Conference Overview

It’s Nashville baby! From honky-tonk floors to foodie destinations to an incredible program—creativity infiltrates everywhere. This is one conference you do not want to miss!

To see the conference schedule and sponsorship opportunities go to www.astcweb.org/conference2015.

Here are a few highlights to take note of:

- Start the conference Wednesday night line dancing with new ASTC members and old colleagues at the Wildhorse Saloon.

- Thursday morning Get Your Biscuits in the Oven and Your Buns Outta Bed with a trip to the Biscuit Cabin where master baker Maryann Byrd will help you create mouth-watering biscuits smothered in jam. Or, spend the morning touring Ryman Auditorium (The Church) or the Country Music Hall of Fame.

- A full-day Trial Consulting 101 course and an afternoon Masters’ Session entitled, State of the Industry: Current Trends, Future Challenges, and Permanent Changes kick off the program on Thursday. Learn how the profession is changing and what you can do to survive. This is a must attend session—you won’t get this industry intelligence elsewhere!

- Featured speakers on Friday and Saturday include:
  - Vanderbilt Professor Owen Jones -- How Neuroscience Is (and Isn’t) Affecting Trials
  - Visual storyteller Jil Wyland demonstrates Building an Effective Jury Presentation: An inductive Approach to Deductive Reasoning. Learn how to educate a jury on complex issues such as brain functioning.
  - The cyber world is the new battlefield. Retired LTC Bradley Bragg presents how adversaries can elude today’s security controls in Cybersecurity: The Threat, the Consequence, the Defense.
  - Litigation Strategy: Sociological Insights into Gaining Gender Equality in the Courts: Vanderbilt Sociology Professor Holly McCammon discusses the litigation strategies used by attorneys to promote greater legal gender equality.

- The ASTC Honors Banquet will recognize Ron Matlon for his 33 years of dedication as Executive Director. Ron will be receiving the Lifetime Achievement Award for his outstanding service. Our own Elvis will be leaving the building!

- Authored or co-authored a book? Let us know. Your creative endeavors can be featured at the ASTC Bookstore for orders.

- Finally, what is a conference in The Music City without ASTC holding its own Jam Sessions? Gather with colleagues to jam on important topics…bring your own riff into the mix.
Registration for Conference/Exhibits and Refreshment Breaks
Parthenon A & B

Thursday, May 28, 2015  8:00 a.m. – 5:00 p.m.
Friday, May 29, 2015  8:00 a.m. – 5:00 p.m.
Saturday, May 30, 2015  8:00 a.m. – 3:00 p.m.

Conference Schedule Overview

Wednesday, May 27, 2015  PRE-CONFERENCE ACTIVITIES
6:00 p.m. – 7:00 p.m.  New Member Meet & Greet
7:00 p.m. –   Honky-Tonks downtown

Thursday, May 28, 2015  PRE-CONFERENCE WORKSHOPS
8:15 a.m. – 9:00 a.m.  Coffee and Bagels
9:00 a.m. – 4:00 p.m.  Introductory Workshop: Trial Consulting 101
10:30 a.m. – 10:45 a.m.  Break
12:00 p.m. – 1:00 p.m.  Lunch Break (on your own)
1:00 p.m. – 4:30 p.m.  Masters’ Session: State of the Industry: Current Trends, Future Challenges, Permanent Changes
2:30 p.m. – 2:45 p.m.  Break
4:45 p.m. – 5:45 p.m.  Speed Meet: (Pre-Registration required)
5:45 p.m. – 7:00 p.m.  Opening Vendor Appreciation Reception and Mentor/Mentee Meet up
7:00 p.m. – 10:00 p.m.  Shuttles to downtown

