one of the firm's lead trial lawyers for complex intellectual property cases. Gross was named one of the 50 "Rising Litigation Stars" in the United States by The American Lawyer and received national recognition for his role as lead trial counsel in winning a trial over a billion dollar trade secret for Wyeth, and recently winning a complete defense verdict for Seagate Technology in a billion-dollar patent infringement case in Santa Ana, California.

The Power Trial Method can make you a better trial lawyer, one who is more prepared and better able to react to the power sources at trial.

A Special $75 Bonus for all attendees!



- **So You Say You're a Trial Lawyer**
- **Where's the Power?**
- **The PTM Approach to a Jury Trial**
- **Understanding the Theme Thing**
- **Mastering Trial Preparation and Set Up**
- **The Genuine Way to Fake an Effective Examination**
- **The Best Demonstrative Exhibits**

what others are saying:

"A gold-standard CLE seminar – the best I've ever attended, by far."

"This seminar is filled with practical observations presented in a humorous, memorable way. "

*Trials in the Age of Google ™

CLE # 2011-032
1.0 General CLE Credits

11:30 a.m. Lunch Speaker: Cristina Arguedas
$25 for lunch only (can register separately)
Sponsored by: Federal Bar Association, Alaska Chapter

Cris Arguedas is recognized as one of the finest criminal defense lawyers in the United States. In her 20-plus years in private practice, she has represented high-profile clients in some of the most visible cases around the country, as well as many little-known clients on relatively routine matters that never make the nightly news. Cris is equally adept at handling complex white-collar cases, sensational murders, and the full range of less serious criminal cases. She works closely with other ACH lawyers as well as a team of investigators, jury consultants and other top experts she has assembled over more than two decades. Singled out for her thorough preparation, shrewd strategizing, and impressive courtroom skills, Cris has been named the lawyer other lawyers would hire if they got arrested (California Lawyer), one of the 10 best lawyers in the Bay Area (San Francisco Chronicle, Northern California Super Lawyers), one of the 50 most influential women lawyers in the United States (National Law Journal), one of the 100 top lawyers in California (San Francisco Daily Journal, The Recorder), and one of the five most promising women lawyers in the country (Time). She was named to "The International Who's Who of Business Crime Lawyers 2010" and inducted into the Trial Lawyer Hall of Fame of the Litigation Section of the State Bar of California.

The fine print. You may be eligible for a discount.

REGISTER EARLY! Advance registration is recommended as it guarantees admittance and course materials. If space and materials are available, walk-in registration at the door will be accepted, but subject to an additional $25 walk-in registration fee.

GROUP REGISTRATION DISCOUNT: 10% off the registration fee for 2 members of the same organization; 20% off for 3 - 5 members of the same organization; 30% off for 6 or more members from an organization. To receive a group discount, the names of all the registrants from your organization and the name of the CLE must be emailed to info@alaskabar.org. The Alaska Bar Association must register the entire group at one time.

TRAVEL DISCOUNT FOR BAR MEMBERS ONLY: 50% for travel to CLE via commercial air carrier; 20% for driving 100 miles or more one-way to CLE. Show proof of travel at the CLE registration desk on the day of the program.

STUDENT DISCOUNT: 50% off the registration fee for full-time students. Show proof of student status at the CLE registration desk on the day of the program.

ONLY ONE CATEGORY OF DISCOUNT MAY BE APPLIED PER PROGRAM. Discounts do not apply to webcasts or webinars.

CANCELLATION POLICY (not applicable to free CLE programs): Registration fees will be refunded, less a $25 administrative fee, for cancellations up to one business day prior to the program. No refunds given on or after the date of the program: however, program materials are available upon request and DVDs may be available on select programs, please inquire. Registrant substitution is permitted at all times.

ATTENTION PERSONS WITH DISABILITIES: Our programs are held at facilities which are fully accessible to persons with mobility disabilities. If you plan to attend our program and will need an auxiliary aid or service, please contact the CLE Director at least one week prior to the program.

Mail: P.O. Box 100279
Anchorage, AK 99510-0279

Fax: 907-272-2932 or register at www.alaskabar.org

CLE
Alaska Bar Association

How to Win + Lunch... **CLE # 2011-019 + #2011-032**

AK Bar Member #: _____

☐ Non Bar Member

Name: _____

Firm: _____

Address: _____

City/State: _____ Zip: _____

Email: _____

Phone: _____

☐ Lunch Only

☐ Program and NO lunch

☐ Program WITH lunch

Early Bird Registration: $159 (lunch included) At the Door: $184

Attending lunch only is $25

❒ Check enclosed ❒ Visa ❒ Mastercard

Acct #: _____

Exp. Date: _____

Name on card: _____

Signature: _____

Billing Zip Code: _____

Total Enclosed: $ _____