

34TH ANNUAL PAGE KEETON
CIVIL LITIGATION

Practice Opportunities, Advocacy Tips and Tools, and
Key Evidence, Procedure and Ethics Updates



October 28–29, 2010
Four Seasons Hotel ▪ Austin, Texas

Earn up to 12.75 Hours of Credit including 2.50 Hours of Ethics Credit
Specialization Credit Approved for Civil Appellate Law, Civil Trial Law, and Personal Injury Trial Law

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THURSDAY MORNING, OCT. 28, 2010

Presiding Officer:

John Francis Sullivan III, Watt Beckworth
Thompson & Henneman, LLP, Houston, TX

8:00 a.m. Registration Opens

Includes continental breakfast.

8:50 a.m. Welcoming Remarks

9:00 a.m. .50 hr

Supreme Court Update

A review of Texas Supreme Court opinions handed down during the past year.

Hon. Dale Wainwright, Supreme Court of Texas,
Austin, TX

9:30 a.m. .50 hr

Texas Civil Procedure Update: Top Ten Tricks and Traps That Can Help You or Hurt You

A focus on some of the procedural tricks and traps that can sandbag the uninformed. The course paper includes a comprehensive review of case law affecting Texas Civil Procedure.

Elaine Grafton Carlson, South Texas College of Law,
Houston, TX

10:00 a.m. .50 hr

The Increasing Role of Mandamus in Texas Litigation

The Texas Supreme Court has adopted an expansive, non-categorical approach to when mandamus will issue to correct an erroneous trial court ruling. An appellate attorney examines the standard and how to use it effectively in your litigation practice.

Pamela Stanton Baron, Attorney at Law, Austin, TX

10:30 a.m. Break

10:45 a.m. .75 hr

An Update and Refresher on Constructing and Proving Damages

This session covers the substantive law of damages from both a plaintiff's and a defendant's perspective, including theories and proof of damages.

Paul Denton Trahan, Fulbright & Jaworski, L.L.P.,
Austin, TX

Commentator:

Thomas H. Cook Jr., Zelle Hofmann Voelbel &
Mason LLP, Dallas, TX

11:30 a.m. .50 hr

Effective Advocacy: Maximizing the Value of Your Case

Working a case "by the book" results in ordinary results. A successful trial lawyer uses these "outside-the-box" tips and strategies to achieve extraordinary results with a jury.

Charla G. Aldous, Aldous Law Firm, Dallas, TX

12:00 p.m. Lunch on Your Own

THURSDAY AFTERNOON

Presiding Officer:

R. Jo C. Reser, Davidson & Troilo, P.C.,
San Antonio, TX

1:15 p.m. .75 hr

Health Care Reform: New Opportunities?

Health care reform is the most significant social legislation in the last 50 years. This session considers what legal remedies and causes of action may develop from this bill and these monumental changes to the health care industry.

David W. Hilgers, Brown McCarroll, L.L.P., Austin, TX

2:00 p.m. .75 hr

Litigation Opportunities in Light of New Financial Reform Laws

Litigation opportunities for the seasoned litigator in light of new financial legislation.

Roger B. Greenberg, Schwartz, Junell, Greenberg &
Oathout, LLP, Houston, TX

2:45 p.m. .50 hr

Pursuing and Defending Actions for Brand Disparagement and Business Interference

Theories of liability and damages as well as practice tips involving brand disparagement, business interference and related copyright and trademark issues.

Andy Wade Tindel, Provost & Umphrey Law Firm, L.L.P.,
Tyler, TX

3:15 p.m. Break

3:30 p.m. .67 hr including .50 hr ethics

Arbitration: The New Litigation?

With the jury trial vanishing and the "A" being dropped from "ADR," where are we in the public pursuit of the truth, the whole truth and nothing but the truth?

Karl Bayer, Dispute Resolution Expert, Austin, TX
Tracy Walters McCormack, The University of Texas
School of Law, Austin, TX

4:10 p.m. .50 hr

Effective Cross-Examination

Tips, practice advice, dos and don'ts on effective cross-examination from a renowned trial lawyer.

Russell Hardin Jr., Rusty Hardin & Associates, P.C.,
Houston, TX

4:40 p.m. 1.00 hr

60 Tips in 60 Minutes

Three experienced litigators take turns outlining their fun tips involving civil litigation from plaintiff and defendant perspectives, including effective use of technology, website resources and discovery.

Craig D. Ball, Attorney and Forensic Technologist,
Certified Computer Forensic Examiner, Austin, TX
William J. Chriss, of counsel to Gravely &
Pearson, L.L.P., Austin, TX
Christopher W. Martin, Martin, Disiere, Jefferson, &
Wisdom, L.L.P., Houston, TX

5:40 p.m. Adjourn

FRIDAY MORNING, OCT. 29, 2010

Presiding Officer:

Quentin Brogdon, The Law Offices of
Frank L. Branson PC, Dallas, TX

8:00 a.m. Conference Room Opens

Includes continental breakfast.

8:30 a.m. .50 hr including .33 hr ethics

Fashioning and Implementing the Litigation Hold

When does duty to preserve arise?