Friday, May 29, 2015
7:30 a.m. – 8:45 a.m.  Leadership Meeting
8:15 a.m. – 9:00 a.m.  Coffee and Bagels
9:00 a.m. – 9:15 a.m.  Welcome Remarks
9:15 a.m. – 10:30 a.m.  Keynote Speaker: A Courtroom Full of Brains: How Neuroscience Is (and Isn’t) Affecting Trials
10:30 a.m. – 10:45 a.m.  Break
10:45 a.m. – 12:00 p.m.  Building an Effective Jury Presentation: An Inductive Approach to Deductive Reasoning
12:00 p.m. – 12:45 p.m.  With A Little Help from my Friends: The Importance of Volunteerism to Humans
12:45 p.m. – 1:45 p.m.  Box Lunch: Introduction to Committees: Volunteer Roundtables
1:45 p.m. – 2:45 p.m.  Nuancing Shifting Demographics: New Considerations in Jury Selection
2:45 p.m. – 3:00 p.m.  Break
3:00 p.m. – 4:15 p.m.  Lessons from Losers: The One That Got Away
4:15 p.m. – 4:30 p.m.  Break
4:30 p.m. – 5:30 p.m.  Jam Sessions – Take 1/Cash Bar:
Studio A: Focus Groups vs. Online Research: Benefits/Limitations
Studio B: Why Buy the Cow?
Studio C: Open Mic
6:30 p.m. – 7:30 p.m.  Open Bar and Student Research Poster Presentations
7:30 p.m. – 10:00 p.m.  ASTC Honors Banquet
Saturday, May 30, 2015

8:00 a.m. – 8:30 a.m.  Student Research Poster Judging (Pastries & Coffee)
8:30 a.m. – 9:30 a.m.  The Humanization of Corporations
9:30 a.m. – 10:30 a.m. Cybersecurity: The Threat, the Consequence, the Defense
10:30 a.m. – 10:45 a.m. Break
10:45 a.m. – 12:00 p.m. Litigation Strategy: Sociological Insights into Gaining Gender Equality in the Courts
12:00 p.m. – 1:30 p.m. Business Luncheon
1:30 p.m. – 2:30 p.m.  Attorney Conducted Voir Dire in a Judge Controlled State
2:30 p.m. – 2:45 p.m.  Break
2:45 p.m. – 3:45 p.m.  How to Make Your Witness Shine “Like a Rhinestone Cowboy” Using Acting Techniques
3:45 p.m. – 4:45 p.m.  Game Theory and Optimal Jury Selection
4:45 p.m. – 5:00 p.m.  Break
5:00 p.m. – 6:00 p.m.  Jam Sessions – Take 2/Cash Bar:
                      Studio A: The Man (or Woman) in Black
                      Studio B: Bells and Whistles: When they Help and when they Hinder in Trial Presentations
                      Studio C: Open Mic
6:00 p.m. – 7:00 p.m.  Closing Reception
Meet & Greet
Wednesday, May 27, 2015
6:00 p.m. – 7:00 p.m.

New Member Orientation and Mentorship Program Information
Wednesday, May 27, 2015
6:00 p.m. – 7:00 p.m.

For those who have arrived in town early for the TC 101 course or the Masters Session, start the conference with a Meet & Greet. Come grab a drink at the Meet & Greet at the Marriott Hotel bar, where you can say hello to familiar faces and be introduced to new ones. All are invited to come for an informal Reception from 6:00 p.m. - 7:00 p.m. You can learn more about the sessions, the Speed Meet, the ASTC Mentorship Program, and how to get the most fun out of your first conference.

Also as a new member, you are invited to become a Mentee in the Mentoring Program! As a Mentee, you will be paired up with a Mentor who has been with the Society for a minimum of one year and has been a trial consultant for a minimum of five years. (Pairings are made year-round and you do not have to attend the conference in order to be paired up.) The Mentor/Mentee would be in touch, either through telephone calls or emails, approximately two times a month for the first year. The relationship is meant to be collegial and casual and may very well include in-person meetings. If you are interested in joining the program, please reply to Suzie Echelmeyer (sechelmeyer@lucasresearch.net) with responses to the following questions:

- Why do you want a mentor?
- What expectations do you have of a mentoring relationship?
- Is one of the following more important to you than the others: geographical location, time spent as a trial consultant, specialization in a field (e.g., personal injury) or form of practice (e.g., mock trials, jury selection)?
- Do you have a specific ASTC Member in mind you would like to be your mentor? If so, who is this person?

Although a structured event funded by the conference has not been planned for Wednesday night, we do plan on getting those that have arrived early to head on over to the Wildhorse Saloon in the heart of downtown for some great music and line-dancing fun. So, catch dinner with your new colleagues at one of the great restaurants within walking distance of the hotel. Or, take a short cab ride/hotel shuttle downtown to eat at one of Nashville's finest restaurants. There are many luscious options to choose from. Then, head to the Wildhorse Saloon! This is a great way to loosen up and have a good time with other ASTC members before the pre-conference workshops begin on Thursday.
Coffee and Bagels
Thursday, May 28, 2015
8:15 a.m. – 9:00 a.m.

