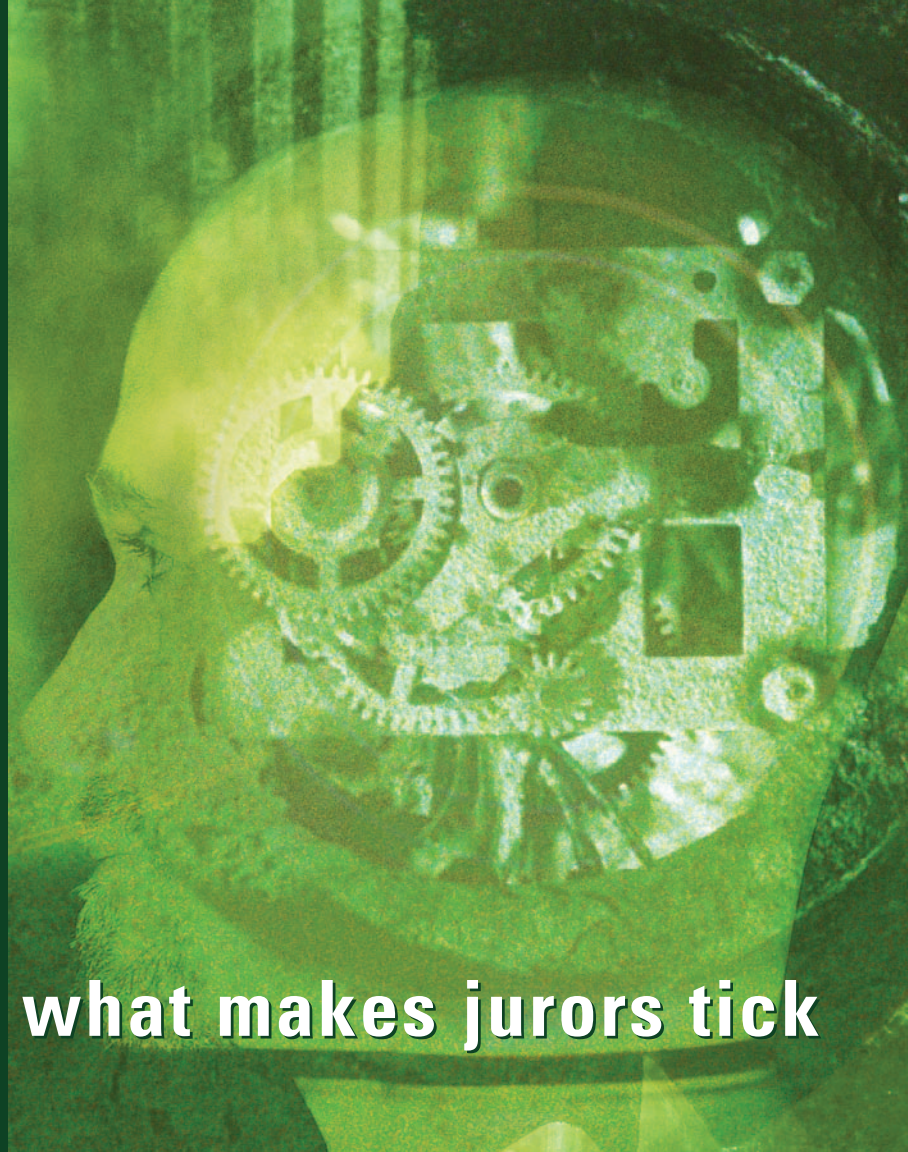


# WE THE JURY

MARCH 24, 2007  
FOUR POINTS SHERATON  
9750 AIRPORT BLVD.  
LOS ANGELES, CA

## A seminar on what makes jurors tick



**WE THE JURY:**  
**A Seminar on What Makes Jurors Tick**  
Sponsored by  
California DUI Lawyers Association  
National College for DUI Defense  
Limited to Criminal Defense Attorneys  
Approved for 6.5-hour CLE credit

**California DUI Lawyers Association**  
2100 Goodyear Avenue #11  
Ventura, CA 93003

## YOU CANNOT AFFORD TO MISS THIS ONE OF A KIND SEMINAR!

CDLA & NCDD have funded a ground-breaking study to determine juror attitudes toward our most common defenses and strategies in DUI trials. The research was conducted by the Nationally recognized jury research firm JURY INSIGHT of Los Angeles, California. This research will not only help us determine what works and what doesn't but will also scientifically identify classes of jurors and their predispositions.

## THIS IS THE FIRST COMPREHENSIVE JURY PROJECT SPECIFICALLY DESIGNED FOR DUI ATTORNEYS

The research project included jury focus groups in which volunteer jurors were given a case scenario and then asked to evaluate common prosecution and defense arguments. The information gathered in the focus groups was used to prepare a telephone survey which was specially designed by JURY INSIGHT to compile a statistical data base to scientifically evaluate juror attitudes in DUI cases and to assess the demographics and psychographics of potential jurors. The purpose of the project is to provide DUI/DWI attorneys with information regarding attitudes and perceptions which exist in potential jurors regarding defenses so that the attorney can better design approaches to presenting common DUI defenses in trial and select a jury that will be predisposed to hear the Defense.

The seminar will be highlighted by the presentation of the findings of the research project by JURY INSIGHT. JURY INSIGHT will produce a written report of their research which will include an evaluation of the various defenses and how those defense are perceived by jurors broken down in a wide range of demographic factors. The written summary will be included in the seminar materials.

There will be no video or audio recording of the seminar available for purchase.