John J. Jablonski, Goldberg Segalla LLP, Buffalo, NY



BONUS PAPER

The Careful Fee Agreement, and Proving Your Attorney Fees in Litigation:
Controlling Case Law and Ethics Rules

James Holmes, The Schmidt Firm, Dallas, TX

9:00 a.m. .50 hr

**The Admissibility of Electronic Evidence:
The Definitive Guide**

How to offer and how to object to electronic evidence.

Steven Goode, The University of Texas School of Law,
Austin, TX

9:30 a.m. .33 hr

**Preparing and Cross-Examining Expert
Witnesses**

Practical advice on preparing your expert witnesses
and cross-examining adverse experts in depositions
and at trial.

Robert C. Alden, Byrd, Davis, Eisenberg, Walter &
Furman, Austin, TX

9:50 a.m. .33 hr

Opening Statements

Incorporating modern marketing and neuroscience
concepts into framing an effective opening lens for
the jury.

Jim M. Perdue Jr., Perdue & Kidd LLP, Houston, TX

10:10 a.m. Break

10:25 a.m. .50 hr

**The Criminal Side of Civil Litigation:
How I Became a White-Collar Criminal Lawyer**

The interface between handling a dispute and
dealing with the criminal law process. What every
litigator needs to know about criminal law, and
negotiating the boundaries.

Charles R. Parker, Locke Lord Bissell & Liddell LLP,
Houston, TX

10:55 a.m. .33 hr

Final Argument: Arming for Victory

Final argument is the last, best opportunity to
provide your jurors with the tools they need to
justify your client's verdict.

Kathryn Ann Snapka, The Snapka Law Firm,
Corpus Christi, TX

11:15 a.m. .83 hr

Growing up Digital: Beyond Bullet Points

How do you cut through the clutter and simplify your
case to make it understandable to a jury suffering
from information overload? Trial consultant Cliff
Atkinson shares the secrets from his bestselling
book *Beyond Bullet Points*, which describes how
he helped craft the presentations that persuaded
a jury to award the plaintiff a \$253 million verdict in
the nation's first Vioxx trial.

Cliff Atkinson, Beyond Bullet Points, Los Angeles, CA

12:05 p.m. Break for Lunch

FRIDAY AFTERNOON

Presiding Officer:

Don L. Davis, Byrd Davis Furman, LLP,
Austin, TX

LUNCHEON PRESENTATION

Lunch included in conference registration fee.

12:20 p.m. .67 hr

**BP Oil Spill and Environmental Claims:
Case Construction and Communicating
with the Modern Jury**

W. Mark Lanier, The Lanier Law Firm, Houston, TX

1:00 p.m. Break

1:15 p.m. .50 hr including .25 hr ethics

**I Saw It on Facebook. Now, How Do I Use It
at Trial?**

The tricks and traps of using social networking sites
in litigation practice. The session provides a working
knowledge of current sites, and examines case law
and rules regarding their use during discovery and
trial as well as ethical considerations for collecting
data from and using social networking sites.

Michael George Sawicki, Sawicki & Lauten LLP,
Dallas, TX

1:45 p.m. .75 hr ethics

**New Disciplinary Rules: Point and
Counterpoint**

A panel discussion of the issues involved in the
proposed new disciplinary rules.

Amon Burton, Law Office of Amon Burton, Austin, TX
James M. McCormack, Law Office of James M.
McCormack, Austin, TX
Thomas H. Watkins, Brown McCarroll, L.L.P., Austin, TX

2:30 p.m. .33 hr ethics

**Recusal and Disqualification of Arbitrators
and Judges**

What is it and how do you prosecute or defend the
motion to recuse or disqualify?

Craig T. Enoch, Winstead PC, Austin, TX

2:50 p.m. .34 hr ethics

**Issues and Problems Following
Disqualification of Counsel**

Issues and problems for disqualified counsel and
successor counsel arising out of disqualification of
counsel because of conflict of interest.

Amon Burton, Law Office of Amon Burton, Austin, TX

3:10 p.m. Adjourn

**REASONS TO ATTEND
PAGE KEETON
CIVIL LITIGATION**

- Mark Lanier on "BP Oil Spill and Environmental Claims"
- "Litigation Opportunities in Light of Health Care and Finance Reform"
- "60 Tips in 60 Minutes"
- Great papers, updates and practice aids for real-world litigators
- Four Seasons Hotel on the shores of Austin's Lady Bird Lake



“ Very good content and speakers.”

“The program offered concrete tips for better trial practice.”

“Very impressive speakers and good content”

“Content, topics, formats, speakers and materials were very good.”

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AUSTIN

October 28–29, 2010

Four Seasons Hotel



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512-685-8100

Special Room Rate: \$240
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KEY DATES

October 20, 2010, 5 p.m.
last day for early registration
add \$50 for registrations
received after this time

October 22, 2010, 5 p.m.
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October 28, 2010, 9 a.m.
conference begins

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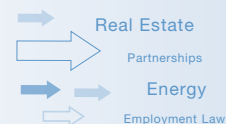


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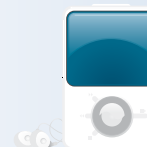
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