Introductory Workshop:
Trial Consulting 101
Thursday, May 28, 2015
9:00 a.m. – 4:00 p.m.

Will Rountree, J.D. – Bonora Rountree Trial Consulting and Research, San Francisco, CA
Bryan Edelman, Ph.D. – Trial Innovations, Walnut Creek, CA

Interested in becoming a trial consultant? Are you a current consultant with a focus in one main area but are interested in expanding your competency to another area?

This mini-course will explore the nuts-and-bolts of the trial consulting practice as guided by the ASTC Principles, Standards and Guidelines. Topics discussed will include all phases of trial preparation including pretrial research (e.g., focus groups, mock trials), witness preparation, shadow juries, and post-trial interviews. Special emphasis will be placed on jury selection and the use of new technologies in pretrial research (e.g., online surveys, audience response technologies). The consultant’s role as an expert witness will also be addressed, with an emphasis on the criminal justice system, pretrial publicity, and eyewitness identification. Throughout the day, case studies and hands-on exercises will be introduced to give attendees a view of trial consulting practice from the perspective of research respondents and attorneys.

Break
Thursday, May 28, 2015
10:30 a.m. – 10:45 a.m.

Pre-conference Lunch Break (on your own)
Thursday, May 28, 2015
12:00 p.m. – 1:00 p.m.
Masters’ Session:
State of the Industry: Current Trends, Future Challenges, Permanent Changes
Thursday, May 28, 2015
1:00 p.m. – 4:30 p.m.

Sonia Chopra, Ph.D. – NIP Litigation Consulting, Oakland, CA
Christopher Dominic, M.A. – Tsongas Litigation Consulting, Inc., Portland, OR
Marjorie Fargo M.A. – Jury Services, Inc., Alexandria, VA
Elizabeth Foley – Chicago, IL
Douglas Keene, Ph.D. – Keene Trial Consulting, Austin, TX
Karen Lisko, Ph.D. – Perkins Cole, LLP, Chicago, IL
C.K. “Pete” Rowland, Ph.D. – Litigation Insights, Overland Park, KS
Daniel Wolfe, J.D., Ph.D. – DecisionQuest, Plainfield, IL

Have you ever wondered if your experiences in your practice were typical or unusual? Do you have concerns that your industry intelligence is weak?

This panel puts together leaders in the field of trial consulting and explores where the field is in 2015 compared to where it has been and where it is going. The meeting is not a panel presentation but rather an ongoing, moderated discussion. The panel will conclude with a moderated question and answer session from the audience. Attendees of this session will be asked to share why they signed up for the session and what they hope to get out of the discussion, as well as any specific topics that they would like discussed by the group.

Learn how the profession is changing and what you can do to survive. You will walk away from this session with a more nuanced view of the profession. This is a must-attend session – you won't get this type of intelligence on the industry elsewhere!

Break
Thursday, May 28, 2015
2:30 p.m. – 2:45 p.m.

Speed Meet (Pre-registration required)
Thursday, May 28, 2015
4:45 p.m. – 5:45 p.m.

Arianne Fuchsberger, M.A. (Coordinator) – Persuasion Strategies, Denver, CO

This is an opportunity for new members to meet some of the top consultants in the industry in a short amount of time. If you are shy, seeking exposure in the field or don’t know many members, come participate in the Speed Meet. In a one-on-one setting, share your interests, professional background, and ask those questions that will help you develop a better understanding of what the profession entails. This is not a job interview; no resumes please. Be sure to register early as space is limited. Contact Arianne Fuchsberger abfuchsberger@persuasionstrategies.com to reserve your space.
Opening Vendor Appreciation Reception and Mentor/Mentee Meet up
Thursday, May 28, 2015
5:45 p.m. – 7:00 p.m.

Jill Holmquist J.D., ASTC President – Forensic Anthropology, Inc., Lincoln, NE
Richard Jenson, M.S., ASTC President Elect – Jenson Research and Communications, Austin, TX

Is your mind overloaded with new information from TC 101 or the Masters’ Session? Tired from just flying in? Come chill and rest your weary bones at the Welcome Reception. This is the perfect opportunity to have a drink, say hello to colleagues and get in the conference mood. Mentors and Mentees should plan to meet up here. Be sure to introduce yourself to our exhibitors and thank them for their generosity and continuous support of ASTC. Get your Exhibitor Passport signed and you'll be entered into a drawing for a prize. Student research posters will also be displayed for your review.

