



**ASTC 28<sup>th</sup> Annual Conference**  
**Raising the Bar: Experiencing New Heights**  
**Atlanta, GA June 4-7, 2009**

**Cynthia R. Cohen, Ph.D.**  
**ASTC President-Elect, Conference Chair**

*Experience powerfully interactive programs*

Trial consulting is reaching new heights in 2009. *The Jury Expert* has reached its broadest audience ever and ASTC's Annual Conference is poised to offer one of its best programs in history. The ASTC's 28<sup>th</sup> Annual Conference adds to its rich foundation of teaching what we know about juries and establishing professional standards that guide responsible trial consulting practice.

This year, with twenty conference programs, our Annual Conference in Atlanta, June 4-7, 2009, is a time to experience powerfully interactive programs and exchange ideas with the nation's best and brightest in trial consulting. See how well you detect lying behavior, dial your perception analyzer to compare how cultural perceptions impact trials, construct better stories with focus groups, prepare witnesses three different ways, and discover how the media affects jurors.

In addition to our own esteemed ASTC members, this year's invited speakers include: John Childs (Georgia Pacific), Judge Judy Chirlin (ABA Rule of Law Initiatives), Roger Cossack (ESPN legal commentator & CNN's *Burden of Proof* fame), Patrick Fuller (Thomson Reuters), Robert Grey (ABA President who started the ABA Commission on the American Jury), Valerie Hans (*American Juries*), Doug Jones (Southern civil rights fame), David Matsumoto (The Ekman Group), Alison Renteln (*The Cultural Defense*), Michael Schwartz (Trial Advocacy Group) and Lin Wood (represented Richard Jewell and JonBenet Ramsey's parents).

Our top-flight speakers, seasoned trial consultants and conference materials offer a balance of skills training, research, networking, and a focus on understanding how the economy affects jury awards, the legal market, and trial consulting practice.

Additional Conference highlights include:

- The latest ethics in using Internet research during jury selection.
- The latest research on *CSI* Effect, *Law & Order* Effect, the Denny Crane Effect, and the implicit unconscious bias.
- How attorneys can better construct winning arguments from focus groups.
- Margie Fargo and Sonia Chopra moderate a panel on issues in death penalty cases.
- Merrie Jo Pitera leads a discussion on how to best work together when representing co-defendants or multiple plaintiffs.
- Andy Sheldon facilitates *Closing the Doors to the Courthouse*. Doug Jones, a former U.S. Attorney, gives a mini-closing in the 16<sup>th</sup> Street Baptist Church Bombing case.
- Anne Reed shows us how blogs affect our reputation.

Further conference and program details are available [here!](#)

Conquer the economy – come to our Atlanta Conference and reap the rewards!

Join us at the Grand Hyatt at Buckhead. Please ask for our conference rate.



The website conference page registration information is available March through June 2009. [Register online.](#)

Join this year's [Circle of Support](#) where sponsors get additional recognition on our website and in our program. More information about sponsorship and recognition opportunities are on the [website](#) or you can contact the ASTC Office at 410.560.7949.

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## Welcome to our March issue of *The Jury Expert*!

As spring moves in and brings new life to the world around us, so this issue of *TJE* is packed with new ideas and energy. Some ideas you may find to be things of beauty, others may make you go ‘hmmmm’, and still others may make you wrinkle your face with disgust. Our hope is that every article in *The Jury Expert* elicits some response in you--agreement, disagreement, aha moments, and yes, even disgust!

This issue is filled with contributions from ASTC member trial consultants and from the academics who actually perform the research upon which much of what we, as trial consultants, do is based. Flip through the pages of this pdf file or travel about on-line at our website and view all of *TJE* on the [web](#).

Either way you choose to read our publication (on your computer via pdf, from a hard-copy print version of the pdf, or on our website) please come back to the website and comment on what you see, think, feel, sense, or wonder about as you peruse the ideas reflected in the hard work of each of our authors. Your comments and feedback help us know what you like, what you want more of, what makes you think, and how we at *The Jury Expert* and the American Society of Trial Consultants can address issues to improve your own litigation advocacy. Comment on the web or drop me an email--we welcome your feedback.

-- [Rita R. Handrich, PhD](#)  
Editor, *The Jury Expert*



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1941 Greenspring Drive  
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Fax: (410) 560-2563  
<http://www.astcweb.org/>

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## Editors

Rita R. Handrich, PhD — Editor  
[rhandrich@keenetrials.com](mailto:rhandrich@keenetrials.com)

Kevin R. Bouly, PhD — Associate Editor  
[krbouly@persuasionstrategies.com](mailto:krbouly@persuasionstrategies.com)

Ralph Mongeluzo, Esq. -- Advertising Editor  
[ralph@expertvisuals.com](mailto:ralph@expertvisuals.com)

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