



GUEST SPEAKER
LARRY POZNER

Brought to you by the State Bar of South Dakota and the
Committee on Continuing Legal Education

Thursday | June 22, 2023 | 1 PM
Sioux Falls | Ramkota & Convention Center

Jennifer Williams, Chair

POZNER ON CROSS: *THE CHAPTER METHOD*

Do not miss your opportunity to attend this program. It will change your career.

- Lawyers in all fields face the necessity of explaining complex issues and advocating approaches to problems. Whether in or out of litigation, people learn and make decisions in predictable but often illogical ways.
- This unique CLE uses the sciences of behavioral psychology and cognitive neuroscience to demonstrate how we can efficiently organize facts and make presentations that educate and motivate decision makers.
- You will come away from this nationally recognized program with techniques that you will use for the rest of your career to gain optimum results for your clients.
- The State Bar of South Dakota will be giving away by random drawing 5 signed copies of Larry's book during the CLE.

Participants in Pozner on Cross: The Chapter Method, presented by nationally recognized legal commentator Larry Pozner, will receive extensive handout materials drawn from his book, *Cross Examination: Science and Techniques* (Lexis 3rd edition 2018, by Pozner and Dodd), as well as copies of the more than 200 PowerPoint slides which contain a great many examples of methods taught in the seminar.

Larry is a solo practitioner and trial consultant. He is a Past President of the National Association of Criminal Defense Lawyers and began his career as a Colorado Public Defender. He has long been recognized in Best Lawyers in America in civil "Bet the Company" litigation and in Criminal Law—both white collar and non-white collar. Pozner was trial counsel for many years for the Denver Broncos franchise and was part of the trial team that preserved Pat Bowlen's ownership of the Broncos. He and a team of lawyers recently used these techniques to win and collect a \$111 million judgment against a national bank.