But don’t miss out on the most important skills-training you'll get at the conference -- line dancing instruction! Professional line dancers will prepare you to strut your stuff at Nashville's honky tonks by learning the proper way to do the Boot Scootin' Boogie to the Honky Tonk Badonkadonk.

All My Rowdy Friends Are Comin’ Out Tonight
(The hotel offers complimentary shuttles daily departing from the lobby to downtown starting at 7a.m. The last return shuttle from downtown to the hotel will leave at 10:00 p.m. Shuttle availability is based on a first come, first serve basis.)
Thursday, May 28, 2015
6:45 p.m. – 10:00 p.m.

Grab all your Rowdy Friends and go party where the beer is flowin', the music is loud and the people are crazy -- Broadway Street in downtown Nashville.

[Disclaimer: ASTC accepts no responsibility for drinking tabs or food, and will not bail you out of jail.]
Friday, May 29, 2015

Leadership Meeting
(Board of Directors, Committee Chairs, Editors, Blog Managers)
Friday, May 29, 2015
7:30 a.m. – 8:45 a.m.

Coffee and Bagels
Friday, May 29, 2015
8:15 a.m. – 9:00 a.m.

Welcome Remarks
Friday, May 29, 2015
9:00 a.m. – 9:15 a.m.

Jill Holmquist J.D., ASTC President – Forensic Anthropology, Inc., Lincoln, NE
Richard Jenson, M.S., ASTC President Elect – Jenson Research and Communications, Austin, TX

Keynote Address:
A Courtroom Full of Brains: How Neuroscience Is (and Isn’t) Affecting Trials
Friday, May 29, 2015
9:15 a.m. – 10:30 a.m.

Owen Jones, J.D. – Vanderbilt University Professor of Law and Professor of Biological Sciences, Nashville, TN

Lawyers are increasingly offering brain images in both civil and criminal litigation. At the same time, neuroscientists are increasingly using brain imaging techniques to learn about how people make legal decisions – such as when they assess evidence, decide blameworthiness, or make punishment decisions. This talk answers the question: What should a Trial Consultant know about these developments? Along the way, it provides a brief overview of: why neuroscientific evidence is on the rise; different brain imaging techniques; a set of contexts in which brain data may be legally relevant; a sampling of recent research findings; and a variety of ways either to use neuroscientific evidence legitimately or to expose interpretive over-reaching by an adversary.

Owen Jones is the Joe B. Wyatt Distinguished University Professor at Vanderbilt University, where he holds a joint appointment as Professor of Law and Professor of Biological Sciences. With three grants from the MacArthur Foundation, Professor Jones created and directs a national Research Network on Law and Neuroscience (www.lawneuro.org) that partners neuroscientists and legal scholars from leading universities coast-to-coast. The Network conducts neuroscience experiments relevant to law and -- through its publications and training initiatives -- helps lawyers and judges to differentiate between the promise and the perils of a field the New York Times Sunday Magazine dubbed “Neurolaw.” His new co-authored book Law and Neuroscience appeared in 2014.

Break
Friday, May 29, 2015
10:30 a.m. – 10:45 a.m.
Building an Effective Jury Presentation: An Inductive Approach to Deductive Reasoning
Friday, May 29, 2015
10:45 a.m. – 12:00 p.m.

Jil Wyland – Litigation Presentation, Atlanta, GA

Educating a jury about brain functions or other complex litigation issues is challenging. Jil Wyland, visual story teller extraordinaire, will use information provided by Professor Owen Jones as a springboard to demonstrate effective visual strategy techniques. Jil will show the visual impact of technical imaging, supplemental illustrations and graphics, and text explanations that simplify complex litigation information, as jurors wrestle with the legal and factual implications of the story unfolding before them. With this presentation, Jil will discuss the key concepts of visual narrative approaches, including: interactive timelines, marking distances, color theory, narrative perception, and expert witness cues. Learn how jurors can be educated and persuaded by effective presentation.

Jil is an entrepreneur and Founder of Litigation Presentation, Inc. (LPI). Gifted with a rare balance of visionary big-picture perspective and business intuition, Jil revolutionized traditional litigation design when she identified an underserved market ready for a compelling new approach.

With A Little Help from My Friends:
The Importance of Volunteering to Humans
Friday, May 29, 2015
12:00 p.m. – 12:45 p.m.

