

AAJ EDUCATION
2010 AAJ Winter Convention
Hyatt Regency Maui • Westin Maui Resort & Spa
January 30 – February 3

ADVOCACY TRACK

Tuesday, February 2

Location: Monarchy Room, Hyatt Regency Maui

Theme: Persuasion

Moderator: Edward H. Moore, TX

9:00 am **The Lawyer as a Storyteller—Persuasive Openings**
Paul J. Sceptur, WI

9:40 am **Passion in Advocacy: Lessons from Cicero to Hollywood**
Kathleen Flynn Peterson, MN

10:20 am **The Power of Messaging: Turning Case Weaknesses into Strengths**
Karen K. Koehler, WA

11:00 am **Break**

11:15 am **A Trial Lawyer's Observations of Our Successes (and Failures)**
Richard M. Shapiro, FL

11:55 am **Making Decisions: What Really Matters—Continuity from Intake to Trial**
Rodney Jew, CA

12:55 pm **Adjourn**

