



# The Art & Science of Persuasion

## 2014 SMBA Trial Seminar

Thursday • May 22, 2014  
Reception 5-6pm • Panels 6-9:30pm

Le Meridien Delafina Santa Monica  
530 Pico Blvd. Santa Monica 90404  
Free Self-parking • Valet Parking \$12  
MCLE Credit: 2.5 Hours

### The Science of Persuasion Session One

Moderator  
**Catherine Burke Schmidt**  
*Burke Schmidt APC*

**Keeping the Jury Interested:  
Opening Statements in 2014**  
**Brian Kabateck**  
*Kabateck Brown Kellner LLP*

**Using Social Media Evidence as  
Tools of Persuasion**  
**Deborah Chang**  
*Panish Shea & Boyle LLP*

**Credibility: Connecting  
With Jurors Through  
Psychodrama**  
**Scott Glovsky**  
*Law Offices of Scott Glovsky*

**Using Jury Instructions to  
Persuade the Jury**  
**Robert T. Simon**  
*The Simon Law Group*

**Using the Verdict Form to  
Persuade the Jury**  
**The Hon. Suzanne Bruguera**  
*Los Angeles County Superior Court*

### The Art of Persuasion Session Two

Moderator  
**David Olan**  
*Olan Law*

**Robert S. Campbell and Kay Campbell v. The  
Orange County Register, et al.**

**Nelson Gonzalez, et al. v. Freedom Communications, Inc.,  
d/b/a The Orange County Register**

**Freedom Communication, Holdings, et al., USBC**

**James Skorheim, as Litigation Trustee for the FCH Litigation Trust v.  
Scott N. Flanders, et al.**

A \$30 million recovery against Freedom Communications, the parent company of *The Orange County Register*, began as a personal injury suit that evolved, over 12 years, into an employment class action, a Federal bankruptcy of a multi-media empire, and a Federal action against Freedom Communications' board of directors.

**Daniel Callahan**  
*Callahan & Blaine*

**Ingenuity 13, LLC v. John Doe**

In what has been nicknamed "The Porn Troll Star Trek Sanctions Case," Morgan helped to uncover how the lawyers at Prenda Law were victimizing tens of thousands of people across the country in BitTorrent copyright cases.

**Morgan Pietz**  
*The Pietz Law Firm*

**Charlene McKnight v. Johnson, et al.**

In December 2013, this \$26.8 million jury verdict became the largest medical malpractice verdict in Kern County history.

**Conal Doyle**  
*Doyle Law*

**Avandia in Central Civil West: JCCP 4578**

\$240 million class action settlement recovered from GlaxoSmithKline, the manufacturer of Avandia, which was prescribed for Type 2 diabetes but caused heart attacks and strokes.

**Thomas Girardi**  
*Girardi Keese*