Ric Dexter – Haynes and Boone, LLP, Dallas, TX
[with a little help from committee chairs]

vol·un·teer·ism \və-lən-ˈtir-ˌizəm\ the policy or practice of volunteering one's time or talents for charitable, educational, or other worthwhile activities, especially in one's community. People who volunteer learn new things and feel helpful and needed. It allows for greater diversity of inputs and outputs. People from varying backgrounds and cultural experiences interact with one another for common purposes. It involves much more than working without pay; it involves people making choices to do things to help society in ways that go beyond their basic obligations. The desire to help appears to be an essential aspect of human nature.

With a Little Help from My Friends is an opportunity for you to learn more about why humans have a need to help. Ric Dexter will open the session discussing why helping others is an important part of your well-being and how you can make a difference for yourself and the Society. Each committee chairperson then has three minutes to passionately share with you how helping on their committee fulfills a need. Every function in running the ASTC as a professional organization comes from volunteers -- the board members, the president, conference planning, development, professional standards, grievances, membership management, pro bono, nominating and awards, visibility. For those of you who have volunteered in the past (many of whom have gone far above and beyond in giving time and resources) we applaud you! ASTC would not be where it is today without you!

Be the change that you would like to see in the Society!
Volunteer Box Lunch - Introduction to Committees Roundtable
Friday, May 29, 2015
12:45 p.m. – 1:45 p.m.

You've heard the why and the need…now come be the change you would like to see in ASTC! Come join and lunch with the committees.

Take this opportunity to get involved in ASTC. Each committee has their own table. We welcome members to sit with the Committees they are interested in. Move from table to table, talk with chairs, join and brainstorm with other committee members. Lunch is available for conference attendees involved in or want to be involved with ASTC committees/task forces. *(Note: There will only be enough lunches for those who want to volunteer time and services to ASTC.)*

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Nuancing Shifting Demographics:
New Considerations in Jury Selection
Friday, May 29, 2015
1:45 p.m. – 2:45 p.m.

Carol Bauss, J.D. – *NJP Litigation Consulting, Oakland, CA*
Alexis Forbes, Ph.D. – *Bonora Rountree Trial Consulting and Research, San Francisco, CA*
Michelle Ramos-Burkhart, J.D., LLM – *Verdict Works, LLC, Long Beach, CA*

Today’s jury pools reflect the more nuanced identities and cultural considerations of our society. Learn about the experiences of LGBTQ jurors and how those experiences can inform your jury selection strategy. What are the explicit biases about African American and Hispanic jurors and how do those biases hold up against the research? Know how to be aware of your own implicit biases and how they may influence your selection process. What role does gender play in the jury room? What does it mean to be a Muslim or other religious minority today and how does that influence juror decision-making? Join us as we explore in-depth the complex and multi-faceted issues of race, gender, sexual orientation and religion and what you need to know before you select your next jury.

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Break
Friday, May 29, 2015
2:45 p.m. – 3:00 p.m.

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Lessons From Losers:
The One That Got Away
Friday, May 29, 2015
3:00 p.m. – 4:15 p.m.

Patricia Kuehn, J.D., M.A. (Moderator) – *Patricia Kuehn Trial Consultant, Barrington, IL*
Jill Holmquist J.D., ASTC President (Panelist) – *Forensic Anthropology, Inc., Lincoln, NE*
Merrie Jo Pitera, Ph.D. (Panelist) – *Litigation Insights, Overland Park, KS*
Andrew Sheldon, J.D., Ph.D. (Panelist) – *SheldonSinrich, LLC, Atlanta, GA*
More Panelists TBA

Learn from experienced consultants through stories of pitfalls, screw ups and what not to do. You will be entertained, engaged and learn something too as the panelists share about their clients’ great mistakes and some personal mishaps too.
Break
Friday, May 29, 2015
4:15 p.m. – 4:30 p.m.

Jam Sessions – Take 1/Cash Bar
Friday, May 29, 2015
4:30 p.m. – 5:30 p.m.

*A Jam? Start with what you know then let it go. Come brightnin’ ever body is playin’ the same game. Duchess, it is churnin’ and learnin’.*

Interpretation for those not fluent in jive? A jam starts with a piece and lets everyone add their own bit. Mixing it up you come up with a new interpretation to an old song that is as much social as it is musical interaction. Jam sessions are realistic, spontaneous and enduring education.

Jam Sessions are ASTC’s Nashville twist on networking sessions. Grab a friend, a drink and jump into one of several interesting debates -- adding your own voice to the mix.

