Registration
2012 Annual Convention

Name _____BPR#_____
(Please Print)

Street _____

City/State/Zip_____

Phone_____ Email_____

Please check your registration level below and circle the day/days or full program you will be attending. Registration fees include admission to the TAJ Awards luncheon and opening reception. Registration for 1/2 Day Domestic Only does not include admission to the TAJ Awards Luncheon.

	6/6	6/7	6/8	Full
☐ TAJ Member	$250	$250	$175	$400
☐ Student/Life/Season Pass		Complimentary		
☐ Paralegal/Public Member	$175	$175	$100	$250
☐ Not a TAJ Member	$350	$350	$225	$600
☐ 1/2 Day Domestic Only	N/A	$125	N/A	N/A
☐ 1/2 Day Domestic & Awards Lunch	N/A	$175	N/A	N/A

☐ **Visa** ☐ **Mastercard** ☐ **American Express** ☐ **Check**

Card # _____Exp. Date _____

Name on Card_____

Signature_____

**Materials distributed on flash drives, bring laptop if needed*

Register Online at www.tnaj.org.
Please return completed form to Tennessee Association for Justice, 1903 Division Street, Nashville TN 37203 or fax to 615.329.8131.
No refunds after May 29, 2012.

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TENNESSEE ASSOCIATION FOR JUSTICE
1903 Division Street
Nashville, TN 37203

Tennessee Association for Justice

Annual Convention 2012

Tips from the Trenches:
They Didn't Teach This in Law School

Includes General and Domestic Track

June 6-8, 2012
Westin Memphis Beale Street

Schedule of Events

June 6-8, 2012
Westin Memphis Beale Street
Chairpersons:
Keith Williams, Phillip Miller & Karla Hewitt

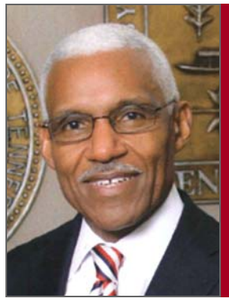
Wednesday, June 6

12:30 - 3:45 p.m.
Stephen Fairley, CEO

THE RAINMAKER INSTITUTE

6 Proven Keys to Marketing Your Law Firm Online

- The 5 biggest mistakes attorneys make with their websites and how to avoid them
- 3 ways to dramatically improve your website's conversion rate
- The 2 fastest ways to get to the top of Google (and which one works better)
- Why you should never pay an SEO expert to "optimize your website"
- How attorneys are using blogs to become industry thought leaders
- Generating website traffic and leads using the Rainmaker Social Media Blueprint
- Real world case studies of lead generating websites and blogs



Convention Keynote Address
4 - 5 p.m.
Featuring Memphis Mayor
AC Wharton

Opening Reception
5 - 6:30 p.m.

7 - 9 p.m. LIFT Dinner
Chez Philippe at the Peabody Hotel
149 Union Ave., Memphis
**Members and Guests of LIFT only*

L★I★F★T

Westin Memphis Beale Street

$149 Special Room Rate

Call (901) 334-5900
Group Code: TAJ

Reserve Your Room Now!
Rate Expires May 14, 2012

Thursday, June 7 - General Track

8 - 9:10 a.m. - Cutting Edge Reptilian Developments

Sach Oliver **-** A graduate of the University of Arkansas Law School, Sach teaches litigation tactics to National and State Trial Lawyer Associations. Sach is recognized as an excellent trial lawyer by the American Association for Justice. The Arkansas Trial Lawyers Association selected Sach as the Outstanding Young Trial Lawyer of the Year in 2008.

9:10 - 10:20 a.m. - Hot Coffee & Big Lies: The PR War Against Civil Justice

John Vail **-** John Vail is an original member of the Center for Constitutional Litigation where he serves as VP and senior litigation counsel. He also teaches public interest lawyering at the George Washington University School of Law. John was featured throughout Hot

10:35 - 11:45 a.m. - Wisdom is Scar Tissue in Disguise (Gandhi)

Randy Kinnard **-** Founder of Kinnard, Clayton & Beveridge in Nashville, Randy was elected to the Inner Circle of Advocates in August 2010. In 2011, *Best Lawyers* named Randy as Personal Injury Lawyer of the Year in Nashville. A graduate of Memphis State University School of Law, Randy also speaks nationally to help lawyers in their practice.

11:45 a.m. - 1 p.m. ***Past Presidents' & Awards Luncheon***

1 - 2:10 p.m. - Judicial Elections & Corruption

Justice Oliver Diaz - Former Justice Oliver Diaz served in the Miss. House of Representatives for 7 years before being elected to the Court of Appeals in 1994. In 2000 he was elected to the Supreme Court for an 8 year term. His subsequent campaign as a Supreme Court Justice is discussed in the documentary film Hot Coffee.

2:10 - 3:20 p.m. - 9/11 Ten Years Later: An Analysis of the Resulting Civil Litigation

Ken Nolan **-** Ken Nolan, managing partner of New York's Speiser Krause, specializes in aviation litigation. A graduate of Brooklyn Law School, he is a writer and advocate and has written numerous publications for the New York Times.

3:35 - 4:45 p.m. - Reptile 2012

Don Keenan - Don Keenan has dedicated his practice to child injury and wrongful death cases arising from medical negligence, products liability, and premises liability, with the goal of making our society safer for kids. Founder of the Reptile, he has handled cases in 42 states and on three continents.

Thursday, June 7 - Domestic Track

1 - 2:10 p.m. - Complex Cases Involving Tort Actions & The State of Alimony in Tenn. - Is alimony in futuro only for your grandmother?
Amy Amundsen - A graduate of the University of Memphis School of Law, Amy is a fellow in the International Academy of Matrimonial Attorneys and American Academy of Matrimonial Attorneys. She is currently president of the Leo Bearman, Sr., American Inn of Court.

2:10 - 3:20 p.m. - Mistakes Domestic Attorneys Make
Judge Robert L. Childers **-** Judge Childers serves on the Tennessee Circuit Court, 30th District. A graduate of the University of Memphis School of Law, Judge Childers was named Outstanding Judge of the Year by the Memphis Bar Association in 1986, 1999 and 2006.

3:35 - 4:45 p.m. - Criminal Contempt - A Malpractice Minefield
Karla Hewitt **-** A graduate of the Nashville School of Law, Karla is a member of the Nashville Bar Association, American Bar Association, and the American Association of Justice. She is currently a member of the Tennessee Association for Justice Board of Governors.

Friday, June 8

9 - 10 a.m. - Using IPads in Trial - The Bill & Phil Show
Bill Ramsey - Bill Ramsey is a member of the firm of Neal & Harwell, where his primary focus is in complex civil and criminal litigation. Mr. Ramsey is a co-author of Tennessee Forms (Lexis Publishing) and has lectured extensively on the use of technology in the practice of law.

Phillp Hampton **-** Phillip Hampton is the president and founder of LogicForce Consulting, LLC, a legal technology consulting firm. He has over 20 years of experience in the field of information technology and has consulted with numerous law firms and government agencies since 1995.

10 - 10:30 a.m. - Judges & Lawyers in Hot Water
Judge John Everett Williams **-** Judge Williams serves on the Tennessee Court of Criminal Appeals. A graduate of Cumberland Law School, Judge Williams is a former member of TAJ.

10:45 a.m. ***TAJ Elections and General Business Meeting***

Silent Auction
benefitting the Tennessee Judicial Conference Foundation
including the Larry Wilks Scholarship
Wednesday, June 6 • 5 - 6:30 p.m.
Thursday, June 7 • 8 a.m. - 5 p.m.