8:00 - 8:45	Registration – Coffee, Tea and Pastry
8:45 - 9:00	Opening Remarks
9:00 - 10:15	JURY INSIGHT PRESENTATION
10:15 - 11:15	Richard Hutton conducts a panel discussion with three judges on what works and what doesn't in DUI trials.
11:15 - 11:30	Break – Coffee, Tea and Soft Drinks
11:30 -12:15	Ron Jackson conducts a panel discussion with real jurors from recent DUI trials. Ron will draw on their impressions from the actual trial. Attendees will have the opportunity to ask questions.
12:15- 1:15	Lunch – Included in Registration
1:15 - 2:15	Jim Nesci: <i>Indoctrinating Juror's Brains During Voir Dire and Opening</i>
2:15 - 3:15	Mike Hawkins: <i>Stimulating Juror's Brains Through Cross and Direct By Telling "Your" Story</i>
3:15 - 3:30	Break – Coffee, Tea and Soft Drinks
3:30 - 4:00	Barry Simons: <i>Using PowerPoint to Implant Powerful Images in Juror's Brains</i>
4:00 - 5:00	Cole Casey: <i>Programming Juror's Brains to Work For the Defense During Deliberations</i>

## SPEAKER PROFILES

**G. COLE CASEY** is the head of a five attorney firm in San Diego, California that is limited to DUI Defense. He is a Sustaining Member of, and the California State Delegate to the National College for DUI Defense and is on the Board of Directors for the California DUI Lawyers Association. He has been lead counsel in over 3000 DUI Cases and has earned numerous jury verdicts of Not Guilty on DUI cases. He has completed both the NHTSA Student and Instructor Courses in Standardized Field Sobriety Testing.

**MICHAEL HAWKINS** became Board Certified by the National College for DUI Defense in 2001, the youngest lawyer ever to achieve that distinction. He is a partner in the Chestney-Hawkins Law firm in Atlanta, Georgia. He is certified to operate the Intoxilyzer 5000 breath testing machine and is a frequent lecturer on DUI defense in the State of Georgia. For the last eight years has chaired the Georgia "Handling Administrative Driver's License Suspensions and Revocations" Seminar. He was appointed to the NACDL DUI Advocacy Committee in 2001 and presently serves as Vice-Chairman.

**RICHARD A. HUTTON** is a past President of the Los Angeles County Criminal Courts Bar Association, the Glendale Bar Association, and California DUI Lawyers Association. Mr Hutton is the current President of the Board of Governors of the California Attorneys for Criminal Justice. He is a partner in the law firm of Hutton & Wilson, and has tried over 400 jury trials. He has been designated as a Certified Criminal Law Specialist by the California State Bar Board of Legal Specialization. Mr. Hutton has lectured extensively in the field of criminal law, and is the author of numerous articles on driving under the influence.

**RONALD A. JACKSON** is the current President of the California DUI Lawyers Association. One of California's most experienced DUI attorneys, he has tried over 300 DUI trials and conducted hundreds of pre-trial hearings, and has 11 published cases from the California District Courts of Appeal and the California Supreme Court. He is the author of *Understanding Your Blood Alcohol Concentration* and *California DMV Desktop Reference Manual*.

**JAMES NESCI** is the managing partner of Nesci, St. Louis & West PLLC in Tucson, Arizona. He is a Regent of, and Board Certified by, the National College for DUI Defense. He has lectured at more than 30 DUI seminars nationwide. He was one of the lead attorneys on the Intoximeters RBT-IV breath-testing issue in Southern Arizona which resulted in the suppression of breath tests in over 3,000 cases and the removal of the RBT-IV from the streets of Arizona. He is the author of *Arizona DUI Defense: The Law & Practice*. Lawyers & Judges Publishing Co. ©2006.

**BARRY T. SIMONS** has spent 35 years specializing in defending DUI cases in Orange County ,Ca. He presently serves as Asst. Dean of The National College for DUI Defense and is one of the Directors of the California DUI Lawyers Assn. His cases include successes in both trial courts and on appeal including *Nelson v Irvine* (9th Cir) (arrestee had a right to choose a breath test and could not be compelled to take blood), *Robertson v Zolin* (relaxed standards for burden shifting in DMV Hearings), *Baker v Gourley* (DMV can't use objective symptoms to establish .08 or more). Barry is the Co-Editor of Ed Kuwacht's treatise "*California Drunk Driving Law*."

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(Limited to Criminal Defense Attorneys)

Sponsored by the California DUI Lawyers Association  
and the National College for DUI Defense, Inc.

\$275 CDLA & NCDD members; \$250 if payment received by March 1, 2007.  
\$300 for non-members, \$275 if paid by March 1, 2007. (Public Defenders  
\$200) \$50 Cancellation Fee before March 19. *No refunds thereafter.*

Name \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Email Address \_\_\_\_\_

Telephone \_\_\_\_\_

Fax \_\_\_\_\_

State Bar # \_\_\_\_\_

CDLA Member  NCDD Member

Please indicate any office held \_\_\_\_\_

**Payment Method:**  Discovery  Visa  MasterCard  Am Exp

Card # \_\_\_\_\_ Exp.Date \_\_\_\_\_

Signature \_\_\_\_\_ 3-Digit Code \_\_\_\_\_

Checks should be made payable to CDLA.

Mail or Fax Completed Registration Form to:

**California DUI Lawyers Association**

2100 Goodyear Ave. #11, Ventura, CA 93003

Voice: 800-820-8588 • Fax: 805-650-4968 • devonne@ron-jackson.com

Hotel Reservation Number: 1-800-325-3535. Room Rate: \$109 until 3/9/07.