**Studio A: Focus Groups vs. Online Research: Benefits/Limitations**

**Kevin Cosgriff-Hernandez, M.A. (Moderator) – Tara Trask & Associates, Dallas, TX**

Struggling with project costs but feel online research is not the solution? Come debate the issue with Kevin Cosgriff-Hernandez. Online surveys and focus groups can be attractive alternatives to focus groups and mock trials given the cost-saving measures they provide our clients. But which is the right type of project to meet your client needs? This jam session will debate the benefits and limitations of each of these research approaches to help consultants identify when to recommend each type of project to the client.

**Studio B: Why Buy the Cow?**

**Ric Dexter (Moderator), – Haynes and Boone, LLP, Dallas, TX**

**Kenneth Broda-Bahm, Ph.D. (Riff Provider) – Persuasion Strategies, Denver, CO**

**Katherine James, MFA (Riff Provider) – Act of Communication, Culver City, CA**

Do you teach? Do you blog? Do you wish you did, or knew how? Do you wonder why people give away what they know? If you answered yes to any of these, this is your Jam Session. Dig it!

The session’ll be anchored by two Society hummers down by law for sharing what they collared in the gig. Kate and Ken will riff on why the beat shouts out for passing on your chops. Dex will side-slip on when you wanna nix out because some crumb rips off your line. Frisk your whiskers and slide your jib. This is gonna be one barrelhouse clambake!

Not hip to jive? Lemme boot ya.

Katherine James and Ken Broda-Bahm are two ASTC members well known for their willingness to share what they have learned in their many years in Trial Consulting. Ric Dexter will discuss how to respond when clients take what you know and turn their next case into a “DIY” project. Become a part of this free and open discussion.

**Studio C: Open Mic**

This Jam Session is intentionally left unstructured. The purpose is to provide a friendly and receptive audience to those who simply want to network. A sign-up board placed near the Exhibitors room will allow you to sign-up -- either just to socialize, or, if you have a topic, list the topic (and your name). More than one topic can be discussed in this jam session. Topics cannot exceed 10 minutes unless by group consensus.
<table>
<thead>
<tr>
<th>Event Name</th>
<th>Date</th>
<th>Time</th>
</tr>
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<tbody>
<tr>
<td><strong>Break</strong></td>
<td>Friday, May 29, 2015</td>
<td>5:30 p.m. – 6:30 p.m.</td>
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<tr>
<td><strong>Open Bar and Student Research Poster Presentations</strong></td>
<td>Friday, May 29, 2015</td>
<td>6:30 p.m. – 7:30 p.m.</td>
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<td>Relax before the banquet with a drink and meet the students who have submitted research. They will be available to discuss their research. A voting box will be available to indicate your choice of best entry.</td>
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<td><strong>ASTC Honors Banquet</strong></td>
<td>Friday, May 29, 2015</td>
<td>7:30 p.m. – 10:00 p.m.</td>
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<td>This year's Annual Banquet is red carpet themed and will showcase ASTC's own Hall of Fame. The festivities will begin with a cocktail reception, followed by dinner, and special award presentations. Stay tuned in while Ron Matlon receives the Lifetime Achievement Award for over 33 years of dedicated service to the Society and its members. ASTC is celebrating a major milestone! Banquet attire is dressy-dressy casual. Come ready to walk the red carpet and don't be surprised if paparazzi are in attendance!</td>
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Student Research and Poster Judging
Pastries & Coffee
Saturday, May 30, 2015
8:00 a.m. – 8:30 a.m.

Debra Worthington, Ph.D., Research Committee Chair – Auburn University, Auburn, IL

Student Researchers will be available to discuss their research and poster presentations. Come by and submit your vote for the best entry.

The Humanization of Corporations
Saturday, May 30, 2015
8:30 a.m. – 9:30 a.m.

Douglas Green, Ph.D. – Douglas Green Associates, Inc., Covington, LA
Sandra Donaldson, Ph.D. – FirmLogic of Womble Carlyle, Winston-Salem, NC

We the people. Corporations have been turned into people. Courts have long instructed jurors that they are to treat corporations as "persons having equal standing." And corporations now have political rights and religious freedom as a result of Citizens United and Hobby Lobby. Yet we know that in the eyes of jurors, corporations are personified as an agglomeration of nameless, faceless individuals: capable of human error yet possessing neither morals nor empathy.

Doug Green and Sandy Donaldson have been representing corporate clients for 25-30 years. This session will address the history and logic behind the humanization of corporations as well as provide techniques on how to humanize a corporate defendant in the face of such strong anti-corporate bias held by jurors.

Cybersecurity:
The Threat, the Consequence, the Defense
Saturday, May 30, 2015
9:30 a.m. – 10:30 a.m.

Ret. LTC Bradley Bragg – Chief Information Officer, Womble Carlyle Sandridge & Rice PLLC, Winston-Salem, NC

The cyber world is the new battlefield. Threat actors (e.g. cyber criminals, hackivists, nation states) of today are evolving their capabilities to penetrate organizations' networks at a phenomenal rate and scale. How do they do what they do? How do you manage and respond to the legal risks caused by cyber breaches? Lieutenant Colonel (USA Retired) Bradley K. Bragg has unique military and commercial experiences in seeing how quickly adversaries can elude today's security controls if they are not properly aligned/maintained, giving threat actors full freedom of movement within an organization's network. LTC Bragg will discuss the latest tactics and techniques adversaries use - from operational preparation of the environment down to actions on the objective. IT security professionals have to be right 100 percent of the time while threat actors only need to exploit one unknown vulnerability.

Break
Saturday, May 30, 2015
10:30 a.m. – 10:45 a.m.
Litigation Strategy: 
Sociological Insights into Gaining Gender Equality in the Courts 
Saturday, May 30, 2015 
10:45 a.m. – 12:00 p.m.

Holly McCammon, Ph.D. – Vanderbilt University, Nashville, TN

Women have ruled the country music charts with songs of empowerment for decades:

“Just Because I'm a Woman” (Dolly Parton)  
“Guys Do It All the Time” (Mindy McCready)  
“Man! I feel Like a Woman” (Shania Twain)  
…and one of the firsts – “Stand By Your Man” (Tammy Winette).

Women’s rights and gender equality in the courtroom have a similar path. Beginning in the 1970s with Ruth Bader Ginsberg’s efforts, civil cases around women’s rights and gender equality began to increase in the courts. This talk will discuss the litigation strategies used by attorneys in these efforts to promote greater legal gender equality. Drawing on sociological theories of the broader cultural and political contexts, Professor McCammon will help us understand how litigation strategies can succeed. She will also discuss sociological and legal research on use of effective legal arguments to explore possibilities for successful rhetoric and framing in gender-equality legal efforts. Take note: This session is for all genders!

Holly McCammon is Professor of Sociology at Vanderbilt University. She received her Ph.D. from Indiana University in 1990 and is a scholar of social movements, particularly the women’s movement. She teaches classes on social movements and the law, and law and society. Professor McCammon is currently studying litigation strategies used by feminist lawyers since the 1970s.

Annual ASTC Business Meeting Luncheon 
Saturday, May 30, 2015 
12:00 p.m. – 1:30 p.m.

Jill Holmquist, J.D., ASTC President – Forensic Anthropology, Inc., Lincoln, NE  
Richard Jenson, M.S., ASTC President Elect – Jenson Research and Communications, Austin, TX  
Ronald Matlon, Ph.D., ASTC Executive Director – Timonium, MD  
Rosalind Greene, Chairperson, ASTC Professional Standards Committee – Tucson, AZ

Attorney Conducted Voir Dire in a Judge Controlled State 
Saturday, May 30, 2015 
1:30 p.m. – 2:30 p.m.

Ted Donner, J.D. – Donner & Company Law Offices LLC, Wheaton, IL  
Michael Donahue, III, J.D.. – Stark & Stark, Princeton, NJ

Jury selection procedures vary greatly from one jurisdiction to the next and even among judges within the same jurisdiction. Voir dire is a critical phase of the process, yet in many courtrooms, judges impose so many restrictions as to exclude attorney conducted voir dire altogether. Some judges simply see the need for time constraints and their fear of attorneys using voir dire for indoctrination, as paramount. But for attorneys to put what they learn from their consultants into practice, and encourage prospective jurors to speak freely and disclose potential bias, it is almost always necessary that at least some attorney-conducted voir dire be allowed.

Listen to two attorneys - Michael Donahue and Ted Donner - discuss their experiences and research in this arena. They will address a number of strategies and techniques that should be considered in any court in which voir dire is restricted. They’ll focus on issues which trial consultants should address in crafting voir dire so as to limit the likelihood of such resistance from the bench.
How to Make Your Witness Shine
“Like a Rhinestone Cowboy”
Using Acting Techniques
Saturday, May 30, 2015
2:45 p.m. – 3:45 p.m.

Katherine James, MFA – Act of Communication, Culver City, CA

For those who need to turn a problem witness into a star witness or who have wondered if adding acting techniques might give your witness a few more arrows in your quiver, this participatory session will help. You will come away with useful and practical ideas from the world of the theatre that will help take your witness preparation to a new level.

Game Theory and Optimal Jury Selection
Saturday, May 30, 2015
3:45 p.m. – 4:45 p.m.

David Caditz, Ph.D. – Jury Go, Sausalito, CA

Jury selection has traditionally focused on determining the favorability (or dis-favorability) of potential jurors through the use of physiological profiling, analysis of juror questionnaires, voir dire, mock trials, population surveys and the like. But, how do we best use this hard-won information? New research shows that there is a mathematically optimal way to use juror rating information when exercising peremptory challenges which can significantly improve the chances of seating a favorable jury. This talk will explain how game theory is applied to jury selection, how it can be used in practice in the courtroom, and it will compare the results of simulated jury selections with and without the use of game theory. Attendees will be convinced that employing game theory can provide real advantages in jury selection.

Dr. David Caditz is the co-founder and chief technology officer of Jury Go, where he has developed the underlying theoretical models and algorithms for the application of game theory in jury selection. Dr. Caditz has over twenty years of experience in the technology industry, is an M.I.T. graduate and has a doctorate in physics from Stanford University.
Jam Sessions – Take 2/Cash Bar:
Saturday, May 30, 2015
5:00 p.m. – 6:00 p.m.

*A Jam? Start with what you know then let it go. Come brightnin’ ever body is playin’ the same game. Duchess, it is churnin’ and learnin’.*

Interpretation for those not fluent in jive? A jam starts with a piece and lets everyone add their own bit. Mixing it up you come up with a new interpretation to an old song that is as much social as it is musical interaction. Jam sessions are realistic, spontaneous and enduring education.

Jam Sessions are ASTC’s Nashville twist on networking sessions. Grab a friend, a drink and jump into one of several interesting debates -- adding your own voice to the mix.

**Studio A:** The Man (or Woman) in Black  
**Bruce Beal, M.A. (Moderator) – Beal Research Support Services, Chicago, IL**

Not unlike Johnny Cash’s “Man in Black”, trial consultants occasionally finds themselves defending those most in need of fair legal treatment when they are working on the criminal defense side of a case. Criminal Defense trial consulting is rarer – yet often more public – than most of the other roles consultants play. It was one of the first and most important uses of social science research within the law. This area of consulting generates the most media coverage about our field and has led to comparatively more books and articles in the mainstream media than other areas of jury consulting. Yet, many consultants have only a passing familiarity with this type of trial consulting.

Come to this Jam Session for an informal social conversation about the challenges and rewards of consulting in Criminal Defense cases.

**Studio B:** Bells and Whistles: When They Help and When They Hinder in Trial Presentations  
**Suann Ingle, M.S. (Moderator) – Suann Ingle Communications, New York, NY**  
**Judy Rothschild, Ph.D. (Moderator) – JHRothschild Consulting, Davis, CA**

The goal of this jam session is to help consultants make “informed” decisions about why they choose the tools they do while in trial. This jam session will provide a few beginning notes that compare and contrast various styles of presenting, such as: 1) a witness by video at trial (in lieu of live appearance); 2) exhibit display, highlighting, zooming on-the-fly vs. exhibit excerpts prepared in advance; 3) graphics format/template decisions in mock exercise presentations vs. courtroom presentations; and 4) timeline design and execution. So bring your own notes and rhythm to add to the mix on the benefits and pitfalls of these varied presentation choices.

**Studio C:** Open Mic
Got an issue you would like to discuss with others? Want a place just to socialize and discuss the day’s programs? This Jam Session is intentionally left unstructured. The purpose is to provide a live, friendly, and receptive audience to those who simply want to network.

A sign-up board placed near the Exhibitors room will allow you to sign-up -- either just to socialize, or, if you have a topic, list the topic (and your name). More than one topic can be discussed in this jam session. Topics cannot exceed 10 minutes unless by group consensus.

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**It’s Closing Time - Closing Reception**  
Saturday, May 30, 2015  
6:00 p.m. – 7:00 p.m.

Don’t miss our Closing Reception where you can toast to another fun, successful conference with our colleagues!